

CONGRESS PROGRAM

Room C – Exhibition Floor

Tuesday, September 3rd

**WATER EFFICIENCY AND CONSERVATION
IN INDUSTRIAL MANAGEMENT**

9:00 – 10:00

**Comprehensive water risk management in the industry:
Strategies for resilience and
sustainability**

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**
- Embassy de los **Países Bajos en México**

10:00 – 11:00

INTERNATIONAL KEYNOTE

MODERATOR:

Concamin

**Meike van Ginneken, Water Envoy,
The Kingdom of the Netherlands**

14:00 – 16:00

**LUNCH – GALERÍ RESTAURANT
(CONGRESS PARTICIPANTS WITH TICKET)
TIME TO VISIT THE EXHIBITION**

11:00 – 12:00

OPENING CEREMONY

AQUATECH LATAM AWARD Ceremony

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, Especialista Sénior en Agua y Saneamiento en la región de América Latina y el Caribe (ALC, **Banco Mundial**)
- **Coca Cola Sustainability**
- Walid Khoury, President and CEO, **Desalytics**



CONGRESS PROGRAM

Room C – Exhibition Floor

Wednesday, September 4th

CHALLENGES AND OPPORTUNITIES IN WATER MANAGEMENT AND SANITATION

9:00 – 10:00

Infrastructure and technological innovations in drinking water and sanitation management

- César Herrera, Coordinator of the Water Committee, **Colegio de Ingenieros Civiles**
- **SINMAR: A Digital Operating System for Water Management in Irrigation Districts**
José Agustín Breña Naranjo, Water Security Coordinator, **IMTA**

10:00 – 11:00

Innovative water management in industry

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 to achieving these ambitions? Learn the methodology/innovations and cutting-edge strategies to improve water management in your operations.

- Victor Arroyo, Director Spain, Portugal and Latin America, **Isle Utilities**
- Francisco Galnares, Global Sustainability Manager, **Diageo**
- Alonso Damián Salas, Director of Engineering, **Hydroliia Water Solutions**
- Pablo Fernandez Maldonado, Environmental Manager, **General Motors de Mexico**

11:00 – 11:30

BREAK

11:30 – 12:30

Drought management, prevention and handling

- Monitor y Semáforo de Sequías
- Dante Hernández Padrón, Deputy Manager of Studies and Projects of the Engineering and Binational Water Affairs Management, **CONAGUA**
- Héctor Manuel Arias Rojo, Head of the Office of the General Directorate, National Commission of Arid Zones, **CONAZA**

12:30 – 13:30

Advances in the adoption of artificial intelligence in the water sector in Mexico

Insights from companies, as well as state and municipal water operators and cooperation and financing agencies, to identify water initiatives that are incorporating artificial intelligence in Mexico to guarantee water quantity and quality in the country.

- Success stories on AI applications to guarantee water quality in Latin America
- Water use in new data center
- Artificial Intelligence applied to the use water network

MODERATOR:

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

13:30 – 14:30

What does gender equality bring to the water sector?

- **Women on the public water agenda**
Marissa Mar, Co-Founder of **Women in Water LAC and Consultant**
- **International Perspective on Gender and Water in the Water Industry**
Walid Khoury, President and CEO, **Desalytics**
- **Towards Equality in Mexico's Water Operating Agencies**
Patricia Hernández, Executive Director, **ANEAS**

MODERATOR:

Raul Rodriguez, President, **Water Advisory Council**

14:00 – 16:00

LUNCH – GALERÍ RESTAURANT
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CONGRESS PROGRAM

Room C – Exhibition Floor

Thursday, September 5th

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

9:00 – 10:00

Facing water challenges: Risk prevention and reduction

National Drought Program
Jose Gutiérrez Ramírez, Gerente de Ingeniería y Asuntos Binacionales del Agua, **CONAGUA**

12:30 – 13:30

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

- Grupo Herdez
- Martha Cristina Maya Vargas, Vice President of the Commission for Environmental Improvement and Water, **National Chamber of the Pulp and Paper Industries**
- Juan Carlos Valencia, Specialist in Hydraulic Matters, **UNAM**

10:00 – 11:00

Driving sustainability in water management through strategic alliances

- Rodrigo Feria Cano, Executive Director, **Coca Cola Foundation**
- Angélica Quevedo Díaz, Coordinator of Projects and Interinstitutional Relations in the Water Area, **Gonzalo Río Arronte Foundation**

MODERATOR:

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

11:00 – 11:30

BREAK

13:30 – 14:30

Financing challenges and opportunities

- What challenges related to the issue of financing does the water sector face in Mexico and what options do they propose?
- What successful and unsuccessful experiences do they know of to replicate their lessons learned?
- What new developments in financing were presented in this administration in Mexico and what are the expected next steps?
- **Sustainable financing**
Luis Manuel Martínez, Consultant Finance Specialist, **World Bank**
- **Taxonomy**
Karla Delgado Deputy Director of Financial Stability and Sustainability at the Banking, **Securities and Savings Unit of the Ministry of Finance and Public Credit**
- **Financing for the potable water, sanitation and hygiene subsector**
Daniel Revollo, **UAM**
- **Financing Sources (TrackFin Study)**
José Araujo, **Financial Advisor: "Permanent Forum on Binational Waters Mexico - United States"**.

Water reuse at the state level - success stories

- Francisco De Jesús García León, General Director, **State Water Commission of León, Guanajuato**
- Luis Alberto Vega Ricoy, Executive Vocal of the State Water Commission, **State Water Commission Querétaro**

11:30 – 12:30

MODERATOR:

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

PROGRAM SUBJECT TO CHANGE

**REGISTER AND RESERVE YOUR PLACE FOR
THE CONGRESS HERE**