

TradeHub[®]

Customs & Trade Innovation Summit

Where *Trade*
meets *Innovation*



CAAAREM[®]

CONFEDERACIÓN DE ASOCIACIONES DE AGENTES ADUANALES DE LA REPÚBLICA MEXICANA



PROPULSAR

SEPTEMBER **25TH AND 26TH**

Hilton • Reforma • CDMX

→ DAY 1 Wednesday Sept 25

● Registration and Coffee - Don Diego 3&4 - 3rd floor ⌚ 8:00 - 9:00

● Welcome - Don Alberto 1&2 - 4th floor ⌚ 9:00 - 9:10

● Talk 1 ⌚ 9:15 - 10:15

Technology-Future-Innovation-Leadership

Thrive, Not Just Survive: The International Trade and Logistics Industry in the Age of AI

Speaker:

Rebeca Hwang - Profesora de Emprendimiento Tecnológico en la Universidad de Stanford/ Socia en Kalei y Nahuel Ventures

Miguel Cos - Presidente de CAAAREM

Marcel Joffroy - Dir. Comité Organizador TradeHub Summit

● Panel ⌚ 10:20 - 11:10

Trade-Technology-DigitalTransformation

Scaling the Impact of New Technologies and Digital Transformation to Boost Organizations

Participants:

Guillermo Ortega Rance - Design & Innovation | Digital Strategy NTT Data Mex

Ivete Sánchez Bravo - Coordinadora de Servicios Tecnológicos. Gerente de la Alianza en Inteligencia Artificial de CIMAT

Alaster Love - Panacea Strategy

Omar Abuhashish - CEO Reform

Moderator: Héctor Sauza - Founder & CEO Intellectia

● Coffee Break & Networking ⌚ 11:00-11:20

● Panel 2 ⌚ 11:30-12:30

Startups-Trade-Technology-Innovation

Fueling Trade Innovation: Successful Startups in Cross-border, Logistics and Customs

Participants:

Paulina Aguilar Vela - Co-Founder & General Manager Mundi

Guillermo Bosch - Co-Founder & COO Solvento

Johnny Turquie Sutton - Co-Founder & Director IBSO

Diego Rodall - Country Manager Moova

Dimitri Zaninovich - Cofounder & CEO Efex

Moderator: Ricardo Rochman - CEO Weport

Talk 2 🕒 12:35-13:25**Cross-border trade-Technology-Trade Facilitation****US Mexico-Foundation presents: North American Initiatives for the Greater Good****Speaker:**

Enrique Perret - Director ejecutivo de la U.S. Mexico Foundation. Presidente y Fundador del North Capital Forum

Alex González Ormerod - Fundador de The Mexico Political Economist

Panel 3 🕒 13:30-14:20**Logistics - Innovation - Technology****Freight & LogiTechs: How are logistics technology companies transforming foreign trade?****Participants:**

Leo Ospina - Director of Business Development and Growth at Lean Solutions Group & Sr. Tech Leader / Startup Advisor

Carolina Tena - Vicepresidente New Business Development Mexico UberFreight

Danny Gordon - Head of Sales Nuvocargo

Fernando Lemarroy - Co-founder & CEO Konargo

Moderator: Eduardo Joffroy - CEO Joffroy Group

Lunch Break - Don Diego 3&4 - 3rd floor 🕒 14:20-15:50**Special presentation - Don Alberto 1&2 - 4th floor** 🕒 15:50-16:05**Panel 4** 🕒 16:05-16:55**Technological transformation - Innovation - Organizational Culture****Setting the Standard- Insights and Strategies from Cutting-edge Organizations****Participants:**

Joaquin Aguirre Ruiz - Director Compras Importación y Comercio Exterior Coppel

Enrique Llaca - Director Comercial Corporativo Grupo Traxion

Eduardo Haros - CEO Racing Cargo

J. Antonio Luna - Fundador y Dir. Gral Vitti Logistics

Moderator: Guillermo Almazo - CEO Inbound Logistics Latam

Panel 5 🕒 17:00-18:00**Technology- Artificial Intelligence- Customs - Foreign Trade****Reaching Exponential Competitiveness: Leveraging AI Tools in Customs Agencies and Operations****Participants:**

Raul Terroba - Deep Cognition

Daniel Peimbert - Founder Camtom IA (Clasificación Arancelaria)

Jessica Isselin - Directora General Isselin Consultores, co-creadora Experta IA

Fernando Thompson - Socio Fundador de Soldig y TBSeK, co-creador Experta IA

Ivan Fernández - CEO Aduanet

Moderator: Mercedes López Arratia - Directora Corporativa de Mercadotecnia - Grupo Traxion

→ DAY 2 Thursday Sept 26

● Coffee & registration - Don Diego 3&4 - 3rd floor 🕒 8:00-8:55

● Welcome Day 2 - Don Alberto 1&2 - 4th floor 🕒 9:00-9:05

● Keynote 🕒 9:05-10:05

IA - Technology - Innovation

The Generative AI Revolution

Speaker:

Elena Calatayud - Industry Innovation & Transformation for Gen AI en AWS México

● Panel 6 🕒 10:10-11:00

Security – Technology - Compliance

Cybersecurity in International Trade: Protecting Critical Information
Against Imminent Threats

Participants:

Santiago Fuentes - CEO Delta Protect

Ana Cecilia Pérez - CEO Capa 8

Elena Calatayud - Industry Innovation & Transformation for Gen AI AWS

Carlos Narváez - CTO Honne Services

Moderator: Sofia Pérez Gasque - Directora AMITI

● Coffee Break & Networking 🕒 11:00-11:20

● FiresideChat 🕒 11:20-12:10

Nearshoring, Technologies, Compliance

Beyond Nearshoring: Implications, Future Impacts, and Business
Challenges in the Reshaping of Global Trade 2025-2030

Speakers:

Emilio Cadena - CEO Prodensa “The Nearshoring Expert”

Alejandro Ramos Gil - Ex Presidente, CAAAREM/ASAPRA Socio Administrador
de Global Business and Consulting Group

Talk 4 🕒 12:15-13:05**Global trade- Technological Transformation****Driving the Technological Revolution: Initiatives that Transform Businesses****Speakers:****Mario Canales** - Digital Trade Specialist WEF**Joel Cano** - Director de Desarrollo de Negocios Científicos y de Base Tecnológica
– TEC de Monterrey**Moderator: Alfonso Rojas González de Castilla** - Presidente del Grupo Regional del Sector Privado de América y el Caribe para la OMA y Ex-Presidente de CAAAREM / Director General Cargodec**Panel 7** 🕒 13:10-14:00**Infrastructure - Trade compliance - Innovation****Shaping the Future of North American Trade: Technology, Security, Smart Borders, and Geopolitical Implications****Participants:****Miguel Cos** - Presidente CAAAREM**Adam Sulewski** - Trade Representative - Mexico US-CBP**Adrián Gonzalez** - President at Global Alliance Solutions**Daniel Covarrubias** - Director del Center for Border Economic and Enterprise Development de la TAMIU**Moderator: Robert Stein** - Vice President Braumiller Consulting Group**Masterclass** 🕒 14:05-14:50**Cross-border- Logistics - Technology****Logistechs: Revolutionizing Commerce and Logistics Processes****Speaker:****Daniel Covarrubias** - Director del Center for Border Economic and Enterprise Development de la TAMIU**Closing Lunch - Don Diego 3&4 - 3rd floor** 🕒 15:00-17:00

DAY 1 Wednesday Sept 25

Speakers and Participants



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Presidente de CAAAREM



Marcel Joffroy González
Dir. Comité Organizador
TradeHub Summit



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Partner Kalei / Nahuel
Ventures



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DAY 2 Thursday Sept 26

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Director de Desarrollo de Negocios
Científicos y de Base Tecnológica – TEC
de Monterrey



Alfonso Rojas

Presidente del Grupo Regional del Sector
Privado de América y el Caribe para la
OMA y Ex-Presidente de CAAAREM /
Director General Cargodec



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Presidente de CAAAREM



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Trade Representative -
Mexico US-CBP



Adrián Gonzalez

President at Global Alliance
Solutions



Robert Stein

Vice President Braumiller
Consulting Group



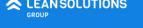
Daniel Covarrubias

Director del Center for Border
Economic and Enterprise
Development de la TAMIU

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