



3rd INTERNATIONAL NETWORK OF MICHELIN CITIES CONFERENCE

March, 15th to 17th, 2022

Querétaro, México

VENUES

Mesón de Santa Rosa Hotel

([Av. Luis Pasteur Sur, #17, Col. Centro](#))



MESÓN DE SANTA ROSA
LUXURY HOTEL
★ ★ ★ ★ ★

This building from the XVII Century is located right in the heart of the Historic Center of Querétaro. It is surrounded by other emblematic buildings that have seen the great evolution of our city.

Antigua Estación del Ferrocarril

([Héroe de Nacozari, #31, Col. Centro](#))



With more than a hundred years old, this historic site, considered one of the most notable examples of Mexican railway infrastructure, transports us to the 20th century, when the railway was the most modern means of transportation.

Since 1986 it was declared as a historic monument and is currently used to promote local culture.

Palacio Conín

([Francisco I. Madero, #72, Col. Centro](#))



This historic building from the late XVIII Century has witnessed important events since then. It was built by the St. Phillip Neri's Order and was blessed by the priest Miguel Hidalgo y Costilla, who is considered to be the founding father of Mexico.

Puerta del Lobo Vineyard

([Carr. Chichimequillas, La Griega, El Marqués](#))



PROGRAM

Monday, March 14th

18:00 – 20:00

Welcome Cocktail

Mesón de Santa Rosa Hotel



Tuesday, March 15th

08:00 – 09:00

Breakfast

Mesón de Santa Rosa Hotel

09:05 – 09:55

Official Inauguration Ceremony

Mesón de Santa Rosa Hotel

- ✓ **Luis Bernardo Nava Guerrero**, Mayor of Querétaro & INMC's Co-Chairman
- ✓ **Olivier Bianchi**, Mayor of Clermont-Ferrand & INMC's Co-Chairman
- ✓ **Marco Antonio del Prete Tercero**, Sustainable Development Minister of the State of Querétaro
- ✓ **Tania Palacios Kuri**, Sustainable Development Minister of the Municipality of Querétaro
- ✓ **Bernardo Aguilar Calvo**, Director General for Europe of the Foreign Affairs Ministry
- ✓ **Werner Ruess**, Michelin Public Affairs Officer

Tuesday, March 15th

10:00 – 11:15

SDG's From Local to Global

Panel - Mesón de Santa Rosa Hotel

How do cities around the world are managing transformation processes into becoming a smart city but still be aware of their commitment with UN's SDGs?



Carlos Guillermo León Rodríguez
Moderator
UN Women Legal Specialist



Izarely Rosillo
International Environmental Consultant



Rafael Laurenti
Expert on Circular Economy & Sustainability



Gemma Santana
Expert in Sustainability, Innovation and Climate Change



Carlos de Regules
Specialist in Sustainable Development



Adriana Torres
Vicepresident & COO of Capgemini North Latam

11:20 – 13:20

Smart Cities

Dialogue – Mesón de Santa Rosa Hotel

All participants will have the opportunity of sharing their points of view and experiences on how to develop transformation strategies for becoming a smart city.

The “INMC Declaration of Querétaro” by which the INMC member cities will state their commitment with implementing actions to reduce CO2 emissions will be presented.



Alfredo Molina - Moderator
Expert in Smart Cities. Smart Cities Project Fellow of the World Economic Forum for Latin America.



Tuesday, March 15th

14:00 – 16:20

Lunch

Hacienda Los Laureles Restaurant

16:40 – 18:30

Visit of Michelin Factory

19:15 – 22:00

Dinner & Cultural Event

Antigua Estación del Ferrocarril

Participants will have the opportunity of experiencing the delicious taste of Mezcal, one of the most traditional Mexican spirit type beverages.



Wednesday, March 16th

08:00 – 09:30

Breakfast

Mesón de Santa Rosa Hotel

10:00 – 11:30

Challenges & Opportunities for Economic Recovery

Panel – Mesón de Santa Rosa Hotel

Since the global Pandemic, local authorities have been facing different challenges to diminish its negative economic impact.

Now the question is: how to assure a fast, innovative and steady economic recovery?



Wednesday, March 16th



Felipe A. Pérez Sosa
Moderator
Director of the FAIR
Innovation Lab



Luis Nava
Mayor of Querétaro



Mariana Villasuso
UNDP Entrepreneurship
Projects, Economic Recovery
and Financial Inclusion
Coordinator



Lorena Jiménez
Local Entrepreneur &
COPARMEX Leader



Daniel Zaga
Expert in Economic
Development



Rosa Huertas
Valladolid's Head of Innovation,
Economic Development,
Employment & Trade

11:45 – 13:45

Challenges & Opportunities for Economic Recovery Dialogue – Mesón de Santa Rosa Hotel

All participants will have the opportunity of sharing their points of view and experiences on how to achieve a fast and steady economic recovery but considering innovative strategies.



Teresa Solís - Moderator
Creator of the Sustainable Tourism Development Zones
framework in Mexico

14:00 – 16:00

Lunch
Sayil Restaurant

17:40 – 18:40

Touristic bus by historic landmarks sightseeing



Wednesday, March 16th

18:40 – 18:50 **Official Photography**
Jardín Guerrero

19:00 – 22:30 **Gala Dinner with State Governor**
Palacio Conín

22:30 **Querétaro's Night Life**

Mexican Traditional Cantinas Tour

- ✓ La Selva Taurina
- ✓ El Faro
- ✓ Dodo Café



Thursday, March 17th

08:00 – 08:55 **Mayors' Breakfast**
Mesón de Santa Rosa Hotel's Library

08:00 – 09:00 **Delegations' Breakfast**
Mesón de Santa Rosa Hotel's Restaurant

09:00 – 11:00 **Mayors' Meeting**
General Assembly - Mesón de Santa Rosa Hotel's Library

Meeting between Mayors of the participant cities to discuss different topics related to the INMC's activities.

Thursday, March 17th

09:30 – 10:50

Ongoing INMC Projects Follow-Up Session

Mesón de Santa Rosa Hotel

Working session for giving follow-up, presenting results and inviting participants into ongoing bilateral or multilateral projects.

11:05 – 12:15

Sustainable Mobility & Environment

Mesón de Santa Rosa Hotel

Assuring a healthy environment for future generations by developing innovative public policies is a must for every local government.



Luis Pedrero Ojeda
Moderator
Expert on Renewable
Energies



Rodrigo Vega Maestre
Minister of Mobility of the
Municipality of Querétaro



Nathalie Bejot-Seeboth
Clermont-Ferrand's
Sustainable Development
& Energy Head of
Department



Etienne Ludwig
Michelin Mexico
Plant Manager



Eduardo de la Peña
Public-Private
Partnerships Expert

13:35 – 21:00

Touristic Agenda

Viñedo Puerta del Lobo

Queretaro is located in a region where wine, cheese and art meet. Participants will have the opportunity to visit an antique *Mexican hacienda* that currently serves as a touristic spot to promote Mexican wine culture.



SPEAKERS

Tuesday, March 15th



Carlos Guillermo León Rodríguez

Moderador

UN Women Legal Specialist

Carlos holds a Law degree from the Anáhuac University and a Master's degree in Human Rights with merit from the University of Edinburgh.

In his professional activity, he has developed as head of the Executive Secretariat of the Querétaro Human Rights Ombudsman and as an independent legal advisor to the Por Ti Sea Civil Association, in which he conducts strategic litigation in the area of human rights, constitutional and administrative law.



Izarely Rosillo

International Environmental Consultant

In her career, the development of 20 local laws for the Mexican State and 3 international ones stands out, as well as his impact on the development of various plans and programs on environmental matters.

He has worked for various international organizations, international and national authorities, among which are: World Bank, Inter-American Development Bank, German Cooperation Agency GIZ and the Japanese Cooperation Agency JICA.



Rafael Laurenti

Circular Economy & Sustainability Expert

Rafael Laurenti is Professor of the Department of Sustainable Technologies and Civil Engineering of the School of Engineering and Sciences. Rafael has a bachelor's and master's degree in Industrial Engineering from the University of Sao Paulo, Brazil. He did a doctorate in Industrial Ecology at the KTH Royal Institute of Technology, in Sweden.

He has worked as a researcher at KTH and at the EPFL Swiss Federal Institute of Technology. Before arriving at Tec de Monterrey, Rafael was working as a Senior Sustainability Engineer at the Electrolux company in Italy. His area of activity is circular economy and life cycle analysis.



Gemma Santana

Expert in Sustainability, innovation & climate change

Gemma is a social entrepreneur with 17 years of experience in international organizations, civil society organizations, private sector and government.

Between 2018 and 2021 she was responsible of coordinating the 2030 Agenda for Sustainable Development in Mexico.



Carlos de Regules

Sustainable Development Expert

Carlos has more than 25 years of experience in regulation, risk management, sustainable development, climate change and strategic planning.

He was founder and first Executive Director of the Mexican Security, Energy and Environment Agency (ASEA by its name in Spanish) which is in charge of regulating the hydrocarbon sector, responsible for the first risk-based regulatory model in Mexico.



Adriana Torres

Vicpresident & COO of Capgemini North Latam

Adriana is a transformer of hundreds of organizations with stories of exponential growth and improvement in the quality of life of millions of people around the world.

She was General Director of TATA Consultancy Services Mexico, being the first Latin woman directing an Asian high-tech company. She is also Co-founder and CEO of Comunidad MiPyME and EducArtec.



Alfredo Molina

Smart Cities Expert

He has more than 10 years of experience in strategic, business and planning consulting in Mexico, Spain, Brazil, Panama, Colombia, Argentina, the Dominican Republic and Paraguay.

He has worked with the public, private and multilateral sectors. He focuses on planning, definition of strategies and elaboration of business models for the development of smart cities, energy, electric mobility, social infrastructure and transportation.





Katsumi Itagaki

Consul General of Japan in León, México

Japanese Diplomatic who has served in countries such as Spain, Colombia, Panama, Ecuador, Guatemala, Peru and currently Mexico. His professional experience includes international financial cooperation projects, human rights and cultural affairs.



Gorka Urtaran

Mayor of Vitoria-Gasteiz

Gorka is the Mayor of the city of Vitoria-Gasteiz since 2015. Under his leadership, the city of Vitoria has been implementing different public policies and programs in favor of a more sustainable way of living.

Wednesday, March 16th



Felipe A. Pérez Sosa

Moderator

FAIR Center Director

Felipe holds a Doctorate in Economic and Administrative Sciences, with honors, from the Autonomous University of Querétaro and is currently Director of the FAIR Center for Access, Inclusion and Financial Research and Professor of Finance at EGADE and the Business School of the Tecnológico de Monterrey.

He has served as senior financial intelligence consultant at EY, Manager of AFORE and Investment Funds at Profuturo GNP, consultant, professor and researcher in financial inclusion and microfinance. He is the author of the books "Popular Finance in Mexico" and "Management of Individually Capitalized Pension Funds in the Mexican Context", as well as several scientific articles and presentations in Mexico and abroad.



Luis Bernardo Nava Guerrero

Mayor of Querétaro & Co-Chairman of the International Network of Michelin Cities

Luis is an Economist and has a Master's Degree in Senior Management. He has more than ten years of experience in public service, both at the federal, state and municipal levels.

He currently serves as Municipal President of Querétaro for the second consecutive time.





Mariana Villasuso Téllez Girón

UNDP Entrepreneurship Projects, Economic Recovery and Financial Inclusion Coordinator

Mariana holds a Master's degree in Public Administration and Public Policies from the School of Government and Public Transformation of Tec de Monterrey.

As part of the UNDP in Mexico, she has been Project Coordinator in the Social and Economic Development Unit, where she led the Financial Inclusion Model, the Sustainable Development Report of the banking sector aligned with the 2030 Agenda and the "Transforming Mexico from the local".



Lorena Jiménez

Local Entrepreneur & COPARMEX Leader

Lorena holds a Bachelor Degree in International Relations and has been running a successful company of the construction industry since 2010.

She was elected to be the first chairwomen of COPARMEX in Querétaro. COPARMEX is one of the most important entrepreneurial organizations in Mexico. Currently she is responsible of the Federations Committee of COPARMEX



Rosa Huertas

Valladolid's Head of Innovation, Economic Development, Employment & Trade.

Degree in Law and Master in Public Communication. She is an official of the Higher Corps of Civil Administrators of the State, she has held various managerial positions in the Ministry of the Environment.

She joined the Valladolid City Council in 2015, where she is the Director of Innovation, Economic Development, employment and Commerce.



Daniel Zaga

Expert in Economic Development

Daniel has a PhD in Development Economics from the Graduate Institute of Geneva and a Master in Science from the London School of Economics. He also holds a Bachelor Degree in Economics from the University of Buenos Aires and a specialization in econometrics from the Instituto Tecnológico Autónomo de México.



Teresa Solís

Moderator

Creator of the Sustainable Tourism Development Zones framework in Mexico

Teresa works for Deloitte Mexico as an Industry Expert for the Tourism and Regional Development sector. Likewise, she teaches seminars focused on tourism sustainability and participates as a speaker and panelist in local and international forums on issues of sustainable development and innovation in the tourism industry, promoting collaboration between the private, public and academic sectors for the creation of a 2040 vision of Mexican tourism.

Thursday, March 17th



Luis Pedrero Ojeda

Moderator

Renewable Energies Expert

Luis is a Ph.D. in Physics from the Max Planck Institutes in Germany, an expert in solar energy and a research professor at the Tecnológico de Monterrey.



Nathalie Bejot-Seeboth

Clermont-Ferrand's Sustainable Development & Energy Head of Department



Eduardo de la Peña

Public-Private Partnerships Expert

Within the Public Sector industry, he has worked with various secretaries of state at the highest level of authority, with state governments and with various multilateral organizations.

He focuses on providing advice to decision makers and authorities, responding to challenges such as economic development, the promotion of infrastructure projects, transparency and improvements in management.





Etienne Ludwig

Plant Manager at Michelin Mexico

Etienne has been part of the Michelin family for 17 years. He's had the opportunity of working at different locations such as Canada, Troyes, Clermont-Ferrand, Greenville and currently Querétaro.

He is fully committed with Michelin's sustainability ambitions and is responsible of reopening a workshop that will give tires a longer useful life.



Rodrigo Vega Maestre

Minister of Mobility of the Municipality of Querétaro

Rodrigo is an architect by profession with more than 13 years of experience in public administration.

In 2021 he was appointed as Secretary of one of the youngest dependencies, but with great challenges to improve the urban mobility of the municipality.