

MEXICO — EUROPEAN UNION

FORUM ON CIRCULAR ECONOMY

17, 18 and 19 MAY 2022
EXPO Chihuahua, Exhibition and Convention Centre
 Av. Technology 1900, Santo Niño, 31200 Chihuahua, Chih.
 Salon C
Preliminary Agenda

DAY 1 - 17 May

Circular economy in the context of the post-COVID economic recovery

TIME:	TOPIC:	SPEAKERS:
8:30-9:00 Chih. 9:30-10:00 CDMX 16:30-17:00 CET /GMT+1	Welcome session <i>Master of ceremonies: Mónica Ortega</i>	Gautier Mignot , Ambassador of the European Union to Mexico Héctor Guerrero Herrera , Deputy Minister for Industry and Trade, Ministry of Economy of Mexico (TBC) (virtual participation) Gabriel Martín Valdez Juárez , Minister for Urban Development and Ecology, Government of the State of Chihuahua Marco Antonio Bonilla Mendoza , Mayor of Chihuahua City Camila Zepeda Lizama , Director-General for Global Affairs, Ministry for External Relations of Mexico (TBC) (virtual participation)
9:00-10:30 Chih. 10:00-11:30 CDMX 17:00-18:30 CET /GMT+1	Panel 1: Circular economy in the context of post-COVID economic recovery <ul style="list-style-type: none"> Introductory presentations on the vision and implementation strategies for the circular economy in Mexico and the EU Modera: Víctor M. Gómez-Céspedes , Coordinator General Chihuahua Green City	Ministry of Environment and Natural Resources (SEMARNAT) representative (TBD) (virtual participation) (10 min) Representative of European Commission (10 min) Representative of European Investment Bank (10 min) <ul style="list-style-type: none"> Discussion panel (30 min) Q & A session (20 min)
10:30-11:45 Chih. 11: 30-12:45 CDMX 18:30-19:45 CET /GMT+1	Panel 2: Regional and international initiatives <ul style="list-style-type: none"> Presentations on the Global Alliance on Circular Economy and Resource Efficiency (GACERE), the Circular Economy Coalition of Latin America and the Caribbean and the global agreement on plastics Moderator: Maria Buzdugan , Counsellor for Climate Change, Energy and Transport, EU Delegation to Mexico	Luca Marmo , European Commission and representative of UN/UNIDO — Global Alliance on Circular Economy and Resource Efficiency (GACERE) (20 min) Representative of SEMARNAT — Coalition for Circular Economy of Latin America and the Caribbean (virtual participation) (10 min) Representative of Mexico's Foreign Affairs Ministry — The Future Global Plastics Agreement (10 min) Mario Mariani , Head for the Americas of the EU Foreign Policy Instruments, Delegation of the European Union to Brazil, and Arnoldo Matus Kramer – Liaison Officer for LCBA Mexico - Presentation of the Low Carbon and Circular Economy Business Action program (15 min)

		<ul style="list-style-type: none"> • Discussion panel (10 min) • Q & A session (10 min)
11: 45-12: 00 Chih. 12: 45-13: 00 CDMX 19: 45-20:00 CET /GMT+1	Conclusions of the day	Moderators: Víctor M. Gómez-Céspedes , General Coordinator, Chihuahua Green City Maria Buzdugan , Counsellor for Climate Change, Energy and Transport, EU Delegation to Mexico
Complementary session		
12:15 – 14:00 Chih. 13:15 – 15:00 CDMX 20:15 – 22:00 CET /GMT+1	Industrial Symbiosis Dynamic Workshop with companies ROOM B2	Opening remarks by Gautier Mignot , EU Ambassador to Mexico or Mario Mariani , Head for the Americas of the EU Foreign Policy Instruments, Delegation of the European Union to Brazil Workshop Moderator: Víctor M. Gómez-Céspedes , General Coordinator Chihuahua Green City Workshop facilitator: Verónica Kuchinow , expert in industrial symbiosis and CEO of Simbiosy.
Complementary Session		
11:45 -14:00 Chih. 12:45-15:00 CDMX 19:45-22:00 CET /GMT+1	Low Carbon Business Action in Mexico One-to-one meetings: Finetuning companies' sustainability strategy and access to innovative cleantech solutions ROOM B1	PwC Director and lead for the LCBA initiative in Mexico, Jorge Pedroza , will provide tailored consultation for companies on their sustainability needs and provide an overview of EU technologies able to address them. Moderator: Jorge Pedroza, PwC Director and lead for the LCBA initiative in Mexico Format: <ul style="list-style-type: none"> • 30 minutes in-person meetings providing free advisory for companies and stakeholders attending the event. • Meetings will be pre-scheduled via mexico@lowcarbonbusinessaction.eu and during the event date with our Team Leader, Arnoldo Matus Kramer.

DAY 2 - 18 May

CIRCULAR ECONOMY FOR PLASTICS AND INDUSTRIAL SYMBIOSIS

TIME:	TOPIC:	SPEAKERS:
8:30-9:00 Chih. 9:30-10:00 CDMX 16:30-17:00 CET /GMT+1	Welcome remarks <i>Master of ceremonies: Mónica Ortega</i>	Mario Mariani , Head for the Americas of the EU Foreign Policy Instruments, Delegation of the European Union to Brazil María Angélica Granados Trespalacios , Minister of Innovation and Economic Development of the state of Chihuahua (TBC) Román Rivas Hong , President Index Chihuahua (Maquiladoras and Exporters Association of Chihuahua)
9:00-10:30 Chih. 10:00-11:30 CDMX	Panel 3: Circular economy and plastics <ul style="list-style-type: none"> • Presentations of policies, studies and technologies to reduce 	Representative of European Commission: The EU Plastics Strategy (15 min) José María Fernández Alcalá (Virtual) — Presentation of the results of the study 'Analysis of the plastic industry and state of implementation of the ban on single-use

17:00-18:30 CET /GMT+1	plastic contamination, especially from single-use plastics Moderator: Yenizeth Peña Arcubia , President of the College of Engineers in Ecology of Chihuahua	plastics (SUP) in Mexico at Federal and State level' (20 min) Melissa Zambrano , Director of Ecology, Ministry for Urban Development and Ecology of the State of Chihuahua (15 min) Technology presentation – Alfredo Neila , CEO, Plastic Repair System (Spain) (virtual) (15 min) <ul style="list-style-type: none"> • Discussion panel (10 min) • Q & A session (15 min)
10:30-11:45 Chih. 11:30-12:45 CDMX 18:30-19:45 CET /GMT+1	Panel 4: The concept of industrial symbiosis <ul style="list-style-type: none"> • Presentations of studies, technologies and good practices regarding the definition and implementation of an industrial symbiosis scheme Moderator: Jorge Pedroza , Lead of the LCBA programme in Mexico	Jesús Gilberto Elías Ogaz , Deputy Director of Industry of the Municipality of Chihuahua, Ulises Fernández , Deputy Minister of Innovation and Development of the State of Chihuahua and Verónica Kuchinow — Presentation of the Industrial Symbiosis Pilot Study for Chihuahua Green City (20 min) Technology presentation Water Treatment — Logan Manaranche , Export manager, Odyssee (France) (10 min) Technology presentation Waste Management — Tilen Milicevic , General representative, Life 4 Tyres Group (Spain) (virtual) (10 min) Representative European Investment Bank (TBD) (10 min) Discussion panel (15 min) Q & A session (10 min)
11:45-12:00 Chih. 12:45-13:00 CDMX 19:45-20:00 CET /GMT+1	Conclusions of the day	Moderators: Yenizeth Peña Arcubia , President of the College of Engineers in Ecology of Chihuahua Jorge Pedroza , Lead of the LCBA programme in Mexico
Complementary session		
12:00 – 13:30 Chih. 13:00 – 14:30 CDMX 20:00 – 21:30 CET /GMT+1	Industrial Symbiosis Detailed presentation of the Pilot Project on Industrial Symbiosis in Chihuahua ROOM C (Principal)	Opening remarks by Gautier Mignot , EU Ambassador to Mexico or Mario Mariani , Head for the Americas of the EU Foreign Policy Instruments, Delegation of the European Union to Brazil Verónica Kuchinow , team leader of the team in charge of the study and CEO of Simbiosy.
Complementary Session		
09:00 – 13:30 15:00 – 17:30 Chih. 10:00-14:30 16:00 – 18:30 CDMX 17:00-21:30 23:00 – 01:30 CET /GMT+1	Low Carbon Business Action in Mexico One-to-one meetings: Finetuning companies' sustainability strategy and access to innovative cleantech solutions ROOM B1	PwC Director and lead for the LCBA initiative in Mexico, Jorge Pedroza , will provide tailored consultation for companies on their sustainability needs and provide an overview of EU technologies able to address them. Moderator: Jorge Pedroza, PwC Director and lead for the LCBA initiative in Mexico Format: <ul style="list-style-type: none"> • 30 minutes in-person meetings providing free advisory for companies and stakeholders attending the event. • Meetings will be pre-scheduled via mexico@lowcarbonbusinessaction.eu and during the event date with our Team Leader, Arnoldo Matus Kramer.

- Agenda also opened in the afternoon

DAY 3 - 19 May
CIRCULARITY IN THE CONSTRUCTION SECTOR
AND THE ROLE OF PRODUCERS AND CONSUMERS IN THE CIRCULAR ECONOMY

TIME:	TOPIC:	SPEAKERS:
8:30-9:00 Chih. 9:30-10:00 CDMX 16:30-17:00 CET /GMT+1	<p>Welcome remarks</p> <p><i>Master of ceremonies: Mónica Ortega</i></p>	<p>Isabelle Niekrake, Counsellor for Economic Affairs, Embassy of the Netherlands in Mexico</p> <p>José Jesús Jordan Orozco, Director of Municipal Development and Competitiveness, Municipality of Chihuahua</p> <p>Federico Baeza Mares, Chairman of Chihuahua Business Coordinator Council</p>
9:00-10:30 Chih. 10:00-11:30 CDMX 17:00-18:30 CET /GMT+1	<p>Panel 5: Circular economy and construction and demolition waste (CDW)</p> <ul style="list-style-type: none"> • Presentations of policies, studies and technologies to foster the use of construction waste <p>Moderator: Jorge Meza, Cluster Manager of Construction Cluster Chihuahua</p>	<p>Gloria Marina Godínez — Presentation of the study on the GHG emission reduction potential of the CDWs, as well as the effectiveness of measures to increase their uptake in Mexico City (20 min)</p> <p>MADASTER (The Netherlands) (TBC) (15 min)</p> <p>Juan Carlos Aguirre, Innovation manager, INTERCERAMIC (TBC) (15 min)</p> <p>Technology presentation Green buildings – Krisztian Mehes, CEO, Makropa-Masuko (Hungary) (virtual) (15 min)</p> <ul style="list-style-type: none"> • Discussion panel (15 min) • Q & A session (10 min)
10:30-11:40 Chih. 11:30-12:40 CDMX 18:30-19:40 CET /GMT+1	<p>Panel 6: Extended producer responsibility and consumer empowerment</p> <ul style="list-style-type: none"> • Examples of extended producer responsibility schemes and best practices for consumer empowerment. <p>Moderator: Ricardo Villavicencio, Vice President of the National Chamber of Milk Industry (CANILEC)</p>	<p>Representative of European Commission: The new initiative on consumer empowerment (10 min)</p> <p>Marijosse Galán, Heineken Mexico (10 min)</p> <p>Paulina Araun, Founder of <i>Entre costuras</i> (Mexico) (10 min)</p> <ul style="list-style-type: none"> • Discussion panel (20 min) • Q & A session (20 min)
11:40-11:50 Chih. 12:40-12:50 CDMX 19:40-19:50 CET /GMT+1	<p>Conclusions of the day</p>	<p>Moderators</p> <p>Jorge Meza, Building Manager Cluster</p> <p>Ricardo Villavicencio, Vice President of the National Chamber of Milk Industry (CANILEC)</p>
11:50-12:00 Chih. 12:50-13:00 CDMX 19:50-20:00 CET /GMT+1	<p>Closing session</p>	<p>Ulises Fernández, Deputy Minister of Innovation and Economic Development of the state of Chihuahua</p> <p>Jorge Peydro Aznar, Minister counsellor, Head of the Trade and Economic Section of the European Union Delegation to Mexico</p>
Complementary Sessions		

<p>09:00 – 12:00 Chih.</p> <p>10:00-13:00 CDMX</p> <p>17:00-20:00 CET /GMT+1</p>	<p>Low Carbon Business Action in Mexico</p> <p>One-to-one meetings: Finetuning companies' sustainability strategy and access to innovative cleantech solutions</p> <p>SALA TBC</p>	<p>PwC Director and lead for the LCBA initiative in Mexico, Jorge Pedroza, will provide tailored consultation for companies on their sustainability needs and provide an overview of EU technologies addressing able to address them.</p> <p>Moderator: Jorge Pedroza, PwC Director and lead for the LCBA initiative in Mexico</p> <p>Format:</p> <ul style="list-style-type: none"> • 30 minutes in-person meetings providing free advisory for companies and stakeholders attending the event. • Meetings will be pre-scheduled via mexico@lowcarbonbusinessaction.eu and during the event date with our Team Leader, Arnoldo Matus Kramer.
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