



XXIII Congreso Internacional de la Industria Automotriz en México

Strengthening Regional Supply Chains

OCTOBER 1-2, 2025 • HACIENDA DE LOS MORALES • MEXICO CITY

DAY 1 - OCTOBER 01

09:00 - 09:10

Mexican Competitive Advantage: Regional Integration & Opportunities

Keynote - Secretary of Economy

09:10 - 09:20

Building Stronger Supply Chains for the Future of Mobility

Alejandro Malagón - President, CONCAMIN



09:20 - 10:00

USMCA Review and Implications

Rogelio Garza - Executive President, AMIA
Francisco González - Executive President, INA
Rogelio Arzate - Executive President, ANPACT
Guillermo Rosales - Executive President, AMDA



10:00 - 10:20

Resilience & Transformation: New North American Automotive Supply Chain Challenges

Evelin Nava Castaldi- Purchasing and Supplier Quality
Director, Stellantis México



10:20 - 10:40

A Rail Perspective on the Economy and Its Impact on the North American Automotive Supply Chain

Luisa Fernandez-Willey, Principal Economist, CN Railways



10:40 - 11:00

COFFEE BREAK

11:00 - 11:30

Driving Secure Automotive Data Collaboration in North America

Chris Lewis - VP Corporate Development & Engagement, AIAG



11:30 - 12:30

Empowering Tier 2 & 3 Suppliers: Regional Competitiveness Strategies

Adriana Macouzet - Vice President Latin America & GM PMC, PPG

Alberto de Icaza - Head External Affairs Mexico, ZF Group

Manuel Montoya - General Director, CLAUT Nuevo León

Eduardo Watty - Sales VP Mobility Solutions, Bosch



12:30 - 13:00

Next-Generation Renewable Energy for Automotive Manufacturing

Gabriela Gutiérrez Michel - Western Region Head, Iberdrola México



13:00 - 14:15

BUSINESS LUNCH

14:15 - 14:45

Policy Shifts, Trade Agreements, and Supply Chain Resilience: Implications for North America's Auto Parts Ecosystem

Collin Shaw, President, MEMA Original Equipment Suppliers



14:45 - 15:30

Legal & Regulatory Trends: Preparing for New Regional Integration

Vanessa Miller - Partner, Foley & Lardner

Alejandro N. Gómez-Strozzi - Partner, Foley & Lardner



15:30 - 15:50

COFFEE BREAK

15:50 - 16:30

Developing Local Suppliers: Financing & Institutional Support

Robert Cerdan - Manufacturing Lead, IFC

Carlos Zafra - Chief Economist, IFC

René Pérez - Director Corporate Purchasing,
Bosch

Farid Bielma - General Manager, Intekel

Juan Carlos Campoy - President & CEO,
New Concept Technology



16:35 - 16:40

Special Recognition: Supplier Development Program (PDP): INA-IFC
Presentation of Awards to Anchor Companies



16:40 - 16:55

Strategic Sourcing for Resilience: Transforming the North American Automotive Supply Chain.

Ignacio García -Chairman, AMT



16:55 - 17:15

Navigating New Supply Geography: Strategic Vision from Mexico

Lizette Gracida - Senior Director External Affairs, Toyota



17:15 - 17:35

Toward the USMCA Review: Geopolitical Risk Outlook

Jose Sevilla-Macip - Senior Research Analyst, S&P
Global Market Intelligence



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La Expo de Electromovilidad y Alta Tecnología

Electromovilidad - Semiconductores - Electrónica Avanzada
Tecnologías de la Información - Telecomunicaciones
25 & 26 de Febrero 2026 | Centro Expositor Puebla

DAY 2 - OCTOBER 02

09:00 - 10:00

KEYNOTE LECTURE

Regional Competitiveness & Supplier Development

Valeria Moy - General Director, Mexican Institute for Competitiveness, IMCO



10:00 - 10:15

Perspectives and Challenges for Regional Integration in the Automotive Industry

Maria de Haas - Ministry of Economy



10:15 - 10:45

A Century of Innovation: Automotive Supply Chain Challenges & Opportunities

Bruno Mendoza - Electrical HW Global Director STA, Ford



10:45 - 11:30

Emerging Trends in Commercial Vehicles & Regional Logistics

René Chávez - Marketing of Product Bus Division, VW Truck and Bus México

Raúl García - Chief Operating Officer, Mercedes-Benz Autobuses

Elizabeth Gallardo - Manager of Government Affairs and Technology, PACCAR México

Jorge García - Market Analyst - Mexico, ACT Research



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11:30 - 11:50

COFFEE BREAK

11:50 - 12:20

Employability in the Talent Era

Tania Arita - Sales and Recruitment Director, [Manpowergroup México](#)



12:05 - 13:05

Sustainability & E-Mobility: Challenges & Opportunities for Regional Suppliers

Brenda Bravo - Office Manager, [EMA Electric Mobility Association](#)

Constantino Rodríguez - Head Commercial, [VEMO](#)

Anna Frank - Vice President Purchasing Americas, [FORVIA Clarion Electronics](#)

Alfredo Molina - Partner Infrastructure & Capital Projects, [Deloitte](#)



13:05 - 13:35

Auto Parts in Mexico: A Strategic Deep Dive

Carlos Zafra - Country Economist, [International Financial Institution - IFC](#)



13:35

4th Edition National Automotive Industry Award Ceremony BUSINESS NETWORKING LUNCH



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THANK YOU FOR
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