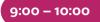


CONGRESS PROGRAM Room C – Exhibition Floor

Tuesday, September 3rd

WATER EFFICIENCY AND CONSERVATION IN INDUSTRIAL MANAGEMENT



Water Measurement and Reuse Technologies.



Raúl Maganda, Environmental Chief ESG, **Grupo Rotoplas**

10:00 – 11:00

INTERNATIONAL KEYNOTE

Water management to spur climate-resilient and livable cities".

- Water management is an organizing principle of urban planning. City dwellers experience climate change through too little, too much or too dirty water.
- This keynote address will present how water management can be a lever to design, build and maintain the cities of the future.
- It will present examples of how inclusive interdisciplinary design processes can take everybody's needs into account.
- It will show trends in urban water management and how to work across disciplines and sectors towards climate-resilient and livable cities.



Meike van Ginneken, **Special Envoy for** International Water Affairs for the Kingdom of the Netherlands

11:00 - 12:00

OPENING CEREMONY

11:30 - 12:00

BREAK

12:00 – 13:00 INTERNATIONAL MASTER CONFERENCE

The Road to Water Abundance: Strategies and Solutions for Water Security.

13:00 - 14:00

Sustainable nearshoring in the water industry: Approaches and challenges.



• José Ramón Ardavín, Executive Director, **CESPEDES**



Raúl Rodríguez, President, Water Advisory
 Council



• Dan Murga, Commercial Leader in Mexico, Veolia Water Technology and Solutions



 Juan Ignacio Barragán Villarreal, Director of Water and Drainage of Monterrey,
 Government of the State of Nuevo León

MODERATOR:



Héctor Durán, Vice President of International of the **ANEAS** and Director **of Agua de Puebla Para Todos**

14:00 – 16:00

LUNCH: RESTAURANT IN ROOM C AND D INSIDE THE EXHIBITION FLOOR (HAND OVER YOUR TICKET TO GAIN ACCESS) TIME TO VISIT THE EXHIBITION



This panel aims to explore cutting-edge solutions and collaborative approaches to ensure water security.
Experts from various fields will discuss innovative technologies, sustainable practices, and policy frameworks that contribute to a future of water abundance.



• Jean-Martin Brault, Senior Water and Sanitation Specialist in the Latin America and Caribbean (LAC) region, **World Bank**



• Walid Khoury, President and CEO, **Desalytics**



• Jörn Tölle, Product Manager Latin America & Caribbean, **Hach Company**



• Victor Baez Melo, Vice President of **ANEAS** and General Director **of the Aguas de Huixquilucan System**

MODERATOR:



Susana Barroso, Consultant, **Political Strategy** Group



CONGRESS PROGRAM Room C – Exhibition Floor

Wednesday, September 4th

CHALLENGES AND OPPORTUNITIES IN WATER MANAGEMENT AND SANITATION



Infrastructure and technological innovations for the urban management of drinking water and its sanitation.



• SINMAR: A digital operating system for water management in irrigation districts José Agustín Breña Naranjo, Water Security Coordinator, IMTA

• César Herrera, Coordinator of the Water Committee, **College of Civil Engineers of Mexico**



• José Lara Lona, President, **ANEAS**

MODERATOR:



Jorge Fuentes, Project Manager, **Water** Advisory Council

10:00 – 11:00

Innovative water management in industry.

The industry is feeling the pressure of water scarcity with climate change affecting supply reliability/quality, competition for limited sources, public perception and stricter regulations.

- Understand your company's water reduction and efficiency ambitions.
- What are the main challenges and bottlenecks in achieving these ambitions?
- Learn cutting-edge methodology/innovations and strategies to improve water management in your operations.



• Francisco Galnares, Global Sustainability Manager, **Diageo**



• Alonso Damián Salas, Engineering Director, Hydrolia Water Solutions



 Pablo Fernandez Maldonado, Environmental Manager, General Motors de Mexico



Advances in the adoption of artificial intelligence in the water sector in Mexico. Provide an overview of AI opportunities for the water sector in Mexico



• Gabriel Díaz, Chief Information Officer of **Ericsson Mexico**



 Iván Vicente García, General Director, Aguas de Saltillo



• Carmen Julia Navarro, Head of the Department of Sectorization and Pressure Management in the Hydraulic Network, **Municipal Water Board of Chihuahua**

MODERATOR:



Marissa Mar, Senior Consultant in Education, Communication, **Transparency and ICT on water**

13:30 – 14:30

What does gender equality bring to the water sector?



• Women in the public water agenda Marissa Mar, Co-founder, Mujeres en Agua LAC and Consultant



 International perspective on gender and water in the water industry
 Walid Khoury, President and CEO,
 Desalytics



• Towards equality in Water Operating Organizations in Mexico Patricia Hernández, Executive Director, ANEAS

MODERATOR:





MODERATOR:



Victor Arroyo, Director Spain, Portugal and Latin America, **Isle Utilities**



BREAK

11:30 – 12:30

Drought management, prevention and management.



• Drought Monitor and Traffic Light Dante Hernández Padrón, Deputy Manager of Technical Water Regulation, **CONAGUA**



 Héctor Manuel Arias Rojo, In charge of the Office of the General Directorate of the National Commission of Arid Zones,
 CONAZA, of the Secretariat of Agriculture and Rural Development (SADER)

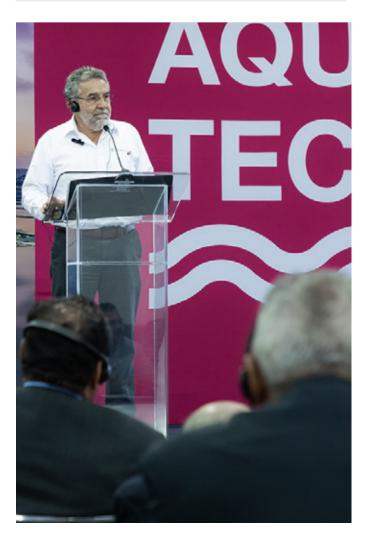
MODERATOR:



Mario Mata Carrasco, Executive Director, Central Board of Water and Sanitation, State of Chihuahua

14:00 – 16:00

LUNCH: RESTAURANT IN ROOM C AND D INSIDE THE EXHIBITION FLOOR (HAND OVER YOUR TICKET TO GAIN ACCESS) TIME TO VISIT THE EXHIBITION





CONGRESS PROGRAM Room C – Exhibition Floor

Thursday, September 5th

COMPREHENSIVE WATER RISK MANAGEMENT IN THE INDUSTRY: STRATEGIES FOR RESILIENCE AND SUSTAINABILITY



Facing water challenges: Prevention and risk reduction programs.

Binational management to mitigate drought in the Mexico-United States transboundary basins.



 José Gutiérrez Ramírez, Manager of Engineering and Binational Water Affairs, CONAGUA



• Pablo Lazo, Director of Urban Development, WRI

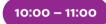


• Brenda Cárdenas, Water Culture Coordinator, CEA – Querétaro

MODERATOR:



Jesús Campos López, Vice President, College of Civil Engineers of Mexico



Promoting sustainability in water management through strategic alliances.



 Rodrigo Feria Cano, Executive Director, **Coca Cola Foundation**



• Angélica Quevedo, Coordinator of Projects and Interinstitutional Relations, Gonzalo Río **Arronte Foundation**



Alma Meneses, CSR Manager, Helvex Foundation

MODERATOR:

11:00 – 11:30

11:30 - 12:30

MODERATOR:







Optimizing resources and reducing waste: circular economy approaches in water management.



 Martha Cristina Maya Vargas, Vice President of the Commission for Environmental Improvement and Water, **National Chamber of Pulp and Paper** Industries



• Juan Carlos Valencia, Specialist in Hydraulic Matters, **UNAM**

MODERATOR:



Jean-Martin Brault, Senior Water and Sanitation Specialist in the Latin America and Caribbean (LAC) region, World Bank

13:30 - 14:30

Financing Challenges and Opportunities.

- What challenges related to the issue of financing does the water sector in Mexico face and what options do you propose?
- What successful and unsuccessful experiences do you know to replicate their teachings?
- What developments in financing were presented in this administration in Mexico and what are the next steps expected?



Sustainable financing

Luis Manuel Martínez, Finance Specialist Consultant, World Bank

Taxonomy



Karla Delgado Deputy Director of Financial Stability and Sustainability in the Banking, Securities and Savings Unit, Ministry of **Finance and Public Credit**



- Financing for the drinking water, sanitation and hygiene subsector Daniel Revollo, Professor-Researcher, CONAHCYT-UAM
- Funding Sources

de México

BREAK

 Luis Alberto Vega Ricoy, Executive Member of the State Water Commission, Querétaro

 Mario Mata Carrasco, Executive Director, Central Board of Water and Sanitation,

Hugo Rojas, Columnist on Water Issues,

Water reuse at the state level - success stories

State Water Commission

State of Chihuahua

La Jornada



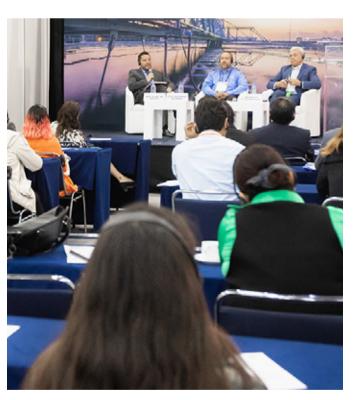
(rackFin Study)

José Araujo, Financial Advisor: "Permanent **Binational Water Forum Mexico – United** States"

MODERATOR:



Grisel Medina, Deputy Manager of Project Management and Evaluation with External Credit, CONAGUA



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