

TradeHub[®]

Customs & Trade Innovation Summit

DAY 1: Panels & keynotes

8th of June 2023 @Expo Santa Fe CDMX

9:00 AM-7:30 PM

Transforming cross-border trade & customs through innovation, collaboration & trust.

Objective: *To draw a roadmap for Mexico's transformation of Trade & Customs through a deep analysis and discussion of the current situation, current & future needs for import & export growth, lessons learned from successful examples around the world, changes through recent disruptions, and new technologies that could allow us to leapfrog into the future.*

WCO on Customs Digital Transformation (World Customs Organization)

Objective: *To present the perspective of the World Customs Organization on Innovation and digital transformation needed for the customs and trade ecosystem.*

Success cases of Innovation in Mexico Trade & Customs

Objective: *Present how real companies have innovated within Mexico to offer unique & innovative solutions to their customers and how they are growing. Their outlook of the Mexico market and how they are managing change & disruptions*

Supply Chain Innovations from the LATAM Perspective

Objective: *To present a high level perspective on where LATAM Supply Chain is and where it should go through a regional collaboration, taking into account the social, economic, and political context and inherent challenges when accessing these diverse markets.*

Nearshoring: How to surf the wave to success?

Objective: *Discuss nearshoring, the circumstances behind the opportunity, identify the positive & negative impacts, as well as the opportunities and underlying risks that come along with it; what does Mexico need to do regarding the Trade & Customs ecosystem?*

New Technologies in Trade & Customs; Game Changers in Customs Industry

Objective: *To take a peek at new powerful technologies that are changing the landscape of Trade & Customs as we know it. To understand the opportunities in adapting these technologies for a better ecosystem and to determine what's applicable and where.*

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The **US & Canada perspective** on the Future of Trade with Mexico

Objective: Openly discuss how the US & Canada view Mexico today and what needs to be done to see Mexico flourish alongside its North American partners in the future.

How can Mexico transform into a global trade & foreign investments powerhouse?

Objective: Discuss the ideal roadmap for Mexico to become a global trade power & a very attractive platform for foreign investments and use it to drive growth, progress & prosperity for all Mexicans & foreign investors. What are the key issues that must be addressed and what is the relevance of the current state of cross border trade infrastructure & customs in relation to this vision?

How Amazon Innovates

Objective: Learn the philosophy that generates the different strategies behind the innovation culture of Amazon.

Modern Infrastructure, Ports & Borders: Where are we & where we need to go

Objective: *Discuss Mexico's present & future needs in key logistical infrastructure. What is not being addressed? How do we modernize our infrastructure to address growth from nearshoring and e-commerce? What collaborations can happen to accelerate the process?*

What's next for Mexico's shift to **E-Commerce (B2C & B2B)**

Objective: What is happening with e-commerce in Mexico? What changes are needed to adapt to the market demands? What needs to be addressed from a Trade & Customs standpoint?

Digital Transformation 2.0: Understanding the Digital Transformation

Objective: *To offer attendees the opportunity to listen directly from Transformation Directors, CTO's & CIO's from companies that have successfully navigated the transformation.*

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DAY 2: Masterclasses

9th of June 2023

9:00 AM-2:00 PM

Masterclass 1: Corporate Innovation: Learn how to launch digital companies from your corporation. The objective of this masterclass is to demonstrate why corporations can lead innovation needs in the cross-border trade sector through simple methodologies that can be easily adopted if committed to driving change for the future. Lorenzo will show you the steps to creating your very own corporate innovation initiatives to increase success rates and lower risks.

Masterclass 2: The Potential of Data Sharing in the Supply Chain Industry: This masterclass will discuss why it is strategic for customs brokers, customs authorities, NGOs, ports, carriers, and more in Mexico's future to share data to become more competitive and agile. The objective is to cover what data is shared, what is not shared, what data is accessible, how to capitalize on it, what technologies are key, and what the benefits are.

Masterclass 3: Exponential Technologies in Trade & Customs (AI, IoT, Robotics, Automation): Find out what technologies must be adapted to ensure a relevant offering in the marketplace. The objective is for everyone, including authorities, NGOs, importers, exporters, and service providers, to be ready to adapt technologies and practices such as artificial intelligence, automation and robotics, and the internet of things. Learn how to get started.

Masterclass 4: Digital Transformation 2.0; The Roadmap to Success. This class covers the roadmap to success in digital transformation. It is no easy endeavor, and many have failed at it. Others have succeeded, while others have decided to begin with a new digital native company or corporate VC investing. Learn from digital transformation experts who succeeded in pivoting to the digital world through proven methodologies and practices.

Masterclass 5: Hit Refresh to Your Digital Architecture: This masterclass shows you what a modern technology architecture must look like to maximize growth potential, data management, analytics, big data, and be open to any and all integrations to exponential technologies.