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Calgary, Alberta, May 5, 2016

**PRESS RELEASE & INVITATION TO THE MEDIA**  
**CCA ALBERTA LUNCH OF THE AMERICAS**

On behalf of the Canadian Council for the Americas Alberta (CCA Alberta), we are pleased to extend this invitation to the media to join us and cover our upcoming **CCA Alberta Lunch of the Americas that is held in conjunction with the Global Petroleum Show**. The **CCA ALBERTA LUNCH OF THE AMERICAS** will take place on June 6th, 2016 at the Hyatt Regency, Calgary, Alberta, Canada. The Lunch of the Americas is one of CCA-Alberta's signature annual events. The theme of this year's Lunch of the Americas is "ENERGY AND ENVIRONMENT IN THE AMERICAS" to highlight the importance and opportunity that the Latin American region represents for investment and trade in the energy sector.

**The Minister of Energy of Mexico, Pedro Joaquin Coldwell, has accepted our invitation to be our keynote speaker during the lunch. Minister Joaquin Coldwell will be delivering an important message to the business community of Alberta. The speech will be in Spanish and CCA will provide simultaneous translation.**

Previous to the lunch, we are planning a panel between 10:30 am and 11:45 am where a invited panel will have the opportunity to make a brief overview presentation. Afterwards, our moderator will coordinate a series of questions regarding the main theme, "Energy and Environment in the Americas". Panelists invited include Dr. Lourdes Melgar, Undersecretary of Hydrocarbons, SENER Mexico (invited), Ramon Espinasa, Lead Oil & Gas Specialist, Energy Division, Inter-American Development Bank, Mark Salkeld, President of the Petroleum Services Association of Canada, and Dr. Dru Marshall, Vice President Academic for the University of Calgary.

Some of the suggested topics for discussion will include Heavy Oil, Pipelines National Network, EOR Technologies, Natural Gas, Clean & renewable Energies, Human Capital Formation and any other topics that the panelist might recommend of particular interest. Please feel free to contact me if you need additional information or have any questions regarding CCA Alberta and this invitation. Hopefully you can join us. More information about the program and CCA can be consulted at [www.cca-alberta.com](http://www.cca-alberta.com)

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