



# 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

#### Strengthening North American Competitiveness: U.S.- Mexico Cooperation in Automotive Transition

Keynote - U.S. Ambassador to Mexico

09:20 - 10:00

#### USMCA Review and Implications

Rogelio Garza - Executive President, AMIA  
Francisco González - Executive President, INA  
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

Alexander Firsching - President, Robert Bosch México

Manuel Montoya - General Director, CLAUT Nuevo León



12:30 - 13:00

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

Luisa Fernandez-Willey, Principal Economist, CN Railways



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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 Shawn, **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**,  
**Robert Bosch GmbH**



16:30 - 16:50

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

Ignacio García -Chairman, AMT



16:50 - 17:10

## Navigating New Supply Geography: Strategic Vision from Mexico

Lizette Gracida - Senior Director External Affairs, Toyota



## DAY 2 - OCTOBER 02

09:00 - 10:00

## Regional Competitiveness & Supplier Development

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



10:00 - 10:30

## A Century of Innovation: Automotive Supply Chain Challenges & Opportunities

President & CEO - Automotive Company

10:30 - 11:15

## Emerging Trends in Commercial Vehicles & Regional Logistics

Virginia Olalde - Director Economic Studies, ANPACT

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



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11:15 - 11:35

## COFFEE BREAK

11:35 - 12:05

### Employability in the Talent Era

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



12:05 - 12:50

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

Eugenio Grandio - President - Electric Mobility Association

Constantino Rodríguez, Head Commercial - VEMO

Anna Frank - Vice President Purchasing Americas, FORVIA Clarion Electronics



12:50 - 13:20

### Auto Parts in Mexico: A Strategic Deep Dive

Carlos Zafra - Country Economist, International Financial Institution - IFC



13:20 - 13:30

### Special Recognition: Supplier Development Program (PDP): INA-IFC

Presentation of Awards to Anchor Companies



13:30 - 15:00

### 4th Edition National Automotive Industry Award Ceremony BUSINESS NETWORKING LUCH



Premio Nacional  
Industria Automotriz



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