

LATAM Automotive & Manufacturing Industry Group Collaboration

Corporate Co-Chairs:

Ford: LaTara Brown

Adient: Sherry Diccion

A trusted
certification
partner by



Collaboration Disclaimer

- *“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”*
- Identify collaboration membership
- Members: Participation in WEConnect International programming
- Guests (Non-Members): Collaboration only

Agenda

- Welcome
- LATAM Conference Results
- 2024 Year in Review
- WEConnect Membership Benefits
- 2025 Strategy Action
- Roundtable

2024 LATAM Conference November 12-13, 2024

Highlights:

- 2 days event
- 150 attendees
- High attendance from local WOBs interested in getting certified
- More than 1,000 connections between buyers and WBEs
- Adient, Ford, Magna and Yanfeng represented at the matchmaking session
- NPS score on feedback survey: 89 (46 responses)



2024 LATAM Conference

- **Panel Women-owned businesses shaping the Future of the Automotive Sector**

Mike Martinez (Adient), Isabel Tapia (Ford), Rosa Santana (WBE) and Margarita Selem (WBE)



- **Panel Opening Doors: Empowering Women in Supply Chains Across Latin America**

Sandra Martins from Adient as speaker



2024 LATAM Conference

- **Nazareth Black, owner of Zacua** (first Mexican electric car, manufactured 100% in Mexico by women)



2024 Year in Review

- **10** active corporate collaboration members: Automotive & Manufacturing
 - Adient, Dana Incorporated, Eaton, Ford, Magna, Nissan, Nippon Seiki, Stellantis, Toyota and Yanfeng

Engagement at collaboration activities:

- **41** buyers attended the SD&I trainings in April 2024
- **62** attendees on the Meet the Buyer event in May 2024 (20 member buyer representatives and 42 WOBs/WBEs)
- **11** WBEs presented their pitches on the WBEs Showcase in August

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

2025 Strategy Action discussion

- Invite BDR automotive / manufacturing companies to collaboration (WEConnect)
- Increase social media PR of automotive/ manufacturing collaboration in LATAM (WEConnect)
- Survey members for WBE 2023 and 2024 spend and # WBEs (add option to select a range) – February (due March 7) – LATAM (Mexico, Brazil) (WEConnect)
- Identify automotive / manufacturing U.S. events for WEConnect engagement
- Continue events:
 - Buyer Training 101 (Mexico & Brazil sessions)
 - WBE Training 101? / Change Name of event (Mexico & Brazil sessions)
 - Meet the Member / Change Name : Collaboration Meeting Discussion
 - Matchmaker Event (Mexico-In Person/Virtual? TBD; Brazil-in Person at LATAM Conference)
 - WBE Showcase: (Buyer coaching session, Rosa Santana presentation coaching session, Showcase event, Survey ratings for free conference LATAM Ticket) Collaboration Meeting Discussion

2025 Activities

Monthly (3rd Thursday): Collaboration Meetings

April: Supplier Diversity Awareness Buyer Training, Virtual

May: Meet the Corporate Members Brazil & Mexico, Virtual

TBD: Matchmaker Events (Brazil, Mexico)

- **June 22:** WEConnect International Day, New Orleans
- **June 23-26:** WBENC Conference, New Orleans
- **August:** WBE Showcase, Virtual
- **November 11-12:** LATAM Conference, Sao Paulo, Brazil

Collab: Evaluate activities and target dates

LATAM Collaboration Meetings/Events

Collaboration Meetings 3rd Thursday

- Jan 16
- Feb 20
- Mar 20
- Apr 17
- May 15
- Jun 19
- Jul 17
- Aug 21
- Sep 18
- Oct 16
- Nov 20
- Dec – No meeting

Events

- **Apr TBD** Supplier Diversity Awareness Buyer Training
- **May TBD** Meet the Corporate Members
- Jun 22 WEConnect International Day, New Orleans
- Jun 23-26 WBENC Conference, New Orleans
- **Aug TBD** WBE Showcase
- **TBD** Matchmaker Events (Brazil, Mexico)
- Nov 11-12 LATAM Conference, Sao Paulo, Brazil

Appendix

- 2024 activity history slides follow



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



2024 Buyer trainings

Brazil: 27 attendees (Adient, Ford, Eaton, Nissan, S&C Electric)

Mexico: 14 attendees (Dana, Nissan, Stellantis, Nippon Seiki, Vanderlande, Yanfeng, Magna)

Supplier Diversity Buyer Awareness

Example

Session 101: 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 Xbes for opportunities



2024 Meet the Buyer event

- Speakers: Adient, Eaton, Ford and Yanfeng
- Held in English with simultaneous translation to Portuguese and Spanish
- 66 WOBs/WBEs enrolled so far
- 7 corporate members enrolled
- Alignment call with speakers this Friday



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**



Event Script

☐ WEConnect

1. Welcome
2. Overview
3. WBE Value certification
4. Moderate event

☐ Presenting corporate members: Ford, Adient, Eaton, Yanfeng (prep meeting with speakers?)

- ☐ Share registration link / must register to get meeting
- ☐ Request speakers to join 30 minutes prior to prep

☐ Closing (WEConnect)

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

☐ Translation invoices split between Ford, Adient, Eaton. \$1,800 (\$600 each)

☐ All presentations will be in English; include Brazil and Mexico locations (if applicable)

Meet the Buyer – May 28

62 attendees in total (versus 53 last year)

- 20 member buyer representatives
- 29 WOBs/WBEs from Brazil
- 13 WOBs/WBEs from Mexico



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



Meet the Buyer - Feedback

- “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 – 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