

THE U.S.-MEXICO
FOUNDATION PRESENTS:

NCF23 EXECUTIVE SUMMARY

NCF2023

THE
ESSENTIAL

NORTH
AMERICAN

WAY



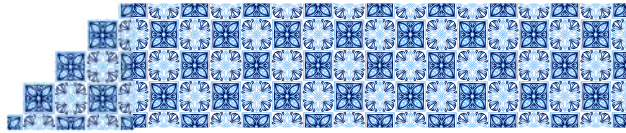
NORTH CAPITAL FORUM
BY THE U.S.-MEXICO FOUNDATION

OCTOBER 4 - 6 2023



MEXICO CITY

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I. INTRODUCTION

In October 2023, the **U.S.-Mexico Foundation (USMF)** hosted the second edition of the **North Capital Forum (NCF)**, a multi-annual platform focused on strengthening North America's trilateral agenda, and to position the region as an economic, social, and political powerhouse.

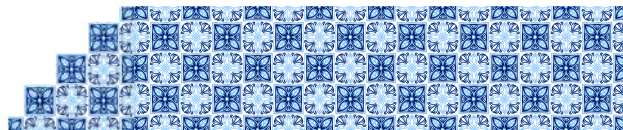
The NCF is the premier platform for regional understanding that promotes **The North American Way**, a shared-prosperity vision for the region that combines individual and collective values while embracing innovation, efficiency, economic advancement, and social accountability.

The **NCF23** was **co-chaired** by Alejandro Ramírez, CEO of Cinépolis (Mexico); Susan Segal, President and CEO of the Americas Society/Council of the Americas (U.S.A.); and Rob Wildeboer, Executive Chairman of Martinrea International (Canada). During the NCF23, the **North American Trailblazer Award** was instituted to honor and recognize individuals who have played a pivotal role in shaping North America.

We created the **NCF Fellowship Program**, which was comprised by a group of widely recognized professionals who are making a significant impact in shaping the perception of North America. Their valuable insights and in-depth expertise enriched the experience for all participants.

The 3-day event included 53 activities, 780+ participants, 120 organizations, and almost 2,000 one-on-one virtual interactions through the event app. At the NCF23, participants showed a profound interest in strengthening the region. U.S. and Canadian stakeholders continue to recognize the relevance of integrating with Mexico and promoting **The North American Way**.

[Watch the NCF23 Recap Video!](#)

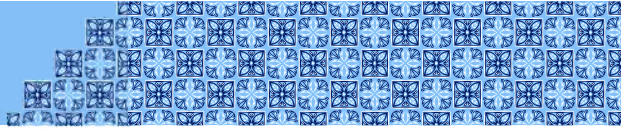


II. NCF CONTENT

Panels were titled after songs. 
Listen to the **NCF23** [playlist here](#).



SUSTAINABLE DEVELOPMENT




The **NCF23** provided a platform for insightful discussions on sustainable development for North America. Participants engaged in a comprehensive dialogue on strategies and an integrated approach to the region's economic, social, and environmental considerations, including those to mitigate climate change, adapt to its impacts and integrate vulnerable populations into the labor market to increase economic development.

Some discussions centered around building climate-resilient energy and water infrastructure capable of withstanding the test of changing climate. Recognizing the urgency of addressing environmental challenges, the imperative of transitioning to renewable energy sources was highlighted. The **NCF23** facilitated an exchange of ideas on innovative approaches to infrastructure development that prioritize sustainability and environmental resilience, such as electromobility, clean energy storage, and others.

In parallel, the **NCF23** addressed the growing concern of income inequality and the integration of diasporas within North America. Participants explored policies designed to promote greater economic opportunity, enhance social mobility, and increase productivity. Recognizing the critical link between inclusive growth and sustainable development, the discussions aimed to identify actionable strategies for inclusive growth that can foster a more equitable society.

The insights shared laid a solid foundation for proactive measures in the region. The collaborative spirit and exchange of best practices among participants underscored a shared commitment to creating a resilient, equitable, and sustainable future for North America. The outcomes of these discussions can serve as valuable guidance for future initiatives to advance sustainable development in the region.

For pictures, videos and more, click the song title. 



HIGHLIGHTS

Electricity (ft. Energy storage): The All-in-One Technology Resource in North America's Electric Grid.

Affiliate: The AES Corporation

Fireflies: Rethinking the North American Energy Economy

Affiliate: CSIS

Wade in the Water: Sustainable Business Practices in North America

Affiliates: North American Development Bank & USC Schwarzenegger Institute

Higher Ground: Elevating Economic Productivity in North America for Inclusive Growth

Affiliates: Harvard's Growth Lab & Mastercard Center for Inclusive Growth

Food for Thought: Sustaining a Secure North American Table

Affiliates: Corn Refiners Association & Consejo Nacional Agropecuario

Electric Feel: Driving North America's Electric Future

Affiliate: William Davidson Institute at the University of Michigan



During the **NCF23**, some panels addressed the strategies for fostering economic collaboration and strengthening the region's position as a manufacturing powerhouse. The discussions underscored the significance of streamlined cross-border trade processes, the nearshoring phenomena analysis, and enhancements to regional supply chains, collectively contributing to a more efficient and integrated trade environment.

Other panels focused on democratizing capital and enhancing financial inclusion within the region. Participants discussed policies and initiatives to broaden access to financial resources, ensuring a more inclusive and resilient economic landscape. Moreover, panelists centered around strategic investment approaches and policies that are crucial for shaping the economic success of North America in the future.

Other sessions highlighted strategies for optimizing and streamlining regional supply chains, addressing challenges, and fostering resilience. Reducing barriers and enhancing cross-border operations' efficiency is crucial for a seamless regional trade environment.

Seizing the nearshoring moment in North America, particularly in Mexico is vital. Therefore, it is instrumental shaping economic policies, fostering collaboration, and advancing sustained economic growth and development.

HIGHLIGHTS



Trailblazers: The People Who Helped Shape North America

Affiliate: North Capital Forum



A Sky Full of Stars: Mapping the North American Way, with the NCF23 Co-chairs

Affiliate: North Capital Forum



HIGHLIGHTS

Home: Forging Trilateral Cooperation, Insights from the North American Sherpas
Affiliate: Secretaría de Relaciones Exteriores

Simply Irresistible: Unveiling Mexico's Near-shoring Potential and Collaborative Strategies, with Secretary Raquel Buenrostro
Affiliate: American Chamber of Commerce of Mexico

Better Together: Access Tools for Labor Mobility in North America
Affiliate: UNHCR Mexico

Smooth Operator: Streamlining North American Supply Chains
Affiliate: Milken Institute

With a Little Help from My Allies: North America, the Biggest Manufacturing Region in the World
Affiliate: BBVA

Let's Work Together: Advancing North American Economic Integration
Affiliate: Business Council of Canada

Revolution: Democratization of Capital and Financial Inclusion in North America
Affiliate: GBM

Brand New Day: Investing for Success in North America's Tomorrow
Affiliate: QED Investors

Solamente una Vez: El Momento de México es Hoy
Affiliate: Consejo Coordinador Empresarial

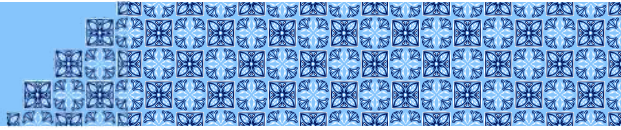
On the Road Again: Boosting Border Efficiency in North America
Affiliates: Atlantic Council's Adrienne Arsht Latin America Center & UTEP's Hunt Institute for Global Competitiveness

I Want to Hold Your Hand: Embracing Market Integration in North America
Affiliate: BIVA

Rhythm of the North: Findings of the North American Forum
Affiliate: North American Forum



GOVERNANCE AND DEMOCRACY



The **NCF23** panels also addressed critical institutions-related issues and the United States-Mexico-Canada Agreement (USMCA) implementation. Trade Facilitation discussions within this category emphasized the imperative of effective governance structures to streamline cross-border trade processes. Particularly underscoring the importance of transparent and accountable governance in facilitating international trade, ensuring a seamless and efficient flow of goods across North American borders.

Likewise, Regulatory Harmonization emerged as a key priority, with participants actively exploring avenues to harmonize regulations across North America to create a more predictable and business-friendly regulatory environment. This approach aimed to foster improved governance practices and regulatory coherence, providing a conducive atmosphere for businesses to thrive and contribute to the region's economic growth.

The **NCF23** also highlighted the infrastructure projects and the need to ensure their success for the overall development and prosperity of the North American region.

Additionally, the panels analyzed the role of the USMCA to date. The discussions provided a valuable perspective on the trade agreement, showcasing its impact, successes, and areas for improvement, as well as on the need to strengthen support for the USMCA in light of the elections in Mexico and the U.S. in 2024 and the USMCA revision in 2026.

The evolution of regional governance structures can be achieved by fostering effective collaboration and shared governance principles to strengthen regional integration.

HIGHLIGHTS

Conversation with Mexican Foreign Affairs Secretary, Alicia Bárcena, and World Economic Forum President, Børge Brende

Affiliates: North Capital Forum & Secretaría de Relaciones Exteriores

Give a Little Bit: Institutions for Effective Governance in North America

Affiliates: Center for Binational Institutions & International Republican Institute

Crazy Little Thing Called Geopolitics: Unveiling Global Dynamics, with Peter Zeihan

Affiliates: México en Movimiento & North Capital Forum

Empire State of Mind: Local Leadership in Driving Prosperity and Cooperation, with Mayor Eric Adams

Affiliate: North Capital Forum

Ain't No Mountain High Enough: Breaking Barriers to Achieve North America's Full Potential

Affiliate: AS/COA

I Will Survive: Scoring USMCA to Date

Affiliate: Brookings



TECH AND INNOVATION



The **NCF23** also explored cutting-edge technological developments and their implications for the region, from semiconductors to artificial intelligence, with a notable focus on the escalating tech race.

The role of technology in streamlining cross-border trade processes, reducing barriers, and enhancing the efficiency of regional trade. Technological advancements can improve trade facilitation, helping North America to stay competitive in a rapidly evolving global landscape. Likewise, panelists emphasized the imperative for businesses and governments to embrace digital technologies for enhanced efficiency and competitiveness. The ongoing tech race with China was a recurrent topic, with discussions centering on strategies to maintain North America's technological edge.

In addition, the potential and implications of Artificial Intelligence (AI) were thoroughly explored, particularly in sectors such as healthcare, manufacturing, and finance. The AI discussions extended to addressing the supply chain disruptions through technology, aiming to build more resilient and technologically advanced supply chains.

Participants also engaged in discussions exploring the critical role of semiconductors in driving innovation, enhancing economic competitiveness, and influencing various technology-dependent industries. The conversations provided a deep dive into the increasing importance of semiconductors in the tech industry and the geopolitical manufacturing challenges, and their profound impact on North America's technological landscape



HIGHLIGHTS

Chip Thrills: Unraveling the Complexities of Semiconductor Rivalries,
with Chris Miller

Affiliate: Tec de Monterrey

Smarter, Faster, Stronger: Artificial Intelligence for Inclusive Economic
Growth

Affiliate: Meta

From Old Town Road to New Horizons: The Big Reshuffle

Affiliate: Google

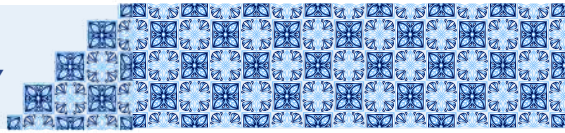
Under Pressure:

The Tech Race Against China

Affiliate: Bay Area Council Economic Institute



DIPLOMACY AND BORDER SECURITY



These **NCF23** panels explored critical issues shaping international relations and security within North America. They provided valuable insights into the present dynamics, challenges, and opportunities in diplomatic engagements among North American nations.

Public diplomacy was also addressed during the **NCF23**, considering its importance in fostering relationships between governments and citizens in different areas. Emphasizing the significance of factors like sports, cuisine, educational exchanges, and more, the discussions underscored their pivotal contribution to enhancing trilateral relationships.

In addition, experts analyzed the evolving landscape, identifying and examining potential threats that influence the security dynamics in North American border regions. The discussions were geared towards understanding the multifaceted challenges and proposed strategies to fortify security measures and increase economic opportunities. These dialogues contributed to a nuanced comprehension of the security imperatives that demand collaborative efforts and innovative solutions.

Together, these panels addressed North America's diplomatic landscape and the imperatives of regional security to deepen mutual understanding and stimulate collaborative efforts.

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HIGHLIGHTS

What's Going On:

Ambassadors Reflect on the Status of the Trilateral Relationship
Affiliate: The Inter-American Dialogue

Safe and Sound: Defining Security Challenges in Border Areas
Affiliate: The Borderplex Alliance

Can't Stop the Feeling:

Soft Power and North American Public Diplomacy
Affiliate: Meridian International Center

Diplomatic Symphony:

Former Ambassadors Discuss North American Cooperation
Affiliate: U.S.-Mexico Foundation's "Convocation"

ROUNDTABLES

The **NCF23 Roundtables** were private meetings led by experts on topics relevant to the region. These roundtables connected key stakeholders that allowed them to create joint partnerships.

Unleash the Power: Think Tanks Working for North America's Success
Affiliate: U.S.-Mexico Foundation

Around North America: The 2026 World Cup
Affiliate: UCSD School of Global Policy and Strategy, Center for U.S.-Mexican Studies

Under One Sky: Diasporas in North America
Affiliate: American Jewish Committee

Cultural Crossroads: Education Exchanges and Professional Mobility in North America
Affiliate: Tec de Monterrey

Deep in the Heart of Texas: Texas - Mexico Border Economic Bloc
Affiliate: Texas Association of Business

Lean on Me: Partnering to Bolster North American Security
Affiliate: Pacific Council & Wilson Center's Mexico Institute

North Capital Forum EDGE
Affiliate: North Capital Forum

FELLOWS

We created the **NCF Fellowship Program**, which was comprised of a group of widely recognized professionals who are making a significant impact in shaping the perception of North America. Their valuable insights and in-depth expertise enriched the experience for all participants.



Martin Cabrera
Cabrera Capital
HISPANIC MARKET



Monica Aspe
AT&T Mexico
ESSENTIAL
INDUSTRIES



Ana Paula Ordorica
Journalist
MEDIA
& DEMOCRACY



Ryan Croft
Pacto
ENTREPRENEURSHIP



Jon Barela
Borderplex Alliance
BORDER REGION



Bismarck Lepe
Wizeline
TECHNOLOGY



Erich Crompton
CDPQ
PENSION FUNDS



Leticia Jauregui
Meta
METAVERSE



Louise Blais
BCC & Fmr Amb to the UN
PUBLIC DIPLOMACY
& CULTURE



Mike Pliowar
Milken Institute
FINANCIAL
MARKETS



Marisol Argueta
WEF Latam
LATIN AMERICA



Juan Pablo Murra
Tec de Monterrey
EDUCATION



Enrique Acevedo
Journalist
MEDIA



The **NCF23 Fellows** authored individual op-eds connecting **The North American Way** with their respective sector.



III. NETWORKING & MEDIA

DINNERS

Hosts: AT&T Mexico, Grupo Prodensa & Vesta

Venue: Palacio de Bellas Artes

Complementary activity: Museum tour

Drinks sponsor: Constellation Brands



Hosts: Cabrera Capital, Nepanoa & BBVA

Venue: Palacio de Minería

Complementary activity: Wine tasting

Drinks sponsor: Constellation Brands



Hosts: Invest in Canada & Martinrea

Venue: Terrace, MUNAL

Complementary activity: Museum tour

Drinks sponsor: Constellation Brands & Tequila Mariangel



DINNERS

Hosts: Agil(e), Softtek & Talisis

Venue: Palacio Metropolitano

Complementary activity: Live Alebrijes creation

Drinks sponsor: Constellation Brands



Hosts: Coppel, Femsa Digital & BanCoppel

Venue: Ballroom, MUNAL

Complementary activity: Museum tour

Drinks sponsor: Constellation Brands



Host: Government of Baja California (Secretary of Economy and Innovation)

Co-host: Reiter Affiliated Co.

Venue: Plaza Gabriel García Márquez





DINNERS

Host: Government of Chihuahua

Co-hosts: Devon Energy, Oklahoma, BRP & Echo

Venue: Museo de Arte Popular



Host: Government of Nuevo León

Co-hosts: Texas Association of Business & Fintech Mexico

Venue: Museo Kaluz



Host: Government of Querétaro

Co-hosts: McLarty Associates, Québec Government Office in Mexico (Délégation générale du Québec à Mexico) & BRP

Venue: Museo de Memoria y Tolerancia



NETWORKING & COCKTAIL

NCF23 introduced a **networking space** accessible to participants throughout the entire event. On Thursday, the Tigres UANL professional soccer team sponsored a cocktail in this area, which featured a mariachi band and a soccer freestyler. Participants had the opportunity to watch a special video for the **NCF23** where professional players shared their idea of North America and how it plays a role in their lives at the club.



Dalton Corporation provided **NCF**-branded cars to transport attendees between locations over the course of the event.

ON-SITE CONTENT

The **NCF23** was widely covered by local and international media. Some speakers were interviewed by our content partners, which included podcasts, live radio, live tv and articles.



PRESS CLIPPINGS

Emilien Villegas juró a Dios en la víspera del North Capital Forum

North Capital Forum 2023: así inició el evento que busca mayor integridad y competitividad en Norteamérica

María Campos participa en el 'North Capital Forum' en la CDMX

Foreign Secretary Alicia Bárcena participas in the North Capital Forum

SOCIAL MEDIA

Desarrollando de nuevo el #NorthCapitalForum en el #NorthCapitalForum para LATAM, impulsando el #GROWTH #Innovación y la importancia de la relación comercial

The best part of going to Boston? The #NorthCapitalForum, the meeting with @realDonaldTrump, @MiguelAngelesLopezObrador and @BorisJohnson

El #NorthCapitalForum es un evento que reúne a líderes de alto nivel de América Latina y Norteamérica para discutir temas clave de la agenda comercial y económica de la región

IV. TAKEAWAYS

The **NCF23** served as a catalyst for further action and collaboration towards a more prosperous and resilient North America. The discussions and networking laid the ground for future initiatives and policy decisions to achieve shared goals.

The main takeaways from the event include:

1. Incentivizing stakeholders to concentrate on creating the ecosystems required to foster trilateral clusters of companies for each supply chain process;
2. Leveraging these ecosystems to create shared visions, clear goals, and promote narratives that strengthen regional identity.
3. Prioritizing investment in border infrastructure and logistics to further enhance the region's competitiveness and efficiency;
4. Recognizing that foreign direct investment in North America is being driven by national security concerns;
5. Understanding that the nearshoring opportunity window is estimated to be open for approximately two to three years;
6. Emphasizing increased investment in semiconductor design rather than manufacturing in Mexico;
7. Prioritizing reskilling initiatives in the workforce will significantly bolster efforts to enhance nearshoring.

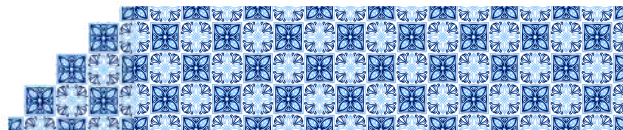
The success of the **NCF23** reinforces the NCF's vital role as the premier platform for constructive dialogue and collaborative action in shaping North America's future.

Join us in advancing **#TheNorthAmericanWay**.

Content available now!

Video: [YouTube](#)

Podcast: [Spotify](#) | [Apple Podcasts](#)



THIS IS #THENORTHAMERICANWAY

Forward-thinking leaders can come together and constructively discuss our shared future at the **North Capital Forum**.

It is up to us, **North Americans**, to put these concepts into practice throughout the course of the ensuing year. We will all reassemble at the **North Capital Forum in 2024**, to continue advancing the **North American Way**. 🦋



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