



NASCO CONTINENTAL REUNION
April 28-30, 2024
JW Marriott Monterrey Valle

Sunday, April 28, 2024

Daytime

Arrivals

4:00 – 6:00 P.M.

Registration Desk Open

Stop by, check-in and get your name badge!

6:00 P.M. – 6:30 P.M.

Meet in JW Marriott lobby

Buses will depart at 6:00 & 6:30

6:30 – 8:30 P.M.

Welcome Dinner at La Casa Amarilla

Offering a spectacular view of the Cerro de las Mitras

8:00 / 8:30 P.M.

Buses depart at 8:00 and 8:30pm for JW Marriott

Monday, April 29, 2024

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

8:00 A.M. – 8:30 A.M.

Continental Breakfast & Networking

Roble Foyer

8:45 A.M. - 9:00 A.M.

Bienvenidos | Bienvenu | Welcome

Roble Ballroom

NASCO President and NASCO Chairman

Miguel Trevino, Mayor, San Pedro Garza Garcia (*Invited*)

9:15 A.M. - 10:00 A.M.

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

Confirmed Speakers:

- Andrea van Vugt, Global Director, Harper & Associates
- Dan Ujcz, Senior Counsel, Thompson Hine (Law Firm)
- Gerald Schwebel, Executive Vice President, IBC Bank
- Luis Rodriguez, Managing Partner, Monarch Global Strategies MX



NASCO 2024
CONTINENTAL REUNION
MONTERREY

10:00-10:30 A.M.

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 A.M. - 11:00 A.M.

Coffee Break

Sponsored by: Interpuerto Monterrey

11:00 – 12:00 P.M.

More than Monterrey; Understanding the North Region

Multiple Municipalities, State Region

Moderator: Mauricio Garza, CEO, Interpuerto Monterrey

Invited 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
- Claudio Mario Bres Garza, Secretary of Economy, Government of the State of Coahuila
- Ulises Fernandez, Secretary of Innovation and Economic Development, State of Chihuahua

12:00 P.M. - 1:00 P.M.

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

Confirmed 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
- City of Laredo Representative



1:00 P.M. - 2:30 P.M.

Celebrating Canada in North America Luncheon

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

3:00 P.M. – 4:00 P.M.

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

Confirmed Speakers:

- Fernando Wilhelm, Senior Manager, Government and Public Affairs, The LEGO Group
- Veronica Gonzalez, Director, North America Surface Transportation, Mexico, C.H. Robinson
- Ivette Camacho, Manager, Public Affairs, Government Relations & CSR – LATAM, Bombardier Recreational Products
- Rodrigo Contreras, Global Director, Government Relations, Martinrea International, Inc.

4:00 P.M. – 5:00 P.M.

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

Invited Speakers:

- Eugenio Grandio, Business Development & Policy for LATAM, Tesla
- Chris Kahan, Global Sales, Descartes / Datamyne
- Sandra Candie, Industry & Global Partnerships, Alberta Innovates
- Erika Kemp, Strategic Initiatives and Innovation Division, Texas Department of Transportation



6:30 P.M. – 9:30 P.M.

¡Fiesta Discoteca!
Dinner, Dancing and Disco

Pepper Bar & Rooftop

8:30 P.M. / 9:30 P.M.

Buses return to JW Marriott

Tuesday, April 30, 2024

8:00 A.M. – 9:00 A.M.

Registration & Networking
Sponsored by:

9:00 A.M. – 9:15 A.M.

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 A.M. – 9:45 P.M.

Innovation in Cross-Border Trade

Intro: Andrew Carranco, South Webb Industrial Park

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

9:45 A.M. – 10:45 A.M.

Advancing Momentum for North American Competitiveness:

*NALS and CUSMA as vehicles to enhance trilateral collaboration
A conversation with industry AND government*

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 Allen, Acting DG, North America, Global Affairs Canada
- David Fortoul, Director of Economic Affairs and Innovation for North America, SRE



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MONTERREY

10:45 A.M. - 11:00 A.M.

Coffee Break
Sponsored by: INNOVA

11:00 A.M. – 11:30 A.M.

Keynote: “North American Goooooaaallllls!”
Leveraging the 2026 FIFA World Cup to Connect North American Economies & Communities

Alejandro Hutt, FWC 26 Monterrey Host City Manager

11:30 A.M. – 12:30 P.M.

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
- Manny Ramirez, Commissioner, Tarrant County, Texas
- Jesse Gonzalez, Commissioner, Webb County, Texas
- Betsabe Rocha, Incoming Mayor, City of Monterrey

12:30 P.M. – 2:00 P.M.

Closing Luncheon
Hosted by 2025 NASCO Reunion Community

NASCO Reunion Concludes

2:30 P.M. – 5:30 P.M.

NASCO Board of Directors Meeting *(by invitation only)*