



**Standards Alliance**  
North American Conference on  
Good Regulatory Practices and  
Regulatory Cooperation

**Secretaría de Economía, Torre Ejecutiva,  
Alfonso Reyes 30, Colonia Hipódromo Condesa, Delegación Cuauhtémoc  
Auditorium “Raul Ramos Tercero”  
Mexico City, Mexico  
December, 10-11, 2014**

- 08:00 a.m. Registration
- 08:30 a.m. **Logistical Announcements**  
Master of Ceremonies, Joseph Tretler, Vice President International Policy, American National Standards Institute (ANSI), United States.
- 08:45 a.m. **Welcoming Remarks**
- Rocio Ruiz Chavez, Undersecretary of Competitiveness and Regulation, Secretariat of Economy, Mexico.
  - Sean Jones, Mission Director, USAID Mexico.
  - François Rivest, Minister Counsellor, Embassy of Canada to Mexico.
- 09:00 a.m. Photo Opportunity of Welcoming Speakers and the Keynote Speakers.

### **Day 1: Positive Effects of Good Regulatory Practice on Trade and Competition**

- 09:10 a.m. **Keynote Opening Address**  
Rosaura Castañeda, Head of Unit of International Negotiations, Secretariat of Economy, Mexico. Presentation: “The Positive Effects of Good Regulatory Practice on Trade and Competition”.
- 09:30 – 11:00 a.m. **Session 1: Examination of Principles of Good Regulatory Practices**  
This session will examine the principles of Good Regulatory Practices and international activities focused on advancing such principles.
- Moderator:**  
Bernardo Altamirano, Better Business Bureau, Mexico Chapter.
- Speakers:**
- Manuel Gerardo Flores, Senior Economist, Regulatory Policy Division, OECD. Presentation: “Overview OECD Regulatory Policy Committee and Steering Group on Measuring Regulatory Performance”.
  - Jennifer Stradtman, Director, Technical Barriers to Trade, Office of the U.S. Trade Representative, United States. Presentation: “Overview of APEC Initiatives on Good Regulatory Practices”.



- Samuel Marleau Ouellet, Senior Trade Policy Office, Technical Barriers and Regulations Division, Department of Foreign Affairs, Trade and Development Canada.

11:00 – 11:15 a.m. Coffee Break

11:15 – 12:15 a.m. **Session 2: Scientific and Evidence Based Rulemaking**

Experts will discuss information quality, appropriate use of data, and use of peer review studies. Panelists will discuss challenges and opportunities around achieving, finding and using the best data.

**Moderator:**

Jeffrey Heynen, Deputy Director, Department of Foreign Affairs, Trade and Development Canada.

**Speakers:**

- Mark Laurence, Aerodromes Standards Inspector, Transport Canada.
- Nathan Frey, Office of Information and Regulatory Affairs, Office of Management and Budget, United States. Presentation: “The U.S. Experience with Scientific and Evidence-based Rulemaking”.

12:15 – 01:45 p.m. **Luncheon Address**  
Virgilio Andrade, Director General, COFEMER, Mexico. Presentation: “The Importance of Good Regulatory Practices”.

01:45 – 03:15 p.m. **Session 3: Regulatory Impact Assessment (RIA)**

This session will focus on the principles of implementing RIA, tangible examples of RIA, analysis of impact on competition, risk analysis and ex-post assessment. The discussion will include examples of how best practices for RIA have been implemented for a regulated sector.

**Moderator:**

Roberto Anaya, Deputy Director General for Standardization, DGN, Mexico

**Speakers:**

- Eliza Mojduszka, Senior Economist, U.S. Department of Agriculture (USDA), United States.
- Eduardo Esteban Romero, General Coordinator for Regulatory Impact Assessments, COFEMER, Mexico.

03:15 – 03:30 p.m. Coffee Break



03:30 – 05:15 p.m.     **Session 4: Public Consultation and Advancements in E-Rulemaking**  
Public and private sector experts will discuss the current state-of-play of public consultation tools, including use of e-rulemaking. The presenters will discuss the impact of public consultation and opportunities and challenges in participating in public consultation process.

**Moderator:**

Alexa Burr, Manager, Regulatory & Technical Affairs, American Chemistry Council (ACC), United States.

**Speakers:**

- Luis Antonio Foncerrada, Director of the Centre for Economic Studies of the Private Sector, Mexico.
- Nathan Frey, Office of Information and Regulatory Affairs, Office of Management and Budget, U.S. Presentation: “Regulations.gov”.

05:15 – 05:30 p.m.     **Day One Wrap Up**  
Joseph Tretler, ANSI, United States.

05:30 p.m.                 Adjourn

*Networking reception for all participants will take place at the same venue: Secretaría de Economía, Torre Ejecutiva, Ground Floor (right next to the entrance to the Art Gallery of the Secretariat of Economy).*



**Day 2: Contributions of GRP in the Elaboration of Technical Regulations, Standards and Conformity Assessment Procedures**

- 08:00 a.m. Registration.
- 08:30 a.m. Logistical Announcements.
- 08:45 – 09:15 a.m. **Welcoming Keynote**  
 Michael Fitzpatrick, General Electric, United States.
- 09:00 – 10:30 a.m. **Session 1: Use of Good Regulatory Practices in the Elaboration of Technical Regulations and Standards**  
 Experts will discuss the use of standards in regulations and best practices to identify and reference a standard in regulations.
- Moderator:**  
 Carlos Pérez, Director General, *Normalización y Certificación Electrónica, S.C.* (NYCE), Mexico.
- Speakers:**
- Abel Hernández, Director General, Asociación Nacional de Normalización y Certificación del Sector Eléctrico, A.C. (ANCE), México.
  - Jorge Gonzalez Cabello, Standardization Manager, Petróleos Mexicanos.
  - Fernando Hernández, Deputy Director General for Energy Efficiency Standards, National Commission for the Efficient Use of Energy (CONUEE), México.
- 10:30 – 11:00 a.m. Coffee Break
- 11:00 – 12:30 p.m. **Session 2: Panel on Use of Conformity Assessment in Regulation**  
 Experts will discuss good practices related to Conformity Assessment, as well as the innovative mechanisms (reputation, risk) to promote compliance with the standards.
- Moderator:**  
 Ileana Martinez, National Institute of Standards and Technology (NIST), U.S.
- Speakers:**
- Pamela Wright, Accreditation Manager, A2LA, United States.



- G Rae Dulmage, Director, Standards Department, Government Relations Office and External Affairs, ULC Standards and Underwriters Laboratories of Canada, Inc.
- Alberto Ulises Esteban Marina, Director General, DGN, Mexico.

12:30 – 02:00 p.m.

**Luncheon Address**

- Ambassador E. Anthony Wayne, Embassy of the United States of America to Mexico

**Discussion of Positive Examples and Best Practices for Regulatory Cooperation in North America and Other International Experiences**

02:00 – 3:30 p.m.

**Panel 1: Defining the Elements to Achieve Effective Regulatory Cooperation, based in the North American Experience**

From a perspective of a regulator or private sector – with so many venues for regulatory cooperation – what is the most effective way to act on an idea for regulatory cooperation based in the North American experience?

**Moderator:**

Sarah Cook, Standards Attaché, Department of Commerce, United States.

**Speakers:**

- Bruce Ross, Deputy Regional Director, Latin America, Food and Drug Administration, United States.
- Ricardo Cavazos, Chief of Staff, Federal Commission for the Protection Against Sanitary Risks (COFEPRIS), Mexico.
- Jeffrey Heynen, Deputy Director, Department of Foreign Affairs, Trade and Development Canada.

03:30 – 03:45 p.m.

Coffee Break

03:45 – 05:15 p.m.

**Panel 2: Case Studies/Best Examples of Effective Regulatory Cooperation in other countries, regions or fora.**

**Moderator:**

Stan Hazan, Sr. Director, Scientific & Regulatory Affairs, NSF International, United States.

**Speakers:**

- Michael Panzera, Counsel International Consumer Protection, Federal Trade Commission, United States. Presentation: “International Cross-Border Cooperation, A Consumer Protection Case Study”.



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- Juan Antonio Dorantes Sánchez, Director General, Secretariat of Economy, Mexico.

05:15 – 06:00 p.m. **Report of Conference Outcomes**  
Joseph Tretler, ANSI, United States.