Automation & Power World 2016 ABB Forums



Ulrich Spiesshofer / Chief Executive Officer, ABB Group

Since joining ABB in 2005, Ulrich Spiesshofer has held several key positions during a period of tremendous growth, first as Head of Corporate Strategy, Supply Chain Management and Mergers & Acquisitions and later as head of ABB's Discrete Automation & Motion division and, since 2013, as CEO. In his ten years with the company, Spiesshofer has played a key role in the acquisitions of Baldor Electric, Ventyx, PowerOne and Thomas & Betts, moves that dramatically expanded the company's presence in North America and solidified ABB as the global leader in power and automation.

Opening Ceremony and Master Conference: The Future of Automation and YuMi World Tour

Date: June 22

Time: 10:40 - 12:20 hrs Duration: 90 min

Room: Mega Sessions Room E1



Greg Scheu / President of the Americas region for ABB and Managing Director, US.

Greg Scheu is President of the Americas region for ABB and Managing Director, US. As a member of ABB's Group Executive Committee, he also serves as Head of Business Integration and Head of Group Service.

Scheu first joined ABB in 2001 and has held a variety of management positions within the company. Prior to his current roles, he served as Head of Marketing and Customer Solutions, joining the Group Executive Committee in 2012. Scheu sits on the Board of Governors of the National Electrical Manufacturers Association (NEMA) and is also a member of the Business Roundtable in the United States. He holds a Bachelor of Science in Electrical Engineering from the University of Delaware.

Opening Ceremony Date: June 22

Time: 10:40 - 12:20 hrs Duration: 90 min

Room: Mega Sessions Room E1

Special participation in the Forum: ABB partner of choice in a world class service and Case of success

in the Cement Industry - Drake Cement

Date: June 22

Time: 15:20 -16:50 hrs. Duration: 90 min Room: Auditorium F1



Pierre Comptdaer / Managing Director, ABB México

Pierre joined ABB in 1979 and has since then held a number of leadership positions in an international career, having a performance in countries like Brazil, Sweden, Germany, Switzerland, Canada, China and Mexico. His most recent responsibilities in ABB were as President and General Manager of Nanjing SAC Automation Co., Ltd., a joint venture with ABB in China in the area of Power Grid Automation in 2011; and his appointment as Country Manager of ABB in Mexico since July 1, 2013.

Pierre holds a degree in Engineering from Rijksuniversiteit Gent, Belgium, and a post-graduate degree in Business Administration from Fundação Getulio Vargas in Brazil.

Opening Ceremony - Welcome remarks

Date: June 22

Time: 10:40 - 11:40 hrs Duration: 90 min

Room: Mega Sessions Room E1

Automation & Power World 2016 ABB Forums



Claudio Facchin / Power Grids Division, ABB Group

Member of the Group Executive Committee of ABB Ltd and President of Power Grids Division since January 1, 2016. He joined ABB in 1995 in Italy, where he held management roles in sales, project management and service for the pow-er business and has held various positions since then. He served as President of Power Systems Division and Head of North Asia. He is graduated in industrial engineering from the Politecnico di Milano, Italy, in 1989.

Forum: Energy Transition

Date: June 22

Time: 17:00 - 18:00 hrs Duration: 60 min Room: Auditorium F1



Tarak Mehta / Electrifications Products, ABB Group

He is President of the Electrification Products division and Member of the Group Executive Committee of ABB Ltd. He served as Global Head of Low Voltage Products division of ABB Group. He joined ABB in 1998 and has held various management positions in the Power Products division in the US, Sweden and Switzerland.

He holds a BS in Mechanical Engineering from Purdue University in 1989 and an MBA in Fi-nance & Marketing from the University of Chicago in 2000.

Forum: Data Centers Date: June 23

Time: 9:40 - 10:40 hrs Duration: 60 min Room: Auditorium F1



Pekka Tiitinen / Discrete Automation and Motion, ABB Group

He is President of the Discrete Automation and Motion division, Head of Group Marketing & Sales Function and Member of the Group Executive Committee of ABB Ltd.

He joined ABB in 1990 and has held several management roles like Global Head of Drives & Controls Business, Head of the global Low Voltage Drives and he was also a Regional Division Manager in ABB's Northern Europe region. He has a degree in electrical engineering, specializing in drives and robot automation, from the University of Technology in Helsinki, Finland.

Forum: Challenges in the F&B Industry: Producing safe, high quality products in a sustainable and cost

effective way Case of success DM

Date: June 23

Time: 11:00 - 12:00 hrs Duration: 60 min Room: Auditorium F1



Peter Terwiesch / Process Automation, Group ABB

He joined ABB in 1994 in Corporate Research, where he held local and global responsibilities in R&D and management. In 2001, he was promoted to Chief Technology Officer (CTO) for Process Industries business and then for Automation Technologies division.

Prior to being appointed President of the Process Automation division in January 2015, he led ABB's Central Europe Region and was also Country Manager for ABB in Germany from 2011 until 2014. Peter received his doctorate degree at the Swiss Federal Institute of Technology (ETH) in Zurich, and has been the author of numerous scientific publications and patents. He is also Member of the Group Executive Committee of ABB Ltd.

Forum: ABB Technology Leadership

Date: June 23

Time: 15:50 - 16:50 hrs Duration: 60 min Room: Auditorium F1



Automation & Power World 2016 Media Forums



Petróleo & Energía (P & E) magazine is an innovative editorial informative proposal among all sectors that come together in the national and international energy market, with 11 years of history. It is conceived and produced by the Mexican Group Ferráez Comunicación, editorial house of Líderes Mexicanos with 20 years of presence in Mexico and Latino Leaders, with 10 years in the United States.



Milton Germán Méndez - Editor in Chief of Petróleo & Energía, publication part of Ferráez Comunicación, editorial house of Líderes Mexicanos in Mexico; as well as Latino Leaders and Mexico Energy and Business Magazine in Dallas, Texas. Petróleo & Energía has 11 years of experience in the energy sector and is considered a benchmark in the industry.

Forum: The future of Oil, Gas & Chemicals

Special participation of PEMEX and Allen Burchett

Date: June 22 Time: 9:30 - 10:30 hrs. Duration: 60 min Room: Auditorium F1

GLOBALENERGY
The Journal of the Power Resources

The Global Energy newspaper is the most prominent and influent of the energy sector in Mexico. It is a monthly printed communication and businesses tool, read by more than 30,000 specialists and decision makers. Its website record over 75 thousand visitors per month. Its reader's portfolio includes top business leaders and high officials of the Federal Government Agencies, including the Ministry of Energy, Petroleos Mexicanos and the Comisión Federal de Electricidad. The newspaper has presence in all the country where oil and power generation activities are carried out, making a unique link between the private and public sector.



Lic. Aldo Santillán Alonso- CEO, Editor in Chief and Co-Founder of Editorial 500 Company, responsible of the edition of Global Energy, Global Industries and Foreign Policy México publications.

Bachelor's Degree in Communications by Instituto Tecnológico y de Estudios Superiores de Monterrey, with a professional experience of over 17 years in journalism. Through his professional career he has been Editor in Chief for important national publications, Communication Advisor of different Political and Educational Institutions within Estado de México; and associate consultant for communications and educational counselling. Emphasizing his educational activities for GoGlobal Business & Trainers Consultants, and Instituto Latinoamericano de Comunicación Educativa.

Forum: Energy Transition

Special participation of Claudio Facchin

Date: June 22

Time: 17:00 -18:00 hrs. Duration: 60 min Room: Auditorium F1



Automation & Power World 2016 Media Forums

CMEXPANSION

CNN Expansión Magazine is the spotlight publication of Expansion Group (GEX), founded in 1966. It is currently a major publisher aimed at selective and business audiences in Mexico and owned by media giant Time Warner, specifically the publishing division Time Inc. GEx it is the third largest publishing magazines in Mexico and has a portfolio of 18 titles and 8 websites that reach monthly more than 19 million readers. In 2007, Expansion launched along with CNN a website specialized in economics, finance and business in Mexico and Latin America. The website was named CNNExpansion.com, as an adaptation of CNNmoney.com for hispanic market.



Alberto Bello - Bacherlor's Degree in Economics by Universidad Autónoma de Madrid and a Journalism Master Degree by the newspaper El País. He worked several years in the financial newspaper "Cinco Días" of Prisa and the editorial group El País. He has worked in several countries of Americas, "El Nuevo Herald" (Spanish edition of The Miami Herald) and La Nacion of Buenos Aires in 1998. He arrived to Mexico in 2000 to El Universal and in 2004 he joined as general editor of Expansion magazine. From 1 December 2008 till today is Editorial Director of Negocios Grupo Expansión and leads the creativity of editorial content and quality control of the magazines Expansion; Obras, Manufactura Quo, and also for CNNExpansión.com and CNNMéxico.com websites.

Forum: Industry 4.0 and Internet of Things

Special participation of Peter Terwiesch: ABB technology leadership

Date: June 23

Time: 15:50 - 16:50 hrs. Duration: 60 min Room: Auditorium F1



Noé Altamirano - Infrastructure and Transportation Business Development Manager for ABB in Mexico.

More than 17 years of experience in the energy sector, infrastructure, construction and industry. Bachelor's Degree in Electrical Mechanical Engineer by Universidad Nacional Autónoma de México, and certification programs in Development Management by the Instituto Tecnológico de México and Senior Management by IPADE of the Universidad de la Sabana in Colombia

Conference: ABB solutions for Construction



Milton Chávez - Water Segment Business Development Manager and ICA Strategic Account Manager for ABB Mexico. Bachelor's Degree in Civil Engineering by the Faculty of Engineering of the UNAM, with a master's degree and a major in Sanitary Engineering and Environmental Engineering Graduate by the UNAM, as well as a specialization in Environmental Economics from the Graduate School of Economics of the UNAM. Share your business in the private sector, as Subject professor of the Faculty of Engineering of the UNAM for 10 years.

Conference: Power Energy efficiency in water



Arnulfo Rojas- Manager of Power Inverters of Medium Voltage products, with experience performing services for Drives; Industrial & DC Drives and Medium Voltage Drives in order to provide innovations and solutions of ABB's products for the Discrete Motion and Automation division.

Conference: Using ABB Drives, control state of the art technology, Industry reduces dramatically the energy consumption



Michael Offik- Since the beginning of his career in Reliance Electric within variable speed drives, he held different positions in manufacturing, products development, marketing and sales within different companies, such as Rockwell Automation, Baldor Electric and recently with ABB. His areas of expertise include handling of DC Drives, applications for local systems drives, industrial equipments, PLC's, industrial engines and standard AV Drives. Currently Mike is ABB's Solution Packages Director. This position is responsible of engine packaging, drives and products of mechanical power transmission.

Conference: Direct Drive Technology for Cooling Towers



Josemaria Jiménez- As product specialist, is responsible for developing and implementing strategies for his product lines according to the product's global strategy. Before joining ABB's team, Josemaria held different positions in sales & marketing for different companies of the electric industry.

Conference: Efficiency and reliability during boardsbuilding





Marco A. López- Engineer in Communications and Electronics. It is part of ABB since 2012 where he has been in charge of the training program for ABB Drives in Mexico, Central America and PLC Caribbean, providing support for Drives and PLCs. Expert firmware Cranes and Streamers ACS880 drives and specialist in the development of new applications in Drives and PLCs.

Conference: Automation and Control in the palm of your hand



Carlos Hernández- Works as Global Product Manager and is responsible worldwide for Cable Accessories Elastimold® Hi-Tech® Current-Limiting Fuses.

He has over 20 years of national and international experience in the areas of product management, strategic planning, market analysis, product development, quotes, project management, field service and sales. He has extensive experience with service companies Electrical, Engineering and Construction, Independent Power Producers, OEMs, government entities, Representatives and Distributors

Conference: Minimizing Losses Enabling Modernization of the Underground Electrical Network



Harald Mossbacher- 25 years working in ABB in 8 different countries. His current position: Global Business Unit service manager of the BU DMPC.

Conference: Life Cycle management of ABBs Excitation Systems



Ricardo Ocadiz- Product Marketing Specialist, focused on Open Frame switches, he has worked closely with panel builders, integrators and distributors ABB for 6 years developing the construction and infrastructure business segment.

Conference: Demand Control: How to avoid peak demand penalties



José Javier Campayo- With 12 years in various responsibilities within ABB. Since 2013 is Area Sales Manager, initially in the Mediterranean region. Since 2015 has that responsibility for Mexico and Canada for the Business Unit Building Products (DIN Rail Products and enclosures)

Conference: Saving Lives: Protection against direct and indirect contacts





Daniel Martínez- Bachelor's Degree in Electrical Engineering by Universidad Autónoma de Zacatecas. He has over 7 years of experience in the area of low voltage systems in ABB Mexico, playing different roles Engineer Electrical Design, Engineer Applications, Leading Engineering Applications, Engineer in Electrical Projects and currently as Engineer Product Market, being responsible for the development of Offering New Products and Solutions for ABB Low voltage in the ANSI market.

Conference: "Active Protection" Switchgear Arc Resistance



Atle Taalesen- Is currently working in Skien Factory in Norway. He is Sales Manager Export Sales for UK and Americas. He has worked for ABB during 28 years in different positions.

Conference: Secondary distribution for business infrastructure. Think ABB, think Different



Hector Aguilar- Marketing Manager in ABB for Switchgear Medium Voltage. He is an electrical engineer with 16 years of experience in Medium Voltage Products. He has participated in the development of the latest generation of Metalclad Switchgear in multicultural ABB Research team in Europe.

Conference: SmartESt for Medium Voltage - Doing more with less



Jan G. Johansson - Bachelor's degree in Electrical Engineering by Technical University of Chalmers in Gothenburg, Sweden; as well as an MBA in International Business from the University of Uppsala, Sweden. Jan has worked for ABB in various management positions in the area of marketing and sales for systems and high-voltage equipment over 30 years. Since 2001 he has worked in the Business Unit of High Voltage Direct Current ABB Ludvika, Sweden as Manager of Marketing and Sales and as Project Manager within the Technical Lead Center of Instrument Transformers.

Conference: Introduction to HDVC

Conference: HVDC Technology - Connecting the center with the Southeast



Anna-Asa Hellstrom- More than 15 years of experience in the field of dynamic compensation. She is currently managing a team of sales and product management of medium voltage converters.

Conference: HVDC Technology - Connecting the center with the Southeast





Luis Cruz- Bachelor's Degree in Electromechanics by Instituto Tecnologico de Tlalnepnatla, with experience since 1992 in low voltage systems Switchboard panels, switchgear and MCCs; and medium voltage boards quotes area metal-clad type, compact substations and transformers. From 2008 work in ABB as technical promotion of SACE, quotes CCMs and switchgears and since 2014 as technical promotional LP for switchgear Emax-Link. He is currently studying an MBA in U.N.A.M.

Conference: Reliable and safe operation for Switchgear of medium and low voltage under the scheme after sales service.



Alejandro Cajaleon- Sales Area Manager for Mexico and Canada market, has over 5 years of experience in low voltage control products, has held various positions in sales and marketing for ABB

Conference: In ABB Contactors, state-of-the-art is our standard

Conference: Why does soft starting matter?



Konstantinos Papapaschalis- He is responsible for marketing for the NAM region of medium voltage switches, Switches and contractors manufactured in Italy. It is an Engineer in Electronics and Computer Simulation specializing in proton exchange membrane hydrogen fuel cells (PEMFC) for applications in electric vehicles.

Conference: Maximize the security, productivity and efficiency of your Capacitor Banks



Roger Espert- Global Marketing Manager for products indoor and outdoor medium voltage with over 15 years of experience in the market of electrical distribution and industrial management systems for medium voltage, qualified in the field of network automation Smart (Smart Grid) and its applicability for overhead power distribution networks and its implementation by energy companies in the world.

Conference: How a ring bus design and the combination of MV apparatus equipment is utilized to maximize reliability and power in a metropolitan city network distribution system



Abraham Rodríguez- With over 10 years of experience in ABB developing business for variable speed drives, dabbling in different industries such as Cement, OEM's. Lately he has speciallized in Application development for HVAC.

Conference: Mechanical Parts reduction in cooling towers & remote controlling with ABB Drives



Yuridia Perrotin- Responsible of Business Development for Foods & Beverages Industry/Segment within ABB Mexico's Discrete Automation and Motion division since 2011. Bachelor from ESIME Zacatenco (IPN) and with a diploma in Sales Strategies from ITESM. Yuridia has served for several years in applications for foods & beverages.

Conference: Energy efficiency in the sugar industry: Power Conversion from steam turbines to electric motors.



Perry Field- General Manager of ABB's Power Conditioning global product line. Perry attended the University of Canterbury in Christchurch New Zealand, gaining a Bachelors and Master's Degree in electrical engineering specializing in Power Electronics. He has worked as a R&D design engineer for inverter motor drives before joining Vectek Electronics, designing power quality and marine converters. Perry then lead the Product Management and Engineering Support functions for ABB Power Conditioning, before becoming the General Manager at the beginning of 2015.

Conference: Power Protection Portfolio - Power Conditioning and UPS



Rene Mendoza- Electrical Engineering and Master of Science graduate of the Instituto Politécnico Nacional,. René has over 12 years experience in Electrical Power Systems. He has participated in international projects of Reactive Compensation (Central and South America). He currently works as a teacher at a senior level in Electrical Engineering at the IPN and since one year ago as Product Manager of Capacitor Banks and Harmonic Filters in Power Generation High Voltage.

Conference: Compensation Systems Renewable Energy



Matias Clavin-Has worked in ABB for 10 years, always in the area of continuous gas analyzers. He currently works as Business Development Manager for Latin America and Europe for the line of continuous gas analyzers, manufactured in Frankfurt. It carries a total of 10 years working for ABB, always in the area of continuous gas analyzers.

Conference: Technologies for Emission Monitoring



Marcial Ferrua- Marcial is managing ABB products and applications portfolio of Paper and Metals business locally in México since one year ago. Plays a decisive role to increment the metal and paper local market in the automation area. Prior to this role, he has been part of ABB Metal Center of Excellence in Argentina research for 10 years working on various projects related to power and motor drives, advanced control and optimization of metals processes. During his career span in ABB Argentina, he has worked on developing advanced technology solutions such as software development for advanced control of Low and Medium Voltage Drives, engineering and commissioning of complete control systems including HMI, controllers, networks, power drives and motion control system for special applications.

Conference: Motion Control System for rollover axis and linear axis application





Erwin Brocato- Graduated from Louisiana State University (LSU) as an environmental engineer. He has worked as application engineer on level products business for about 10 years, he also has worked as Inside Sales engineer for other companies.

Conference: Solutions for Level Measurement



Yadira Alpizar- She have been working in ABB for 9 years, two of them in ABB Mexico office and the rest of the time in ABB Madrid. Her main positions has been in sales of ABB products, nowadays she is responsible for Terminal Automation business department in ABB center of excellence.

Conference: Storage and distribution management of hydrocarbons



Juan Tapia- He started working for ABB in 1990. Since then he had different positions in the company (development engineer, technical lead, project manager) and acting since 2000 as Project Manager for Terminals Automation projects and since mid of 2011 he is Product Manager for T-MAC Plus, the product of ABB for Terminal Management System.

Conference: Storage and distribution management of hydrocarbons



Ciro Amitrano- Head of ABB's Global Solar Industry Segment Initiative. He served the solar industry for over 10 years as SVP of R&D, CTO, and President of Renewable Energy Solutions at Power-One before it was acquired by ABB in 2013. Served for two years as global GM for solar PG at ABB. Based in California and passionate about growing the solar industry globally, by solving the challenges facing the industry today with efficient, reliable, safe, and innovative solutions.

Conference: Solar power solutions: Everything you need for sustainable success



Richard Vesel- Optimization Business Development Manager, ABB Power Generation North America. Richard holds several US and International Patents and Patents Pending in the areas of Internet Connectivity, Asset Monitoring and Optimization, Combustion Optimization, and Power Plant Electrification and is an expert on energy efficiency. He holds a Master's Degree in Electrical Engineering & Applied Physics from Case Western University and is a Registered Professional Engineer in Ohio.

Conference: Performance Calculations in Thermal Plants





Harry Kok- Is graduated from the Technische University Eindhoven as electrical engineering and later he also graduated in Electronic Engineering at the Open University in Netherlands. Harry was Director of Spirit IT until November 2014, currently he is the Vice President of Spirit IT in ABB.

Conference: Flow Measurement Solutions - Spirit IT



Steven Burt- Steven has served the discrete and process manufacturing industries for more than 30 years by delivering innovative software-based control solutions. He is currently responsible for tools and services that help our clients manage and improve their production systems' performance.

Conference: Lifecycle management program for control systems, Automation Sentinel



Francisco Ramos- He is Power Transformers Global Quality Manager. Has an Electrical Engineer from the Universidad Tecnológica de Pereira, Colombia. He has a Master in Business Administration for the Universidad EAFIT, Colombia+V7 ASQ member, Phillip Crosby Associates, Inc. Quality School Instructor, ISO 9001 Q Lead auditor.

25 years working at ABB in different processes, 14 of them in Q Management, always within Transformers business.

Conference: World Class Quality



Kai Pollari- He has worked for ABB in transformer business in various positions from testing to sales and marketing since the year 1992. He is a member of the IEC transformers technical committee as well as of the T&D Europe association.

Conference: Energy efficiency: building a better world



Daniel Dias - Daniel Dias belongs to the Hub of Advanced Services for South America. He is an electrical engineer from the Paulista State University of Brazil (UNESP). Daniel has a specialization in industrial computer systems. He has been working 10 years for ABB in services for process automation, and which four of those years have been in Advanced Services.

Conference: Performance Calculations in Thermal Plants



Alejandro Cuéllar- Technical and Business Development manager for Grid Automation. He started in ASEA in 1985 as relay tests supervisor, he has had several positions in ABB Mexico for Grid Automation as manager in tests, production, quality, sales, product, marketing, retrofit, projects, engineering, operations, and Regional Technical manager for Mexico, Central America and the Caribbean. Out of ABB he worked in engineering and supervision of industrial electrical projects and as consultant. Graduated in Electrical Engineering from Instituto Politecnico Nacional of Mexico. He studied the MBA in Universidad La Salle and postgraduate in Project Management from Instituto Technologico de Estudios Superiores de Monterrey.

Conference: New technological developments of ABB for Automation and Protection of the subestation



Carlos Romero- Vice President, Energy Portfolio Management at ABB Inc. He is responsible for product positioning, business development and overall growth strategy for the Energy Portfolio Management product lines of ABB's Enterprise Software. He has over eighteen years of experience in the design and implementation of regulatory framework, business strategies and solutions for generation management, smart grid commercial operations, portfolio optimization, hydro-thermal scheduling, bidding strategies and asset-centric trading operations.

Conference: Energy Management in the Wholesale Electric Market



Michael Lane- Michael A. Lane received a B.S. degree in electrical engineering from the Pennsylvania State University, State College, in 1991. He has been working in circuit breaker technology for ABB since 1991. Currently, he is the Global Product Manager for Dead Tank Circuit Breakers.

Conference: ABB's New Generation of SF6 Dead Tank Circuit Breaker



Marcio Oliveira-

Conference: Dynamic Shunt Compensation - FACTS for Reliable Grid Support and Improved Power Quality



Stefano Cervidi-

Conference: Hybrid Modules in Power Plants



Alberto Pérez Espinosa

Conference: ABB's IoTSP in Action: Integrated Operations for Marine



George Quezada

Conference: Hydrocarbon Pipelina Management with Scadavantage



Joe Chudy

Conference: Robotics Customer Service and the Internet of Things



Keith Fox

Conference: Robotics Automation from Auto Makers to Small Businesses



Victor Martinez

Conference: ABB solutions for Mining Industry and bulk conveyor applications



Enrique Paño-

Conference: Robotics Digitalization with Robot Studio: the most complete software in the market

Tim Gartner-

Conference: Very large capacity mine hoist systems

Edgar Pérez-

Conference: Solutions for control and protection for the automation of Industry and MV Substations

Casey McCollum-

Conference:

Thomas Schultz-

Conference: Technological innovation for air encapsulated substations extension



Dough Baer-

Conference: Technologies for emission monitoring



Johan Peeters-

Conference: Automated fast charging system for electric buses