



Congreso Internacional
Vinculación Industrial
Querétaro México

March 2-4, 2022

*Multiply your business opportunities.
Congress in face-to-face and virtual modality*

International Congress of Industrial Linkage Recovery and Economic Growth

Transforming the Present – Building the Future
Manufacture – MRO – Industrial Services
Querétaro Congress Center

México, Querétaro, Qro.



Vincula
Industrial Community

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Congreso Internacional
Vinculación Industrial
Querétaro, México

Querétaro Congress Center

Face-to-face and virtual congress, more than 5,000 attendees

In order to generate a forum for industrial linkage, conducting business and analyzing opportunities, the “Vincula Industrial Community” will hold the “International Congress of Industrial Linkage” in face-to-face and virtual form

Objetives

- 🌱 *Generate strategic alliances between regional companies, national and international that facilitates business process, innovation and development of new technologies.*
- 🌱 *Generate a space for communication and sharing experiences that allows the identification of new market opportunities*
- 🌱 *Commercialize products and services for the national and international industry.*
- 🌱 *Promote national and international investment.*

Activities

Date: March 2 – 4 , 2022

Location: Querétaro Congress Center, México, Querétaro, Qro.

Congressmen registration and welcom coctail: March 1, 2022

Mouting: March 1, 2022

Commercial exhibition in virtual mode: February 21, 2022



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Master Conferences – Work Tables – Commercial exhibition

The Congress will be composed by the following activities:

- 🌿 Master Conferences
- 🌿 Work tables and linkage sessions
- 🌿 Commercial exhibition

Category	Expected assistance
In-person congressmen	1,000
Online congressmen	1,000
Commercial exhibition spaces	156
In-person visitors	2,000
Online visitors	2,000

Master Conferences

Two auditoriums with capacity for 500 people each

Auditorium 1 – Direction and management

General Theme	Date	Schedule
1.- Projected comercial strategies	March 2	9:00 – 10:00
2.- Strategic Alliances	March 2	10:30 a 11:30
3.- Profitability, competitiveness and financial environment	March 3	9:00 – 10:00
4.- Specialization of the workforce	March 3	10:30 a 11:30
5.- Leadership in conscience	March 4	9:00 – 10:00
6.- Globalization and international environment	March 2	10:30 a 11:30





Auditorium 2 – Technique

General Theme	Date	Schedule
7.- Automation and business 4.0	March 2	9:00 – 10:00
8.- Process design and management	March 2	10:30 a 11:30
9.- Knowledge management	March 3	9:00 – 10:00
10.- Quality control, competitive condition	March 3	10:30 a 11:30
11.- Health, welfare and industrial safety	March 4	9:00 – 10:00
12.- Environmental protection, polices and actions	March 4	10:30 a 11:30

Work tables and linkage sessions

There Will be 6 works tables and linkage sessions in 2 rooms for the exchanges of ideas and experiences

Auditorium 1 – Direction and management

General Theme	Date	Schedule
1.- Business trends in the face of the new normal	March 2	14:00 – 16:30 17:30 – 19:30
2.- Economic recovery and growth, key players, opportunities and industrial commitment	March 3	14:00 – 16:30 17:30 – 19:30
3.- A world without borders, strategic alliances and industry requirements.	March 4	14:00 – 16:30 17:30 – 19:30



*Industrial Linkage Plan – Plan V
Keep in touch with companies from different countries.*

Auditorium 2 – Technique

General Theme	Date	Schedule
4.- Automation and business 4.0, challenges and opportunities	March 2	14:00 – 16:30 17:30 – 19:30
5.- Production processes and quality control in the face of technological advances	March 3	14:00 – 16:30 17:30 – 19:30
6.- Present and future of industrial safety, health, hygiene and care of the environment	March 4	14:00 – 16:30 17:30 – 19:30

Each work table will have a coordinator and a panel of specialists to generate the discussion

Congressman profile:

Owners, directors, managers and supervisors of the administrative and operational areas of small, medium and large companies in the industrial segment and services to industry

The master conferences and work tables will be held in person and virtually through videoconference, so that you can participate from all around the world.

Commercial exhibition

We will have a comercial exhibition with 156 stands of 3X2 meters in the face-to-face and virtual modality (virtual reality)

Each physical stand is delicered with dividing panels, double polarizad contact with 110v current, with the name of the company, 4 courtesies as congressmen





*Face-to-face and virtual exhibition
Interact with 5,000 attendees*

Communication Strategy

Activitie	4/21	5/21	6/21	7/21	8/21	9/21	10/21	11/21	12/21	1/22	2/22
Presentation	X										
Online activities	X	X	X	X	X	X	X	X	X	X	
WEB	X	X	X	X	X	X	X	X	X	X	X
Linkedin, Social media				X	X	X	X	X	X	X	X
Radio campaign							X			X	X
Press campaign								X		X	X
Press conferences						X		X		X	X
Spectacular									X	X	X
Interviews to sponsors					X	X	X	X	X	X	
Posters							X	X	X	X	X
Mailing		X	X	X	X	X	X	X	X	X	
Radio Interviews							X	X	X	X	X
International promotion				X	X	X	X	X	X	X	X
Podcast				X	X	X	X	X	X	X	X
Online woks tables					X	X	X	X	X	X	X
Personalized invitations							X	X	X	X	X



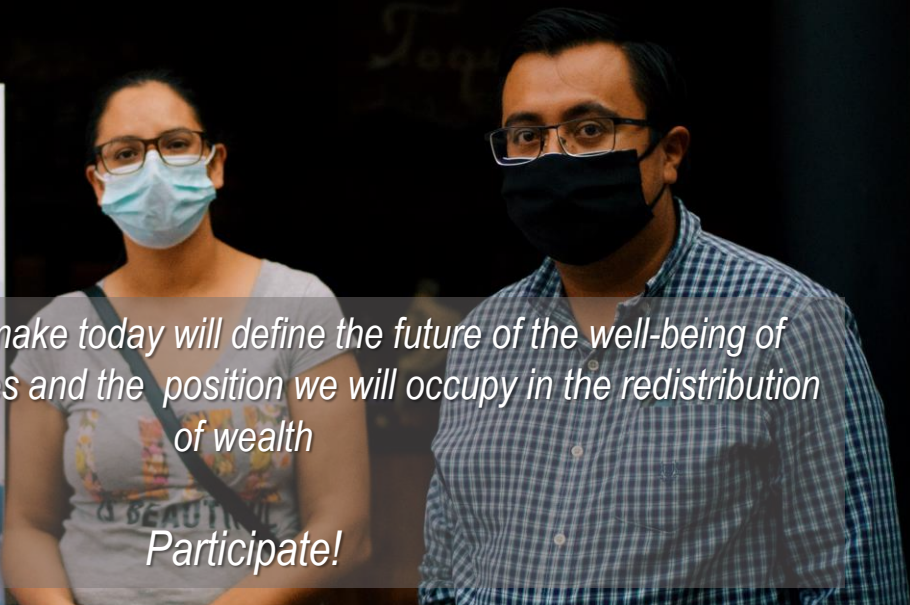
Your company can be one of our sponsors

Sponsors

<i>Promotion</i>	<i>Sponsor A</i>	<i>Sponsor B</i>
<i>Number of sponsors</i>	2	6
<i>Stands</i>	4	2
<i>Radio campaign</i>	X	
<i>Press campaign</i>	X	
<i>Spectacular</i>	X	
<i>Radio interviews</i>	X	
<i>Principal Access logo</i>	X	X
<i>Posters</i>	X	X
<i>Logo in online live transmissions</i>	X	
<i>WEB</i>	X	X
<i>Printed exhibition program</i>	X	X
<i>Printed work tables and master conferences program</i>	X	X
<i>Podcast</i>	X	
<i>Digital publicity</i>	X	X
<i>You tube interviews and social media</i>	X	X
<i>Massive emails</i>	X	X
<i>Banners in exhibition rooms</i>	X	
<i>Logos in auditoriums</i>	X	X
<i>Logo in Access tags</i>	X	
<i>Headquarters hotel logo</i>	X	X
<i>Welcome cocktail logo</i>	X	X
<i>Master Conference</i>	X	X



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Investment

Category	Investment	Partner Vincula / CCI France México	Discounts
Stand	\$36,000.00 \$1,590.00 USD	\$28,000.00 \$1,273.00 USD	07/21- 08/21: 15% 09/21-10/21: 10%
Sponsor B	\$110,000.00 \$5,000.00 USD	\$90,000.00 \$4,100.00 USD	07/21- 08/21: 15% 09/21-10/21: 10%
Sponsor A	\$200,000.00 \$9,100.00 USD	\$170,000.00 \$7,800.00 USD	07/21- 08/21: 15% 09/21-10/21: 10%
Congressman	\$1,700.00 \$78.00 USD	\$1,400.00 \$64.00 USD	07/21- 09/21: 15% 09/21-10/21: 10%
Visitors at headquarters	\$200.00 \$9.00 USD	\$150.00 \$7.00 USD	07/21-09/21 – 50%
Online visitors	\$150.00 \$7.00 USD	\$150.00 \$7.00 USD	07/21-09/21 – 50%



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SECRETARÍA
DE TURISMO

Fecha: 22/julio/2021
Oficio SECTUR/QCC/358/2021

**Asunto: "Congreso Internacional de
Vinculación Industrial 2022".**

Mtro. Fernando Figueroa
Director General
Comunidad Industrial Vincula
P R E S E N T E

Estimado Fernando:

En atención a su escrito en el cual solicita llevar a cabo el evento que se menciona en el asunto del presente en el **Querétaro Centro de Congresos del 02 al 04 de marzo de 2021** informo a usted que con base a la estructura tarifaria vigente, es posible otorgarle el descuento del **30%** (treinta por ciento) en el uso de los espacios; el resto de los servicios deberán ser contratados de acuerdo a las tarifas normales que apliquen. Es importante señalar que será responsabilidad del mismo contratante realizar los pagos correspondientes al evento en su totalidad y previo a éste.

Cabe mencionar que se deberán atender en todo momento los protocolos y medidas de seguridad dictadas por las autoridades sanitarias.

En relación a lo anterior le informo que el Lic. Rodrigo Ibarra Lozano, Jefe de la Unidad Comercial QCC-QTM, se pondrá en contacto con quien usted designe para darle el seguimiento oportuno a su solicitud.

Sin más por el momento, aprovecho el presente para hacerle llegar un afectuoso saludo.

ATENTAMENTE

Lic. Alfredo Espinosa Leal
Director del Centro de Congresos

C.c.p. C. Hugo Burgos García, Secretaría de Turismo del Estado de Querétaro.
Lic. Ma. Amada Corona Ledesma, Secretaría Particular.
Lic. Rodrigo Ibarra, Jefe de la Unidad Comercial.
Lic. José Roberto Morales Figueroa, Jurídico SECTUR.
Archivo.
AEL/arw

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