

## Jaime Serra Puche

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Founding Partner - President



### Practice areas:

- Economic competition
- Foreign trade and foreign investment
- Regulatory practice and public policies



### Specialties:

Negotiation of trade agreements, Public finance, Public sector, Industrial property



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Jaime Serra is the President of SAI Law and Economics and founder of Aklara (Electronic Auctions), CAM (Mexican Arbitration Center). He worked in the Mexican government from 1986 to 1994 where he served as Undersecretary of Revenue, Secretary of Commerce and Secretary of the Treasury of Mexico. As Secretary of Commerce he directed the negotiations and implementation of NAFTA; he directed the negotiations of the free trade agreements with Chile, Colombia, Venezuela, Bolivia and Costa Rica and promoted the creation of the Federal Competition Commission and IMPI, the Mexican Institute of Industrial Property. He was a member of the Board of Trustees of Yale University (1994-2001) and currently

participates in the President 's Council on International Activities of Yale University. He is a member of the Trilateral Commission. As of October 2018 he is Chairman of the Board of Directors of BBVA and participates in the boards of directors of Tenaris and Vitro.

Jaime Serra graduated from UNAM. He obtained his **Master's degree in economics from El Colegio de México and his PhD in economics** from Yale University. On the occasion of the 20th anniversary of NAFTA, he published the book "The TLC and the Formation of a Region, An essay from the Mexican perspective." He has been a professor of economics at El Colegio de México and at Stanford, Princeton and NYU Universities. He received, among other awards, the **Wilbur Lucius Medal, Yale University, 1993, the Scientific Research and Social Sciences Awards, Mexican Academy of Sciences, Mexico 1986 and the National Economics Award, Banamex, Mexico 1979, the Woodrow Wilson Award for Public Service, 2014.**