

**Francisco N. González Díaz**  
**Executive President of the**  
**National Auto Parts Industry Association**

Francisco N. González Díaz has been representing the interests of more than 700 auto parts companies in Mexico since he was elected executive president of the National Auto Parts Industry Association (INA) in January 2022.

For the last 20 years, he has been promoting Mexico and its industries. In addition to his current position at INA, he is president of the Mexico-Panama Business Committee; Vice-president of Promotion and Investment for South America at the Mexican Business Council for Foreign Trade, Investment and Technology (COMCE); a member of the Mexican Chapter of the Pacific Alliance Business Council (CEAP); a member of the Mexican Council for International Affairs; and founding partner of the Bratus consulting firm.

Prior to being elected president of INA, he was director-general of Mexico's foreign trade bank, Bancomext, where he financed more than 70% of new sustainable energy, tourism and industrial park projects. During his term as director-general of ProMéxico, the agency attracted more than USD\$55 billion in foreign direct investment, internationalized 120 Mexican companies and promoted exports valued at an annual USD\$15 billion.

On the academic front, he taught Finances at ITAM and the National Polytechnic Institute (IPN).

Mr. González has represented Mexico before more than 100 associations and international chambers, including UNCTAD and the World Economic Forum. He was chairman of the board of the Guadalajara Creative Digital City Association, and a mentor at Endeavor.

He holds a BBA from ITAM and an MBA from the Monterrey Technological Institute of Higher Education (ITESM), and a second MBA from the University of Texas.

As a businessman, he actively participates in the country's health, foreign-trade, tourism, banking and finance sectors.

### **170-WORD VERSION**

Francisco N. González Díaz has been representing the interests of more than 700 auto parts companies in Mexico since he was elected executive president of the National Auto Parts Industry Association (INA) in January 2022.

For the last 20 years, he has been promoting Mexico and its industries. Former director-general of Mexico's foreign-trade bank Bancomext and foreign-trade promotion agency ProMéxico, he also served as Mexican ambassador to Germany. He served as Mexican ambassador to Germany. In 2014, he received a Recognition of Professional Merit from ITAM for his outstanding professional career. He continues to play an active role as a businessman in the country's health, foreign-trade, tourism, banking and finance sectors. Mr. González holds a BAA from ITAM and an MBA from ITESM.

### **35-WORD VERSION**

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