



## **PRESS RELEASE**

### **AICC MEXICO 2025 ANNUAL MEETING & TRADE FAIR MONTERREY, N.L. – PABELLON M CONVENTION CENTER**

This year, AICC Mexico members met in Monterrey at the Pabellon M Convention Center from October 29-31, with over 270 participants in attendance.

The central theme of the meeting was “Innovation and Sustainability: United for the Future of Carton Packaging.” Attendees participated in a process improvement seminar, as well as a general session featuring world-class speakers. The traditional trade show also took place, showcasing more than 42 industry suppliers. Finally, the program included a guided tour of the StarCorr plant in Mexico. This year's events also included networking activities such as the third annual AICC Mexico Golf Tournament, the first conference for women in the industry, and the traditional event for emerging leaders.

The event kicked off on Tuesday, October 28th, with the third AICC Mexico golf tournament at Terralta Golf & Country Club. The tournament featured 28 participants, including cardboard manufacturers and industry suppliers, who enjoyed a valuable networking experience, concluding the day with an awards luncheon.

This year's seminar, held on October 29th, focused on "Improving the Efficiency of RDC/FFG Processes by 20%." It was led by instructor Les Pickering, who boasts over 40 years of experience in process improvement, manufacturing, and operations at an international level. He is a renowned specialist in the Toyota Production System and has successfully implemented transformation methodologies in the packaging, beverage, department store, plastics, and automotive industries.

This year, for the first time, an exclusive conference for women in the industry was held. Alejandra Olguín presented a very interesting talk: “Empower Your Genetics by Transforming Your Epigenetics.”

In the afternoon, the traditional AICC Mexico 2025 trade show was inaugurated with a welcome cocktail and the participation of 42 industry suppliers and more than 270 people who attended to learn about the latest innovations in the cardboard industry.

Attendees were welcomed by AICC President Mike D'Angelo, and the general session began with remarks by Jorge Ortega, CEO of Soluciones de Empaque and AICC Mexico President.

The plenary session featured prominent figures as speakers on topics relevant to the industry, the economy, and the current political landscape. Guadalupe Carracedo of Numera Analytics kicked off the sessions with a presentation on the outlook for the paper and corrugated box market in Mexico and North America. Following this, Ramón Alberto Garza of Código Magenta delivered a very interesting presentation on the Mexican environment.

We continued with a talk by platinum sponsor Roman López of Kolbus, followed by a forum led by Marco Ferrara, CEO of Cajas de Cartón Sultana. Two of his key employees, Andrés Viesca and Hector Gonzalez, participated and shared their strategies and experiences in transitioning from suppliers to strategic partners.

Then, with another presentation from our platinum sponsor, Equipamientos Productivos, Adela Jauregui presented a very interesting video, followed by a presentation by Alejandro Kasuga: "Tehon: Exemplary Leadership." Our third platinum sponsor, Ricardo Martinez from Amtech, had the opportunity to give a talk to all participants before continuing with the traditional networking lunch.

After the networking luncheon, participants listened to a presentation by Alejandro Herrera of Gearbox, the fourth platinum sponsor, followed by the keynote address from Arnoldo de la Rocha Navarrete: "The Mexican Dream."

The day concluded with the trade show, which drew over 270 participants.

On the final day of the program, participants enjoyed an engaging guided tour of the StarCorr Mexico plant, where the hosts hosted a networking barbecue for over 100 visitors. The annual meeting then wrapped up with the Emerging Leaders event, where 40 attendees participated in a Grill & BBQ Master Class led by Patricio Treviño.

AICC Mexico would like to acknowledge and extend its sincere thanks to this year's sponsors:

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