

CONFERENCE PROGRAM

TRANSFORMATION AREA

TUESDAY, NOVEMBER 11TH

11:30 - 11:50 hrs

Trimble CenterPoint RTX: Revolutionizing Mapping and Precision Navigation for Drones

- Jesus Ruiz, Business Development Manager - Airborne, Trimble Applanix

11:50 - 12:10 hrs

Fundamentals of Hyperspectral Technology. Success Case in Latin America

- Juan Manuel Gonzalez, CEO, Black Square SAS

12:15 - 12:55 hrs

From terrain to digital twin: a single Pix4D ecosystem

- Alvaro Ruiz, Business Development Central LATAM, PIX4D

13:00 - 13:45 hrs

The energy journey into the digital age

- Alejandra Paola Matus, Power Utilities Manager, Siemens Mexico, Central America and the Caribbean

13:50 - 14:35 hrs

Solutions that Drive Results: Digitalization and Efficiency in Industry 4.0

- Juan Jose Rodriguez, Sales Distribution Engineer Team Leader, Schneider Electric
- Oliver Castellanos, Senior System & Architecture Engineer, Schneider Electric
- Leonardo Fernandez, Future Offer Manager, Schneider Electric

14:40 - 15:15 hrs

IoT and smart management in key sectors of Mexico

- Leonardo Borjas, Innovation and Technological Solutions Leader, Telcel

15:20 - 16:00 hrs

Drones don't replace but balance capabilities

- Gustavo Emiliano Fauez, CEO, Roca Defense & Systems

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TUESDAY, NOVEMBER 11TH

16:00 - 16:35 hrs

Digitization in electrical distribution systems

- Mitsubishi Electric

16:40 - 17:15 hrs

Data Centers - Ensuring secure, scalable, and efficient connectivity to, from, and between data centers

- Alfredo Ramos, IP Business Development Director, Nokia
- Karla Beltran, Director of Pre-Sales Optical Networks, Nokia

17:20 - 18:05 hrs

From idea to machine: how to accelerate industrial projects with MISUMI

- Antonio Briseño, Technical Support Leader, MISUMI Mexico

18:10 - 19:00 hrs

Presentation of the Application Guide - Empowering 5G Innovation: Use Cases and Recommendations for Industrial Application in Mexico

- Andrea Carreon, Technical Advisor, GIZ Mexico (Moderator)
- Guillermo Ortega, Director of Innovation, NTT Data
- Manuel Sandoval, CEO / Director, Knoware Mexico
- Cindy Rayo, Director, Inter-American Association of Telecommunications Companies



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2020

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TRANSFORMATION AREA

WEDNESDAY, NOVEMBER 12TH

11:20 - 11:55 hrs

Industrial Vision Systems for Enhanced Automation

- Adrian Ismael Beas, Product Specialist Engineer – I/O, Beckhoff Automation
- Pablo Fernández, Product Specialist Engineer – Vision, Beckhoff Automation

12:00 - 12:45 hrs

The path to the autonomous plant

- Gilberto Coxca, Sales Specialists Manager at Siemens Digital Industries, Siemens Mexico, Central America and the Caribbean

12:50 - 13:25 hrs

From data to action: how an Industrial SOC protects critical operations

- Enrique Poceros, CTO, Roue
- Alexei Pinal, OT Cybersecurity Sales Leader, Claroty

13:30 - 14:15 hrs

From Challenge to Solution: How Automation Revolutionizes Business

- Andrey Martinez, Offer Manager, Schneider Electric
- Irving Salgado, Business Developer, Schneider Electric
- Abigail Carrillo, Business Developer, Schneider Electric

14:30 - 15:05 hrs

The AI-powered factory: a fusion of robotics, vision, and security for autonomous operations

- Naveen Arulselvan, Chief Technology Officer, Ati Motors

15:10 - 15:55 hrs

Mobility, Energy and Sustainability: How Batteries Are Driving the Industry of the Future

- Vladimir Garcia, Lead-Acid Battery Materials Expert North America, Clarios

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WEDNESDAY, NOVEMBER 12TH



16:00 - 16:45 hrs

The Global Language of Production as an engine of industrial transformation in Mexico

- Lilia de Diego Correa, Technical Advisor, German Technical Cooperation (Moderator)
- Eric Schmidt, Reference point for the Interoperability Ecosystem, VDMA
- Adrian Rossano, CEO / Vice President of Innovation, Geckko Telekom / CANACINTRA Puebla



16:50 - 17:25 hrs

Value Engineering & Compressed Air System Auditing

- Josh Wamser, Lead Auditor, HTD – The Analysts



17:30 - 18:15 hrs

From idea to machine: how to accelerate industrial projects with MISUMI

- Antonio Briseño, Technical Support Leader, MISUMI Mexico



18:20 - 18:55 hrs

Adapting companies to changes in supply chains

- Horacio Leal, Principal, Kearney

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THURSDAY, NOVEMBER 13TH



11:20 - 11:55 hrs

From Innovation to Impact: Transforming Manufacturing with Autodesk

- Cesar Varela, Territory Sales Representative, Autodesk
- Oscar Acuña, Technical Sales Specialist, Autodesk

12:00 - 12:45 hrs

Digital shielding for Industry 4.0: Siemens' approach to cybersecurity

- Melisa Cuevas, Business Manager, Siemens Mexico, Central America and the Caribbean
- Oscar Colin, Global Cybersecurity Leader, Siemens Mexico, Central America and the Caribbean

12:50 - 13:35 hrs

From idea to machine: how to accelerate industrial projects with MISUMI

- Antonio Briseño, Technical Support Leader, MISUMI Mexico

13:40 - 14:25 hrs

From Classroom to Industry: The Journey of Transformative Talent

- Monica Zavaleta, Offer Category Manager Service, Schneider Electric
- Arianna Gonzalez, Recurring Services Manager, Schneider Electric

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THURSDAY, NOVEMBER 13TH



14:30 - 15:15 hrs

MX-System: Control cabinet-free automation

- **Giovanni Muciño**, Product Specialist Engineer – MX-System, Beckhoff Automation

15:20 - 16:05 hrs

Smart Manufacturing: Technology, Strategy and Talent to Achieve a Super-Productive Operation

- **Cecilia Hermida**, Country Manager, Infor
- **Laura Cortés**, Solutions Consultant, Infor

16:10 - 16:55 hrs

GeoField: Technology that reveals the invisible and transforms agriculture

- **Pamela Gonzalez**, Director of Geospatial Solutions, Geospectral Group
- **Jose Pablo Morales**, Executive, Geofield