



PAACE

automechanika MEXICO

Tuesday, July 9

9:00 AM - 9:30 AM

Registro de asistentes

9:30 AM - 9:40 AM

Discurso / Palabras de apertura INTERNATIONAL
AFTERMARKET SUMMIT - Constantin von Vieregge,
President (Messe Frankfurt North America)

9:20 AM - 9:40 AM

Conferencia magistral / State of the Industry - Paul
McCarthy, President & CEO (MEMA Aftermarket
Suppliers)

9:40 AM - 10:00 AM

Conferencia magistral / Automotive Aftermarket Evolution:
the good, the ugly and tips on how to survive and grow -
Chip Carlson (Cima International LLC)

10:00 AM - 10:20 AM

Conferencia magistral / El impacto de la electromovilidad
en la post-venta - Constantino Rodríguez García, Head of
Strategic Sourcing (VEMO Movilidad)

10:20 AM - 11:00 PM

Panel / Descifrando el mercado latinoamericano -
Moderator: Antonio López Díaz, Director General (Mayoreo López Díaz); Eric Blasco, Director comercial (APYMSA); Carlos Straetger, Country Manager El Salvador (Super Repuestos); Teresa Carral, Supply Chain Director (Grupo Ciosa).



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11:00 PM - 11:20 PM

Coffee Break y Networking

11:20 PM - 12:00 PM

Panel / Tendencias y Desafíos en el Mercado de Aftermarket Automotriz: Perspectivas de Líderes Industriales - Moderator: Roberto de la Rosa, Presidente Ejecutivo (ARIDRA); Thomas Kerkhoff, Director General MCC (ZF Aftermarket); César Pérez Cuan, Vicepresidente de Aftermarket (Schaeffler); Javier Dorantes, Director de Manufactura (Dacomsa)

12:00 PM - 12:20 PM

Conferencia magistral / Optimizando la Experiencia del Cliente: Estrategias Innovadoras en Posventa Automotriz - Marco Hernández, Director de Ventas y Mercadotecnia / Director de Postventa (Daimler Truck México)

12:20 PM - 12:40 PM

Conferencia magistral / Innovación y Calidad en el Aftermarket: La Visión de Bosch México - Linus Holzwarth, Managing Director (Bosch)

12:40 PM - 1:00 PM

Conferencia magistral - Gabriel Rios, Vice President (Chirey Motor México)

1:00 PM - 2:30 PM

Comida



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2:30 PM - 3:10 PM

Panel / Elevating Heavy Duty Business - Moderador: Carlos Locoselli, Vehicle Aftermarket Sales Manager (SKF); Carlos Carrera, Sales Manager, Heavy Duty (Denso); Federico García, Director Comercial (Cummins - Meritor); Joaquín Villarea, Director Aftermarket (Cummins - Meritor)

3:10 PM - 3:30 PM

Conferencia magistral / Latin America Automotive Aftermarket landscape: How to transform challenges into opportunities? - Óscar Balcázar, Regional Director America (GiPA)

3:30 PM - 3:50 PM

Coffee Break y Networking

3:50 PM - 4:10 PM

Conferencia magistral / Desafíos y Oportunidades del Mercado Automotor Argentino: Adaptación a Nuevas Regulaciones y Dinámicas de Producción - Juan E. Cantarella, Gerente General (Asociación de Fábricas Argentinas de Componentes)

4:10 PM - 4:50 PM

Panel / What is Right to Repair and why is it so important? - Bill Hanvey, President & CEO (Auto Care Association); Paul McCarthy, President & CEO (MEMA Aftermarket Suppliers); Francisco N. González, Executive President (INA)



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4:50 PM - 5:00 PM

Discurso / Clausura y conclusiones de la jornada -
Francisco N. González, Executive President (INA)

5:00 PM - 6:30 PM

Cocktail

Wednesday, July 10

8:30 AM - 8:55 AM

Registro de asistentes

8:55 AM - 9:00 AM

Discurso / Palabras de apertura INTERNATIONAL
AFTERMARKET SUMMIT - Armando Cortés, Director
General (INA)

9:00 AM - 9:30 AM

Conferencia magistral / Driving Growth: The
Aftermarket Auto Parts Alliance's Initiatives in Mexico
and Latin America - Eduardo Barrera, Latin America
Representative (Aftermarket Auto Parts Alliance)

9:30 AM - 9:50 AM

Conferencia magistral / Estado actual del parque
vehicular en México al cierre de 2023 - Fernando
Murguía, Managing Director (TecAlliance)

9:50 AM - 10:10 AM

Conferencia magistral / Estrategias de integración de
marketplaces en línea - Ricardo González Sandoval,
CEO (AutoAzur)



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Wednesday, July 10

10:10 AM - 10:30 AM

Conferencia magistral / Transformación Digital en el Comercio de Autopartes y Refacciones: Perspectivas y Resultados en México - Alejandro Caballero, Director de Marketplace (Mercado Libre)

10:30 AM - 10:50 AM

Conferencia magistral / Desarrollo de Competencias en Electromovilidad: Creación de Programas y Capacitación para Profesionales del Futuro - Jorge Jaimes, CAO / Partner (PLM del Norte)

10:50 AM - 11:10 AM

Coffee Break y Networking

11:10 AM - 11:30 AM

Conferencia magistral - Eunice Bermúdez, Gerente de Compras (Mazda México)

11:30 AM - 11:50 AM

Conferencia magistral / Dirección financiera e innovación en tiempos de cambio y perspectivas futuras - Carlos Calderón, CFO (Calderón Autopartes)

11:50 AM - 12:10 PM

Conferencia magistral / El Servicio de Postventa y la Gestión de Refacciones como factores de Crecimiento del Mercado de Motocicletas en México - Fernando Santiesteban / Sergio Mendoza, Director de refacciones / Presidente del Comité de Relaciones con Gobierno (Italika / AMFIM)



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Wednesday, July 10

12:10 PM - 12:30 PM

Conferencia magistral / ¿Cómo emprender en la industria de autopartes? - Katria Oviedo, CEO (Jetz App)

12:30 PM

IAS Ends / Clausura IAS

9:00 AM - 8:00 PM

Automotive Academy / Training Program - Casa Diezmo / Casa Montejo

12:45 PM - 12:55 PM

Opening Ceremony / Speeches from Organizers & Dignitaries - In front of Hall C

12:55 PM

Ribbon Cutting Ceremony - In front of Hall C

1:00 PM - 8:00 PM

Show Opens

1:00 PM - 1:45 PM

Innovation4Mobility Stage / Fuel Adjustments with PDL7100; Tec. Luis Valdez / Jose Pelaezz (SIICA) - Booth 304

2:00 - 3:00 pm

Happy Hour with Mechanics / Sponsored area to interact with Mechanics and beer and prize giveaways - Ambassador Lounge - Booth 2101



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Wednesday, July 10

2:00 PM

Paint Booth / Reparadora de plasticos POLYVANCE

2:30 PM

Paint Booth / Escuadra de tiro AIRFIX DRAW ALIGNER GYS

2:30 PM

Paint Booth / Pistolas SATA

3:00 PM

Paint Booth / Kit completo de desabollado SPEEDLINER PREMIUM GYS

Innovation4Mobility Stage / Lubrication of the Latest Generation of Internal Combustion Engines; Ing. Viridiana Blanco (Roshfrans) - Booth 304

3:00 PM - 3:45 PM

Innovation4Mobility Stage / Correlation of Body & Accelerator Pedal Signals with PDL8100; Ing. Antonio Villegas (ICUBICA) - Booth 304

4:00 PM - 4:45 PM

Innovation4Mobility Stage / Diagnostics of Aisin Coolant Pump in a Toyota Prius with PDL7100; Gabriel Fernandez (Aisin) / Gustavo Cardelas (Sun Diagnostics) - Booth 304

6:00 PM - 6:45 PM

Innovation4Mobility Stage / History, Context & Trends of Electric Mobility ; Miguel Miranda (Electraton) - Booth 304

6:00 PM - 7:00 PM

Happy Hour with Mechanics / Sponsored area to interact with Mechanics and beer and prize giveaways - Ambassador Lounge - Booth 2101



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Wednesday, July 10

7:30 PM - 9:30 PM

Automechanika Industry Night - Hosted by MEMA's Overseas Automotive Council (OAC) - Valparaiso 1

Thursday, July 11

9:00 AM - 8:00 PM

Automotive Academy / Training Program - Casa Diezmo / Casa Montejo

1:00 PM - 8:00 PM

Show Opens

1:00 PM - 1:45 PM

Innovation4Mobility Stage / Presentation of the PDL4200 Scanner; Rodrigo Flores (Sun Diagnostics) - Booth 304

2:00 PM - 3:00 PM

Happy Hour with Mechanics / Sponsored area to interact with Mechanics and beer and prize giveaways - Ambassador Lounge - Booth 2101

2:00 PM - 2:45 PM

Innovation4Mobility Stage / Diagnostics of Aisin Oil Pumps with PDL4200; Gabriel Fernandez (Aisin) / Gustavo Cardelas (Sun Diagnostics) - Booth 304

2:00 PM

Paint Booth / Reparadora de plasticos POLYVANCE

2:30 PM

Paint Booth / Escuadra de tiro AIRFIX DRAW ALIGNER GYS

2:30 PM

Paint Booth / Pistolas SATA

3:00 PM

Paint Booth / Kit completo de desabollado SPEEDLINER PREMIUM GYS



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Thursday, July 11

3:00 PM - 3:45 PM

Innovation4Mobility Stage / The Best Service Workshop with the most Technical Preparation is Not Always the One that Sells the Most; Cesar Velazco (KAAR Automotive Training)

4:00 PM - 5:00 PM

Happy Hour with Mechanics / Sponsored area to interact with Mechanics and beer and prize giveaways - Ambassador Lounge - Booth 2101

5:00 PM - 5:45 PM

Innovation4Mobility Stage / Sácale ventaja a la orden de servicio ; Alberto Quiroga (SIICA)

6:00 PM - 7:00 PM

Happy Hour with Mechanics / Sponsored by AREMI - Booth 2101

6:00 PM - 9:00 PM

ARIDRA meeting and Cocktail Reception

Friday, July 12

1:00 PM- 8:00 PM

Show Opens

1:00 PM - 1:45 PM

Innovation4Mobility Stage / CAN Network & ckp-cmp; Ing. Carlos Hurtado (Autocheck) - Booth 304

2:00 PM - 3:00 PM

Happy Hour with Mechanics / Sponsored area to interact with Mechanics and beer and prize giveaways - Ambassador Lounge - Booth 2101

2:00 PM

Paint Booth / Reparadora de plasticos POLYVANCE



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Friday, July 12

2:00 PM - 2:45 PM

Innovation4Mobility Stage / Operation & Care of the Automotive Cooling System; Ing. Alan Soto (Roshfrans) - Booth 304

2:30 PM

Paint Booth / Escuadra de tiro AIRFIX DRAW ALIGNER GYS

2:30 PM

Paint Booth / Pistolas SATA

3:00 PM

Paint Booth / Kit completo de desabollado SPEEDLINER PREMIUM GYS

3:00 PM - 3:45 PM

Innovation4Mobility Stage / The Mechanical Workshop, A Business Model that has Changed; Gustaveo Cardelas (Sun Diagnostic) - Booth 304

5:00 PM - 5:45 PM

Innovation4Mobility Stage / The Importance of Automotive Safety; Ricardo Guzman "El Admin" - Booth 304

6:00 PM - 7:00 PM

Happy Hour with Mechanics / Sponsored area to interact with Mechanics and beer and prize giveaways - Ambassador Lounge - Booth 2101

6:00 PM - 6:45 PM

Innovation4Mobility Stage / Presentation of PDL3300; Custaveo Cardelas (AISIN) / Ricardo Guzman - Booth 304

7:00 PM - 7:45 PM

Innovation4Mobility Stage / Millenials also have Car Breakdowns - How to Attract them to your Shop; Cesar Velazco (KAAR Automotive Training) - Booth 304

Full
Agenda



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