

The unique forum in Mexico dedicated to automotive quality and sustainability issues



# AIAG MEXICO Automotive FORUM

SEP 12 2024

PLACE:  
Iberoamericana University,  
Campus Santa Fe, CDMX

**IBERO**

**AIAG**



**REDCAM**  
RED NACIONAL DE CLUSTERS  
DE LA INDUSTRIA AUTOMOTRIZ



## What stops your company from being a supplier to the major manufacturers?

- Are you aware of and aligned with the objectives and requirements of OEMs and Tiers 1?
- Do you analyze and work as a team on potential product failures before and during the process?
- How do you validate your measurement system to know how reliable and high-quality your data is?
- Do you comply with the entire APQP process so that your product meets the legal and regulatory?

For the second time in Mexico, we bring the only forum in Mexico dedicated to talking about automotive quality and sustainability issues.

Panels . Conferences . Networking with representatives from Ford, Stellantis, GM, Nissan, KIA, Continental, among others.

Whether you are a new user or a very experienced one in automotive quality or sustainability issues, this year's event is for you!

**HR and training areas, send your staff from the following areas:**

QUALITY

CONTINUOUS IMPROVEMENT

PRODUCTION AND ENGINEERING

**This forum should not be missing from your annual training plan!**

**Register here:**

<https://n9.cl/mexicoautomotiveforum2024>

## The topics you will hear:

### OEM Panel Discussion: Quality - Impact on Warranty Claims Perspective and Awareness



**Sonia Maldonado**  
Assistant Technical Manager



**Juan Pablo De la Parra**  
VP Supplier Quality North America



**Takahito Kimikado**  
Senior director, Chief purchasing Head



**Juan Carlos Caballero**  
Quality Director



## OEM Panel Discussion: Quality - Impact on Warranty Claims

Listen to the voice of the directors of FORD, STELLANTIS, NISSAN and KIA on why as the industry continues to globalize its vehicle production and component sourcing, the terms of automotive warranties continue to become more complex and comprehensive.

It becomes increasingly important to have the ability to prevent, or quickly and effectively resolve, warranty problems so that they do not recur on the same or future models.

### The importance of warranty management.

Automotive warranty management is important because consumer satisfaction and value are the true long-term drivers of business performance.

When a consumer experiences difficulties with their vehicle, that experience impacts their satisfaction, not only with the vehicle, but also with the selling and/or servicing dealer and the vehicle manufacturer. In some cases, the reputation of the supplier is also at stake.

Consequently, reducing warranty claims is critical to improving consumer satisfaction, as measured by short-term initial quality and long-term vehicle durability and reliability.

## Supplier Panel Discussion: IMDS System Updates and its Automotive Impacts

How much do you know about the chemical regulations that impact your company's day-to-day business? For example, if you ship to Europe, did you know that you must not only submit to IMDS, but also to SCIP?

By attending this conference, you will have a greater understanding about the reporting requirements and regulations that impact your day-to-day business.

With so many current and emerging regulations, from TSCA, PFAS, REACH, ELV, GADSL, and RoHS, to the upcoming battery regulation and the digital product passport, this year's IMDS & Chemical Compliance Conference is more important than ever to help you stay informed and COMPLIANT.

By joining us on this panel, you will hear from expert panelists, detailed perspectives on the Product Carbon Footprint (PCF) and its connection to data quality, electronic reporting in IMDS, the EU Battery Passport, and more.



**Samuel López**  
Global Manager, Sustainability & EHS



**Héctor Velázquez**  
Material Compliance Engineer



**Cesar Esquivel**  
Product Engineer



**Evandro Francischetti**  
IMDS/CDX AIAG Master Trainer



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## The topics you will hear:

**OEMs New APQP and CP Implementation Required by GM and Stellantis 9/1/2024, and by Ford 12/31/2024 and QA Session Panel.**

**They're fast approaching!**

**Have you made sure you're ready and prepared yet?!**

The implementation dates for the new third edition of the independent APQP and Control Plan set by GM, Stellantis and Ford are almost here.

With a host of resources at your fingertips to prepare and be ready for the dates set by OEMs, in this session you'll hear from distinguished speakers from **General Motors and Ford** about their expectations for improving successful new product launches with your participation in properly implementing the new APQP and Control Plan.

The APQP and Control Plan have evolved in response to industry changes, particularly in relation to technological advances and vehicle complexity, with updates addressing the growing demands imposed by increased automation, autonomous driving, electrification and the ever-expanding definition of mobility.

Decoupling the two documents also emphasizes the importance of control plans in product development and will facilitate more timely updates as systems evolve.



**Jorge López**  
IATF/BIQ/PFMEA



**Carlos Bucio**

Supplier Technical Assistant –  
Interiors & Switches



**Simon Kissonergis**  
VP, Chief Quality Officer



**Ron Butler**  
CEO Energy Storage Safety Products  
International, LLC



## EV Battery Warehouse/Storage Risk Project

**Clueless about the topic of electric vehicle batteries?**

On September 12 at AIAG Mexico Automotive Forum 2024, you will be able to explore how to manage EV supply chain risks to support a more sustainable future with expert insights and advice from our featured speakers and you CANNOT MISS the unique opportunity to hear industry experts discuss:

- How to manage EV battery challenges in the supply chain with shipping/storage/packaging regulations.
- Ways to address potential EV battery risks with solutions currently available to your company.
- Fire safety techniques for battery risks.
- Regulations you need to know from storage to shipping, including end-of-life, damage/defective or recall (DDR).

The session will include key takeaways from:

- Discussion on emerging EV challenges and how we prepare for upcoming hurdles beyond 2024.
- Updates on industry efforts to enhance the transition to EVs and overcome current hurdles.
- High-level transport safety information on the risks of moderate electric vehicle batteries.



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## The topics you will hear:



**Cherie Reiche**

Managing Director



## IATF 16949 & Rule 6th Updates becoming mandatory January 1st

**You won't want to miss this updated document!**

Whether your organization is currently seeking IATF 16949 certification or is already certified.

Created by the International Automotive Task Force (IATF), the new sixth edition of the rules details the requirements for IATF-recognized certification bodies when performing IATF 16949:2016 audits and issuing IATF 16949 certificates.

In addition to better understanding IATF requirements and expectations (and improving your knowledge of the IATF 16949 application, audit, and certificate issuance process), this latest edition was developed to:

- Strengthen/clarify numerous IATF requirements and intents. Improve the IATF 16949 certification scheme.
- Incorporate Sanctioned Interpretations (SI) and Frequently Asked Questions (FAQ) from the Fifth Edition of the existing Rules. Change eligibility requirements for IATF 16949 certification.
- Further improve, add and clarify various processes, approaches and requirements, including new contractual requirements between certification bodies and their clients and new requirements for audit planning.

## Joint AIAG & VDA SPC Bluebook Project Update

¡Ya está en desarrollo AHORA! "La actualización conjunta entre la AIAG y VDA del Libro Azul de SPC" con Jorge López (GM - IATF/BIQ/PFMEA) y Carlos Bucio (Ford - STA Interiors & Switches):

¡AIAG y VDA están colaborando una vez más para brindarle al mundo automotriz una actualización muy necesaria de los libros azules de Control estadístico de procesos (SPC) y Análisis de sistemas de medición (MSA)!

Asista con nosotros para obtener la precisa información sobre los enfoques de este equipo para actualizar estas herramientas centrales críticas y asegurarse de estar "consciente" sobre lo que está por venir y cómo prepararse usted y su organización para las actualizaciones clave y requerido.



**Jorge López**

IATF/BIQ/PFMEA



**Antonio Pantoja**

QMS MANAGER



## Warehousing Efficiency (Essentials of Supply Chain and MMOGLE)

If you are interested in making more money, you must attend this session. The session is designed to make your company more efficient and effective by improving materials management in your supply chain by leveraging the Global Materials Management Operations Guide Logistics Assessment (MMOG/LE)!

Now in its 6th generation format with several areas of enhanced and relevant content, Global MMOG/LE is the standard for supply chain management processes that reduce costs, errors, inventory, waste, and workload for suppliers and customers, all while increasing customer satisfaction.



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## Review of the past event 2023

- ✓ 1st forum on Quality issues in México.
- ✓ 1st edition in Monterrey, Nuevo León.
- ✓ In collaboration with the Automotive Cluster of Nuevo León.
- ✓ 29 speakers.
- ✓ More than 320 attendees / 148 companies

PANELES

CONFERENCES

NETWORKING

GIFT RAFFLE



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Ask for the  
special Price

**\$4,200**

PARTNERS (AIAG y Clústers)

**\$4,750**

EXTERNAL

(MXN+IVA)

Normal price

**\$5,250**

PARTNERS (AIAG y Clústers)

**\$5,780**

EXTERNAL

(MXN+IVA)

Includes:

Panels . Conferences . Business lunch .  
Networking toast

## PAYMENT METHODS

### BANK TRANSFER OR BANK DEPOSIT

Bank: BBVA (BANCOMER)

CLUSTER AUTOMOTRIZ REGIONAL ESTADO DE MEXICO A.C.

Account number: 0112562251

CLABE account number: 012180001125622513

Bank branch: 0088 CDMX CONDESA

BBVA Mexico SWIFT: BCMRMXMPYM

Send your proof of payment and tax information for your  
invoice to the email: [griselda@clauedomex.mx](mailto:griselda@clauedomex.mx)

### PAY PAL

Pay at the following link:

<https://mexicoautomotiveforum.eventsmart.com/>

**Register here now:**

<https://n9.cl/mexicoautomotiveforum2024>



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## YOUR BRAND MUST BE PRESENT !

### Participation modalities

BENEFITS	SPONSORSHIPS					
	STAND	REGISTER	COFFEE BREAK	MEAL	NETWORKING BRINDIS	PREMIUM
Your logo in digital promotional materials on 5 social networks (AIAG/PLEXUS, REDCAM, Cluster Metropolitano and Ensemble Global)	●	●	●	●	●	●
Your logo present on the event website (with link to your web portal) and presence of imagen at the event.	●	●	●	●	●	●
Your logo on the welcome kit bags, and may include your brochures and souvenirs.			●	●	●	●
2 Access tickets (conferences, food and toasts).	●	●	●	●	●	●
2 Complimentary tickets (Conferences, food and toasts).					●	●
1 minute on-screen ad					●	●
Your logo on the badge lanyard		●				●
1 Stand of 2 x 2.5 m with personalized color printing	●					●
1 high table with your logo printed in color + 2 chairs	●					●
<b>INVESTMENT (MXN + TAX)</b>	<b>\$35,600</b>	<b>\$40,000</b>	<b>\$42,000</b>	<b>\$42,000</b>	<b>\$55,000</b>	<b>\$77,000</b>

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