## Tuesday, February 17, 2015

### Day One - Registration

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:00</td>
<td>Registration &amp; Coffee</td>
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<tr>
<td>12:30</td>
<td>Official Start: Opening Remarks - Jay Applewhite, Chairman, Mexico Shale Summit</td>
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### Mexico’s Energy Reform Update

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<tr>
<td>12:40</td>
<td>Keynote presentation. <strong>Edgar Rangel-Germán, Commissioner, National Hydrocarbons Commission - CNH</strong></td>
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### Regulation and Government

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<th>Time</th>
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<tr>
<td>13:00</td>
<td>Panel Session: Energy regulation and economic development: the new regulatory structure and respective agency roles in Mexico for the oil and gas industry.</td>
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<td>- update and developments of Mexico’s oil and gas Reform</td>
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<td>- specific challenges related to the shale oil and gas opportunities</td>
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<td>- balancing private and public interest</td>
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<td>- role of government as a facilitator and regulator</td>
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<td></td>
<td><strong>Edgar Rangel-Germán, Commissioner, National Hydrocarbons Commission - CNH</strong></td>
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<td><strong>Marco A. Cota, General Director of Hydrocarbons, Ministry of Energy – SENER</strong></td>
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<td><strong>Eduardo Camero, Head of Economic Unit of Non Tax Revenues, Ministry of Finance - SHCP</strong></td>
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<td><strong>Moderator: Jorge Piñón, Center for International Energy and Environmental Policy, UT Austin</strong></td>
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### Regulation and Government

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<tr>
<td>14:00</td>
<td>Keynote presentation: Texas Railroad Commission on facilitating economic development as a regulator and lessons learned from the Eagle Ford. <strong>Christi Craddick, Chairman of the Texas Railroad Commission</strong></td>
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### Coffee Break and Networking Session

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<tr>
<td>14:30</td>
<td>Coffee Break</td>
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### Energy Reform

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<td>15:00</td>
<td>Special Interview with Tony Garza on &quot;Looking ahead: the economic implications of oil price volatility on Texas and Mexico politics post energy reform&quot; followed by Q&amp;A</td>
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<td><strong>Antonio Garza, Counsel, White &amp; Case, Mexico City, Former US Ambassador to Mexico and past Chairman of the Texas Railroad Commission</strong></td>
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<td><strong>Ross Ramsey, Founder and Chief Editor of the Texas Tribune</strong></td>
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Finance and Investment

15:30 Panel Discussion: Financing Mexican companies to support growth and working capital requirements
   • access to credit and bank financing
   • strategic partnerships and joint ventures
   • profitability analysis on contracts
   • financial model considerations for exploration and production
   • Investment and contracts

   Laura Vila, Portfolio Officer, International Finance Corporation – World Bank
   Eliecer Palacios, CEO of PetroRock Energy
   Beatriz C. Maney, Managing Director, OFS Capital Group
   Paula Swain, Managing Director Structured and Project Finance Group - Ex-Im Bank
   Moderator: Jaime Alatorre, President, Mexico Energy Fund

Onshore Exploration

16:30 Presentation: Lessons learned from drilling Emergente-1, the first shale gas well in Mexico located in Hidalgo, Coahuila - Brandon Seale, President of Howard Energy Mexico and former Lewis Energy

16:45 Presentation: Water considerations in shale gas exploration - Devesh Mittal, VP & General Manager Shale Gas Division, Aquatech

17:00 Presentation: Unconventional exploration challenges in Northern Mexico - Pablo Medina, Mexico Upstream Analyst at Wood Mackenzie

17:15 Panel Discussion: Challenges future operators will face in Mexico and what to consider when setting up a shale gas exploration site in a remote area.

   Brandon Seale, President of Howard Energy Mexico
   Devesh Mittal, VP & General Manager Shale Gas Division, Aquatech
   Pablo Medina, Mexico Upstream Analyst at Wood Mackenzie
   Humberto Celis Aguilar Alvarez, Environmental Lawyer for Energy and Natural Resources, Celis Aguilar Alvarez
   Moderator: Scott Courtney, Chairman, South Texas Wildcatters Host Committee, Texas Alliance of Energy Producers

VIP Cocktail

18:00 Future business partner's cocktail session
20:00 End of day one
Agenda Day Two

07:45  Coffee and opening remarks day two

Onshore Exploration

08:00  Presentation: Enhancing productivity and reducing drilling and completion costs - Rob Fulks, Director of Unconventional Resources Team for Weatherford

08:15  Presentation: Using seismic data to gain insight into Mexico’s shale basins and identifying the sweet spots for hydrocarbon liquids - Bill Pramick, VP Acquisition Technology at Geokinetics

08:30  Presentation: Optimization techniques for unconventional exploration with an eye on Mexico - Morris Cordes, VP Integration at Schlumberger

08:45  Panel Discussion: Role of service companies in the development of Mexican unconventional resources
- Maximizing return on investment through efficient operations
- Key to optimization
- Using seismic data to make smart decisions
- Application of local insight to exploration

Bill Pramick, VP Acquisition Technology at Geokinetics
Morris Cordes, VP Integration at Schlumberger
Rob Fulks, Director of Unconventional Resources Team for Weatherford
Moderator: Jorge E. López de Cárdenas, President, LDC Energy Consulting

Natural Gas Market in Mexico

09:30  Presentation: Overview of Mexico's Natural Gas Market and the impact of upstream opportunities on market dynamics: Javier Estrada, President of Analitica Energetica (former Director of Planning SENER)

Networking Session

09:50  Coffee break and networking session

CENAGAS: Mexico’s System of Natural Gas

10:20  Keynote presentation: David Madero, President, Centro Nacional de Control de Gas Natural – CENAGAS
Panel Discussion: How will the transportation challenge be met in time for operators in Mexico to access the refineries and processing plants, and the markets?
- Existing supply, demand, and capacity
- Planned pipeline infrastructure
- Supply diversification and cross-border pipelines
- Time frame and challenges to address
- Near term investment opportunities for midstream companies

David Madero, President, Centro Nacional de Control de Gas Natural - CENAGAS
Fernando Alonso, Director of Government Relations, FERMACA
Ruben Kuri Asali, Director of Pipelines, Arendal
Brandon Seale, President of Howard Energy Mexico
Moderator: Soll Sussman, Managing Director, S Cubed Studio, Advisor to Mexico Shale Summit

Keynote presentation: Guillermo Turrent Schnaas, Managing Director of Modernization - CFE

Lunch

Lunch and Conversation with George P. Bush, Commissioner, Texas General Land Office

Keynote presentation: Partnering and doing Business with the New Pemex followed by Q&A
Raúl Mendoza, Deputy Director of Supplier and Contractor Relations and Development, Pemex

Panel Discussion: Readiness of engineering service companies across the unconventional hydrocarbon fields.
- Pemex transformation from a decentralized organism to a productive state enterprise.
- Strengths, weaknesses and opportunities in Mexico
- Local content, availability of human capital
- Multiservice contracts

Raúl Mendoza, Deputy Director of Supplier and Contractor Relations and Development, Pemex
Juan Manuel Castañeda, VP, Halliburton Mexico
Manuel del Villar Roel, Director, GPA Energy
Jorge Anzaldua, Director of Grupo R
Moderator: Beatriz C. Maney, Managing Director, OFS Capital Group
14:40  Coffee break and networking session

15:10  Presentation: Land rights in Mexico - access, permits and the role of the "ejidos"
      Jose Antonio Postigo Uribe, Partner, Sanchez Devanny Eseverri

15:25  Presentation: Mexico security considerations for the oil and gas industry
      Sam Logan, Managing Partner, Southern Pulse LLC

15:40  Panel Discussion: Current climate for security and social issues in Mexico
      • Security in oil and gas operations and field logistics
      • The function of private industry versus government
      • How to address organized crime from the business perspective

      Jose Antonio Postigo Uribe, Partner, Sanchez Devanny Eseverri
      Winston Quesada, Amec Foster Wheeler, Regional Security Advisor - Americas
      Sam Logan, Managing Partner, Southern Pulse LLC
      Duncan Wood, Director of Mexico Institute, Woodrow Wilson International Center
      Moderator: Nelson Balido, CEO, Energy Council of the Americas

16:30  Panel Discussion: economic and social impact from energy investments in Mexico and the benefits for both sides of the border for local economies
      • Strategies for engaging community and achieving a win-win
      • The social impact evaluation required by the new Hydrocarbons Law
      • Urban development needs
      • The importance of communication, education and public advocacy
      • The role of the industry in local development and social programs
      • Support of human capital development
      • Impact on GDP

      David Porter, Commissioner, Railroad Commission of Texas
      Omar Garcia, CEO, STEER
      Maria Eugenia Calderon-Porter, Director of the Binational Center, Texas A&M International University
      Marcial Nava, Sr. Economist, BBVA
      Moderator: Thomas Tunstall, Research Director, UTSA
17:30  Closing presentation and discussion: the outlook for North America's natural gas industry and Mexico's role
  • Mexico's demand for natural gas
  • Market dynamics for Canada, US and Mexico
  • Potential for exportation of LNG and refined products from Mexico
  • Long term effect of Mexico energy reform on global markets

  Chris Faulkner, CEO, Breitling Energy
  Glenn Hart, CEO, Laredo Energy
  Moderator: Charles Blanchard, Head of Gas Research, Bloomberg New Energy Finance

Note:
  1. agenda subject to change
  2. (*) = invited

For more information on the event or agenda, send an email to info@mexicoshalesummit.com or call 469-347-0353