

**CONGRESS PROGRAM**

Room C – Exhibition Floor

**Tuesday, September 3<sup>rd</sup>**

**WATER EFFICIENCY AND CONSERVATION  
IN INDUSTRIAL MANAGEMENT**

9:00 – 10:00

**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.**

- 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**



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

MODERATOR:



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

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**



**CONGRESS PROGRAM**

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**Wednesday, September 4<sup>th</sup>**

**CHALLENGES AND OPPORTUNITIES IN WATER  
MANAGEMENT AND SANITATION**

**9:00 – 10:00**

**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, **Hydroliia Water Solutions**



• Pablo Fernandez Maldonado, Environmental Manager, **General Motors de Mexico**

**MODERATOR:**



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

**11:00 – 11:30**

**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**

**12:30 – 13:30**

**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, **Agua 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:**



Raúl Rodríguez, President, **Water Advisory Council**

**14:00 – 16:00**

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**CONGRESS PROGRAM** | Room C – Exhibition Floor

**Thursday, September 5<sup>th</sup>**

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

**9:00 – 10:00**

**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**

**10:00 – 11:00**

**Promoting sustainability in water management through strategic alliances.**



• Rodrigo Fera Cano, Executive Director, **Coca Cola Foundation**



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



• Alma Meneses, CSR Manager, **Helvex Foundation**

**MODERATOR:**



Javier Triana, CEO, **Buró Ambiental de México**

**11:00 – 11:30**

**BREAK**

**11:30 – 12:30**

**Water reuse at the state level – success stories**



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



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

**MODERATOR:**



Hugo Rojas, Columnist on Water Issues, **La Jornada**

**12:30 – 13:30**

**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 (TrackFin 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**



PROGRAM SUBJECT TO CHANGE

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<p><b>FULL PASS - EXHIBITOR &amp; GOVERNMENT</b> (Access to THE GREEN EXPO, AQUATECH MEXICO &amp; INTERSOLAR MEXICO programs, lunch Sept 3 &amp; 4 and technical memory)</p>	<b>\$6,300.00</b>
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