

Mexican businessman Hugo Salinas-Price gives a special lecture at UPEACE

San José, Costa Rica. 11 June 2010. On Friday 11 June, The University for Peace (UPEACE) received the renowned Mexican intellectual and entrepreneur Hugo Salinas Price, who gave a lecture on **“The Use of Silver as currency in the Context of World Economic Crisis”**

As part of the event, Mr. Hugo Salinas Price received a special award as "Ambassador of University for Peace".

"We are always pleased to receive on our campus people who have an experience of the world, and worthwhile ideas which they are willing to share. UPEACE is a forum for ideas and discussion, which involves our faculty, our students and all the members of our community. The visit of Hugo Salinas has been an occasion for such discussion, and we hope that, after his visit, Mr. Salinas will carry with him a good impression of his experience here. He will certainly be an excellent "Ambassador of UPEACE," as he travels the world", said John J. Maresca, rector of University for Peace.

Also in attendance were Mrs. Zadalinda González y Reynero, México's Ambassador, Dr. Victor Valle, Associated Vice-rector, students and UPEACE staff other special guests.

This special lecture exemplifies the University for Peace policy of providing room for the free expression of innovative ideas that are related to the social development of societies around the world.

Hugo Salinas Price

Born in 1932. His early education took place in Mexico and he finished High School in the USA. He was at Wharton for one year. In Monterrey, Mexico he enrolled in the Technological Institute of Monterrey for a year and half.

In 1952 he became general manager of "Elektra", a small, struggling radio manufacturer founded by his father two years earlier. He remained in that post 35 years; in 1987 he left the management to his eldest son.

At this time he is honorary president of Grupo Elektra, an important Mexican retailing enterprise from which his family's interests have spread into television broadcasting and banking.

Besides his business activities he has since youth been interested in monetary matters. Over the years he published many articles in Mexican newspapers in which he pointed out the bad consequences of economic policy based on paper money and excessive government spending.

In 1997 he founded the Mexican Civic Association Pro Silver, A.C., of which he is President.