

MEXICO: AN EXTRAORDINARY EXPERIENCE



Alebrije from Oaxaca.



Dance Flower of the Pineapple.



Black Clay from Oaxaca.



Mezcal from Oaxaca.

I would like to describe an extraordinary experience that taught me several lessons during a joint event we conducted with the Chief Executives Organization. Some of you may have heard of the Young Presidents Organization (YPO) and the Chief Executives Organization (CEO.) YPO connects 24,000 company CEOs and presidents while CEO comprises 2,000 leaders who have previously belonged to YPO and have gained recognition for their work.

CEO members perform educational programs in different parts of the world. Three years ago, they asked us to host a College in Mexico, scheduled for March 2016. Mari Carmen and I then proceeded to plan this event, sharing this privilege with our friends Marcela and Oscar Peralta and their daughter Marcela Sommer, whose ideas and leadership were crucial to achieving the desired results.

During the organizational process, the international press published several articles about the crime and violence in Mexico. The CEO organizers were concerned by this situation, regarding our country as a rather dangerous place. Fortunately, their perception of Mexico turned out to be very different from their actual experience.

The title of the event was

“Mexico, past, present and future.”

We spent three days in Oaxaca and four in Mexico City. We had the opportunity to immerse ourselves in the vibrant, warm, hospitable Mexico, brimming with art, culture and history. This Mexico of contrasts, with its archeological sites and colonial cities takes us back hundreds of years while at the same time, in its capital, a 21st century metropolis, we come upon world class elements.

Our gastronomy captivated both palates and hearts. We were also able to display Mexico's entrepreneurial facet with its major world-class corporations. We learned a great deal from entrepreneurs, politicians, indigenous peoples, priests, artists, chefs, architects, archeologists and historians.

These experiences and the interactions were extremely enriching. The gracious hospitality that characterizes our country was the distinctive feature of this event. However, the greatest reward for all to those who made every effort to turn this College into a success, were the comments we received. Some of them were:

"We were most favorably impressed!"

"The event that has made the greatest impact on me; my ideas about Mexico were completely shattered."

"This experience greatly exceeded our expectations about Mexico."

The success of this event corroborated that:

1. We are ambassadors of our country, our cities, companies and families. What we say about them contributes to their reputation.

2. Creating an extraordinary experience that will leave a lasting impression on people requires extraordinary effort, the synergy of teamwork, planning, communication, attention to the smallest detail and above all, a positive attitude.

3. Lastly, there is nothing like experience. We can conceive an idea of something because of what we have heard or read, but there is nothing like real-life, actual experience.

I wish to thank everyone who contributed to the success of this CEO México College.



The St. Regis Mexico City.



Chef Martha Ortiz's restaurant.



Mockup "Futura CDMX".



"Paseo de la Reforma".



C5.