



Manufacturing in North America

Nearshoring Opportunities

AUGUST 25, 2020
12:00 PM EST / 11:00 AM CST



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Agenda

- 12:00 **Welcoming Remarks**
Rogelio Vázquez, Business Development at *American Industries*[®]
- 12:05 **Nearshoring Manufacturing Operations: A Binational Alliance**
Rolando Pablos, Former Secretary of State of Texas and
Alejandra De La Vega, Secretary of Innovation and Economic Development for the State of Chihuahua
- 12:20 **Medical Devices Development in Mexico: Value Added Industries**
Emma Schwartz, President at Medical Center of the Americas Foundation
- 12:35 **Success Story**
Wilf Ruiz-Caban, Executive Vice President Quality Assurance, Regulatory Affairs and Operations
at CONMED
- 12:50 **Soft-Landing in Mexico**
Adán Gómez, Business Development Director at *American Industries*[®]
- 13:05 **Closing Remarks**
Juan Iván Álvarez, Business Development at *American Industries*[®]

Speakers

Rolando Pablos

Former Secretary of State of Texas

Alejandra De La Vega

*Secretary of Innovation and Economic Development
for the State of Chihuahua*

Emma Schwartz

President at Medical Center of the Americas Foundation

Wilf Ruiz-Caban

*Executive Vice President Quality Assurance, Regulatory Affairs
and Operations at CONMED*

Adán Gómez

Business Development Director at American Industries®



Rolando Pablos

Rolando Pablos works with Cross-National Advisory Partners, a consulting firm dedicated exclusively to guiding and assisting governmental, private sector and non-profit organizations in their efforts to access domestic and foreign markets. Most recently he served as the 111th Texas Secretary of State and the Texas Border Commerce Coordinator. Secretary Pablos was the chief international protocol officer for the State of Texas and senior advisor to the Texas Governor for Mexican affairs.

Secretary Pablos is a strong advocate for North American market integration through transnational collaboration and trade among the US, Canada and Mexico.

After obtaining a degree in Biology from St. Mary's University, Mr. Pablos earned an MBA from the University of Texas at San Antonio's College of Business, and a Master of Hospitality Management from the University of Houston's Conrad N. Hilton College of Hotel & Restaurant Management.

Subsequently, Mr. Pablos earned a J.D. from St. Mary's University School of Law and an LLM in Global Energy from the University of Texas School of Law. He has been a member of the State Bar of Texas since 2000.



*Former Secretary of State
of Texas*



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Alejandra De La Vega

Alejandra De La Vega was appointed in 2016 by the Governor of the State of Chihuahua, Mexico to serve as Secretary of Innovation and Economic Development for the electoral period of 2016-2021. She is a businesswoman and entrepreneur.

Actively involved on both sides of the border, Mrs. De La Vega serves or has served on numerous business, civic, and charitable boards and committees. She is currently a member of the Governing Board of The Hospitals of Providence Memorial and Sierra Campuses in El Paso and a member of The University of Texas MD Anderson Cancer Center Board of Visitors in Houston.

She is actively involved in Desarrollo Económico de Juárez, serves as Co-Chair of the Borderplex Regional Economic Alliance and is a member of the Young Presidents' Organization (YPO) Paso Del Norte Chapter. She previously served on the board of the Monterrey Institute of Technology and Higher Education (ITESM) Ciudad Juarez Campus.



*Secretary of Innovation and Economic Development
for the State of Chihuahua*



SECRETARÍA
DE INNOVACIÓN
Y DESARROLLO ECONÓMICO

Emma Schwartz

Emma Schwartz is President of the Medical Center of the Americas (MCA) Foundation. The MCA developed the region's first biomedical incubator: the Cardwell Collaborative (60,000 sf) and the first free-standing mental health clinic for the United States Department of Veterans Affairs (VA) (33,000 sf).

Ms. Schwartz is on the boards of WestStar Bank, Progress321, Workforce Solutions Borderplex and Borderplex Alliance, as well as on the CPRIT Product Development Advisory Committee (PDAC) and serves as co-chair of El Paso's chapter of Stanford OVAL. She was also appointed to the El Paso United COVID-19 Transition Task Force.

In 2016, Ms. Schwartz was inducted into the El Paso Business Hall of Fame, and she was named 2017's El Pasoan of the Year. In October 2019, Governor Greg Abbott appointed Ms. Schwartz to the Texas Higher Education Coordinating Board (THECB) for a term that expires in August 2025.

Ms. Schwartz received her BA in Human Biology with an emphasis on Comparative Health Policy from Stanford University and her MPH in Health Services Management from UCLA, where she was a Foley & Lardner Fellow.



*President
at Medical Center of The Americas Foundation*



Wilf Ruiz-Caban

Wilfredo Ruiz-Caban joined the CONMED as Executive Vice President of Quality Assurance & Regulatory Affairs in September 2015 and in February of 2016 was named Executive Vice President of Quality Assurance, Regulatory Affairs and Operations.

Prior to joining CONMED, Mr. Ruiz served as the Director of Americas Global Manufacturing from June 2015 to September 2015 and prior to this, as Worldwide Quality Operations Director from August 2012 to June 2015 with Johnson & Johnson, DePuy Synthes. Prior to Johnson & Johnson, Mr. Ruiz served as the Senior Manufacturing Director for Medtronic from June 2009 to August 2012. Mr. Ruiz also held a number of managerial positions in manufacturing and quality operations.

Mr. Ruiz graduated from Cornell University with a B.S. degree in both Electrical and Material Science Engineering and a G.M.B.A. from the Thunderbird School of Global Management.



*Executive Vice President Quality Assurance,
Regulatory Affairs and Operations at CONMED*



Adán Gómez

Adán has more than 20 years of experience working in world-class and multicultural environments facilitating and promoting the establishment of new businesses in Mexico with a strong focus on the manufacturing industry, including the aerospace, automotive and auto-parts, medical devices and electric and electronics sectors.

He is responsible for coordinating the sales team at American Industries Group, which includes promoting new investments, identifying business opportunities, providing site-selection analysis and business intelligence information to investors, as well as developing and integrating strategic suppliers into the supply chain.

He holds bachelor's and master's degrees in electronics systems from the Tecnológico of Monterrey Campus Monterrey.



*Business Development Director
at American Industries®*



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- ✓ Learn what the first steps for nearshoring are
- ✓ Calculate a real estimated monthly cost model for your manufacturing operation in Mexico
- ✓ Learn about the Industrial ecosystem of the southern-border region
- ✓ Find out how to establish successful manufacturing operations in Mexico with a shelter partner

Our Partners



More Info:

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