
AGENDA OF THE 1993 CONFERENCE TECHNICAL PROGRAM

SATURDAY, MARCH 27

8:00 a.m. Sports Tournament, Club Atlas, El Salto Jalisco
7:00 p.m. Welcome Cocktail, Hotel Camino Real

SUNDAY, MARCH 28

11:00 a.m. General Session at Expo-Guadalajara
8:00 p.m. Gala Dinner

MONDAY, MARCH 29

Conference program conducted at Hotel Fiesta Americana Concurrent Sessions 9:00 a.m. to 10:15 a.m.

- Session 1: "Codification: The Impact of Change," Oscar Alberto Guil, of Supermercados Norte, Argentina.
- Session 2: "To Grow Where Everyone Grows, a Twofold Challenge," Enrique Marmentini, Asociacion de Supermercados de Chile (ASACH).
- Session 3: "Closeout Discount Store: A New Concept," Carlos M. Paiz, Almacenes Paiz, Guatemala.
- Session 4: "Total Quality ... Loyal Customer," Raul, Macias, Premio Nacional de Calidad, Mexico.
- Session 5: "The Complete Manager," George S. Hayward, Cornell University, United States.

CONCURRENT SESSIONS 10:30 A.M. TO 11:45 A.M.

- Session 1: "Competitive Operating Margins: The Strategic Trend," Alexis Falquier, Cesar, Muniz, and Gina Filtzer of McKinsey & Co., Mexico.