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# *How to Benefit from the USMCA* in the Automotive Industry

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**SEPTEMBER 24, 2020**  
11:00 AM EST / 10:00 AM CST



**Partner for Success®**

# Agenda

- 11:00 **Welcoming Remarks**  
Jorge Baca, Queretaro Regional Director at *American Industries*<sup>®</sup>
- 11:05 **Opportunities and Challenges for the Auto Industry in North America**  
Flavio Volpe, APMA (Automotive Parts Manufacturer's Association) President
- 11:10 **Supply Chain Opportunities**  
Jim Swanson, The Stewart Company President
- 11:30 **USMCA: Rules of Origin and Content**  
Kenneth Smith, Mexico's Former Chief Negotiator for NAFTA
- 11:50 **Global Automaker Success Story in Mexico**  
Jim Scott, GFX (Ground Effects Ltd) President
- 12:05 **Soft-Landing in Mexico**  
Gerardo González, Guanajuato Regional Director at *American Industries*<sup>®</sup>
- 12:15 **Q&A Panel**
- 12:25 **Closing Remarks**  
Jorge Baca, Queretaro Regional Director at *American Industries*<sup>®</sup>

# Speakers

## **Flavio Volpe**

*APMA (Automotive Parts Manufacturer's Association) President*

## **Jim Swanson**

*The Stewart Company President*

## **Kenneth Smith**

*Mexico's Former Chief Negotiator for NAFTA*

## **Jim Scott**

*GFX (Ground Effects Ltd) President*

## **Gerardo González**

*Guanajuato Regional Director at American Industries®*



THE STEWART COMPANY





# Flavio Volpe

Flavio Volpe is an internationally recognized champion of Canada's automotive industry. He proudly leads the Automotive Parts Manufacturer's Association (APMA) - Canada's national association representing original equipment suppliers to the worldwide automotive industry.

Working closely with officials in Ottawa, Washington and Mexico City during the 2017-19 NAFTA renegotiations, he led the effort to secure an unexpected and unprecedented increase in Regional Value Content for Canadian automotive suppliers in the new USMCA.

Flavio holds a Master's in Business Administration from the Schulich School of Business at York University and a Bachelor's degree in International Relations from the University of Toronto.

When the global COVID-19 pandemic caused a dangerous shortage in medical equipment in Canada, he launched one of the biggest peace-time mobilizations of the country's industrial capacity ever. Dubbed a "manufacturing hero" by the Toronto Star for his leadership, this effort resulted in the largest build-orders of ventilators, face shields, surgical masks and gowns in Canada's history.



*APMA President  
(Automotive Parts Manufacturer's Association)*



# Jim Swanson

Jim Swanson graduated from the University of Minnesota and holds a degree in Chemistry and Business.

Jim has been working in the automotive industry for 43 years, first at 3M Company, where he worked for 11 years in technical, sales and marketing areas.

He has now served as President of The Stewart Company for 32 years.



*The Stewart Company President*

**THE STEWART COMPANY**

# Kenneth Smith

Kenneth Smith Ramos has extensive experience in working for the Government of Mexico, specializing in international trade negotiations.

He has formed a key part of Mexico's negotiating teams, working with a variety of institutions since he began his career with the team that negotiated the North American Free Trade Agreement (NAFTA).

He recently served as Mexico's Chief Technical Negotiator for the modernization of NAFTA, now known as the United States-Mexico-Canada Agreement (USMCA).

As Chief Negotiator, he was in charge of designing and implementing the negotiation strategy, including rules relating to the automotive sector.

He also negotiated the parallel accords which exclude Mexico from any national security measure that the USA could impose on the rest of the world.



*Mexico's Former Chief Negotiator for NAFTA*

**AGON**  
ECONOMIA | DERECHO | ESTRATEGIA



# Jim Scott

Raised in Windsor, Ontario, Jim Scott attended University of Windsor from '79 to '83 and graduated with Honors receiving a Bachelor's of Commerce, majoring in Finance. He was hired as General Manager of Ground Effects Ltd. in 1989 and was named President in early 1991.

Under his management, GFX has grown from a 5-facility operation into a 30-facility operation expanding operations into the US, Mexico, South Africa and China in the past 7 years.

Jim established a Non-Profit Organization named ENABLE Haiti in 2010 to assist and support those in need in Haiti. He travels frequently to Haiti to support 4 orphanages, 2 schools, a hospital and a rehab center. He recently commenced construction on 8 filtering wells in Haiti to provide clean drinking water for over 160,000 Haitians daily.

Jim has sponsored countless Gala's and Fundraising Events in Windsor/Essex County. He received the Windsor Essex County Chamber of Commerce Believe Award in 2013. He was presented with the 2017 Philanthropic Person of the Year Award and the Queen Elizabeth II Diamond Jubilee Medal in 2018.



*GFX President  
(Ground Effects Ltd)*



# Gerardo González

Since 2014 Gerardo González has served as General Director for the Guanajuato Region (located in Central Mexico) at **American Industries®**

In 2007, he founded “The Primetime People,” a company that provides a wide range of services for expats in Latin America and other regions of the world. Before this, he led several export projects to the US, the Caribbean, and Central America for Mexican companies.

In 2012, he worked as an Economic adviser for the Governor of the State of Guanajuato and has worked since 2005 providing consulting services on strategic planning for entrepreneurs who are in the process of creating a company of their own.



*Guanajuato Regional Director  
at American Industries®*



**American Industries®**

Site Selection - Shelter Administrative Services - Industrial Real Estate



# Outcome

- ✓ Learn directly from the negotiators of USMCA about changes to Rules of Origin and Content.
- ✓ Understand opportunities for auto manufacturers in terms of the North American supply chain.
- ✓ Find out how to take advantage of a changing global supply chain.
- ✓ Gain the perspective of a global auto manufacturer about his successful nearshoring experience in Mexico.

# Our Partners



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