



XXII CONGRESO INTERNACIONAL DE LA INDUSTRIA AUTOMOTRIZ EN MÉXICO

Driving the Future of North America's Automotive Supply Chain



Lunes, 7 de octubre

Salón Troje

🕒 GMT-5 CDMX

ATTENDEE REGISTRATION

08:00 – 08:40



OPENING REMARKS CIAM XXII

08:40 – 08:45

Francisco González
Executive President INA



MEXICO'S AUTOMOTIVE VISION: INNOVATION AND GROWTH 2024-2030

08:45 – 09:00



Marcelo Ebrard
Secretario de Economía



THE ONGOING TRANSFORMATION IN THE AUTOMOTIVE INDUSTRY

09:00 – 09:20



Collin Shaw
President,
MEMA Original Equipment Suppliers



DRIVING FORWARD: INTEGRATING NORTH AMERICA'S AUTOMOTIVE SUPPLY CHAIN NEEDS

09:20 – 10:00



Alexander Firsching
President, Robert Bosch México



Óscar Domínguez
President Mexico
and Central America, Lear



Collin Shaw
President,
MEMA Original Equipment Suppliers





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ELECTROMOBILITY AND BEYOND: THE CRITICAL ROLE OF CHARGING INFRASTRUCTURE



Salvador Portillo
Presidente, CANAME (Moderador)



Constantino Rodríguez
Head of Strategic Sourcing, Vemo



Horacio Ramos
Head of eMobility, Siemens



NETWORKING COFFEE BREAK 10:40 – 11:00



ENERGY INFRASTRUCTURE IN MEXICO: ADVANCING ELECTROMOBILITY

11:00 – 11:20

Lorenzo Ortego
Director General, Voltway



ELECTROMOBILITY AND BEYOND: KEY CONSUMER INSIGHTS

11:20 – 11:40

Alberto Torrijos
Socio de Consultoría y Líder del Sector Automotriz en Deloitte Spanish Latin America





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11:40 – 12:00

ADVANCED MATERIALS AND LIGHTWEIGHTING: ENHANCING VEHICLE PERFORMANCE AND EFFICIENCY



Óscar Molina
Advanced Application Engineer, 3M México



12:00 – 12:20

FUTURE VISION OF BMW IN MEXICO



Francisco Alcalá
Purchasing and supplier network Mexico, BMW SLP Plant



12:20 – 13:00

CONNECTIVITY AND AUTONOMOUS VEHICLES: SHAPING THE FUTURE OF MOBILITY



Clelia Hernández
Directora General, Nuevo León 4.0 (Moderadora)



Fidel Vaca
Director Senior de Programas para Interiores Norteamérica, Forvia



Marie - Alsace Galindo
Corporate Counsel, Borgwarner

BORGWARNER



Alberto de Icaza
Head External Affairs Mexico ZF Group





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A SUSTAINABLE FUTURE THROUGH BASF CHEMISTRY

13:00 – 13:40



Karlheinz Zander

Vice President Surface Treatment, North America
BASF



NETWORKING LUNCH

13:45 – 15:00

ACCELERATING SUPPLY CHAIN: KIA'S STRATEGIC GROWTH IN MEXICO

15:00 – 15:20



Humberto Fernández

Parts Development Deputy Director
KIA Mexico



SUSTAINABILITY & TECH BEHIND THE COATINGS

15:20 – 15:40



Omara Landeros

Automotive Coatings Director, PPG





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KEY MACROECONOMIC AND FINANCIAL TRENDS TRANSFORMING THE AUTOMOTIVE INDUSTRY

15:40 – 16:20



Eduardo Suárez Mogollón

Director Corporativo de Estudios Económicos LATAM



Carlos Correa

Director General Adjunto de Banca Empresarial y Global Transaction Banking

Scotiabank.

POWER SHIFTS: THE TRUMP-HARRIS ELECTION AND THE AUTO INDUSTRY'S FUTURE

16:20 – 17:00



Vanessa Miller

Litigation partner at Foley & Lardner LLP and Chair of Manufacturing Sector



Alejandro Gómez

Partner at Foley & Lardner, LLP International Trade and Transactions Practices

FOLEY
FOLEY & LARDNER LLP



DOING BUSINESS IN MEXICO 17:00 – 17:15

Altagracia Gómez

Coordinadora del Consejo Empresarial, Gobierno de México



An Indra company



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OPENING REMARKS

09:00 – 09:20

ELECTROMOBILITY AND BEYOND: THE CRITICAL ROLE OF SUPPLY CHAIN



Mike Bilton

VP Supplier Programs at Automotive Parts Manufacturers' Association (APMA)



09:20 – 10:00

CONNECTING MARKETS: INSIGHTS FROM CANADIAN AUTOMOTIVE LEADERS IN MEXICO



Mike Bilton

VP Supplier Programs at Automotive Parts Manufacturers' Association (APMA)



Alfredo Alonso

Executive Vice President of the Fluids Business and Flexible Manufacturing Group,



Dex Battista

Director of Government Affairs Magna Internationall





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THE FUTURE OF MOBILITY IN LATIN AMERICA: OPPORTUNITIES AND CHALLENGES FOR THE ELECTRIC VEHICLES INDUSTRY

10:00 – 10:20

Lorena Isla

VP Consulting – Automotive Frost & Sullivan



COEVOLUTION AND INNOVATION: METROLOGY AS A PILLAR IN THE AUTOMOTIVE INDUSTRY

10:20 – 10:40

Arquímedes Ruiz Orozco

Director General, CENAM



NETWORKING COFFEE BREAK 10:40 – 11:00



SCENARIOS FOR RULES OF ORIGIN IN THE AUTOMOTIVE SECTOR UNDER THE USMCA REVISION

11:00 – 11:20

Miroslava Pérez

Ternium



ADDRESSING CURRENT SUPPLY NEEDS IN THE COMMERCIAL VEHICLE INDUSTRY

11:20 – 12:00

Rogelio Arzate

Presidente Ejecutivo, ANPACT (Moderador)



Rodrigo Treviño

Purchasing Director, PACCAR



Sahira Ruiz

Purchasing Manager, International





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MEXICO'S SEMICONDUCTOR COLLABORATION: SUPPLY CHAIN POWER



Santiago Cardona
Director General para Hispanoamérica, Intel

12:00 – 12:20



THE FUTURE OF THE AUTO PARTS MARKET IN MEXICO: INSIGHTS ON THE TECHNOLOGY'S IMMERSION IN THE SECTOR



Katria Oviedo
Cofounder & CEO de Jetz App

12:20 – 12:40



SHAPING FUTURE TALENT: INNOVATIONS IN ACADEMIC CURRICULA FOR ELECTROMOBILITY

12:40 – 13:00



Jorge Jaimes
Chief Academic Officer,



Félix Ramírez
Program Director,
International Youth Foundation





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SMART MOBILITY: INTEGRATING SOFTWARE, CYBERSECURITY AND AI IN AUTOMOTIVE SOLUTIONS

13:00 – 13:30



Sofía Pérez
Directora General, AMITI



Raúl López
Director general, Indra - Minsait México



CLOSING LUNCH BY PPG

13:30 – 15:00



ENTREGA DEL PREMIO NACIONAL INDUSTRIA AUTOMOTRIZ

