

LATAM Automotive & Manufacturing Industry Group Collaboration

Corporate Co-Chairs:

Ford: LaTara Brown

Adient: Sherry Diccion

February 27, 2025

A trusted
certification
partner by



Collaboration Mission

Our mission is to drive inclusive sourcing in Mexico and Brazil by addressing sector-specific needs and creating opportunities for women-owned businesses through tailored events, networking and collaboration

- Collaboration membership
 - Members: Participation in WEConnect International programming
 - Guests (Non-Members): collaboration & education only

Agenda

- Welcome
- WEConnect Updates
- 2025 Activities
- Roundtable

Collaboration Participants (includes members and non-members)

AAM
Adient
BMW
Continental
Cummins
Eaton
Ford
GM
Honda
Lear
Magna
Navistar
Nissan
NSGR
RTX
Stellantis
Tenneco
Toyota
Trane Technologies
Vanderlande
Vitesco
Volvo
VW
WEConnect International
Yanfeng

Engagement opportunities

- Translation for 2025 signature events (Meet the Buyer and WBEs Showcase)
- LATAM Summit sponsorship

WEConnect Updates

Translation for 2025 signature events

Meet the Buyer: 1,300 USD (English to Spanish and Portuguese)

WBEs Showcase: 1,950 USD (Portuguese and English to Spanish)

Stellantis: 1,000 USD (500 USD for each event)

Meet the Buyer: 800 USD

WBEs Showcase: 1,450 USD

WEConnect Updates



In addition to The Catalyst Challenge, individual sponsorship opportunities are also available for all major global and regional events hosted by WEConnect International. Please note that each event will have unique attributes. These are the minimum benefits a sponsor would receive. However, additional benefits may be available depending on the event.

CORE BENEFITS	Premier \$45,000	Platinum \$35,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Certified Supplier \$5,000
SPEAKING ROLE	Keynote	Brief Remarks	Panel Speaker	Panel Speaker	-	-
TICKETS	10	8	6	4	2	2
SOCIAL MEDIA MENTIONS	6	5	4	3	2	2
LOGO ON EVENT SIGNAGE	Largest	Large	Large	Medium	Small	Small
LOGO ON MARKETING COLLATERAL	Largest	Large	Large	Large	Small	Small

WEConnect Updates

International Day



2025 Activities

Monthly (4th Thursday): Collaboration Meetings

April 15 & 16: Supplier Diversity Awareness Buyer Training, Virtual

April 15th and 16th: SD&I trainings for Mexico and Brazil

May TBD: Meet the Corporate Buyer Brazil & Mexico, Virtual

Proposed: May 27th, 28th or 29th for Meet the Buyer event

TBD: Matchmaker Events (Mexico)

June 22: WEConnect International Day, New Orleans

June 23-26: WBENC Conference, New Orleans

August TBD: WBE Showcase, Virtual

Proposed: August 19th, 20th or 21st

November 11-12: LATAM Conference, Sao Paulo, Brazil

NOTES:

1. Explore opportunity for an automotive/manufacturing panel at International Day (feature new corporate members)
2. Rebrand Events
3. Sponsors needed for Translation Services (split invoices between sponsors)
\$1,300 Meet the Buyer event: Stellantis, Adient, Ford, ?
\$1,950 WBEs Showcase: Stellantis, Adient, Ford, ?

2025 LATAM Collaboration Strategy Action

- Invite BDR automotive / manufacturing companies to collaboration; leverage WEConnect's BDR recognition
- **Discuss:** Increase social media of automotive/ manufacturing collaboration in LATAM
- Survey members for WBE 2023 and 2024 spend and # WBEs (add option to select a range) – **March** – LATAM (Mexico, Brazil)
- Increase WEConnect's exposure by identifying automotive / manufacturing U.S. events to attend
- **Refresh signature events branding and content**
 - Buyer Supplier Diversity Awareness Training
 - Meet the Corporate Buyer
 - WBE Showcase
- Evolve to meet industries' needs

Roundtable Thank you!

Next Scheduled Meeting: March 27 at 11am EST

Future Agenda Topics:

New U.S. Government Administration Impact



IMPACT THROUGH CONNECTION
TOGETHER BUILDING SUSTAINABLE PROSPERITY

WEConnect
INTERNATIONAL

Appendix

- Collaboration history slides follow
- WEConnect Membership Rates
- [WEConnect Resources](#)

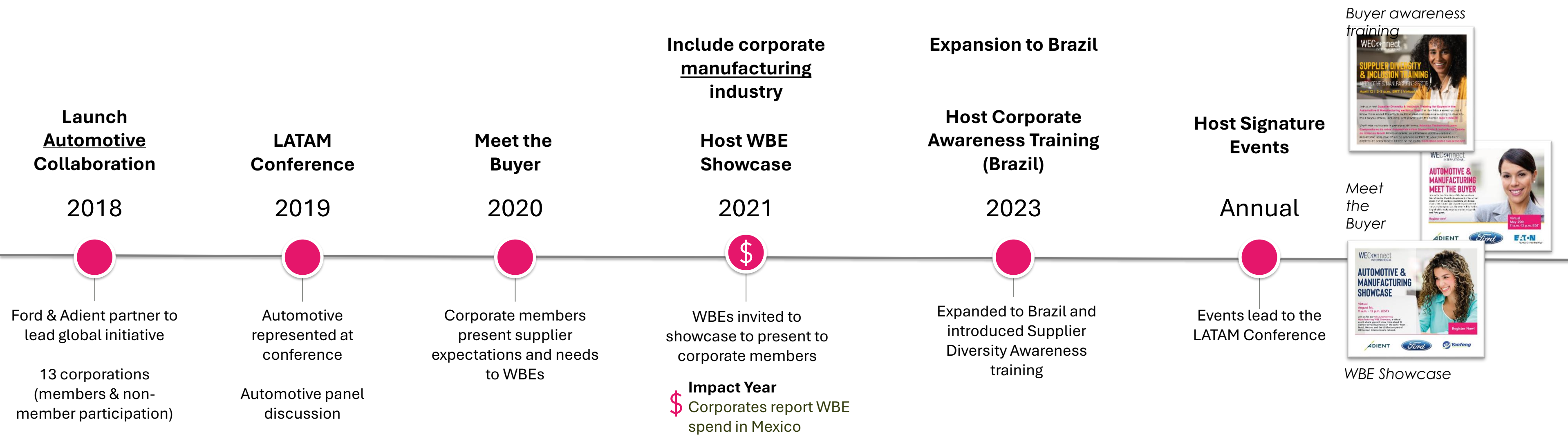
WEConnect International Membership Benefits

BENEFITS	Global Leader \$42,500	Global Advocate \$32,500	Global \$19,500	Regional \$13,000	Market \$6,500
SUPPLIER DATABASE WECommunity searchable database with 135+ countries, 10 languages, and ability to post procurement opportunities.	Global	Global	Global	1 region	1 country
CUSTOMIZED SUPPORT Capacity and needs assessment, plus strategic planning support based on organizational goals.	Up to 20 hours	Up to 15 hours	Up to 10 hours	Up to 2 hours	Up to 1 hour
STAFF TRAINING Global and/or regional webinars for member leadership and staff.	Up to 20 hours	Up to 15 hours	Up to 10 hours	Up to 2 hours	Up to 1 hour
MEET THE MEMBER One-hour session for members to meet with relevant suppliers to discuss opportunities.	6 with 1 per region	5 with 1 per region	4 with 1 per region	1 per member region	1 per member country
ANNUAL BENCHMARKING Member survey to measure against world-class inclusive sourcing programs.	Yes	Yes	Yes	Yes	Yes
DATA SCRUB Assessment of current member suppliers to identify WEConnect International Certified or Registered suppliers.	10,000 suppliers	7,500 suppliers	5,000 suppliers	2,500 suppliers	1,000 suppliers
GLOBAL MEMBER CALLS Monthly updates and best practices sharing.	Yes	Yes	Yes	-	-
REGIONAL ADVISORY COUNCILS Help shape regional strategy, plus local monthly updates and best practices sharing.	6 regions	4 regions	2 regions	1 region	-
TOOLKITS Specialized tools--template policy language, outreach letters, methods for tracking spend with women-owned suppliers, etc.	Yes	Yes	Yes	Yes	Yes

Global Supplier Diversity Collaboration

Automotive & Manufacturing in LATAM

Mission Statement: To empower and expand industry-related WBEs by identifying regional corporate needs, fostering interest in the automotive & manufacturing sectors, and providing targeted education to councils, corporates, and WBEs



2024 Activities

Supplier Diversity Awareness Buyer Training April TBD

- ✓ APR 16, 1 pm ET - Brazil (**WECONNECT**) virtual, language: Portuguese; hosted by WEConnect; target audience buying teams responsible for sourcing in Brazil
- ✓ APR 17, 1 pm ET- Mexico (**WECONNECT**) virtual, language: Spanish; hosted by WEConnect; target audience buying teams responsible for sourcing in Mexico
- ✓ Meeting invites sent, includes flyer (**WECONNECT**)
- ✓ Review training deck (WEConnect with committee) - COMPLETE

• Meet the Member Brazil & Mexico May TBD (WECONNECT)

- ✓ Sponsors: Adient, Ford, Dana, Yanfeng—splitting the invoice (60 min.) of \$1,800 between sponsors \$450ea; sponsor logos included on event communications
- ☐ Presenters: Adient, Ford, Yanfeng, Eaton, Magna
- ☐ Slides due by MAY 23 EOD
- ☐ Promote WBE attendance & registration, 66 registered

WBE Showcase Aug TBD (WECONNECT)

- ☐ Corporate members identify WBE to invite – Complete
- ☐ Send Camilla your corporate opportunities/needs for Mexico & Brazil – Complete
- ☐ Send WBE Showcase event flyer to buying teams to register – CAMILLA, CORPORATE MEMBERS
- ☐ WBE applications received: 19
- ☐ WBEs selected: 10 (5 Mexico, 5 Brazil)

Matchmaker Events TBD

- ☐ Sao Paulo, Brazil
- ☐ Mexico?

International Day June 23? -

- ✓ Plan 2025 Automotive/Manufacturing tables? Paige to advise
- ✓ Invite WEConnect WBEs to event and WBENC Conference – CORPORATIONS

LATAM Conference TBD (WECONNECT)

- ☐ Need to send invite with registration
- ☐ Send sponsorship package
- ☐ Develop an automotive/manufacturing industry session
- ☐ Confirm Corporate speakers: Adient (Miguel Martinez), Ford Isabel Tapia)
- ☐ Target WBEs to visit with automotive/manufacturing corporations

WEConnect Newsletter – Include LATAM Update (Quarterly)

- Overview of the Auto/Manuf Industry group
- WBE showcase update
- Article on the value of portals (WBE-branded newsletter)
- Length to contract awards topic

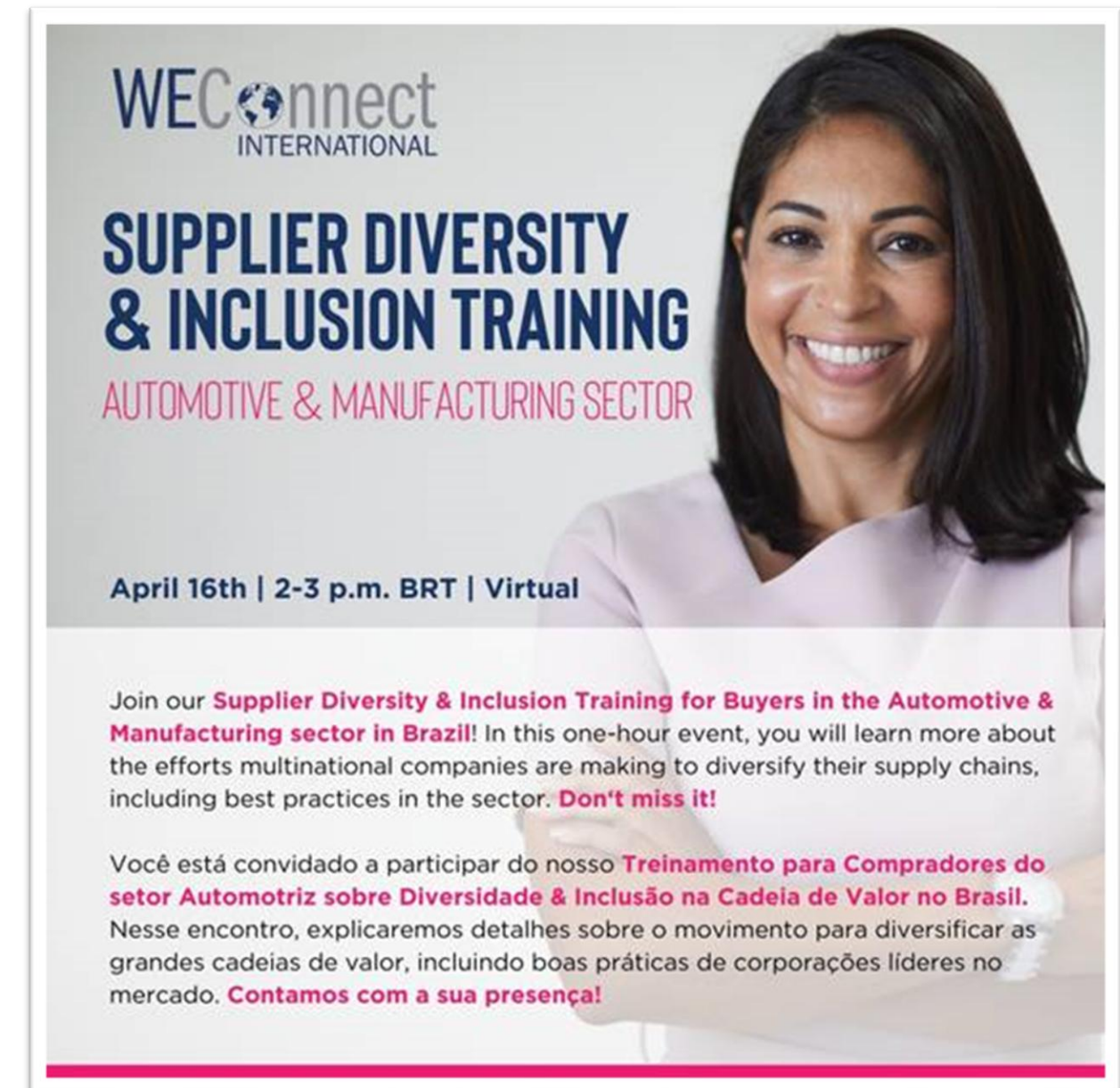
Supplier Diversity Buyer Awareness

Example

Agenda

- Business case in Brazil / Mexico
- WEConnect International overview
- Integrare overview (Brazil only)
- Buyer Next steps:
 - Understand supplier ownership (51% or more women owned)
 - Share diverse ownership findings with certifying council
 - Leverage councils' services to identify diverse-owned suppliers in your supply base
 - Utilize council's to identify WBEs for opportunities

Presentations in local language



Corporate Engagement

2023: 13 Brazil

2024: 27 Brazil, 14 Mexico; corporates: Adient, Ford, Eaton, Nissan, S&C Electric, Stellantis, Dana, Nippon Seiki, Vanderlande, Yanfeng, Magna

Meet the Buyer

Example

Agenda

WEConnect

Welcome
Overview
WBE Value certification
Event moderator

Corporate Members

Share corporate overview & locations in-country
Supplier expectations and needs
How to connect

Closing

Q & A
Next steps (upcoming events)
Invite to complete survey for showcase, include link to survey

Presentations in native language with translation services paid by corporate sponsors



WEConnect
INTERNATIONAL

AUTOMOTIVE & MANUFACTURING MEET THE BUYER

Join us for the 4th edition of the Automotive & Manufacturing Meet the Buyer event, a free virtual event in which leading corporations will discuss trends in the sector and share their procurement needs and best practices. The event will be held in English with simultaneous translation to Spanish and Portuguese.

Register now!

Virtual
May 25th
11 a.m.-12 p.m. EDT

ADIENT **Ford** **EATON**
Powering Business Worldwide

Engagement

2021: 101 attendees, 7 corporates presented
2022: 90 attendees, 5 corporates presented
2023: 53 attendees, 4 corporates presented
2024: 66 attendees, 4 corporates presented

2024 Meet the Buyer - Feedback

100% of the WOBs believe the event complied with their knowledge and connections expectation

86% of the WOBs were **very satisfied** with the information provided by the member buyers

14% of the WOBs were **satisfied** with the information provided by the member buyers

57% of the WOBs **strongly agree** that the event increased their access to buyers and their supply chains

43% of the WOBs **agree** that the event increased their access to buyers and their supply chains

- “Excellent opportunity and event”
- “Offered opportunity for Brazilian companies to present their services”
- “We had the opportunity to ask questions and also hear a brief description of the companies, but the buyers focused their presentations on directing us to their supplier portals”

Corporate Discussion:

Ideas to address portal comment above

- Add conversation on the value of Portal to 2025 event
- Prepare discussion on this topic / 1 slide prior to corporate overviews presented by corporate members
- Portals start the engagement process
- Language barriers? Translation available on portals?

Some WBES do not attend because they heard nothing back from Corporates

1. Need to educate WBEs about the timing of contracts; patience and persistence
2. Length of introductions to contract – (3yr to 8 yrs); different corporate members attending,



WBE Showcase

Example

Agenda

WEConnect

Welcome
Overview
Event moderator

WBE Presentations

Share capabilities
How to connect

Closing

Q & A
Next steps (upcoming events)

Presentations in native language with translation services paid by corporate sponsors

WBEs are selected through an application process



AUTOMOTIVE & MANUFACTURING SHOWCASE

Virtual
August 1st.
11 a.m. - 12 p.m. (EST)

Join us for our **4th Automotive & Manufacturing WBE Showcase**, a virtual event where you will know more about 15 women-owned businesses in the sector from Brazil, Mexico, and the US that are part of WEConnect International's network.

Register Now!





Engagement

2021: 77 attendees, 22 WBEs presented
2022: 92 attendees, 17 WBEs presented
2023: 24 buyers, 14 WBEs presented
2024: 32 buyers, 11 WBEs presented

WBE Showcase – August 8th

Mexico

1. IHC
2. Di Carmo
3. Isodrop
4. SSSR System Solutions
5. Dithum
6. Sinterq

Brazil

1. Setin & Stoyan Equipamentos de Energia Solar Ltda
2. TothBeTreinamentos
3. Tree
4. Obratec
5. CELA

Presenting in native language with translation

Presenting order: 1) Brazil and 2) Mexico in alpha order

Mention approx. time start for Mexico WBEs – Camilla

Q & A to follow after presentations