

# COVID-19: HOW THE MEXICAN FINANCE INDUSTRY IS DEALING WITH 2020'S BLACK SWAN

*In this digital roundtable, panelists will discuss the challenges and opportunities for Mexico in light of global pandemic.*

# ABOUT **THIS EVENT**

**IN LIGHT OF THE COVID-19 CRISIS**, the Mexican peso has quickly become one of the worst-performing currencies in the world. This is a heavy punch to a market that was already struggling to show signs of growth in 2019. However, Mexico continues to be a strategic market in Latin America thanks to its geographic position and demographic edge. The success of its business leaders is often regarded as a benchmark for other markets in the region. Mexico also has the advantage of having not only previously survived a pandemic but having also been the center of a global health crisis in 2009 during the H1N1 outbreak. In the first of our series on digital roundtables in Mexico, panelists will discuss these factors and more in a moderated discussion.

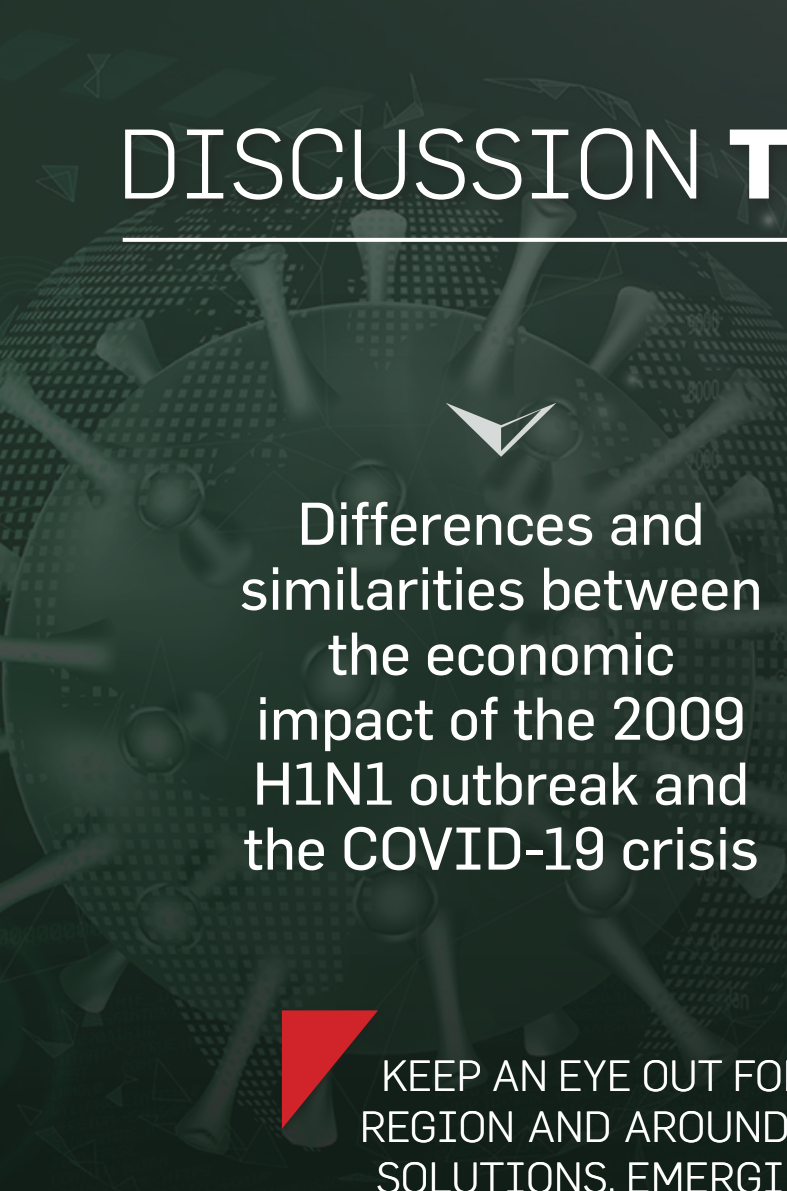


Platform: **zoom**


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# DISCUSSION TOPICS




Differences and similarities between the economic impact of the 2009 H1N1 outbreak and the COVID-19 crisis




Internal initiatives that panelists are implementing to mitigate the risks of the outbreak



What's next for the Mexican economy?



KEEP AN EYE OUT FOR MORE IN THIS SERIES, BRINGING LEADERS ACROSS THE REGION AND AROUND THE WORLD TOGETHER TO DISCUSS SECTOR-SPECIFIC SOLUTIONS, EMERGING TECHNOLOGIES, AND INNOVATIVE LEADERSHIP.



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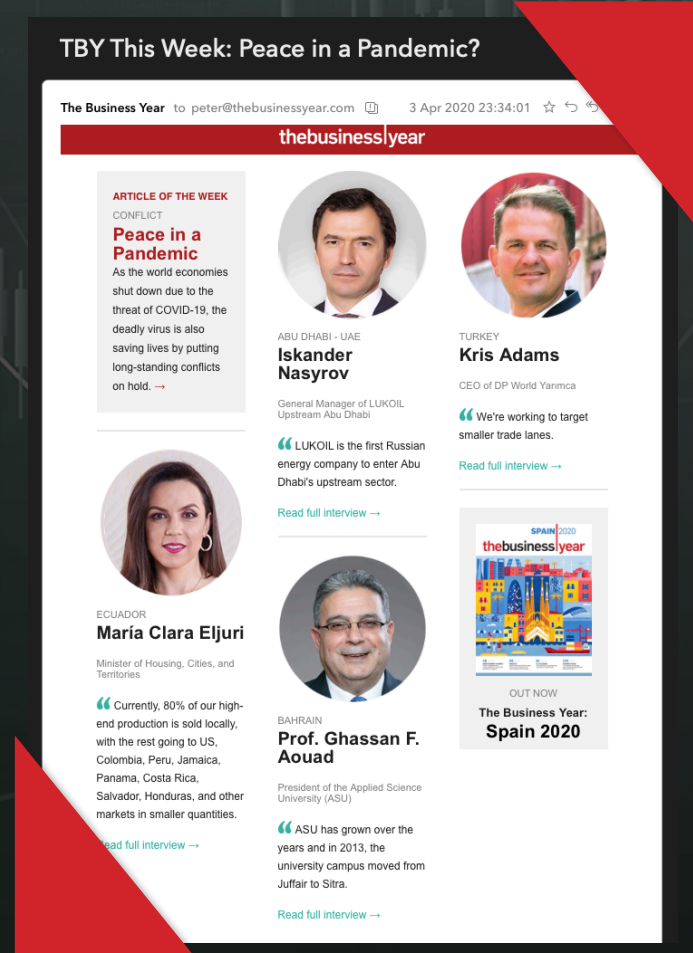
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# POST-EVENT **EXPOSURE**

➤ Footage from the event will be posted on thebusinessyear.com, which enjoys 60,000 unique visitors a month and an average placement in Google search results of 7.

➤ As well as utilizing our newsletter, which has over 20,000 subscribers, to invite viewers, a summary of the event will be distributed via this method in the form of an article. Our newsletter enjoys an industry-average open rate of 20%.

➤ Footage of the event will also be available across our social media channels, including Twitter, Facebook, Instagram, and LinkedIn.





# WHO WE ARE

## THE BUSINESS YEAR

**THE BUSINESS YEAR** is a global media group that has been providing investors, businesses, and governments with first-hand insights into the world's most dynamic markets for over a decade. We conduct hundreds of interviews a week with top decision makers in the Middle East, Latin America, Central and Southeast Asia, Africa, and Europe. Our content is available in printed reports and across an array of digital platforms.

## THE BUSINESS YEAR EVENTS

**PART OF THE BUSINESS YEAR** media group, TheBusinessYearEvents leverages years of experience in bringing together key stakeholders to deliver first-hand insights on the latest issues, challenges, and opportunities from dynamic markets around the world. We organize regular, high-end events strategically located in a diverse range of locations, as well as online webinars.

# WHAT WE DO

## CONFERENCES

**OUR HALF- AND FULL-DAY** conferences feature high-profile speakers from public and private sector organizations. Focused on specific countries, regions, and geographies, our conferences provide platforms for debate across a wide range of topics, from real estate, transport, and infrastructure to gender equality, renewable energy, and utilities.

## GLOBAL ROUNDTABLE SERIES

**THESE HALF-DAY EVENTS**, often organized in association with government ministries and other institutional partners, gather top stakeholders to discuss a single burning issue and help to form the editorial content of our publications. Most importantly, they put eminent decision-makers in one place, providing a platform for problem solving and unique networking opportunities.

## TAILORED EVENTS

**WE WELCOME COLLABORATION** on the hosting of events, bringing our unrivalled network of top business leaders from across the world's most dynamic economies to the partnerships we form.

## WEBINARS

**OUR WEBINARS** gather leading figures from across a range of sectors and geographies. The instantaneous nature of online meetings allows us to keep our finger on the pulse of rapidly evolving events worldwide.

For more information about the other events, contact:

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