

The World Trade Organization (WTO) and Chevez, Ruiz, Zamarripa cordially invite you to the session on **The difficulties that business face as a result of a varying set of rules of origin: Case study of Mexico** of the **WTO Public Forum 2011 - "Seeking Answers To Global Trade Challenges"**.

Tuesday, 20 September, 11:15 – 13:15
WTO headquarters in Geneva – Centre William Rappard

Centre William Rappard
Meeting Room E

National delegations, government officials, non-governmental organizations, academics, businesses and students are invited to discuss the implications that the "spaghetti bowl" of rules of origin have on private business, as a result of the proliferation of regional or bilateral FTAs.

A multidisciplinary panel composed of representatives of global companies, private practitioners and government officials with deep knowledge in the matter will provide a good overview of the real problems business face at the borders and the importance of harmonizing rules of origin, with particular attention to the following subjects:

- What are the problems private companies face at the border when trying to apply preferential rules of origin?
- How do multinational companies cope with a vast set of rules of origin while trying to benefit from trade liberalization? How do they select their import and export markets, based on specific rules of origin?
- What challenges do companies face while under an investigation of the correct application of rules of origin? What are the consequences of applying preferential rules of origin incorrectly, for both the importer and the exporter?
- How can harmonization of rules of origin help business in their international trade operations? How do governments handle the process of harmonization?

Moderator

- **Mr. Francisco J. Cortina** - Partner, Chevez, Ruiz, Zamarripa.

Speakers

- **H.E. Mr. Fernando de Mateo y Venturini** – Ambassador, Permanent Representative of Mexico to the WTO.
 - **Mr. Douglas Garfield** – Senior Director, Global Customs & Trade, PepsiCo, Inc.
 - **Mr. Arturo Rodríguez Torres**, - International Logistics Manager, Acero Prime.
 - **Mr. Guillermo Sánchez Chao**, - Partner, Chevez, Ruiz, Zamarripa.
- **Please distribute this invitation to consumer associations, academics, trade associations, and officials that you consider might be interested in attending this panel.**
- **We would appreciate that you confirm your participation with the Permanent Mission of Mexico to the WTO, Tel: 41 (0) 22 7480758, Fax: 41 (0) 227480749, e-mail mission@mexico-wto.org**