

26 e 27 de Agosto de 2024
Novotel São Paulo Center Norte

PROGRAM

STRATEGIC MANUFACTURING

INNOVATION

OPERATIONAL EXCELLENCE & QUALITY

ECONOMIC, COMMERCIAL AND GEOPOLITICAL SCENARIO

LEADERSHIP AND PEOPLE MANAGEMENT

ESG – CHALLENGES AND OPPORTUNITIES

DIGITALIZATION AND AI

August 26th

8h OPENING

STRATEGIC MANUFACTURING

8h15 OPENING SESSION

What is the best strategy to digitize and chart a path towards industry 4.0

Marcus Giorjiani, Director Beckhoff

8h45 OPENING PAINEL

Prospecting, strategic model and operation aligned to ensure safe, balanced and competitive production management.

Shirley Meschke, Senior Executive Legal Director of Brazil & Legal Counsel for Global Access & Value (Ex-US), Pfizer

Giane Fonseca, South America Head of Stellantis Production Way, Stellantis

Stella Natrielli, President PET & Animal Nutrition South LATAM, ADM

10h – 11h Coffee Break

11h - SOLUTIONS

INNOVATION	STRATEGIC MANUFACTURING	DIGITALIZATION AND AI
Boosting Order-to-Delivery Excellence The Porsche Way	AI x AI: Artificial Intelligence in OT Cybersecurity x Malicious Artificial Intelligence	AI and machine learning through Computer Vision (VC)
Fabrício Sousa, Mobility Partner - Porsche Consulting Rudiger Leutz, CEO, Porsche Consulting	Alexandre de Oliveira, Gerente Comercial, Westcom	João Maia, Director of AI Strategies Venturus

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11h30 choose your room

11h35 - CASE STUDIES

INNOVATION	STRATEGIC MANUFACTURING	ESG – CHALLENGES AND OPPORTUNITIES
<p>Manufacturing, digital transformation, innovation and customer centricity</p> <p>Leandro Bacic Fernandes, Diretor de Centricidade do Cliente e Transformação Digital, Baldan</p>	<p>Quality as an organization's strategy to achieve objectives</p> <p>Cristina Moraes, Quality Director, Constanta</p>	<p>Technologies for viable decarbonization</p> <p>André Ferrarese, Director Research and Development, Tupy</p>

12h05 choose your room

12h10 - SOLUTIONS

INNOVATION	STRATEGIC MANUFACTURING	ESG – CHALLENGES AND OPPORTUNITIES
<p>Benchmark of a Global Automation Project</p> <p>Vasco Esteves, South America M&T Director, Vesuvius</p>	<p>How to deal with complexity in industrial operations</p> <p>Luiz Egreja, Senior Client Executive, Dassault Systemes</p>	<p>Decarbonization in industry – How to be competitive in the low carbon economy</p> <p>José Renato Bruzadin, Diretor de Desenvolvimento de Negócios Industriais, Veolia</p>

12h40 Lunch

14h - CASE STUDIES

LEADERSHIP AND PEOPLE MANAGEMENT	STRATEGIC MANUFACTURING	DIGITALIZATION AND AI
<p>The role of leadership in the transformation to Management through Value Stream</p> <p>Luiz Fernandes, Diretor de Operações Industriais, AçoTubo</p>	<p>Strategic management of industrial production based on negotiation, processes and maintenance</p> <p>Paulo Marcelo Rodrigues, Director of Industrial Business, Arcelor Mittal</p>	<p>The importance of Technology in the evolution of 3M's Manufacturing Operations System.</p> <p>Luciano Reyes, Head of Manufacturing Technology LATAM, 3M</p>



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14h30 – choose your room

14h35 - SOLUTIONS

INNOVATION	STRATEGIC MANUFACTURING	DIGITALIZATION AND AI
Optimizing Processes and Innovating with Artificial Intelligence in Production Planning Thiago Fortunato, AI & Emerging Techs Senior Manager, CompassUol	How to apply Analytics and Data Science in Manufacturing Tiago Machado, Co-founder, ST-One	Transforming Production Planning with AI: In practice with iApp-PCP Luiz Eduardo Zavarize, CEO, iApp

15h05 – 16h05 Coffee Break

ESG – CHALLENGES AND OPPORTUNITIES

16h05 SESSION

What's next in strategic manufacturing and production systems

Jefferson de Oliveira Gomes, Innovation Director, CNI

ESG – CHALLENGES AND OPPORTUNITIES

16h35 - TWO POINTS OF VIEW

ESG x Production x Innovation

Ana Paula Forti, Processing Director, Tetra Pak

Albino Mercado, Director of Engineering and Technology, CBA

ECONOMIC, COMMERCIAL AND GEOPOLITICAL SCENARIO

17h35 PANEL

The next 5 years: what to expect from Brazilian industry and how to prepare your company

Jose Velloso Dias Cardoso, Executive President, Abimaq

Rangel Mattia, Factory Manager Campus C&F, John Deere

Joselito Henriques, Vice-president R&D and Innovation, Akaer

19h Closing of day one

August 27th

8h RECEPTION

STRATEGIC MANUFACTURING

8h40 TWO POINTS OF VIEW

Paths traced by companies that develop and prosper in Brazil

Giordania Tavares, CEO, Rayflex

Evandro Privatti, Latam Manufacturing Director, General Mills

09h40 SPONSOR SESSION

How AI is maximizing results in industry

Daniel Calero, Inovação e Transformação Digital, Tivit

09h55 Coffee Break

10h55 - SOLUTIONS

INNOVATION	STRATEGIC MANUFACTURING	OPERATIONAL EXCELLENCE
The new era in manufacturing management — Managers powered by AI Reginaldo Ribeiro, CEO, Cogtive	How to increase productivity and reduce employee turnover Daniel Savi, Project Manager, QAD / Bedzone	The Integration of Operational Excellence across the E2E Value Chain Ariadne Garotti, VP & Managing Director South America, EFESO

11h25 choose your room

11h30 - CASE STUDIES

DIGITALIZATION AND AI	STRATEGIC MANUFACTURING	OPERATIONAL EXCELLENCE
Lean Leader Skills for Business Competitiveness Edvan Cruz, Director of Operations, YARA	Change management focused on people and results Anderson de Oliveira Belo, Diretor Industrial, Heineken	WCM today! – successful model, reformulated and updated by digitalization Alessandra Rhoden, Director of Quality, WCM and Digital Transformation, Saint - Gobain



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12h choose your room

12h05 - SOLUTIONS

LEADERSHIP AND PEOPLE MANAGEMENT	STRATEGIC MANUFACTURING	OPERATIONAL EXCELLENCE
How to build high-performance teams? Fernanda Paula Bergamini Plant Director, Randoncorp	Strategic planning in large industries Sophie Day Group Head of a Strategy, Vesuvius	Digitization of production: cases of increasing industrial competitiveness through the relationship between ICT and companies Carlos Alberto Fadul Corrêa Alves, Executive Director, Certi

12h35h Lunch

STRATEGIC MANUFACTURING

14h15 INTERNATIONAL

How to evaluate your Industry 4.0 implementation

Dr.-Ing. Sebastian Schmitz, Senior Manager, I40MC

OPERATIONAL EXCELLENCE & QUALITY

15h PAINEL - TWO EXPERIENCES WITH LEAN

How the massive implementation of LEAN had a very short-term impact on the Ethanol and Sugar Production Industry

Fernanda Jacon, Excellence Manager, Raízen

Luiz Renato Gabbo, Excellence Director, Raízen

15h30 Coffee Break

LEADERSHIP AND PEOPLE MANAGEMENT

16h45- SESSION

Humanized leadership and management planning mature enough to think about the company we want in 20 years

Reinaldo Costa, Corporate Vice President, Novo Nordisk

17h - TWO POINTS OF VIEW

How to train, develop and retain talent with digital skills

Marcos Fonseca Oliveira, COO, Hyundai

Jean Paulo Silva, COO, DEXCO

18h10 Closing