



VI REUNIÓN SOBRE COMUNICACIÓN Y BANCA CENTRAL
México, D.F., 7 - 9 de noviembre de 2001
VI MEETING ON COMMUNICATION AND CENTRAL BANKING



Mexico City, November 7 - 9, 2001

PROGRAM

WEDNESDAY 7

- 8:45** **DEPARTURE FROM HOTEL**
- 9:00 - 9:30** **REGISTRATION OF PARTICIPANTS**
- 9:30 - 10:15** **OFFICIAL PHOTOGRAPH AND COFFEE BREAK**
- 10:15 - 11:00** **INAUGURATION BY THE GOVERNOR OF BANCO DE MÉXICO, DR. GUILLERMO ORTIZ**
- 11:00 - 11:45** *"Legitimization Sources for Communicational Openness"*
Eduardo Turrent, Banco de México.
- 11:45 - 12:00** **BREAK**
- 12:00 - 14:00** *"Why, What and How Should Central Banks Talk"*
Alan S. Blinder, Professor and Co-director of the Center for Economic Policy Studies – Princeton University, U.S.A. and former member of the Board of Governors of the Federal Reserve System of the United States.
- 14:15 - 16:15** **LUNCH (PRIVATE DINING ROOMS OF BANCO DE MÉXICO)**
- 16:30 - 17:15** *"Central Bank Information and its Timeliness: The Sessions of the Council of the Central Bank of Chile in the Press. Analysis of a One Year Experience"*
Carolina Muñoz Castillo, Banco de Chile.
- 17:15 - 18:00** *"The Asian Financial Crisis: Communication Response of the Bangko Sentral ng Pilipinas"*
Lidia Lorena C. Pangan, Central Bank of Philippines.
- 18:00 - 18:15** **RECESO**
- 18:15 - 19:00** *"Rumors and their Positive and Negative Implications for Central Bank Management"*
Sergio Hernández, Banco de Guatemala.
- 19:30** **RECEPTION (BANCO DE MÉXICO'S MAIN BUILDING)**

THURSDAY 8

- 8:15** **DEPARTURE FROM HOTEL**
- 8:45 - 9:30** *“Transparency in Monetary and Financial Policies”*
Arne B. Petersen, IMF.
- 9:30 - 10:15** *“The New Law of The Central Bank of Venezuela. A
Communicational Challenge”*
Mary Batista, Banco Central de Venezuela.
- 10:15 - 10:45** *“Central Bank Transparency and Accountability in the Sphere of
their Relations with Congress”*
Federico Rubli Kaiser, Banco de México.
- 10:45 - 11:15** **COFFEE BREAK**
- 11:15 - 11:40** *“Accountability and Methods of Communication in Central
Banks”*
Luis Treviño Garza, Banco de México.
- 11:40 - 12:15** *“Communication and Accountability in Central Banks: the Case
of the Central Bank of Colombia”*
Diana Mejía, Banco de la República, Colombia.
- 12:15 - 12:30** **BREAK**
- 12:30 - 14:15** *“Communication and Central Banking: The Viewpoint of the
Specialized Press”*
Luis Enrique Mercado, General Director of “El Economista”, México.
- 14:30 - 16:30** **LUNCH (PRIVATE DINING ROOMS OF BANCO DE MÉXICO)**
- 16:45 - 17:30** *“The EURO Campaign of the Eurosystem in Spain”*
José Luis Pellicer, Banco de España.
- 17:30 - 17:45** **BREAK**
- 17:45 - 18:45** *“Cultural Transmission as a Communication Instrument in
Central Banks”*
Mary Batista, Banco Central de Venezuela.
Silvia Singer, Consultant Banco de México.

FRIDAY 9

- 8:45** **DEPARTURE FROM HOTEL**
- 9:15 - 9:50** *“Confidence in and Transparency of Information: The Bank of Mexico’s Experience in Certifying the CPI with the ISO-9001 Quality Standard”*
Javier Salas, Banco de México.
- 9:50 - 11:00** **PANEL**
Communication Management Reactions of Central Banks on the Events of September 11th
Denis Schuthe, Bank of Canada
Carolina Pamela Muñoz Castillo, Banco Central de Chile
Diana Margarita Mejía Anzola, Banco de la República, Colombia
José Luis Pellicer, Banco de España
Mary Batista, Banco Central de Venezuela
Federico Rubli Kaiser, Banco de México
- 11:00 - 11:30** **COFFEE BREAK**
- 11:30 - 13:00** **WORKSHOP**
“Communication and Central Banking: the Markets’ Viewpoint”
Manuel Suárez Mier, Associated Economist of the Development Research Center (private think tank)
Alejandro Cavazos, Director of Analysis of Multivalores, Casa de Bolsa (Securities Firm)
Benito Solís; Director of Moody’s Mexico
Jonathan Heath, International Consultant.
- 13:00 - 13:15** **BREAK**
- 13:15 - 14:15** **FINAL SESSION: CONCLUSIONS AND RECOMMENDATIONS**
- 14:30 - 16:30** **LUNCH (PRIVATE DINING ROOMS OF BANCO DE MÉXICO)**
- 16:45 - 18:00** **GUIDED TOUR TO THE NATIONAL MUSEUM OF ART**
- 21:00** **CLOSURE DINNER**
CAFÉ DEL BOSQUE, 3º SECCIÓN DEL BOSQUE DE CHAPULTEPEC
(The bus will depart at the Hotel at 20:30)



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