

Automotive LOGISTICS & SUPPLY CHAIN

MEXICO

15-17 November 2022 | Marquis Reforma Hotel

PARTNERING TO DRIVE RECOVERY

#ALSCLIVE





Opportunities for strong logistics in Mexico

The return of the Automotive Logistics & Supply Chain Mexico conference brought together an industry that has been hard hit by successive crises in the past years: global issues like the pandemic, semiconductor shortages and logistics capacity issues were felt particularly hard in Mexico. On top of that, there have been numerous local issues, including cross-border delays, regulatory challenges, worsening issues in cargo theft and vandalism, significant port issues, as well as a lack of truck drivers. At the event, OEMs including Volkswagen pointed to a high level of disruptions and a lack of competition in some areas of logistics.

However, the conference also revealed a very high level of flexibility and skill across Mexico's automotive logistics sector. Manufacturers including VW, Nissan, Audi, BMW and American Axle praised the dedication and flexibility of employees and partners, as well as the high quality, efficiency and speed across operations.

It was clear that for many companies, logistics can be a competitive advantage in Mexico.

However, for Mexico to compete in the next phase of its development, it needs to address several critical issues. Firstly, there were calls from Toyota and AMIA (the Mexican automotive association) for the government to adapt a holistic clean energy strategy to support the growth of EV and battery sales and production in Mexico. Likewise, there would need to be infrastructure upgrades to enable EV growth, as well as incentives for consumers and OEMs alike.

There was also focus on ensuring that Mexican automotive logistics keeps up with the opportunities in digital transformation, automation and data analytics across the supply chain. Speakers from Nissan, Audi, BMW and VW Truck & Bus all highlighted significant innovations and programmes in new technology and systems, including in managing transport, supply chain as well as tracking critical inventory such as semiconductors.

The challenges for Mexico are many, however the conference saw a community of experts highly engaged and committed to the sector and to working together to learn from one another and grow. There was an excitement and enthusiasm among speakers and delegates that carried through to the end of the conference, including among 30+ students from local universities who joined the event to ask questions and interact with industry leaders. It was clear that companies are ready to invest in the skills, people and technology to keep Mexico moving.



Speaker Highlights

[VIEW ALL SPEAKERS](#)



Chris Styles
Vice President, Supply Chain Management, North America
Nissan



Peter Koltai
Senior Director Production Control, Logistics
Volkswagen de México



Siegfried Jung
Vice-President Production Control, Production System and Logistics
BMW Group Plant San Luis Potosi



Francisco Bravo Gómez
Senior Director Supply Chain
Audi Mexico



Roberta Palacio
Head of Supply Chain North America
Continental



Lizette Gracida
Senior Director of Institutional Affairs and Foreign Trade
Toyota Motor de México



Mauricio Magdaleno
Supply Chain Director, Americas
American Axle Manufacturing



Gerardo De La Torre Garcia
Senior Director & Advisor Supply Chain Management
Nissan North America



Jonathan Flores Cortes
Logistics Purchasing Manager
General Motors Mexico



Fabio Garcia
Head of Aftersales
Volkswagen Truck & Bus México

Automotive LOGISTICS & SUPPLY CHAIN

MEXICO



490

REGISTRATIONS



80%

CONVERSION



391

ATTENDEES



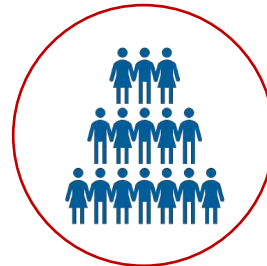
150+

COMPANIES &
INSTITUTIONS REGISTERED



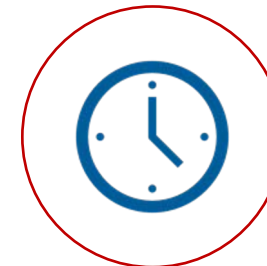
15

COUNTRIES



29

INDUSTRY
LEADING SPEAKERS

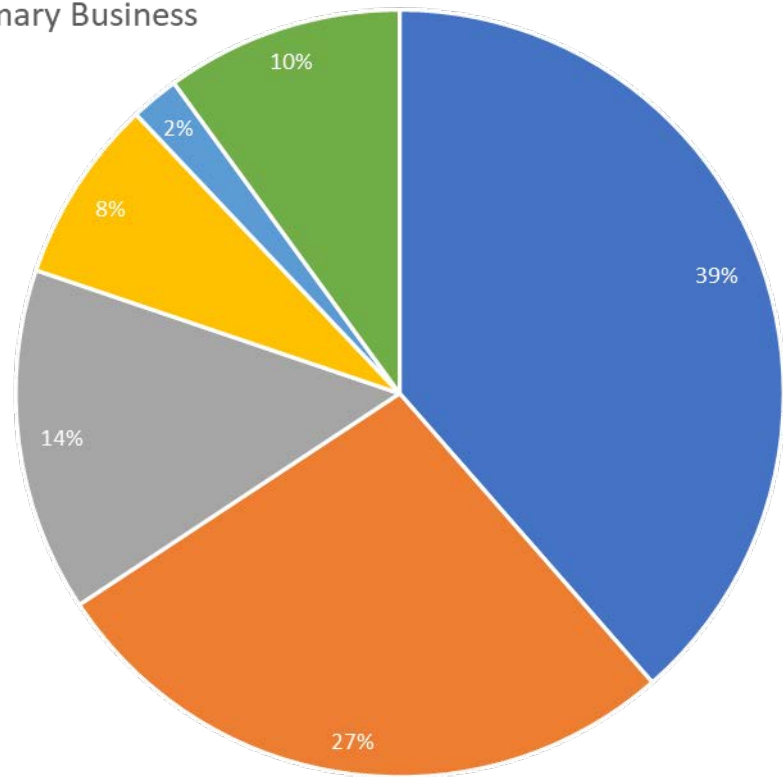


10

HOURS OF CONTENT

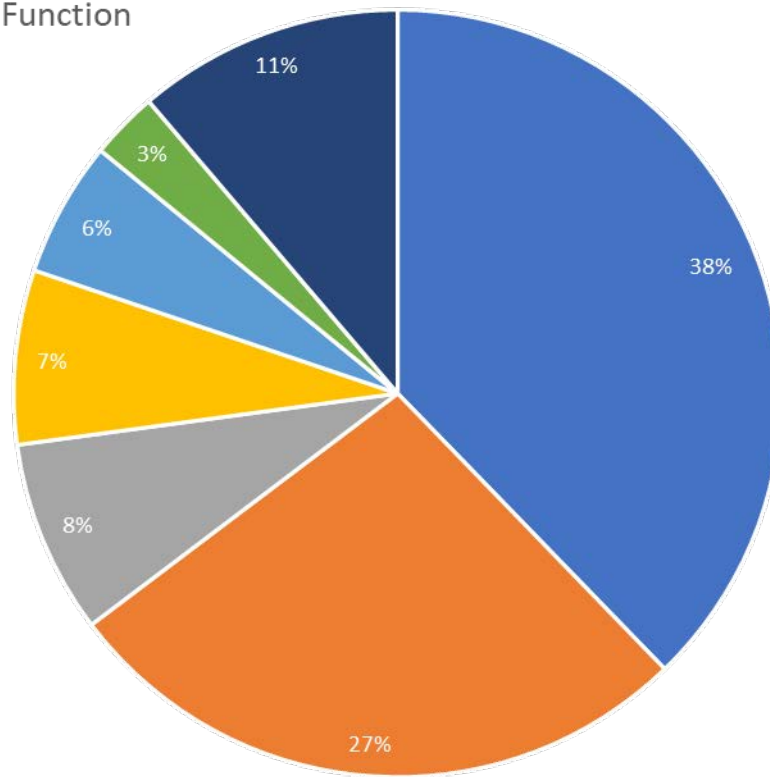
Audience Registration Breakdown – Primary Business & Job Function

Primary Business



- Logistics service provider
- Tier or Component supplier
- Technology/Software Provider
- Vehicle manufacturer
- Academic
- Other

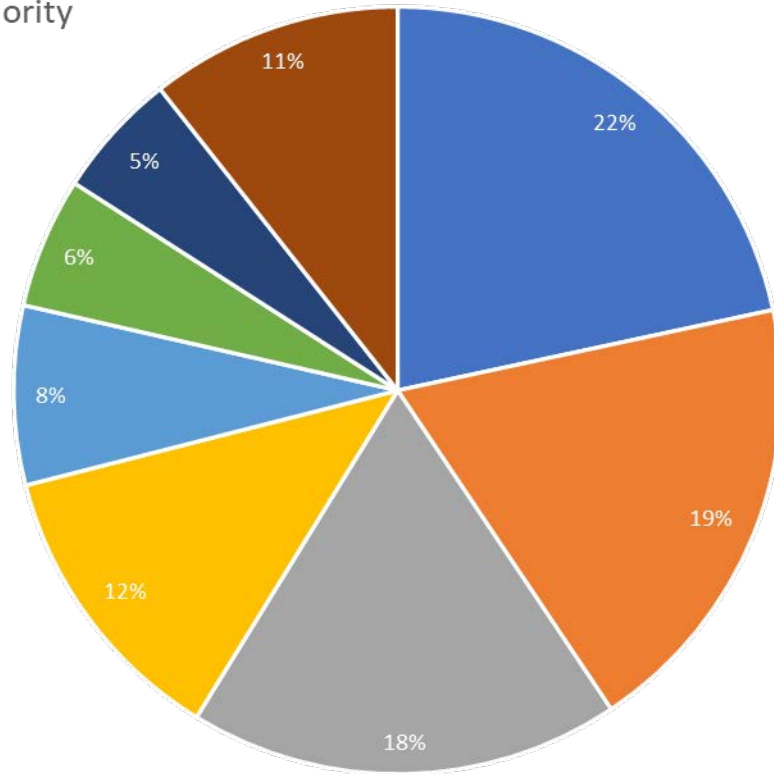
Job Function



- Logistics/distribution
- Corporate/General management
- Student
- Other
- Sales/business development
- Purchasing & procurement
- Marketing

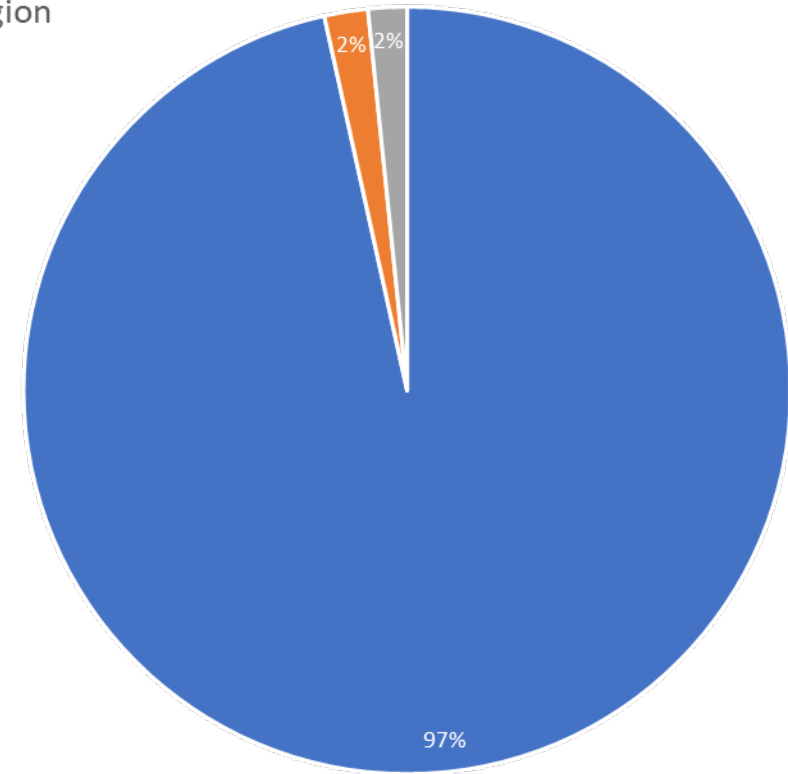
Audience Registration Breakdown – Seniority & Region

Seniority



- Manager
- Specialist
- Director
- Senior Manager
- Head of Department
- Global Director
- C-Level (CEO/CIO/CTO/COO etc)
- Other

Region



- North America
- Europe
- RoW

Automotive LOGISTICS & SUPPLY CHAIN

MEXICO



160k

EMAILS SENT



49k

OPENS



7.4k

CLICKS



5,402

EVENT SITE VISITS



8,428

UNIQUE PAGE VIEWS



296

WEBSITE VISITS FROM
SOCIAL MEDIA

Sponsors

PREMIER



GOLD



SILVER



Testimonials

- “ I considerate this a great forum to update the situation on the industry and develop new business networking - **Senior Manager of Parts Logistics at Toyota**
- “ Top 1 forum to understand the current trends on the supply chain and logistics for better future planning - **Senior Director at American Axle & Manufacturing**
- “ Outstanding speakers sharing insights and knowledge for company success and towards future challenges - **Procurement Manager at Honda De Mexico**

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MEXICO

DATE FOR YOUR DIARY

Automotive Logistics & Supply Chain Mexico
5-7 December 2023 | Marquis Reforma Hotel, Mexico City
For information on future events, please get in touch:



Matt Allard, Head of Commercial Development
matt.allard@automotive-logistics.media

+44 (0) 20 8987 0981



[@automotive-logistics](#)



Alistair Newton, Head of Global Business Development
alistair.newton@automotive-logistics.media

+44 (0) 20 8987 0936



Gavin Andrew, Head of Commercial Development
gavin.andrews@automotive-logistics.media

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