

# CONFERENCE PROGRAM

HANNOVER MESSE  
INDUSTRIAL TRANSFORMATION  
MEXICO

mobility  
of the future®  
AMERICAS  
2025

DRONE  
INNOVATORS  
FORUM MX

## LEADERS OF TOMORROW ARENA

TUESDAY, NOVEMBER 11<sup>TH</sup>

11:30 - 12:00 hrs

### Opening Ceremony ITM, AMOF, DRONE 2025

12:30 - 13:00 hrs

### Digital transformation accelerated by Artificial Intelligence

- Alejandro Preinfalk, President & CEO, Siemens Mexico, Central America and the Caribbean

13:00 - 14:00 hrs

### Innovation ecosystems: the power of alliances for industrial development

- Julia Unger, Coordinator of the Governance and Sustainable Economic Development Cluster, GIZ Mexico (Moderator)
- Volker Gutekunst, Economic Advisor, Embassy of the Federal Republic of Germany
- Ute Böttcher, Resident Director, GIZ Mexico
- Andreas Müller, Deputy Director, CAMEXA
- Elena Estavillo, Founder and CEO, Centro i

## Sustainable Industrial Development Summit

KONRAD  
ADENAUER  
STIFTUNG

BDI  
The Voice of  
German Industry

PAGSID

german  
cooperatives

14:15 - 14:45 hrs

### Opening

- H.E. Clemens von Goetze, German Ambassador to Mexico
- Hans Blomeier, Representative in Mexico, Konrad Adenauer Foundation

ITALIAN  
EXHIBITION  
GROUP  
Providing the future



Deutsche Messe

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## LEADERS OF TOMORROW ARENA

TUESDAY, NOVEMBER 11<sup>TH</sup>

14:45 - 16:00 hrs

### Panel: Geopolitics and Value Chains Resilience: Diversifying Global Trade Ties

- **Hans Blomeier**, Representative in Mexico, Konrad Adenauer Foundation (Moderator)
- **Jeff Burnstein**, President, Association for Advancing Automation
- **Satoshi Takehara**, Japanese Chamber of Commerce and Industry in Mexico

16:00 - 17:10 hrs

### Panel: AI and Innovation Ecosystems: Accelerating Industrial Competitiveness and Sustainable Value Chains

- **German Bonilla Bermudez**, Coordinator, Proyecto PAGSID – BDI (Moderator)
- **Hector Arturo Oropeza**, President, Institute for Industrial Development and Digital Transformation / Senior Researcher, Institute of Legal Research – UNAM
- **Nanghelly Silva**, Chair of the Innovation Commission, Business Coordinating Council
- **René Freudenberg**, CEO, Interlub Group Mexico

17:10 - 17:15 hrs

### Closing Remarks

- **Bernd Rohde**, CEO / Member of the Board of Directors, Italian German Exhibition Company Canada / USA / Mexico

17:25 - 18:10 hrs

### Current and Future Perspectives on Batteries for Electric Mobility

- **Hugo Cruz**, Senior Analyst, S&P Global Mobility

18:15 - 19:00 hrs

### MISUMI: Innovation that transforms time into value

- **Akitake Kato**, President, MISUMI Mexico

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## LEADERS OF TOMORROW ARENA

WEDNESDAY, NOVEMBER 12<sup>TH</sup>

11:20 - 12:05 hrs

### Navigating the future of manufacturing: Leveraging digital maturity and AI for a competitive edge

- Bassanio Peters, Sr. Market Development Mgr, Autodesk
- Abraham Pineda, Technical Sales Specialist, Autodesk

12:10 - 12:55 hrs

### Digitizing with Impact: Efficiency, Connectivity and Cybersecurity

- Roberto Tepoz, System & Architecture Senior Engineer, Schneider Electric
- Erandi Bañuelos, Offer Category Manager Services, Schneider Electric
- Sharon Alvarez, Business Developer, Schneider Electric

13:00 - 13:45 hrs

### The cornerstone of the industry is education

- Mitsubishi Electric

13:50 - 14:20 hrs

### Smart Transformation: Cybersecurity as a Competitive Advantage in Industry 4.0

- Alessandro Galvao do Vale, IoT/OT Security CoE Coordinator, SCITUM TELMEX

14:25 - 14:55 hrs

### Chains that Connect the Future: Strengthening Regional Mobility

- Francisco Gonzalez, Chief Executive, National Auto Parts Industry

15:00 - 15:45 hrs

### Urban Intelligence: Simple Data, Sophisticated Solutions

- Marco Cosio, Vice President of Smart Infrastructure, Siemens Mexico, Central America and the Caribbean

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## LEADERS OF TOMORROW ARENA

WEDNESDAY, NOVEMBER 12<sup>TH</sup>



16:00 - 17:00 hrs

### Women in the Factories of the Future: Shaping Inclusive Industries

- Azul Ogazon, Deputy General Manager, IGECO Mexico (Moderator)
- Maria De Haas Matamoros, General Director, Office of the Secretary at the Ministry of Economy
- Daniela Rivas, Vice President of the Power Products & Power Systems business unit for Mexico and Central America, Schneider Electric
- Valeria Rivera, Director of Communication and Business Development, Siemens Mexico, Central America and the Caribbean

17:00 - 17:30 hrs

### Beyond Resilience: Discover the Power of Antifragility to Grow Without Limits

- Claudia Guerrero, Customer Service Technology Product Leader, GE Aerospace / Society of Women Engineers

17:30 - 18:00 hrs

### Embracing Your History: Women Engineers Redefining the Future

- Claudia Rodriguez, Executive Director of Tech Automation Exhibitions MX, IGECO Mexico (Moderator)
- Montserrat Ramirez, Senior Research and Development Manager, PepsiCo
- Claudia Guerrero, Customer Service Technology Product Leader, GE Aerospace / Society of Women Engineers
- Daniela Espino, Lean and Operations Leader for Aeroderivative Engines, GE Aerospace

18:00 - 19:00 hrs

### Intelligent Ecosystems: Women Leading Digitalization and Innovation in Industry

- Fernando Ibarra, President, Alianza 4 Cero (Moderator)
- Leslie Alonso, Head of IT Region Americas, Draexlmaier Group
- Sofia Escoto, Data Science Specialist, Bayer Mexico

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## LEADERS OF TOMORROW ARENA

THURSDAY, NOVEMBER 13<sup>TH</sup>

11:10 - 11:40 hrs

### **Zero human error - Reliable and secure data center networks**

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

11:45 - 12:15 hrs

### **Industrial Telemetry and the Expansion of the Attack Surface**

- **Jade Tamayo**, Operational Technology Business Development Manager, Fortinet

12:15 - 13:15 hrs

### **International Overview of Electric Mobility: Pathways to Decarbonization**

- **Jorge Carlos Obregon**, Commercial Director, Ecovo Group (Moderator)
- **Javier Arribas Quintana**, Minister Counsellor at the Delegation of the European Union in Mexico
- **Ekaterina Fedotova**, Commercial Director, ENHO Energy Home
- **Diana Avalos**, General Director, Mexican Association for Electric Vehicle Advancement

13:20 - 14:05 hrs

### **80 years of automation: From analog to smart**

- **Juan Alberto Lopez**, Business Developer, Schneider Electric
- **Omar Zarate**, Systems Engineer, Schneider Electric

14:15 - 14:55 hrs

### **From waste to resource: how to scale up battery recycling in Latin America**

- **Eduardo Arredondo**, Associate Founder, Hyvel (Moderator)
- **Alejandro Oseguera**, CEO and Business Development, ENHO Energy Home
- **Vladimir García**, Lead-Acid Battery Materials Expert North America, Clarios

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THURSDAY, NOVEMBER 13<sup>TH</sup>

15:00 - 16:00 hrs

### Smart, sustainable, circular: technology as an enabler of the circular economy

- **Andreas Müller**, Deputy Director, CAMEXA (Moderator)
- **Denisse Navarro**, National Officer and Deputy Representative, ONUDI
- **Alejandro Rodriguez**, Sustainability Portfolio Leader, Siemens Mexico, Central America and the Caribbean
- **Felix Steinberg**, Project Director, CATAL1.5T – Latin America Platform
- **Miriam Macías**, Director for Mexico and Latin America, Mexican Center for Industrial Ecology

16:10 - 16:55 hrs

### The industrial future is being designed today: MISUMI, innovation, digitalization and talent in Mexico

- **Carlos Orozco**, Commercial Director, MISUMI Mexico