

STATUS OF AUTOMOTIVE INDUSTRY IN MEXICO AND ITS RELATIONSHIP WITH INDUSTRY 4.0

MARCH 19TH, 2021

„Engineering the Future“ – 2nd International Conference of the ASCENT Project: **Competence Centres for Automotive Engineering** to increase positive impact on regional economic development in Argentina, Brazil and Mexico

Dr. Zozaya was recently named President of the Mexican Association of the Automotive Industry; where he aims to direct the industry in a post-COVID world

He has more than 40 years of experience in public, legal and international affairs. He has assumed directive roles in Kansas City Southern of Mexico and the Mexican Railways Association, and currently is the Vice-president of the Conference of Industrial Chambers of Mexico.

Eng. Clelia Hernández is currently the director of the Initiative “Nuevo León 4.0”. Here, she coordinates numerous projects that aim to make the Mexican state the leading smart economy in America by 2025.

She completed her degree in computational engineering, and postgraduate studies in administration, informatics and economy.

In their key-note at the 2nd ASCENT Conference José and Clelia will use their combined expertise to analyse the current status of the automotive industry and its future in Mexico!

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JOSÉ ZOZAYA

President of the Mexican Association of the Automotive Industry

CLELIA HERNÁNDEZ

Director of Initiative Nuevo León 4.0



José Zozaya



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