

LATAM Automotive & Manufacturing Industry Group Collaboration

Corporate Co-Chairs:

Ford: LaTara Brown

Adient: Sherry Diccion

AUG 28, 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 (LaTara)
- WEConnect Updates (Camila)
- 2025 Activities (Sherry)
- Roundtable (all)

Collaboration Participants (includes members and non-members)

AAM
Adient
BMW
Continental
Cummins
Dematic (member of the KION group)
Eaton
Ford
GM
Honda
Lear
Magna
Navistar
Nissan
RTX
Stellantis
Tenneco
Toyota
Trane Technologies
Vanderlande
Vitesco
Volvo
VW
WEConnect International
Yanfeng

WEConnect Updates (Camila)

- WBE Showcase
- Impact Summit – OCT 21
- LATAM Conference – Brazil
- Global Events 2026-28
- Other?



WEConnect Updates

2025 WBEs Showcase

BRAZIL

- HOSS
- Mind
- Obratec
- Pallas Athena
- Qualysessa

MEXICO

- HEMUSA
- Niza
- PcL
- Revitaliza
- Roca Industrial
- Seil Rentals

WEConnect Updates

2025 WBEs Showcase

- **23** corporate attendees
- **9** companies represented: Adient, Eaton, Ford, Kion Group, Magna, Stellantis, Tenneco, Vanderlande and Yanfeng

WEConnect Updates

Virtual Awards Celebration & Global Impact Symposium

October 21st, virtual

Don't miss your chance to be part of the **2025 WEConnect International Virtual Awards Celebration & Global Impact Symposium**, a premier global event designed to **accelerate sustainable business growth, strengthen resilient economies**, and **unlock the competitive advantage of sourcing from women-owned businesses**.

- Early Bird Ticket Pricing (until September 19th)
- Member Buyer: \$350 USD
- Non-Member Buyer: \$450 USD

WEConnect Updates

2025 LATAM Summit

November 11th and 12th

Bayer offices – Sao Paulo, Brazil

60% of tickets sold!



WEConnect Updates

GLOBAL EVENTS CALENDAR: 2026-2028

AFRICA REGIONAL SUMMIT

April 22-23, 2026 | Nairobi

April 2027 | TBD

April 2028 | TBD

ASIA PACIFIC SUMMIT

May 13-14, 2026 | Singapore

May 2027 | TBD

May 2028 | TBD

SOUTH ASIA SUMMIT

Last week in July, 2026 | New Delhi

July 2027 | TBD

July 2028 | TBD

NORTH AMERICA SUMMIT

3rd Week in March (DEFY) | Toronto

October 2027 | TBD

May 2028 | TBD

EUROPE & MENA SUMMIT

3rd Week in October | London

November 2027 | TBD

November 2028 | TBD

LATIN AMERICA SUMMIT TOUR

Kicking Off February 2026

Buenos Aires, Mexico City, Santiago,
Lima, San Jose, Bogota, Sao Paulo

INTERNATIONAL DAY

June 2026 | Salt Lake City

June 2027 | TBD

June 2028 | TBD

*Always the day before the
WBENC National Conference*

ANNUAL AWARDS & IMPACT SUMMIT

October 2026 | TBD

October 2027 | TBD

October 2028 | TBD

Virtual or Washington D.C.

WEConnect
INTERNATIONAL

WEConnect Updates

LATIN AMERICA SUMMIT TOUR: 7 COUNTRIES

Join us in shaping the future of women-owned business in Latin America while amplifying your impact and brand recognition at every stop of the tour.

Go Regional with One Powerful Sponsorship Package Covering All 7 Events!

ARGENTINA

3rd Week in February

Buenos Aires

MEXICO

4th Week in March

Mexico City

CHILE

3rd Week in April

Santiago

PERU

3rd Week in May

Lima

COSTA RICA

4th Week in June

San Jose

COLUMBIA

1st Week in September

Bogota

BRAZIL

2nd Week in November

Sao Paulo



REGIONAL CATALYST PACKAGE

Only 5 packages available!

LEGEND

\$35,000

- Keynote at all summit tour events
- 5 tickets per event
- 1 table per matchmaking event
- Presenting Sponsor Core Benefits

2025 Activities

Monthly (4th Thursday): Collaboration Meetings

April 15 & 16: Buyer Training: Impact Sourcing, Virtual (in native language)

April 15th Mexico (Spanish)

April 16th Brazil (Portuguese)

May 28: Industry Connect (formerly known as Meet the Corporate Buyer)

June 22: WEConnect International Day, New Orleans

June 23-26: WBENC Conference, New Orleans

July 2nd: Matchmaker Events (Mexico)

August 19: WBE Showcase, Virtual

October 21: Annual Awards Celebration & Impact Summit, Virtual

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

2025 LATAM Collaboration Strategy Action

- Invite BDR automotive / manufacturing companies to collaboration; leverage WEConnect's BDR recognition – WEConnect / **MEMA event NOV 20**
- ~~• Survey members for WBE 2023 and 2024 spend and # WBEs (add option to select a range) – June – LATAM (Mexico, Brazil)~~
 - ~~– Review survey and propose changes: Yanfeng, Ford, Adient present at next meeting / **HOLD UNTIL 2026**~~
- Increase WEConnect's exposure by identifying automotive / manufacturing U.S. events to attend (see list of corporate invitees on agenda slide) - COMPLETE
- Refresh signature events branding and content - COMPLETE
 - Buyer Supplier Diversity Awareness Training: Title change to Impact Sourcing Buyer Training - COMPLETE
 - Meet the Corporate Buyer: Title change to Industry Connect - COMPLETE
 - WBE Showcase: Homework, corporates to review and propose changes - COMPLETE
- Evolve to meet industries' needs

MEMA: Supplier Business Connection



Two Days. One Mission: Supplier Success.

Join us in metro Detroit for a two-day event that brings together the supplier and manufacturer communities at the center of the automotive industry. **Annual Conference 2025** delivers valuable insights from top industry leaders, showcases cutting-edge technology and offers unmatched networking with key decision-makers. This year's event will take place on November 19 – 20 at Suburban Collection Showplace in Novi, Mich.

Conference Highlights:

- **OEM CEO Keynote & Executive Insights:** High-level perspectives on strengthening collaboration across the supply base to ensure North American competitiveness.
- **OEM Purchasing Panel:** A deep dive into procurement challenges and strategies with OEM leaders—focused on actionable supplier tactics.
- **Forecasting Debate & Economic Outlook:** A lively, data-driven debate on global and North American production, BEV share and powertrain trends.
- **Tier 1 CEO Insights:** Insights from top Tier 1 CEOs on how they are positioning their organizations amid evolving economic conditions and long-term industry transformation.

Expanding our Impact in 2025 through the "Supplier Business Connection"

Designed to streamline industry engagement and create impactful opportunities, this signature showcase unites over 200 suppliers with leading OEM purchasing and engineering teams, as well as Tier-One decision-makers, in a high-energy, single-day event. Participating suppliers will benefit from more than six hours of dedicated exhibit and matchmaking time, maximizing visibility, fostering strategic partnerships, and advancing opportunities. The Supplier Business Connection is set to become the industry's premier platform for meaningful business development and long-term collaboration.

Whether you're looking to grow, learn, or lead, these two days offer unmatched opportunities to strengthen your network, expand your business, and shape the future of automotive supply.

- November 20, 2025
- Suburban Collection Showplace, Novi, MI

Roundtable Thank you!

Next Scheduled Meeting: SEP 25 11am EDT



IMPACT THROUGH CONNECTION
TOGETHER BUILDING SUSTAINABLE PROSPERITY

WEconnect
INTERNATIONAL

Appendix

- 2025 Events
- Collaboration history slides follow
- WEConnect Membership Rates
- [WEConnect Resources](#)

Buyer Training: Impact Sourcing

- Extend invitation to your corporate buyers
- Note no translation services, native language only
- Mexico: 15 people attended
- Brazil: Cancelled due to 1 in attendance
- Contact Camila directly for individual corporate buyer training, if needed



WEConnect INTERNATIONAL

IMPACT SOURCING TRAINING

AUTOMOTIVE & MANUFACTURING SECTOR

April 15 | 11-12 p.m. Mexico City time/CST | Virtual

Join our **Impact Sourcing Training for Buyers in the Automotive & Manufacturing sectors in Mexico**. In this one-hour event, you will learn more about the efforts multinational companies are making to include small and diverse businesses in their supply chains, as well as best practices in the sector. **Don't miss it!**

¡Estás invitado a participar en el **Entrenamiento en Compras de Impacto para profesionales de los sectores Automotriz y Manufactura en México!** En este encuentro, brindaremos más detalles sobre los esfuerzos de las corporaciones multinacionales para incluir empresas pequeñas y diversas en sus cadenas de valor, incluyendo mejores prácticas en el mercado. **¡No te lo pierdas!**



WEConnect INTERNATIONAL

IMPACT SOURCING TRAINING

AUTOMOTIVE & MANUFACTURING SECTOR

April 16th | 2-3 p.m. BRT | Virtual

Join our **Impact Sourcing Training for Buyers in the Automotive & Manufacturing sectors in Brazil**. In this one-hour event, you will learn more about the efforts multinational companies are making to include small and diverse businesses in their supply chains, as well as best practices in the sector. **Don't miss it!**

Você está convidado a participar do nosso **Treinamento sobre Compras de Impacto para Compradores dos setores Automotriz e Manufatura no Brasil**. Nesse encontro, explicaremos detalhes sobre o movimento de grandes corporações para incluir empresas pequenas e diversas em suas cadeias de valor, incluindo boas práticas de empresas líderes no setor. **Não perca!**

Industry Connect: May 28

(formerly known as Meet the Buyer)

Agenda

- **WEConnect:** welcome, overview, WBE certification value, how to connect
- **Corporates:** overview, locations, supplier expectations, needs, how to connect (**5 minutes MAX each corporation**)
- **WEConnect:** Q &A, next steps (upcoming events), invite WBEs to Showcase application; WBE Showcase overview

Sponsors: Stellantis, Ford, Adient

Corporate member presenters:

Adient	Eaton	Ford
Stellantis	Tenneco	Volkswagen
Yanfeng	ZF	

WEConnect
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INDUSTRY CONNECT: AUTOMOTIVE & MANUFACTURING LEADERS

You're invited! Join us for the sixth edition of **Industry Connect: Automotive & Manufacturing Leaders**— a free virtual event where top industry leaders will explore emerging trends and share their procurement needs and best practices across Brazil and Mexico. Confirmed speakers include major players such as Adient, Ford, Eaton, Stellantis, and Yanfeng. Don't miss this opportunity to connect with global industry leaders — **register now!**

Date: May 28
Time: 10:30 AM (EST)
Location: Virtual
Language: English, with simultaneous interpretation in Spanish and Portuguese

¡Estás invitada! Acompáñanos en la sexta edición del evento **Industry Connect: Automotive & Manufacturing Leaders**, un espacio virtual gratuito donde los principales líderes del sector analizarán las tendencias emergentes y compartirán sus necesidades de compras y mejores prácticas en Brasil y México. Entre los ponentes confirmados se encuentran grandes empresas como Adient, Ford, Eaton, Stellantis y Yanfeng. ¡No pierdas la oportunidad de conectarte con líderes globales del sector — **regístrate ahora!**

Fecha: 28 de mayo
Hora: 10:30 AM (EST)
Modalidad: En línea
Idioma: Inglés, con interpretación simultánea al español y portugués



WEConnect
INTERNATIONAL

LATAM Collaboration Survey Update (Jac & LaTara)

Review proposed survey (Camila)
Discuss changes (All)

Survey Content

- 1. Purchases:** Does your company purchase goods and/or services from LATAM countries? (check all that apply – Mexico & Brazil)
- 2. Women-Owned Business Identification and Global Tier II Spending in LATAM countries:** How do you identify women-owned businesses in your supplier database? Does your company have targets for Global Tier II spending (spending with your suppliers' suppliers) with diverse suppliers? Please briefly explain your Global Tier II program, if applicable.
- 3. Global Tier 1 Diverse Spend and Future Focus:** What was your Tier 1 suppliers' total diverse spend in Latin America and the Caribbean (Mexico and Brazil) in 2024? Which country in the region is most important for your company's future diverse spending with women-owned businesses?
- 4. External Challenges and Tier 1 Supplier Diversity:** What is the biggest external challenge to diverse procurement for your organization? Do you encourage your Tier 1 suppliers to develop their own Supplier Diversity and Inclusion targets?
- 5. Products and Services from Diverse Suppliers:** What types of products and services does your company procure from diverse suppliers, including women-owned businesses, in Latin America and the Caribbean (Mexico and Brazil)? Select the sectors most in-demand by your company from the list provided. Could you please list the diverse companies you utilize? We'd like to share this information with the Automotive Manufacturing Group, but your company name will be kept confidential and will not be directly associated with the list. Is this acceptable?

Action Items

- ~~• Send survey May 19~~
- ~~• Due Jun 9~~
- ~~• Review at International Day, Jun 22~~
- **Delayed until further notice**

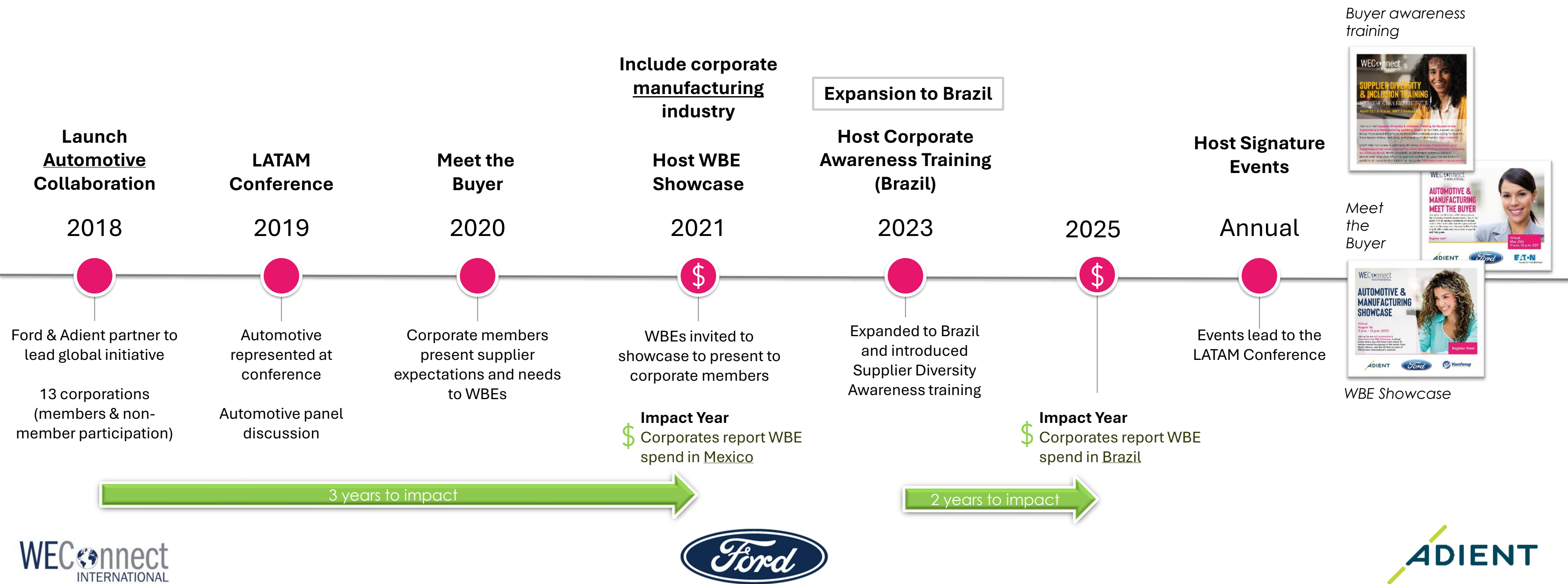
WEConnect International Membership Benefits

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



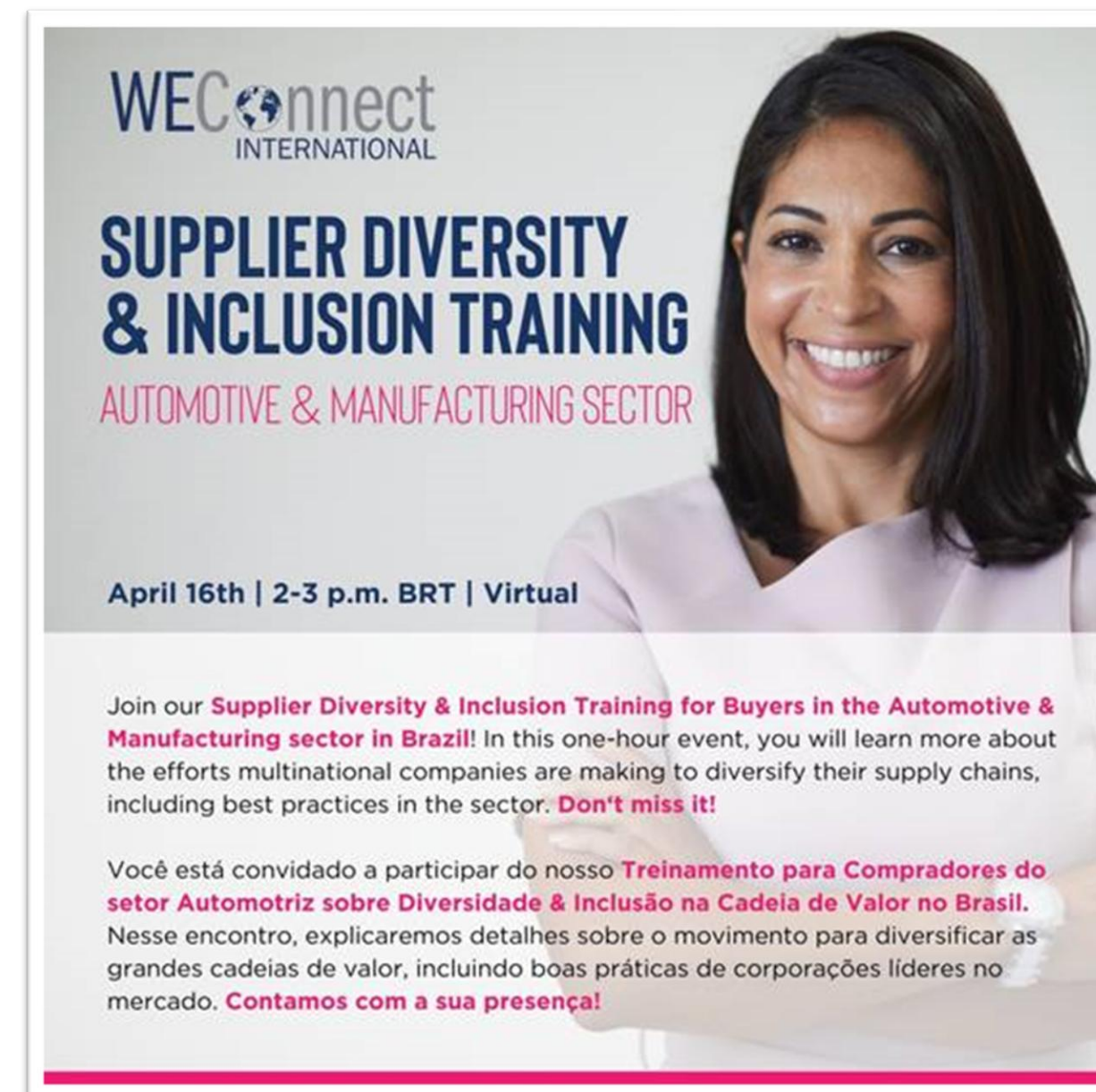
Supplier Diversity Buyer Awareness

2024

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



WEConnect
INTERNATIONAL

SUPPLIER DIVERSITY & INCLUSION TRAINING

AUTOMOTIVE & MANUFACTURING SECTOR

April 16th | 2-3 p.m. BRT | Virtual

Join our **Supplier Diversity & Inclusion Training for Buyers in the Automotive & Manufacturing sector in Brazil!** In this one-hour event, you will learn more about the efforts multinational companies are making to diversify their supply chains, including best practices in the sector. **Don't miss it!**

Você está convidado a participar do nosso **Treinamento para Compradores do setor Automotriz sobre Diversidade & Inclusão na Cadeia de Valor no Brasil.** Nesse encontro, explicaremos detalhes sobre o movimento para diversificar as grandes cadeias de valor, incluindo boas práticas de corporações líderes no mercado. **Contamos com a sua presença!**

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

2024

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
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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



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

2024

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

International Day – draft working agenda

8:00am – 4:30pm

- Kick-off & Welcome
- History & Vision for WEConnect International
- Industry Group Session for Member Buyers
- WBE Breakout – TBD
- WBE Breakout – TBD
- Coffee Break
- Economic Update
- WBE Success – Showcase partnership
- Lunch
- 1:1 Meetings – Participants will schedule through WEConnect International app (self-directed MatchMakers)
- Networking Lounge
- Women-Owned Logo: How to Leverage
- Pitch Session – Focus on Innovation in Business
- “TED Talk” Keynote
- Wrap-Up

Corporates attending?

6:00 – 7:30pm

- Networking Reception

WEConnect Updates

Industry Connect event – May 28th (virtual)

91 WOBs/WBEs from Brazil and Mexico enrolled so far

Confirmed speakers: Adient, Eaton, Ford, Stellantis, Tenneco, Volkswagen, Yanfeng, ZF,

Call to action: Anyone else interested in splitting the translation costs with Adient, Ford and Stellantis?

Mexico matchmaking session

July 2nd – Mexico City (Bayer offices)

7 Member buyers – Bayer, HSBC, EY, Warner Bros Discovery, P&G, Stellantis and JLL

40 certified women-owned businesses from Mexico

More than 100 1:2:1 meetings between buyers and WBEs

WBE Showcase: Aug 19

WBE Showcase (current)

- Share capabilities, experience, locations and how to connect
- Create a Pre-Event session for WBEs, build excitement, provide guidance on presentations, and encourage to submit application, etc. - Camilla

Action Items

- Need sponsors: Ford, Adient, Others?
- Solicit WBEs to apply by DATE
- Identify presenting WBEs based on corporate needs and invite to event