



# INTERNAL AGEND

**Mayo 14, 2015**

**Centro Banamex, México D.F.  
Salón Valparaíso 1**

8:00 - 8:30	REGISTRATION
9:00 - 9:45	Welcome & Transformation in the Digital Industry / Javier Cruz (CEO Dscoop Mex) & Alon Bar-Shany (VP HP Indigo)
10:00 - 10:45	How to innovate to connect with your market and customers / Ricardo Perret (Mindcode CEO)
11:00 - 11:30	PARTNERS & NETWORKING BREAK
11:30 - 12:15	New applications, the factor that drives new business / Carmit Poleg - Armando Castilla (Medio Pliego) & Maru Arn (FOGRA)
12:30 - 13:15	Myths and realities of digital label printing / Key Top Owners and CEO from leading companies in the Mexican Market
13:15 - 14:30	LUNCH BREAK
14:30 - 15:15	Agencies key link between PSP and Brands - Success Stories / Top leaders and directors from main agencies in Mexico
15:15 - 16:00	Successful business models in the digital communication's ecosystem / Scott Dubois (Pidalia President and Founder)
16:00 - 16:30	PARTNERS & NETWORKING BREAK
16:30 - 17:15	Innovation in the packaging of the new world / Mike Ferrari (VP Ferrari consulting) & Alejandro España (CEO Ercus) & Ed Wiegand (VP Matlet)
17:30 - 19:00	CLOSING COCKTAIL