

MEXICO-DAY

AUTOMECHANIKA

September 14th 2016

Messe Frankfurt – Germany

Hall 8.1 / Conference Room Symmetrie 2

PRELIMINARY PROGRAMME

10:00

WELCOMING REMARKS

Detlef Braun - CEO Automechanika, Messe Frankfurt
(TBC)

Horacio Saavedra - Consul, Mexican Consulate Frankfurt

Francisco González - CEO, ProMéxico (TBC)

10:15-10:30

PANEL I MEXICO: STRATEGIC PARTNER FOR THE GLOBAL AUTOMOTIVE INDUSTRY

Mexico-Germany: Building a Common and Sustainable Future
César Jesús Fragozo López - Head of Sectoral Sustainable Development,
ProMéxico

The Automotive Industry in Mexico today and tomorrow
Oscar Albín - President, INA (TBC)

10:30-11:15

PANEL II THE AUTOMOTIVE SUPPLIER INDUSTRY IN MEXICO

Moderator: José Manuel Padilla - Ernst & Young

Ing. Enrique Guillen Mondragón - President, Canacindra

Joachim Eckerle - CEO, Eckerle Holding GmbH (TBD)

Alternative: Hans-Eberhard Koch - CEO, Witzenmann GmbH (TBC)

Héctor Ordaz - Leoni (TBC)

Ismael Gómez -President, ISGO MANUFACTURING (TBC)

Karsten Krause, Airtemp (TBC)

Michael Schwabe - CEO, ETO MAGNETIC GmbH (TBC)

Klaus Lellig, Nemak (TBC)/ Erwin Winkler, Metalsa (TBC)

11:15 COFFEE BREAK HOSTED BY

11:30-12:20

PANEL III SITE SELECTION – OPPORTUNITIES AND CHALLENGES

Manuel Fernández - President, Investment Office, Government of the State of Guanajuato *Ecosystem A. Gto*

Advantages of Establishing Inside Industrial Parks in Mexico

Lorenzo Berho - COO, Vesta

About Shelter Programmes and Other Options

Miguel Cavazos - Citius Capital

How to Find Qualified Personnel for Your Company

Jorge Ortega Pulido - Business Development Director, Prodensa

Assets Management/ Planning for the Best Outcome/ Avoiding Tax and Legal Complications

Luis Cuesta – Associate and Lawyer, CUESTA | LLACA | ESQUIVEL (TBC)

12:20–13:05

**PANEL IV ELECTRO-AUTOS, INDUSTRY 4.0 – STRATEGIC FRAMEWORK FOR
COOPERATION WITH MEXICO**

Moderator: BMWI (Leader of the project Industry 4.0) (TBC)

Bastian Kaltofen - Leader Mexico's project, Audi (TBC)

Hermann Bohrer - CEO, BMW SLP (TBC)

Daimler (TBD)

Christoph Deutskens - Chief-Engineer, PEM Institute, Aachen University (TBC)

13:05 RESUME AND OPEN DISCUSSION

13:15 NETWORKING LUNCH HOSTED BY

**14:30
END OF PROGRAMME**

Additional Information

automechanika
FRANKFURT

Date 13.09.2016 - 17.09.2016

City Frankfurt am Main

Location Messe Frankfurt

Frequency biennial

Organizer Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt
Tel: +49 69 75 75-0
Fax: +49 69 75 75-59 08

Web address <http://www.automechanika.com>
<http://aum-visitor.messelogo.de/en/>

E-Mail automechanika@messefrankfurt.com

Mexico Day Wednesday, 14th September 2016

Please remember that ProMéxico is also present at Automechanika, 13th-17th September. Here you can find us: Hall 1.2 / Stand E-16

Registration to Mexico-Day by:

Nina Romero
Director ProMéxico Munich

automechanika@promexico.gob.mx

Tel.: +49 (0)89-1898 545-0

Tel.: +49 (0)69-9726 98-0

Important Links:

Dual Year Mexico-Germany

http://de.dualyear.mx/agenda/37/dia_de_mexico_en_automechanika_frankfurt_2016

Automechanika Event Calendar

<http://events.messefrankfurt.com/de/2016/automechanikafrankfurt2016/shows-und-aktionen/14-09-2016/Calendar#>

B2B Matchmaking Event

<https://www.b2match.eu/automechanika2016>

