



“Mexico - U.S. Semiconductors Forum” Chapter 6: Monterrey



Economía
Secretaría de Economía



**Tecnológico
de Monterrey**



ECONOMÍA
GABINETE DE GENERACIÓN
DE RIQUEZA SOSTENIBLE





Day 1: Wednesday March 11th 2026

EGADE Business School Monterrey

(Rufino Tamayo y Av. Eugenio Garza Lagüera, Valle Oriente, 66269 San Pedro Garza Garcia, N.L.)

Registration

11:00 - 12:00

Official Opening Ceremony

12:00 - 13:00

Presenter



• CANIETI
Alfredo Pacheco, CEO



• Government of Nuevo Leon
Samuel Garcia, Governor



• Ministry of Economy
Diego Flores, Head of the Electronic and Digital Industry Sector



• U.S. Embassy in Mexico
Mark Johnson, Deputy Chief of Mission



• Tecnológico de Monterrey
Juan Pablo Murra, Rector



• CANIETI
Rafa Sanchez, Chairman of the Board
Sandra Martinez, Regional President, CANIETI Northeast



• Government of Nuevo Leon
Betsabe Rocha, Secretary

Extended supply chain

13:00 – 14:00



• Nuevo Leon´s Ministry of Economy
Betsabe Rocha, Secretary
Emmanuel Loo, Undersecretary of Investment, Innovation, and Artificial Intelligence

Networking Lunch

14:00 - 15:00

OECD study results on Semiconductors in Mexico

15:00 – 16:00



• Ministry of Economy
Diego Flores, Head of the Electronic and Digital Industry Sector



• OECD
Audrey Plonk, Deputy Director of the Directorate of Science, Technology and Innovation (STI)

*Program subject to change





Panel: Education sector and industry strategies and alliances to integrate startups, SMEs and other stakeholders to meet sector's demand

16:00 - 17:00

Presenter  • **FUMEC**
Eugenio Marin, CEO



• **Tecnológico de Monterrey**
Joel Cano, Director of Technology Transfer



• **National Technological Institute of Mexico**
Andrea Zarate, Secretary of Outreach and Extension



• **Autonomous University of Nuevo León**
Nasser Mohamed, Director of Innovation and Strategic Alliances



• **Autonomous University of Guadalajara**
Alberto Luque, Coordinator of Advanced Semiconductor Design

U-ERRE • **U-ERRE**
Paul Moch, Vice Rector for Academic Affairs

Panel: Regional supply chain ecosystem

17:00 – 18:00

Presenter  • **Polaris Inc**
Sergio Zara, Global Director Strategic Sourcing



• **Busch Vacuum**
Mark Magill, General Manager of the Semi-Analytical business



• **UDM Systems LLC**
Ukay Ajike, President and General Manager



• **CAPIM**
Rene Mendoza, President

Ice Breaker Cocktail

19:00 - 21:00

EGADE Business School Monterrey

Day 2: Thursday March 12th 2026

EGADE Business School Monterrey
(Rufino Tamayo y Av. Eugenio Garza Lagüera, Valle Oriente, 66269 San Pedro Garza Garcia, N.L.)

Registration

08:00 - 08:45

Introduction and Day 2 Program

08:45 – 09:00

 • **CANIETI**
Carlos Rebellon, Coordinator of the Mexico–U.S. Semiconductor Forum and Vice President of Semiconductors
Sandra Martinez, Regional President, CANIETI Northeast

*Program subject to change





Commodities/Legacy Chips: An opportunity for Mexico's ecosystem

09:00 - 09:45

Presenter



• U.S. Embassy in Mexico
Shirley Green, Economic Officer



• Skyworks
Josep Marce, Vice President of Manufacturing



• Infineon
Ariel Abam, Managing Director and Vice President of Operations Mexico

Break

09:45 - 10:00

ECLAC study Semiconductor's supply chain

10:00 - 10:45



• ECLAC
Alejandro Patiño, Economic Affairs Officer, Division of Productive Development and Enterprise



• Centro Mexico Digital
Salma Jalife, CEO



• Ministry of Economy
Diego Flores, Head of the Electronic and Digital Industry Sector

Panel: Mexican states integrated into the extended supply chain

10:45 - 11:45

Presenter



• CANIETI
Carlos Rebellon, Coordinator of the Mexico-U.S. Semiconductor Forum and Vice President of Semiconductors



• Government of Jalisco
Cindy Blanco, Secretary of Economic Development



• Government of Chihuahua
Fernando Alba, Undersecretary of Industry, Mining and Energy



• Government of Baja California
Rodolfo Andrade, Undersecretary for Investment Management



• Government of Nuevo Leon
Betsabe Rocha, Secretary of Economy

Break

11:45 - 12:00

*Program subject to change





Panel: Regional opportunities for the semiconductors industry

12:00 - 13:15

Presenter



- CANIETI
Alfredo Pacheco, CEO



- Intel
Jesus Palomino, Manager at INTEL Jalisco



- Qualcomm
Hector Marin, Senior Director, Government Affairs



- Coahuila's Ministry of Economy
Luis Olivares, Secretary



- Nuevo Leon's Ministry of Economy
Emmanuel Loo, Undersecretary of Investment, Innovation, and Artificial Intelligence



- Tamaulipas's Ministry of Economy
Anabell Flores, Undersecretary of Investment

Strategic alliance for Talent Development

13:15 - 14:00



- Ministry of Economy
Diego Flores, Head of the Electronic and Digital Industry Sector



- Arizona State University
Paola Garcia Hidalgo, Assistant Vice President

Networking Lunch

14:00 - 15:30

Panel: KUTSARI ecosystem for the semiconductors industry

15:30 - 16:15

Presenter



- InnovaBienestar
Edmundo Gutierrez, Managing Director



- INAOE-Puebla



- CINVESTAV-Jalisco



- University of Sonora

A national strategy toward Semicon West 2026

16:15 - 16:45



- Ministry of Economy
Diego Flores, Head of the Electronic and Digital Industry Sector



- BCIU
Nina Kundra, Senior Vice President

Conclusions and closing remarks

16:45 - 17:15

Dress code: *Business Casual*

Simultaneous interpretation will be available for those who require it.

*Program subject to change





Host-recommended accommodation options



• Hyatt House Monterrey Valle

Av. Lázaro Cárdenas 2264, Valle Oriente, San Pedro Garza García, Nuevo León, México, 66278

☎ 81 1344 1234

Distance: 0.3 Km

• Hyatt Place Monterrey Valle San Pedro

Av. Lázaro Cárdenas 2264, Valle Oriente, San Pedro Garza García, Nuevo León, México, 66278

☎ 52 55 5327 7770

Distance: 0.3 Km

• Grand Fiesta Americana Monterrey Valle

Av. Lázaro Cárdenas 2424. Col. Residencial San Agustín, San Pedro Garza García, 66260 Monterrey, N.L.

☎ 01 800 504 5000

Distance: 1.8 Km

• Live Aqua Monterrey

Av. Lázaro Cárdenas 2424, Zona Loma Larga Oriente, 66260 S.P.G.G., N.L.

☎ 52 55 5387 4465

Distance: 1.8 Km

• Hotel Safi Metropolitan

Av. Lázaro Cárdenas 2400, Valle Oriente, 66260 San Pedro Garza García, N.L.

☎ 81 8100 7080

Distance: 1.9 Km

• Quinta Real Monterrey

Av. Diego Rivera 500, Valle Oriente, 66260 San Pedro Garza García, N.L.

☎ Elba Jasso: 8183681076

Distance: 2.4 Km

• Hotel Safi Valle

Av. Diego Rivera 555, Valle Oriente, 66260 San Pedro Garza García, N.L.

☎ 81 8100 7080

Distance: 2.4 Km

• InterContinental Presidente Monterrey

Av. Real San Agustín #301, Colonia Real de San Agustín, San Pedro Garza García. C.P. 66260

☎ 52 55 5387 4465

Code: IEDYG

Distance: 2.7 Km

• MS Milenium Monterrey, Curio Collection by Hilton

José Vasconcelos No. 300 Ote. Residencial San Agustín, San Pedro Garza García, NL, México 66260

☎ 81 8368 6000

✉ cro.msmilenium@hotelesmilenium.com

Distance: 4.2 Km

• JW Marriott Hotel Monterrey Valle

Avenida del Roble 670 Col. Valle del Campestre, 66265 S.P.G.G., N.L.

☎ (52) 81 8850 6700

✉ ays.mtyjw@aimbrigdelatam.com

Distance: 5.4 Km

• Habita Hotel

Av. José Vasconcelos 150 Ote., Del Valle, 66220 San Pedro Garza García, N.L.

☎ +52 (55) 52801813

Code: VC-041

✉ vcamacho@grupohabita.mx

Distance: 6.7 Km

