



NASCO 2024
CONTINENTAL REUNION
MONTERREY

April 28-30, 2024
JW Marriott Monterrey Valle
Monterrey, Nuevo Leon, Mexico



2024 SPONSORS

CRISTALINO LEVEL



ANEJO LEVEL



REPOSADO LEVEL



BLANCO LEVEL



SUNDAY | APRIL 28

Daytime	Arrivals
4:00 - 6:00 PM	Registration Desk Open Roble Foyer Stop by, check-in and get your name badge!
6:00 PM	Meet in JW Marriott Lobby. Transportation departs for La Casa Amarilla
6:30 - 9:30 PM	Welcome Dinner - The Spirit of Mexico at La Casa Amarilla Hosted by the State of Tamaulipas, offering a spectacular view of the Cerro de las Mitras, featuring El Tinieblo mezcal from Tamaulipas and a cultural “Spirit of Mexico” show. *Mexican Attire
9:00 PM	Bus departures begin (as needed) for JW Marriott Meet on JW Marriott Ground Floor

MONDAY | APRIL 29

**Events to be held at JW Marriott unless otherwise noted*

7:30 - 8:30 AM	Continental Breakfast & Networking Roble Foyer
8:30 - 9:00 AM	Bienvenidos Welcome Bienvenue Roble Ballroom Tiffany Melvin, NASCO President Rider Scott, NASCO Chairman Ambassador Graeme Clark, Canada’s Ambassador to Mexico
9:00 - 10:00 AM	Pivotal Perspectives with NASCO Leadership As radical uncertainty continues on the global stage, join NASCO leadership as they discuss geopolitics in flux, the 2024 North American elections, dissecting how political changes reshape trade dynamics and influence international partnerships. Moderator: Tiffany Melvin, President, NASCO Speakers: Andrea van Vugt , Global Director, Harper & Associates Dan Ujcz , Senior Counsel, Thompson Hine Gerald Schwebel , Executive Vice President, IBC Bank Luis Rodriguez , Managing Partner, Monarch Global Strategies de Mexico
10:00 - 10:30 AM	North American Integration: Capacity for Growth Intro: David Eaton, Director of Business Development, CPKC de Mexico Keynote: Oscar del Cueto, President, CPKC de Mexico
10:30 - 11:00 AM	Coffee Break Sponsored by: Interpuerto Monterrey
11:00 - 12:00 PM	Beyond Monterrey: Understanding the Economic Dynamics of Northern Mexico and Ways to Drive Prosperity Moderator: Mauricio Garza, CEO, Interpuerto Monterrey Speakers: Ivan Rivas Rodriguez , Secretary of Economy, Government of the State of Nuevo Leon Ninfa Cantu Deandar , Secretary of Economic Development, Government of the State of Tamaulipas

12:00 - 1:00 PM

Challenges with Foreign Investment - Mexico's Readiness

Ports saturated, border crossing infrastructure, energy distribution, roads and infrastructure, experiences starting a business in Mexico

| **Moderator:** Eduardo Joffroy, CEO, Joffroy Global

Speakers:

| **Paulina Gonzalez**, Monterrey Regional Director, American Industries

| **Steve Forrer**, Executive Vice President, Aviation Facilities Company

| **Hector Villareal Garza**, CEO, Industrial Proximity Services

| **Gabriel Andrade**, Vice President of Tax, CEMEX

1:00 - 2:30 PM

Celebrating Canada in North America Luncheon

Hosted by: Government of Canada, Edmonton Global, Province of Alberta, Province of Saskatchewan, Centreport Canada Rail Park, Province of Ontario

3:00 - 4:00 PM

Adapting to Turbulence: Strategies for Managing Supply Chains

Delve into the impact of weather-related disruptions, pandemics, politics, and natural disasters on global supply chains. Our panel of industry leaders will discuss strategies for mitigating risks, enhancing agility, and ensuring continuity in an ever-changing environment

| **Moderator:** Michele Porrino, Executive Director, WTC Industrial SLP

Speakers:

| **Fernando Wilhelm**, Head of Government and Public Affairs, Mexico, The LEGO Group

| **Veronica Gonzalez**, Director, North America Surface Transportation, Mexico, C.H. Robinson

| **Martha Fuentes**, Material Planning Director, Bombardier Recreational Products

| **Rodrigo Contreras**, Global Director, Government Relations, Martinrea International, Inc.

4:00 - 5:00 PM

Connectivity & Logistical Infrastructure

Be part of the conversation as experts unravel the potential of connected roads. Dive into topics such as 5G integration, autonomous vehicle communication, and collaborative efforts shaping a seamlessly connected transportation ecosystem

| **Moderator:** Buddy Garcia, President, Modern Stewardship

Speakers:

| **Heather Grondin**, Chief Relations Officer, Windsor Detroit Bridge Authority

| **Caroline Mays**, Director of Planning and Modal Programs, Texas Department of Transportation

| **Erika Kemp**, Strategic Initiatives and Innovation Division, Texas Department of Transportation

| **Manuel Montoya Ortega**, President, Automotive Cluster of Nuevo Leon

6:30 PM

Transportation begins departing for the Pepper

Shuttles will go back and forth throughout the evening

7:00 - 10:00 PM

¡Club NASCO! | *Pepper Bar & Rooftop*

Dinner, Dancing and Disco

*Festive Disco Attire

9:00 PM

Bus departures begin (as needed) for JW Marriott

TUESDAY | APRIL 30

7:30 - 8:30 AM

Continental Breakfast & Networking | *Roble Foyer*

8:30 AM

Words of Welcome

Sandra Shaddick, Consul General of Canada in Monterrey

Roger Rigaud, U.S. Consul General in Monterrey

8:35 - 9:00 AM

Conscious Capitalism & Corporate Sustainability

Francisco Fernandez, Executive Director, Conscious Enterprise Center

Then. Now. Always: The Beauty of Mary Kay

Ana Rico, Director Brand, Communications, Mary Kay Mexico

9:00 - 9:15 AM

The North American Workforce Initiative

An update on a joint undertaking co-chaired by NASCO and the George W. Bush Institute to develop and test practical approaches to workforce development across the U.S., Canada and Mexico and issue recommendations to strengthen the region's global competitiveness

| Wes Jurey, Senior Advisor, Manufacturing Skill Standards Council (MSSC)

9:15 - 9:45 AM

Smart Borders: The Key to More Resilient Cross-Border Trade

Intro: Andrew Carranco, South Webb Industrial Park

| **Keynote:** Dr. Daniel Covarrubias, Texas A&M International University

9:45 - 10:45 AM

Advancing Momentum for North American Competitiveness:

Exploring Opportunities and Challenges Leading Up to the 2026 Review

| **Moderator:** Ramon Concha, Partner, Cacheaux, Cavazos & Newton

Speakers:

| **Mark Entwistle**, Managing Partner, Privus Capital Inc., and former Canadian diplomat

| **Leah Liston**, Director of Customs & Trade Affairs, Office of the U.S. Trade Representative

| **Mark Richardson**, Minister Counsellor (Commercial Affairs) and Senior Trade Commissioner, Embassy of Canada in Mexico City

| **Jesus Carrillo**, Director of Economics, Instituto Mexicano para la Competitividad (IMCO)

10:45 - 11:00 AM

Coffee Break

Sponsored by: Morning Rush

11:00 - 11:30 AM

“North American GOOOOAAAALLLSS!”

Leveraging the 2026 FIFA World Cup to Connect North American Economies & Communities

| **Keynote:** Alejandro Hütt, FWC 26 Monterrey Host City Manager

11:30 - 12:30 PM

Building Communities & Cities: A Conversation with North American Leaders

Explore the diverse tapestry of North American communities as local leaders open up about their unique journeys towards growth. This forum provides a platform for sharing success stories, discussing challenges, and forging connections that transcend geographical boundaries, fostering a spirit of solidarity and mutual support.

| **Moderator:** Sandra Shaddick, Consul General of Canada in Monterrey

Confirmed Speakers:

| **Keren Tang**, Councillor, City of Edmonton, Alberta

| **Travis Keisig**, MLA, Province of Saskatchewan

| **John Orlikow**, Councillor, City of Winnipeg, Manitoba

| **Ryana Parks-Shaw**, Mayor Pro Tem, Kansas City, Missouri

| **Jesse Gonzalez**, Commissioner, Webb County, Texas

| **Betsabe Rocha**, Interim Mayor, City of Monterrey

12:30 - 2:00 PM

Closing Luncheon

Hosted by Fort Worth & Beyond, 2025 NASCO Reunion Community

NASCO Reunion Concludes

2:30 - 5:30 PM

NASCO Board of Directors Meeting (by invitation only)



SAVE THE DATE | SPRING 2025

2025 NASCO CONTINENTAL REUNION

FORT WORTH & BEYOND

HOSTED BY

