

# CONFERENCE PROGRAM

## AS OF (09/03/2024)

# HARNESSING THE FUTURE OF LOGISTICS: EXPLORING THE ROLE OF LOGISTECHS



**SEPTEMBER**  
**10-12** 2024

Hosted by: The Texas A&M International University  
A.R. Sanchez, Jr. School of Business'  
Texas Center for Border Economic  
and Enterprise Development

# PRESIDENT OF CILOG 2024

## Gerardo (Gerry) Schwebel



Executive Vice President,  
Corporate International Division –  
IBC Bank

Mr. Gerardo Schwebel is a distinguished expert in international trade and finance, serving as a key resource for IBC Bank's international customers. With over three decades of experience, Mr. Schwebel has made significant contributions to the U.S.-Mexico trade landscape, frequently representing IBC Bank and its clients with top government and business leaders across North America. His extensive knowledge has led him to present expert testimony before Congress on critical issues, including the United States-Mexico-Canada Agreement (USMCA), transportation, logistics, and immigration reform. Additionally, his perspectives on international trade and economics have been featured in major business publications in the U.S., Canada, and Mexico.

Beyond his professional achievements, Mr. Schwebel is deeply involved in various leadership roles across industry and civic organizations. He has held key positions, including Chairman of the North America Strategy for Competitiveness (NASCO) and Bi-National Director of the U.S.-Mexico Chamber of Commerce. He is an active member of several influential committees, such as the Texas Transportation Institute Advisory Council and the U.S.-Mexico Economic Council. Mr. Schwebel's dedication to advancing international trade has earned him numerous awards, including the "Advancing International Trade Award" from NASBITE and the Russell H. Perry Award from the Texas A&M Transportation Institute. His commitment to his community and the field of international trade continues to shape the economic landscape of the U.S.-Mexico border region.

Mr. Schwebel's contributions extend beyond the corporate sphere, as he is actively involved in academia and philanthropy. He serves on the Board of Advisors for the Texas A&M International University A.R. Sanchez School of Business and has held leadership positions with the Laredo Development Foundation and the United Way of Laredo. His educational background includes an undergraduate degree from Texas A&I University of Laredo (now Texas A&M International University) and graduate work in International Trade and Banking at various higher-education institutions.

# ABOUT OUR SPEAKERS

## Dr. Luis Perez Batres



**FIRESIDE CHAT- A.R. SANCHEZ, JR.  
SCHOOL OF BUSINESS**  
**Strengthening International Trade:  
TAMIU and its Strategic Role in Port  
Laredo's Logistics Ecosystem**  
**Dr. Luis Perez-Batres, Dean- A.R.  
Sanchez Jr. School of Business**

With a commitment to empowering students and communities through the transformative force of higher education, Dr. Luis Perez-Batres has built a distinguished academic career. Currently serving as Dean of the A.R. Sanchez, Jr. School of Business at Texas A&M International University (TAMIU), Dr. Perez-Batres previously held leadership positions at Missouri State University and Central Michigan University's Colleges of Business for nearly a decade. His experience includes a Senior Presidential Fellowship at Central Michigan, participation in the Management Development Program at Harvard, and honorary appointments as a visiting scholar and faculty affiliate at the University of Michigan's Erb Institute.

Dr. Perez-Batres' research has received support from the U.S. Department of Education and has been published in leading international business and sustainability journals. Additionally, he has served as a reviewer and board member for premier journals and has presented his work at top conferences in the field.

Before entering academia, Dr. Perez-Batres began his career in accounting at DuPont and later transitioned to the financial sector with roles at major brokerage firms and banks, including BBVA. He has also participated in entrepreneurial ventures and served on several nonprofit boards, gaining valuable insights into business dynamics beyond academia.

Dr. Perez-Batres holds a PhD in Strategy/International Business from Mays Business School at Texas A&M University, an MS in Finance from Gies College of Business at the University of Illinois, and a BS in Accounting, summa cum laude, from Monterrey Tech-Laguna Campus. Outside of his academic pursuits, he has been involved in varsity football, recreational soccer, and acting, in addition to maintaining a focus on physical fitness. Throughout his career, Dr. Perez-Batres has supported the academic and professional journeys of students and colleagues, fostering purposeful relationships that lead to success in the world of business.

# ABOUT OUR SPEAKERS

## Andrew I. Rudman



### KEYNOTE SPEAKER 1

**Nearshoring: Challenges and Opportunities**

**Andrew I. Rudman, Senior Associate, Americas Program - Center for Strategic and International Studies (CSIS)**

Andrew I. Rudman has focused on Latin America throughout his public and private sector career, most recently as Director of the Wilson Center's Mexico Institute. He joined the Wilson Center from Monarch Global Strategies (Monarch), a Washington, D.C -based boutique strategic advisory firm focusing on government relations and market entry/access for clients interested in doing business in Mexico and other Latin American countries. As a Managing Director, Andrew managed Monarch's healthcare practice while supporting clients across a range of sectors and interests. Prior to joining Monarch (then known as ManattJones Global Strategies), Rudman was Deputy Vice-President for the Western Hemisphere at the Pharmaceutical Research and Manufacturers of America (PhRMA) where he developed and executed policy advocacy strategies across the hemisphere with particular focus on Mexico and Brazil. Mr. Rudman began his professional career as a tenured Foreign Service Officer with the Department of State and then worked in the Commerce Department as Deputy Director and then Director of the Office of NAFTA and Inter-American Affairs. His government and private sector experience allow him to provide guidance for development of government relations strategies in the United States and in Latin America. He writes and speaks on a range of topics including U.S.-Mexico bilateral relations, trade, nearshoring, and health policy. Mr. Rudman received a master's degree in Latin American Studies from Tulane University and a bachelor's degree in Government and Spanish from Colby College. He is fluent in Spanish and has a working knowledge of Portuguese.



# ABOUT OUR SPEAKERS

## Dr. Gaston Cedillo



### KEYNOTE SPEAKER 2

**Rethinking USMCA LOGISTICS:  
How Will the Physical Internet  
Change the Cross-Border  
Logistics Game?**

**Dr. Gaston Cedillo - Technical  
Director, National Laboratory for  
Transportation Systems and  
Logistics - Mexican Institute of  
Transportation (IMT)**

Dr. Gaston Cedillo is a leading transportation and logistics expert, recognized for his innovative application of the 'Physical Internet' concept to optimize cross-border freight flows within the USMCA framework. As the Technical Director of the National Laboratory for Transportation Systems & Logistics at the Mexican Institute of Transportation (IMT), Dr. Cedillo spearheads groundbreaking research and the development of best practices in the logistics sector.

His work addresses the challenges of 'Nearshoring' and supply chain regionalization between the U.S. and Mexico, while also shaping the future of logistics through pioneering projects. These include the creation of Latin America's first GPS-based collective intelligence logistics platform for the trucking industry, the first autonomous drone for freight deliveries, and the first Urban Logistics Living Lab.

Dr. Cedillo is also the Scientific Chairman of the International Congress on Logistics and Supply Chain (CiLOG), where his thought leadership continues to influence industry and academic audiences across the Americas and Europe. His extensive research and practical insights are invaluable for decision-makers navigating the dynamic logistics landscape.

# ABOUT OUR SPEAKERS

## Dr. Daniel Covarrubias



### KEYNOTE SPEAKER 3

**Logistechs: The Future of  
Logistics**

**Dr. Daniel Covarrubias, Director,  
Texas Center for Border  
Economic and Enterprise  
Development – Texas A&M  
International University**

Daniel Covarrubias is the Director of the Texas Center for Border Economic and Enterprise Development at the A.R. Sanchez, Jr. School of Business at Texas A&M International University (TAMIU). The Texas Center supports private and public entities with research, knowledge, and assistance in border and binational socio-economic development. It also hosts the TAMIU Logistechs Living Lab, a facility focused on improving cross-border trade and transportation through exponential technologies and fostering public-private partnerships for innovation.

Before joining the Texas Center, Daniel led the Centro de Innovación Socioeconómica y Tecnológica (Centro IST), where he helped businesses, from SMEs to Fortune 500 companies, enhance their competitiveness and develop new business models through innovation and technology. Daniel is a member of the National Academies of Sciences, Engineering, and Medicine Transportation Research Board's Standing Committee on International Trade and Transportation and serves on several other key industry committees. His research focuses on Cross-Border Regional Development, Clusters, Regional Innovation Systems, and Logistechs—technologies that transform logistics by improving goods transport, handling, and customs clearance.

As a leading voice on Logistechs and cross-border trade, Daniel frequently contributes to media outlets like the Wall Street Journal, Texas Standard, and PBS. He holds a Ph.D. in Business Competitiveness and Economic Development from Deusto Business School in Spain, an MA in Political Science from TAMIU, an MBA from the University of Texas at San Antonio, and a BBA from Monterrey Tec.

# ABOUT OUR SPEAKERS

## Mayra G. Maldonado



### PANELIST

**Helping Shape Cross-Border  
Development: Insights from U.S.-  
Mexico Border Research Centers**  
Mayra G. Maldonado, Executive  
Director, Hunt Institute for  
Global Competitiveness –  
University of Texas El Paso

Mayra Maldonado serves as the Executive Director of the Hunt Institute for Global Competitiveness, a research organization based at The University of Texas at El Paso (UTEP), focusing on the U.S.-Mexico border region. Under her leadership, the Institute's research portfolio has expanded with new projects ranging from market analyses of El Paso's broadband infrastructure, education, and regional competitiveness to economic impact studies of border matters on regional and national economies.

Prior to her tenure at the Hunt Institute, Mayra honed her expertise as an economist at the Central Bank of Mexico and Morgan Stanley Capital International (MSCI). Mayra holds a Bachelor's degree in Economics from the Instituto Tecnológico y de Estudios Superiores de Monterrey and a Master's degree in Economics from New York University, earned through CONACYT and Fulbright scholarships. She is currently pursuing a Ph.D. in Data Science at UTEP.

# ABOUT OUR SPEAKERS

## Juan Villa



### PANELIST

**Navigating the New Era of U.S. -  
Mexico Trade**

**Juan Villa, Manager, International  
Trade and Border Transportation  
Program** - Texas A&M Transportation  
Institute

Mr. Villa has dedicated most of his professional career to the analysis of cross-border transportation issues. Since he joined the Texas A&M Transportation Institute in 2001, he has been responsible for managing numerous transportation, cross-border logistics, technology development and implementation projects. Juan Carlos has managed numerous border transportation projects for state departments of transportation, U.S. Customs and Border Protection (CBP), Federal Highway Administration (FHWA), Federal Motor Carrier Safety Administration (FMCSA), Transport Canada, North American Development Bank, Commission for Environmental Cooperation (CEC), among others.

Juan Carlos is a member of the U.S. Department of Commerce's Committee on Supply Chain Competitiveness, is the outgoing Chair, of the Transportation Research Board International Trade and Transportation Committee, a member of the World Road Association (PIARC) and was recently inducted into the Mexican Engineering Academy. Mr. Villa has published multiple papers and a book where he documents the North American Transportation Infrastructure Development (International Trade and Transportation Infrastructure Development. Experiences in North America and Europe).

Mr. Villa holds a MS in Transport Studies from Cranfield University, England, and a BS, Electronics and Communication, from the Monterrey Tech, in Monterrey, Mexico.



# ABOUT OUR SPEAKERS

## Joaquin Luken



### PANELIST

Helping Shape Cross-Border  
Development: Insights from U.S.-  
Mexico Border Research Centers  
Joaquin Luken, Executive Director,  
Smart Border Coalition

Joaquin Luken is a distinguished business development and management professional with over two decades of experience focused on U.S.-Mexico border issues. As the Executive Director of the Smart Border Coalition, Luken plays a pivotal role in driving initiatives that enhance border crossing efficiencies in the San Diego-Tijuana region. His work centers on fostering collaboration between binational stakeholders, acting as a bridge between organizations in Mexico and the U.S. to improve the flow of people, goods, and services across the border. Luken's extensive background includes serving as the Associate Director of the Otay Mesa Chamber of Commerce, where he significantly contributed to economic growth and cross-border business relationships. His leadership in organizing binational networking events and creating business opportunities was instrumental in advancing the region's economic development. He also served as a business development representative for the South Bay Expressway, where he expanded his expertise in cross-border projects and further strengthened his network in the field.

Born in San Diego and raised in Tijuana, Luken's bilingual and bicultural upbringing gives him a deep understanding of the complexities and opportunities within the Cali-Baja region. His educational background includes a bachelor's in business administration from the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) and a certificate in Global Strategy & Management from the University of San Diego. This combination of academic credentials and professional experience makes Luken a key figure in promoting cooperation and innovation in cross-border commerce and community relations.

# ABOUT OUR SPEAKERS

## Jose Minarro



### PANELIST

Cross-Border Transportation  
Infrastructure

Jose Minarro, Managing Director,  
Sunset Transportation

Jose Minarro is a Laredo, Texas-based businessman and currently serves as General Director for Sunset Transportation in Mexico. With over 30 years of experience in cross-border logistics and customs, his expertise strengthens Sunset Transportation's success in the U.S.

At Sunset, Jose expanded operations in Mexico's Bajío region, particularly in Querétaro's manufacturing sector, with offices supporting logistics and customs operations. He also grew the border operations in Laredo, Texas, with CTPAT-certified warehouses.

Prior to joining Sunset, Jose spent 12 years at Transplace, where he co-founded Transplace Mexico, growing it from the ground up to 850 employees and managing 120,000 annual cross-border shipments. He played a key role in Transplace's merger with Laser Forwarding, a leading Mexican customs broker, in 2017. His leadership earned Transplace Mexico a CSCMP Logistics Innovation Award in 2012.

Before Transplace, Jose worked for ProTrans and Expeditors for 11 years, leading the exponential growth of their cross-border divisions with over 50% annual growth.

In recent years, Jose has actively participated in associations and logistics clusters in Laredo and Querétaro, including CILQRO. He also advises on logistics procurement and is recognized as an expert in international trade, contributing to multiple industry panels in both the U.S. and Mexico.

Jose holds a B.S. in Industrial Engineering from Tecnológico de Cd. Juárez and an MBA from the University of Texas at El Paso. He and his wife live in Laredo and have three grown children.

# ABOUT OUR SPEAKERS

## Claudia Josefina Lagos Galindo



### PANELIST

**Cross-Border Transportation  
Infrastructure**

**Claudia Lagos Galindo,  
Manager, International Trade  
and Border Planning – Texas  
Department of Transportation  
(TxDOT)**

Mrs. Claudia Lagos Galindo joined the Texas Department of Transportation in 2022 as the International Trade and Border Planning Branch Manager. She is responsible for developing and managing TxDOT's International Trade and Border Planning Program along the Texas-Mexico border, coordinating infrastructure projects and international corridors with Mexican counterparts. Previously, she held various roles in Mexico's public and private sectors, including Deputy Secretary of Competitiveness and Foreign Trade for Tamaulipas State and Port Director at Nuevo Laredo and Colombia, Nuevo León. Since 2020, she has worked as a consultant on international trade, border trade infrastructure projects, public-private partnership border projects, international certifications, international corridors (USMCA), customs and crossing modernization projects, trade facilitation, and international multimodal transportation plans.

With extensive experience in international trade, border infrastructure projects, and customs modernization, Mrs. Lagos has also served in Mexico's Tax Administration Service (SAT) and the Ministry of Economy, where she was a key negotiator for the Mexico-Japan Treaty. Additionally, Claudia Lagos Galindo has been Professor at the Instituto Tecnológico de Estudios Superiores de Monterrey, and at Universidad Ibero Americana A.C.

Claudia holds a bachelors degree in International Relations from the Universidad de las Americas-Puebla, México, and a Master degree in International Management from the Instituto Tecnológico Autónomo de México (ITAM), México City. A Diploma in Legal Aspects for International Trade and a Diploma in Marketing.

# THANK YOU TO OUR SPONSORS!

## PLATINUM



## GOLD



## LUNCH



## NETWORKING DINNER



## BRONZE



## COFFEE BREAK



# GENERAL PROGRAM

TUESDAY  
SEPTEMBER 10 | 2024

WEDNESDAY  
SEPTEMBER 11 | 2024



**8:50 a.m. - 7:30 p.m.**

**COMPSE MEETING 2024  
(COMPSE MEMBERS ONLY)**  
Online Only

**4:30- 6:30 p.m.**

**NATIONAL MEETING OF  
STUDENT CHAPTERS**  
STC 230- In Person and Online

**9:00- 9:30 a.m.**

**CiLOG 2024 INAGURATION**  
STC BALLROOM- In Person and Online

**Gerardo (Gerry) Schwebel** – President of CiLOG 2024

**Dr. Pablo Arenaz**– President, Texas A&M International University

**Dr. Luis Perez-Batres** – Dean, A.R. Sanchez Jr. School of Business

**Dr. Sandra Tellez** – President, Asociación Mexicana de Logística & Cadena de Suministro

**Dr. Gaston Cedillo** – Technical Director, National Laboratory for Transportation Systems and Logistics – Mexican Institute of Transportation (IMT)

**Dr. Daniel Covarrubias** – President of Organizing Committee, CiLOG 2024

**9:30- 10:30 a.m.**

**KEYNOTE SPEAKER 1**  
STC BALLROOM- In Person and Online

**Nearshoring: Challenges and Opportunities**

**Andrew I. Rudman, Senior Associate, Americas Program** - Center for Strategic and International Studies (CSIS)



# GENERAL PROGRAM

WEDNESDAY  
SEPTEMBER 11 | 2024

**10:30- 11:30 a.m.**

## KEYNOTE SPEAKER 2

### STC BALLROOM- In Person and Online

**Rethinking USMCA LOGISTICS: How Will the Physical Internet Change the Cross-Border Logistics Game?**

**Dr. Gaston Cedillo – Technical Director, National Laboratory for Transportation Systems and Logistics – Mexican Institute of Transportation (IMT)**

**11:30- 12:30 p.m.**

## DISCUSSION PANEL

### STC BALLROOM- In Person and Online

**Helping Shape Cross-Border Development: Insights from U.S.-Mexico Border Research Centers**

**Moderator:**

**Maria Eugenia Calderon-Porter, Asst. Vice President Global Initiatives, Texas A&M International University**

**Panelists:**

**Mayra G. Maldonado, Executive Director, Hunt Institute for Global Competitiveness – University of Texas El Paso**

**Joaquin Luken, Executive Director, Smart Border Coalition**

**Daniel Covarrubias, Director, Texas Center for Border Economic and Enterprise Development – Texas A&M International University**

**12:30- 1:45 p.m.**

## BOOK PRESENTATION & LUNCH

### STC BALLROOM- In Person and Online

**Navigating the New Era of U.S. – Mexico Trade**

**Discussants:**

**Gerardo (Gerry) Schwebel, Executive Vice President, Corporate International Division – IBC Bank**

**Andrew I. Rudman, Senior Associate, Americas Program – Center for Strategic and International Studies (CSIS)**

**Dr. Daniel Covarrubias, Director, Texas Center for Border Economic and Enterprise Development – Texas A&M International University**

**Moderator:**

**Juan Villa, Manager, International Trade and Border Transportation Program – Texas A&M Transportation Institute**

# GENERAL PROGRAM

WEDNESDAY  
SEPTEMBER 11 | 2024

THURSDAY  
SEPTEMBER 12 | 2024

**1:45- 3:00 p.m.**

## **BREAK- TOUR TAMIU**

**STC BALLROOM- In Person**

**3:00- 6:00 p.m.**

## **SESIONES TÉCNICAS EN PARALELO**

**STC 230, 231, 236- In Person and Online**

**6:00- 6:30 p.m.**

## **CILOG 2024 CLOSING CEREMONY AND AWARDS**

**STC BALLROOM- In Person**

**Gerardo (Gerry) Schwebel** – President of CiLOG 2024

**Dr. Pablo Arenaz**– President, Texas A&M International University

**Dr. Luis Perez-Batres** – Dean, A.R. Sanchez Jr. School of Business

**Dr. Sandra Tellez** – President, Asociación Mexicana de Logística & Cadena de Suministro

**Dr. Gaston Cedillo** – Technical Director, National Laboratory for Transportation Systems and Logistics – Mexican Institute of Transportation (IMT)

**Dr. Daniel Covarrubias** – President of Organizing Committee, CiLOG 2024

**7:00- 9:00 p.m.**

## **NETWORKING SESSION & COCKTAIL**

**KLM PATIO- In Person**

**9:00- 10:00 a.m.**

## **KEYNOTE SPEAKER 3**

**STC BALLROOM- In Person and Online**

**Logistechs: The Future of Logistics**

**Dr. Daniel Covarrubias, Director, Texas Center for Border Economic and Enterprise Development** – Texas A&M International University

# GENERAL PROGRAM

THURSDAY  
SEPTEMBER 12 | 2024

**10:00- 11:00 a.m.**

**FIRESIDE CHAT- A.R. SANCHEZ, JR.  
SCHOOL OF BUSINESS**

**STC BALLROOM- In Person and Online**

**Strengthening International Trade: TAMIU and its Strategic Role in  
Port Laredo's Logistics Ecosystem**

**Moderador:**

**Dr. Daniel Covarrubias** – President of Organizing Committee, CiLOG 2024

**Guest:**

**Dr. Luis Perez-Batres** – Dean, A.R. Sanchez Jr. School of Business

**11:00- 12:15 p.m.**

**DISCUSSION PANEL**

**STC BALLROOM- In Person and Online**

**Cross-Border Transportation Infrastructure**

**Moderator:**

**Dr. Gaston Cedillo-Campos, Technical Director, National Laboratory for  
Transportation Systems and Logistics** – Mexican Institute of  
Transportation (IMT)

**Panelists:**

**Claudia Lagos Galindo, Manager, International Trade and Border  
Planning** – Texas Department of Transportation (TxDOT)

**Juan Villa, Manager, International Trade and Border Transportation  
Program** – Texas A&M Transportation Institute

**Jose Minarro, Managing Director, Sunset Transportation**

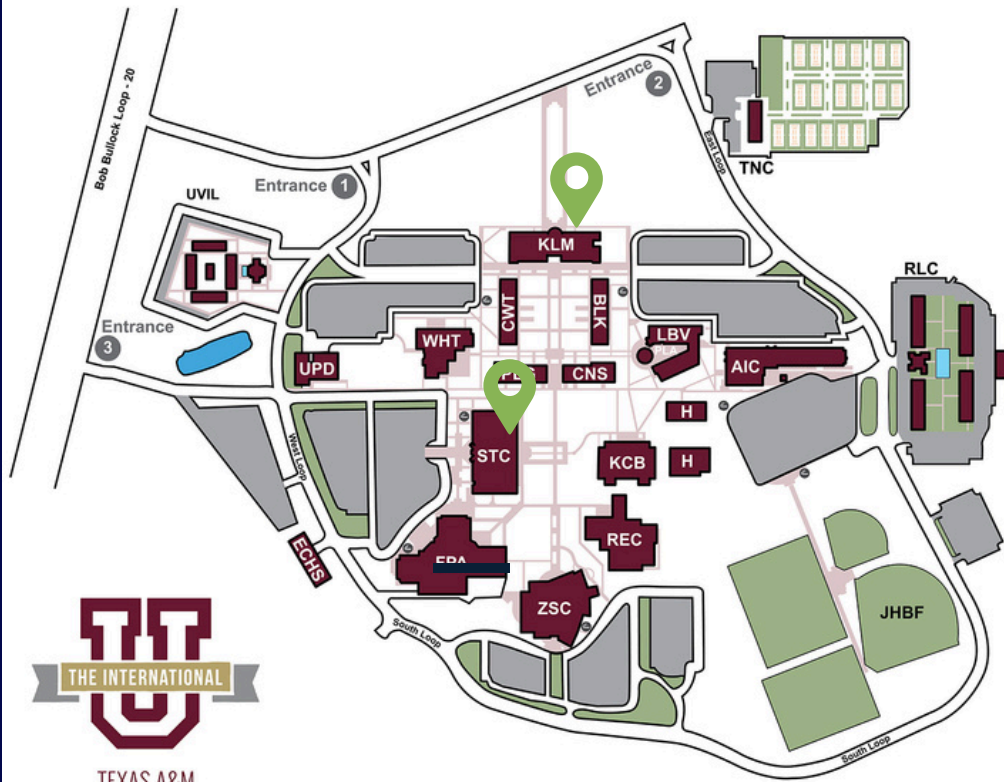
**2:00- 4:00 p.m.**

**WORLD TRADE BRIDGE VISIT**

# CAMPUS MAP

- CILOG WILL BE HELD PRIMARILY IN THE STC BUILDING, EXCEPT FOR THE NETWORKING & COCKTAIL EVENT, WHICH WILL TAKE PLACE IN THE KLM PATIO.

## WELCOME TO TAMIU!



- AIC- Academic Innovation Center
  - KLM- Sue and Radcliffe Killam Library
  - CWT- Dr. Billy F. Cowart Hall
  - BLK- Bob Bullock Hall
  - WHT- Western Hemispheric Trade Center
  - PLG- Anthony J. and Georgia A. Pellegrino Hall
  - CNS- Dr. F. M. Canseco Hall
  - LBV- Lamar Bruni Vergara Science Center
  - PLA- Lamar Bruni Vergara Planetarium
  - STC- Student Center
  - KCB- Kinesiology - Convocation Building
  - H- Physical Plant
  - FPA- Center for the Fine and Performing Arts
  - ECHS- Early College High School
  - ZSC- Zaffirini Success Center
  - REC- Kinesiology, Wellness and Recreation Center
  - RLC- Residential Learning Community
  - UPD- University Police Department
  - UVIL- University Village
  - JHBF- Jorge Haynes Baseball Field
  - TNC- City of Laredo Tennis Complex at TAMIU
- Parking
  - Sidewalks
  - Smoking Pavilion



TEXAS A&M  
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5201 University  
Blvd, Laredo, TX  
78041

# END OF PROGRAM



TEXAS A&M  
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TEXAS CENTER  
FOR BORDER ECONOMIC & ENTERPRISE DEVELOPMENT  
TEXAS A&M INTERNATIONAL UNIVERSITY



INSTITUTO MEXICANO DEL TRANSPORTE



Asociación Mexicana de Logística & Cadena de Suministro, A.C



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