



# 3 INTERNATIONAL AUTOMOTIVE INDUSTRY SUPPLY SUMMIT

THE AUTOMOTIVE INDUSTRY'S BUSINESS ENCOUNTER



**MAY 7<sup>TH</sup> & 8<sup>TH</sup>, 2025**  
QUERETARO CONGRESS CENTER

## EVENT AGENDA

### MAIN SPONSORS



[expoautomotrizoficial.com](http://expoautomotrizoficial.com)

Click on the QR code to view the conference agenda,  
interactive map, and all participating companies



# PARTICIPATING COMPANIES 2025 EDITION





FIRST DAY: MAY 7, 2025

## BUSINESS MEETINGS

10:00 Hrs.  
A 14:15 Hrs.

**B2B Business Appointments**  
B2B Area – Third Floor

14:15 Hrs.  
A 16:00 Hrs.

**VIP Lunch for Sponsors**  
Food Court – Third Floor

16:00 Hrs.  
A 18:30 Hrs.

**Second B2B Business Appointment Session**  
B2B Area – Third Floor

19:00 Hrs.

**Closing Cocktail Reception – First Day of Business**  
Cuspide Terrace Room – Metropolitan Theater

## EXHIBITION AND NETWORKING

7:00 Hrs.  
A 9:00 Hrs.

**Registration 3<sup>rd</sup> International Automotive Industry Supply Summit 2025**  
Registration Desk – Venue Entrance – First Floor

9:00 Hrs.  
A 10:00 Hrs.

**Inauguration 3<sup>rd</sup> International Automotive Industry Supply Summit 2025**  
Exhibition Floor – First Floor

10:00 Hrs.  
A 14:15 Hrs.

**Exhibition and Networking**  
Exhibition Floor – First Floor

13:00 Hrs.

**Tour of the Exhibition Floor by the Governor**

**Mauricio Kuri González**  
Constitutional Governor of the  
State of Querétaro



14:15 Hrs.  
A 16:00 Hrs.

**VIP Lunch for Sponsors**  
Food Court – Third Floor

16:00 Hrs.  
A 19:00 Hrs.

**Exhibition and Networking**  
Exhibition Floor – First Floor

19:00 Hrs.  
A 21:00 Hrs.

**Closing Cocktail Reception – First Day of Business**  
Cuspide Terrace Room – Metropolitan Theater

# INAUGURATION

## 3<sup>rd</sup> International Automotive Industry Supply Summit 2025

📅 Wednesday, May 7, 2025 ⌚ 9:00 Hrs.



**Marco Antonio  
Del Prete Tercero**

Secretary of Sustainable Development,  
of the State of Querétaro



**Vidal Llerenas  
Morales**

Subsecretary of Industry and  
Commerce, Ministry of Economy



**Francisco  
N. González**

President of the National Auto  
Parts Industry



**Rogelio Garza**

President of the Mexican Association  
of the Automotive Industry



**René Mendoza**

National President of the  
Industry's Value Chain in Mexico  
CAPIM



**Ninfa Cantú  
Deándar**

Secretary of Economy of the  
Government of Tamaulipas



**Esaú Garza  
De Vega**

Secretary of Economic Development,  
Science and Technology, Government of  
Aguascalientes



**Jesús Salvador  
Glez. Martínez**

Secretary of Economic Development,  
Government of the State of San Luis  
Potosí



**Gabriel Padilla  
Maya**

General Director, National  
Auto Parts Industry INA



## FIRST DAY CONFERENCES MAY 7, 2025



10:00 - 11:00

### The challenges of the supplier chain in Mexico

**Eduardo Watty**

Sales Vice President Mobility Solutions,  
Bosch México

**Francisco Martínez**

Purchasing Director



11:00 - 11:20

### Mexico Automotive Review

**Rogelio Garza**

President of the Mexican Association of the Automotive Industry



11:20 - 12:00

### Navigating Change: Strategic Relations for the Future of Automotive Manufacturing



**Carlos  
Gutiérrez**

Director of Government  
and External Affairs, BMW



**Gabriela Guevara  
Sahagún**

External Affairs Manager de  
Mercedes-Benz México



**Juan Héctor  
Algravez**

Director of Government  
Relations KIA



**Gabriel Padilla  
Maya**

General Director, National  
Auto Parts Industry INA



Moderador

12:00 - 13:00

### Central-Bajío-West: Strategic Collaboration to Drive Automotive Growth



**Marco A. Del  
Prete Tercero**

Secretary of Sustainable  
Development, of the State of  
Querétaro



**Esaú Garza  
De Vega**

Secretary of Economic  
Development, Science and  
Technology, Government of  
Aguascalientes



**Claudia Cristina  
Villaseñor**

Secretary of Economy,  
Government of Guanajuato



**Cindy Blanco  
Ochoa**

Secretary of Economic  
Development, Government of  
Jalisco



**Jesús Salvador  
Glez. Martínez**

Secretary of Economic  
Development, Government of  
the State of San Luis Potosí



**René  
Mendoza**

National President of the  
Industry's Value Chain in  
Mexico CAPIM



Moderador

## FIRST DAY CONFERENCES MAY 7, 2025



13:00 – 13:30

### Trends in logistics for the automotive industry: digitalization and connectivity in the supply chain

**Adriana Romo**

Trade Compliance Manager UPS Mexico



13:30 – 14:00

### The impacts of Nearshoring

**Emmanuel Loo**

Secretary of Economic Development, Government of the State of Nuevo León



15:30 – 16:00

### Power quality and the importance of where to measure

**Victor Andrés González Celis**

Head of the Commercial Department in Mexico

Sisener



16:00 – 17:00

### The power of data analytics and A.I. in the automotive industry

**Hebert Gutiérrez**

Director of Innovation and Go to Market Mexico



17:00 – 17:30

### Nexteer: Strategic Supply Chain Priorities

**Juan Farías**

Vice President and COO of Nexteer Automotive Mexico.





## FIRST DAY CONFERENCES MAY 7, 2025



17:30 – 18:00

### Mobility innovations to meet the needs of the automotive industry

**Alejandro Boue**

Marketing Manager



18:00 – 18:30

### Shaping the Future: Lear Mexico's Vision for Supply Chain Excellence

**Óscar Domínguez**

President Lear Mexico and Central America



18:30 – 19:00

### Italika's Roadmap for Sourcing and Growth

**Carlos Dosamantes**

Director of Direct Purchasing, Italika



## SECOND DAY: MAY 8, 2025

### BUSINESS MEETINGS

10:00 Hrs.  
A 15:00 Hrs.

**B2B Business Appointments**  
B2B Area – Third Floor

### EXHIBITION AND NETWORKING

7:00 Hrs.  
A 9:00 Hrs.

**Registration 3rd International Automotive Industry  
Supply Summit 2025**  
Registration Desk – Venue Entrance – First Floor

8:00 Hrs.  
A 16:00 Hrs.

**Exhibition and Networking**  
Exhibition Floor – First Floor

16:00 Hrs.

**Closing Second Day of Business**  
Exhibition Floor – First Floor



## SECOND DAY CONFERENCES MAY 8, 2025



08:30 - 09:00

### New legal framework for the electricity sector in Mexico: characteristics and opportunities

**Luis Mario Aguilar**

CEO de IGU Energy México.



09:00 - 09:30

### Simplify and optimize: PLEX, revolutionizing your production

**David Romero**

Enterprise Software Solution Consultant



09:30 - 10:30

### Cybersecurity in the Age of AI

**Rodrigo Renoud Rojas**

Global Manager, Cyber Defense T-Systems Mexico



10:30 - 11:00

### Driving Excellence: Ford Mexico's Approach to Value Chain Optimization

**Bruno Mendoza**

Supply Chain Director, Ford



11:00 - 11:30

### Path to Net Zero Emissions: Tailor-Made Decarbonization Strategies

**Jen Wee Kang**

Founder and CEO, REDEX

## SECOND DAY CONFERENCES MAY 8, 2025

11:30 – 12:00

### Sustainability Solutions in Pretreatment

**Jorge Ramos**

Key Industry Manager Autocomponents

BASF

Chemetall

12:00 – 13:00

### Energy Storage: A Strategic and Immediate Solution to Improve Energy Management for Large Consumers

**Mario Benitez Alado**

Wholesale Energy Market

QUARTUX

13:00 – 14:00

### High Performance operations in uncertain times

**Henning Bruns**

Managing Director of America's, ConMoto Consulting Group

CONMOTO

14:00 – 15:00

### Driving the Future: AI and Technology in the New Automotive Era

**Ricardo Castrillo**

Specialist in strategic human capital management

SEIDOR

15:00 – 15:30

### Electromobility in Mexico: Overcoming Infrastructure Challenges

**Alan Nieto Vargas**

Voltway Commercial Executive

Voltway

15:30 – 16:00

### Empowering Suppliers: A Roadmap for Automotive Industry Growth

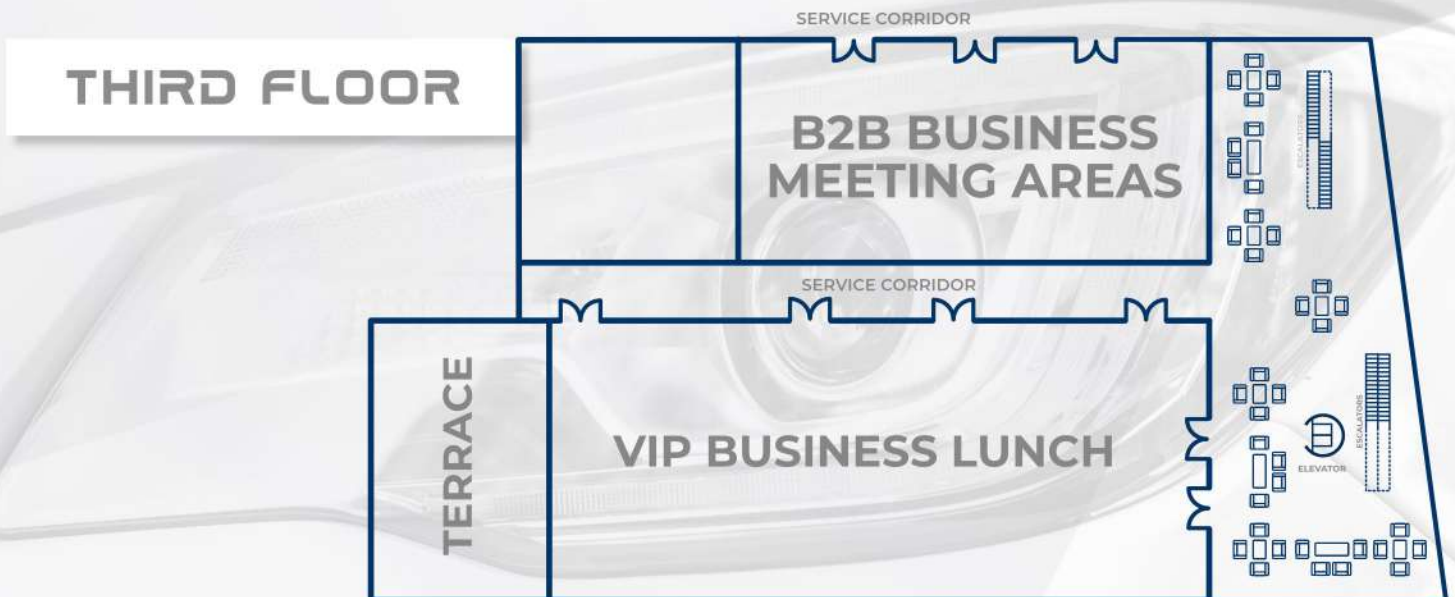
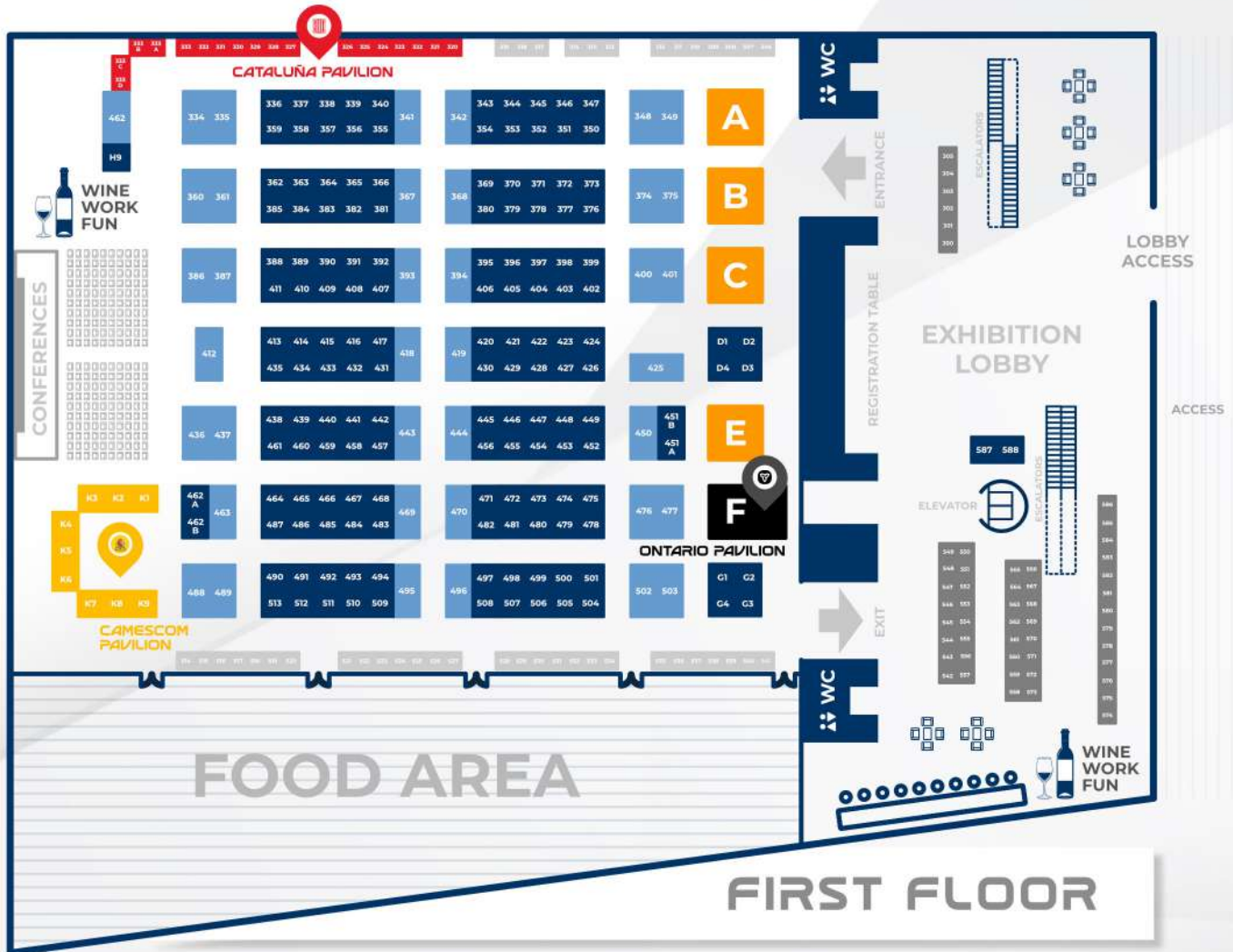
**Carlos Zafra**

Country Economist, International Finance Corporation / World Bank Group

IFC



# EVENT MAP



## Automotive interior and exterior

# Design and Functionality

Our coatings are developed  
for the special requirements and offer  
decisive advantages.

We create solutions for  
light and heavy vehicles

### Focus on customer processes.

The optimal coating result depends on many  
factors - together we will find your solution.



Efficient  
processes



High  
performance  
products



Complete  
service



Sustainable  
implementation



[mankiewicz.com](http://mankiewicz.com)  
+52 442 471 7278





# 3 THE INDUSTRY EXPO IN MEXICO

## Mexico's Industry Supply Chain

THE ENTIRE VALUE CHAIN OF THE INDUSTRY IN MEXICO  
PUEBLA EXHIBITION CENTER  
AUGUST 13 & 14, 2025

## THE EXPO THAT CONNECTS YOU TO MORE BUSINESSES AND NEW INDUSTRIAL SECTORS

## THE BEST RESULTS



**6,691** Companies from 16 countries and all states of the republic.



**6,362** Business Relationships Buyer-Supplier.



**18,468** Attendance at the Event.

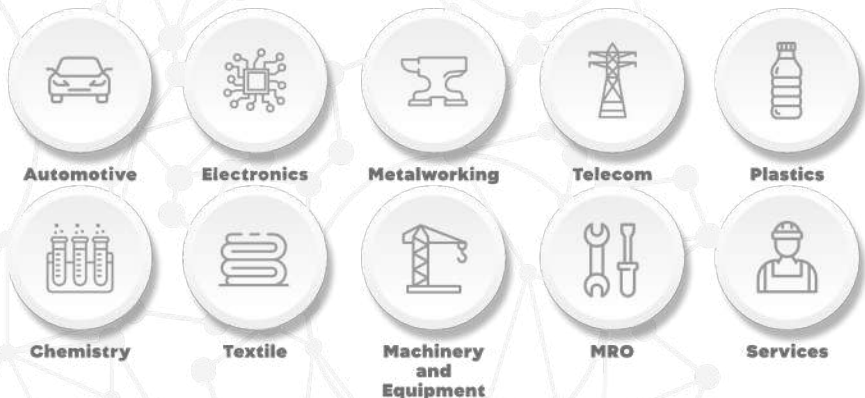


**\$6,121** Millions of dollars in business potential.



**REGISTER**

## The Entire Value Chain of the Industry in Mexico



AUGUST 13 & 14, 2025 | PUEBLA EXHIBITION CENTER





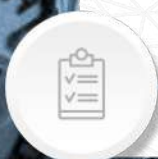
SEDECYT  
Secretaría de  
Desarrollo Económico,  
Ciencia y Tecnología



# 5<sup>th</sup> NORTH AMERICA AUTOMOTIVE B2B MEETING

BUSINESS MEETING - CONFERENCES - TECHNOLOGY EXHIBITION  
OCTOBER 15 & 16, 2025 • AGUASCALIENTES

## The sector's expo with the most business connections in Mexico



### 1,723

Purchase requirements



### 2,415

Buyers and suppliers from 16  
countries and 25 states  
of the Republic



### 10,213

Effective business appointments



### 9,359

MDD as Potential Business Value



### +16K

Visitors

[auto.capim.com.mx/registro](https://auto.capim.com.mx/registro)

October 15 & 16, 2025

📍 Aguascalientes, FICOTRECE - Tres Centurias Complex



# -Experience

**The Electromobility and High Technology Expo**

**Electromobility – Semiconductors – Advanced Electronics  
Information Technology – Telecommunications**

**November 24 & 25, 2025 | Puebla Exhibition Center**

## **The Technology Industry in One Location**

**TRENDS IN  
INNOVATION**

**TECHNOLOGY  
EXHIBITION**

**B2B BUSINESS  
MEETINGS**

**PLANS OF  
DEVELOPMENT  
DELECTOR**

**CONFERENCES**



**REGISTER**

**BUYERS  
SUPPLIERS  
INDUSTRY  
GOVERNMENTS  
ACADEMY**