IAFEI XLII WORLD CONGRESS

XL CONVENCIÓN NACIONAL IMEF



IAFEI XLII WORLD CONGRESS AND XL CONVENCIÓN NACIONAL





IMEF AT A GLANCE

Founded in 1961: 50 years serving the Mexican Financial Executives
Members: 1,500 Financial Executives
plus IMEF at the Universities serving over 1500 students
Geographical Coverage: 20 Cities all over the Country
Founder member of IAFEI
Have organized 4 World Congresses (1971-1981-1991 and 2001)
Four Mexican members have been IAFEI Chairmen.
(A. Amezcua, G. Palacio, R. Carranza and C. Rojas)
Looking forward for another succesful World Congress
in one of the most beautiful beaches of the world: Cancun

"Come and experience the traditional Mexican hospitality"

Mexico is located in the northern region of the American continent between the Gulf of Mexico on the east and the Pacific Ocean on the west. It is bordered by the United States on the north and by Guatemala and Belize on the south. Mexico's land area extends 1,964,375 sq km.



MEXICO

6 Regions:

- **Northen**
- **Central**
- **Southern an the Gulf of Mexico**
- **The Pacific Coast**
- **The Baja California Peninsula**
- **The Yucatan Peninsula: The gateway to the Mayan World. Here you can enjoy the white-sand beach resorts and the blue waters of the Caribbean Sea, where you can scuba dive a long the world's second largest coral reef and swim in sumerged caverns known as cenotes.**

CANCUN



Cancun is Mexico's most important tourist destination and one of the world's most well-known resorts. Located in the state of Quintana Roo in the Yucatan Peninsula region, it has a subtropical climate, with average temperatures ranging between 27º C (81º F) and 35º C (95º F) and sunny days throughout most of the year.

2010:

- **$12.5 MM Income**
- **22.5 M Tourists**

Nearby Cancun, you can tour the Mayan Riviera and check out Playa del Carmen, Xcaret and Xel-Ha, ancient Mayan ports that have been converted into modern-day paradises.

Also nearby is Tulum, a fascinating archaeological zone by the sea. It was the only walled city built by the Mayans. Finally, you'll want to visit Isla Mujeres and Cozumel to live the unforgettable experience of snorkeling and scuba diving along the coral reefs.

Cancun_CVB.wmv

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NOVEMBER 14-17, 2012 CANCUN-MEXICO



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TECHNICAL PROGRAM

THE XXI CENTURY CFO:

THE STRATEGIC BUSINESS EXECUTIVE

NOT ONLY

THE FINANCIAL EXECUTIVE

TOPICS OUTLINE

- Sustainable Development
- Corporate Social Responsibility
- Financial Executive´s Role
- Risk Management
- Establishing Control Environment
- Internal Audit Role as CFO´s tool
- Information Technology
- Business Analytics
- Social Networks



PLEASE RESERVE THE DATES: NOV 14/17-2012

BE PREPARED FOR AN OUTSTANDING PROGRAM INCLUDING PRE AND POST CONFERENCE TOURS TO WONDERFUL PLACES AROUND CANCUN.

WE LOOK FORWARD TO SEE YOU IN MEXICO !!!



FURTHER INFORMATION:

www.imef.org.mx

www.iafeiworldcongress2012.org.mx

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