



INTERNATIONAL IMEF CONVENTION & ICFOA SUMMIT 2025

DELMAR INTERNATIONAL CONVENTION CENTRE -
LOS CABOS, MEXICO

20 - 21 NOVEMBER, THURSDAY - FRIDAY

THE INTERNATIONAL SUMMIT OF

The International CFO Alliance

INTEGRATED INTO

IMEF's LIII National Finance Convention



HOSTED BY



About the ICFOA

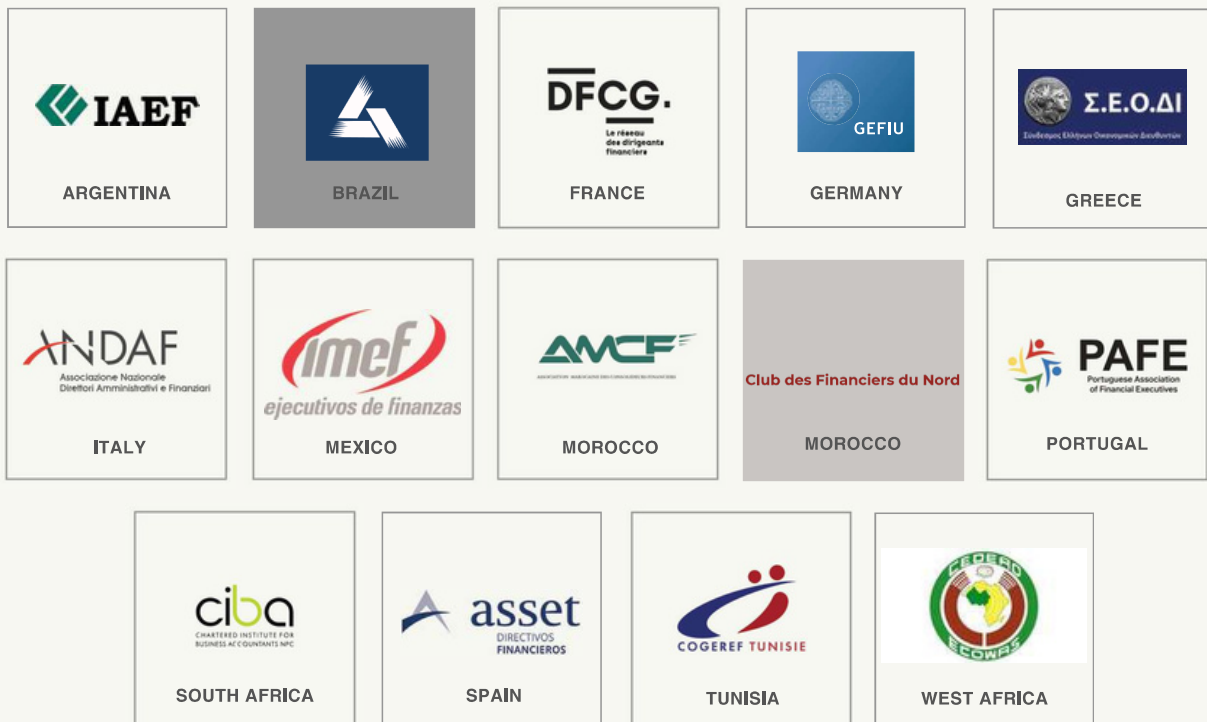
The International CFO Alliance (ICFOA) represents a network of national CFO associations, dedicated to shaping a sustainable and ethical global financial landscape. With more than fourteen member organizations representing over twenty countries across the Americas, Europe, and Africa, ICFOA fosters international collaboration to harness collective expertise, enhance understanding of key financial trends, and promote best practices across jurisdictions. ICFOA empowers CFOs worldwide and contributes to the advancement and integrity of the global financial sector. This year, ICFOA is proud to collaborate with IMEF and participate in the LIII IMEF National Finance Convention in Los Cabos, Mexico.

WWW.ICFOA.ORG

Collaborative.

Progressive.

Influential.



Foreword by the Presidents of ICFOA & IMEF

Welcome to the IMEF + ICFOA International Summit 2025, held in the stunning setting of Los Cabos, Mexico. This year marks a unique collaboration between the International CFO Alliance (ICFOA) and the Mexican Institute of Finance Executives (IMEF), bringing together national and international CFO leaders for a high-impact dialogue on global finance, innovation, and sustainability.

ICFOA
EMMANUEL MILLARD
PRESIDENT OF ICFOA



Under the theme **“Finance Leadership in a Changing World”**, we will explore emerging global risks, sustainable finance, technology, and the evolving role of CFOs. This summit is an opportunity for shared insight, meaningful dialogue, and global alignment. We thank all participants, speakers, and sponsors for contributing to this year’s integrated summit. Together, we continue building a more ethical, resilient, and innovative financial future.

GABRIELA GUTIÉRREZ MORA
NATIONAL PRESIDENT OF IMEF

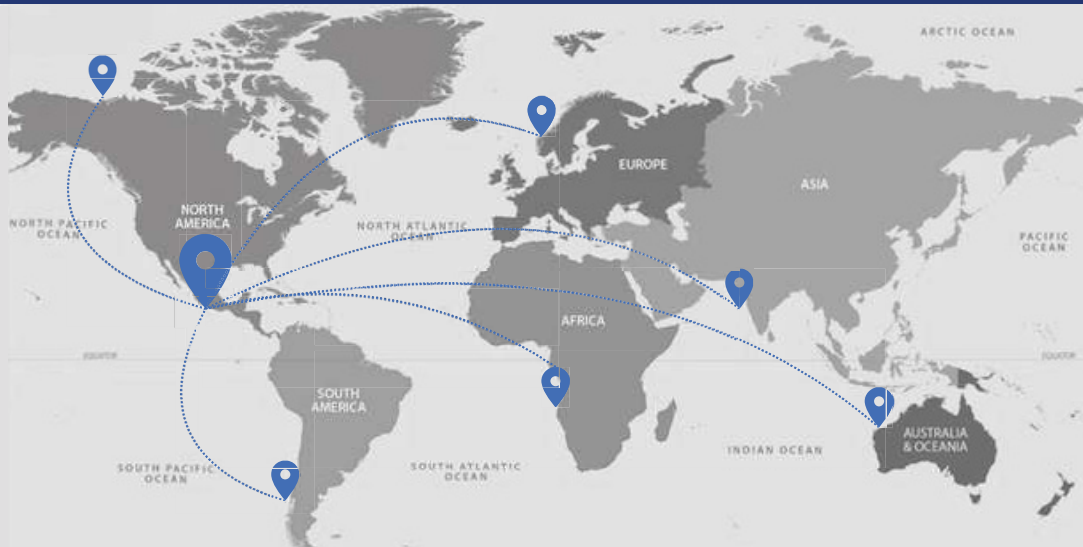
imef
ejecutivos de finanzas

EVENT OVERVIEW

The IMEF + ICFOA International Summit, hosted at the Delmar International Convention Centre in Los Cabos, Mexico, forms part of IMEF’s LIII National Finance Convention, scheduled for 20–21 November 2025. It brings together national and international CFOs to discuss global megatrends such as sustainability, AI, economic risk, leadership, and certification. The summit provides a shared platform for learning, networking, and driving impact through public and private sector dialogue.

WHY LOS CABOS?

Los Cabos is where the Pacific Ocean meets the Sea of Cortez, offering natural beauty, coastal charm, and a relaxed yet professional setting. This region is not only known for its luxury resorts and dramatic landscapes but is also emerging as a hub for high-level summits and international collaboration. Delegates will enjoy a world-class venue, panoramic ocean views, and opportunities to relax and connect beyond the formal program — all while shaping the future of finance.



Event Agenda

***Corporate Visit - New Mexico | Tuesday, 18 November 2025**

09:00 | MEXICAN STOCK EXCHANGE VISIT

A visit to the Mexican Stock Exchange guided by a top executive presenting the history and operations of the Mexican market



11:00 | BANORTE VISIT

Visit Banorte, the largest Mexican bank. A top executive will provide an overview of the Mexican economy, its financial sector and the role of the bank



* To partake in the corporate visit program, send an email to Carien Erasmus at secretariat@icfoa.org. Travel and all additional arrangements are the sole responsibility for each delegate.

IMEF Golf Tournament | Wednesday, 19 November 2025

07:00 | DEPARTURE TO CABO REAL GOLD CLUB

Departure from the Hacienda del Mar Hotel to the Cabo Real Golf Club

14:00 | RETURN TO HACIENDA DEL MAR HOTEL

Return from the Cabo Real Golf Club to the Hacienda del Mar Hotel

19:00 – 22:30 | DINNER

Icebreaker Dinner at the Pool Deck of the Hacienda del Mar Hotel

ICFOA Board Meeting & IMEF Convention | Thursday, 20 November 2025

Venue | Hacienda del Mar, Haciendas Hall

7:30 | Free Breakfast

8:30 – 9:30 | OPENING

C. Victor Manuel Castro Cosío, Constitutional Governor of the State of Baja California Sur*

Architect Christian Agúndez Gómez, Mayor of Los Cabos, Baja California

Public chat

Lic. Gabriela Gutiérrez Mora, IMEF National President

9:45 – 10:30 | CONFERENCE

The future of finance: sustainability, digitalization, and technological innovation

Gabriel Yorio González, Vice President of Finance and Administration Inter-American Development Bank (IDB)

Moderator: Gabriel España, Managing Director of Iskali Capital Group

10:30 – 11:15 | CONFERENCE

Country Risk and CFOs: How to Navigate the New Financial Environment

Joydeep Mukherji, Managing Director of Sovereign Ratings, S&P Global

Moderator: Víctor Manuel Herrera, President of the IMEF Economic Studies Committee

11:15 – 12:00 | PANEL

Comprehensive Vision of the Financial Sector: Strategy, Technology and Leadership

Luis A. Delgado Barraza, Mexico Manager at Namirial

Daniel Almeida, Global VP of Finance and Transformation at SAP

Parménides Lozano, Managing Partner of Audit at Bakertilly

Gerardo Flores Zurita, Country Manager for Latin America and Mexico at Workiva

Moderator: Delice Cruz Guzmán, President of IMEF CFO of the Year

12:15 – 13:00 | CONFERENCE

Geopolitical Risks and the New Economic Order

Brenda Estefan, International Analyst

Moderator: Vicente López Portillo, President of the IMEF Technical Council

13:00 – 13:10 | PRESENTATION

Yamani Smart Solutions

Azteca Bank

Event Agenda

13:10 – 14:00 | PANEL

CFO 5.0: Artificial Intelligence at the Service of Financial Leadership

Axel Canale, Managing Director, Latin America at Kyriba

Manuel Alejandro Martinez del Angel, CEO of Efisys

Dell. Moderator: Bardo González, Microsoft CFO

14:00 - 15:15 | Lunch at the Explanada Hotel Hacienda del Mar

13:30 - 14:30 | ICFOA Board Meeting & IMEF Convention

15:30 – 16:15 | SIMULTANEOUS CONFERENCE 1

From CFO to Chief Future Officer: Finance 360 Driven by Data & AI

José Aureliano Rivera, CEO of Nexolution

Moderator: Gabriela Feijoo Arévalo, President of Administration and Finance at IMEF

15:30 – 16:15 | SIMULTANEOUS CONFERENCE 2

Beyond the Balance Sheet: The Transition from CFO to CEO

Erick Dubon, SAP Value Advisor Americas

Mauricio Dufra, CFO of SAP Mexico

Moderator: Enrique Pérez Sámano, Senior Partner at Korn Ferry Mexico and VP of Process Optimization at IMEF

15:30 – 16:15 | SIMULTANEOUS CONFERENCE 2

The Strategic Triangle: Symbiotic Leadership between CEO, CFO and Board of Directors

Mauricio Brizuela, CEO Salles Sainz, Grant Thornton

Moderator: Jordi Ferrán, CFO Hunan Group

16:30 – 17:00 | Bankaool

17:00 – 18:00 | CONFERENCE

Financial Leadership 360: The CFO as a Strategist, Integrator, and Transformation Agent

Domingo Valdés, CFO Vinte

Moderator: Gabriel España, Managing Director at Iskali Capital Group

18:00 - Evening at Leisure

*For groups of more than 10 people, please make a reservation at the hotel's consumption centers.

Event Agenda

ICFOA Summit & IMEF Convention | Friday, 21 November 2025

7:30 | Free Breakfast

08:30 – 08:50 | PRESENTATION

IMEF Presentation: Financial Education and Inclusion as Elements for Economic Development

Roberto Arechederra Pacheco, President of IMEF Conference

08:50 – 09:50 | PANEL

Financial Education and Inclusion as Elements for Economic Development

Marisol Cen Caamal, Treasurer of the Mérida City Council and Vice President of Financial Education at IMEF

Daniel Becker, President and CEO of Mifel Financial Group

Sofía Ramírez Aguilar, General Manager, Mexico, How Are We Doing?

Moderator: Roberto Arechederra, President of IMEF Presentation

10:30 – 11:15 | CONFERENCE

Country Risk and CFOs: How to Navigate the New Financial Environment

Joydeep Mukherji, Managing Director of Sovereign Ratings, S&P Global

Moderator: Víctor Manuel Herrera, President of the IMEF Economic Studies Committee

09:50 – 10:50 | PANEL | ICFOA SUMMIT

International CFO Panel: Opportunities, Risks & Support Needs Across Continents

David Kallas, Board Member ANEFAC

Pieter De Jager, Executive Chairman & General Secretary ICFOA

Meriam Ben Boubaker, Vice-President ICFOA

David Wray, President DFCG International Group

Riccardo Baraldi, Member of the Advisory Council ANDAF

Moderator: Ángel García-Lascurain, Treasurer ICFOA, Former President IMEF



11:00 – 11:45 | PANEL

The Global Evolution of the CFO: Leadership, Technology, and Sustainability

Emmanuel Millard, President ICFOA

Moderator: Gabriela Gutiérrez Mora, National President of IMEF



Event Agenda

11:45 – 12:45 | PANEL

Beyond ESG Compliance: An Opportunity to Redefine Competitiveness and Profitability

David Wray, Presidente de DFCG International Group (Francia) miembro del ICFOA

Javier Mercado Robles Aguilar, Chief Risk & Compliance Officer en Si Vale México y Director General de Si Vale Fintech IFPE.

Pablo Rivera, Director PAY Americas Edenred

Moderator: Lili Domínguez, President of the National Technical Committee on Corporate and Financial Legal Governance of the IMEF



13:00 – 14:00 | PANEL

Presentation of the 2025 IMEF – EY International Financial Research Award

Jonathan Heath, Deputy Governor of the Bank of Mexico

Moderator: Eduardo Ávalos Lira, President of the IMEF Foundation

14:00 – 15:15 | Lunch at the Explanada Hotel Hacienda del Mar

15:30 – 16:15 | SIMULTANEOUS CONFERENCE 1

The new market architecture: Technology, liquidity and innovation

BMV Group

Moderator: Noemí Cortés Llamas, President of the IMEF Sustainability Committee

15:30 – 16:15 | SIMULTANEOUS CONFERENCE 2

The Operating System for Modern Finance: Financial Vision and Transformation

One Stream Software

Moderator: Boyardo Salmón, Vice President of Marketing and Artificial Intelligence at IMEF

15:30 – 16:15 | SIMULTANEOUS CONFERENCE 3

CFO at the Wheel: Leasing, Efficiency, and Leadership in Motion

Fernando Esteban Noriega, CEO of Idealease

Moderator: Gabriela Millán Noble, President of Membership and Associate Value at IMEF

16:30 – 17:30 | CONFERENCE

Trade outlook for Mexico in light of Trump's recent measures and the USMCA review

Kenneth Smith Ramos, Partner at Agon-Economía, Strategist and former Chief Negotiator Mexican USMCA member. Co-chair of the North American Trade Coalition. North (CNAT)

17:45 – 19:30 | Assembly of Associates

20:30 – 01:00 | Closing Gala Dinner

*English interpretation will be available online for the entire Friday Summit.
Agenda subject to change without notice*

Hacienda del Mar — Los Cabos, Mexico

Nestled along the Sea of Cortez and surrounded by lush gardens and traditional Mexican architecture, Hacienda del Mar Los Cabos offers upscale comfort and a truly immersive Baja experience. As the host venue for the IMEF + ICFOA Summit, it combines event convenience with exceptional hospitality, all within a luxurious beachfront setting just minutes from downtown Cabo.

ELEGANT CONFERENCE PROXIMITY

As the official venue for the IMEF + ICFOA Summit, Hacienda del Mar places delegates right at the heart of the event. Its oceanfront grounds also offer quick access to Cabo's Marina, dining, and nightlife for after-hours connection.

RELAXED ACCOMMODATIONS

Hacienda del Mar's hacienda-style rooms and suites feature spacious layouts, traditional décor, private balconies, and modern amenities including air conditioning and WiFi. Perfect for unwinding between sessions.

DINING & LEISURE

With multiple on-site restaurants offering Mexican, Mediterranean, and global cuisine, plus several pools, a swim-up bar, and a luxury spa, Hacienda del Mar blends business and relaxation seamlessly.

ACCESSIBILITY

Just 40 minutes from Los Cabos International Airport (SJD), the resort offers shuttle service, onsite parking, and full concierge services for smooth arrivals and departures.



Meet the Presenters

Each speaker brings exceptional expertise in finance, sustainability, strategy, and policy across regions. Join us to hear from leading voices shaping the future of financial leadership.



**EMMANUEL
MILLARD**

President
of ICFOA



**MERIAM BEN
BOUBAKER**

Vice President
of ICFOA



**ÁNGEL GARCÍA-
LASCURAIN**

Former National President of
IMEF and Member of the
Executive Committee and Board
of ICFOA



**LILI
DOMÍNGUEZ**

President of the National Technical
Committee on Corporate and
Financial Legal Governance of the
IMEF



**PIETER DE
JAGER**

Chairman of CIBA, Executive
Chairman & General
Secretary of ICFOA



**DAVID
KALLAS**

Board member of ICFOA
and a former President of
ANEFAC (Brazil)



**DAVID
WRAY**

Chairperson of ESG
Working Group, ICFOA



**RICCARDO
BARALDI**

Panelist (Europe),
Representative of ANDAF



**GABRIELA
GUTIÉRREZ MORA**

National President of
IMEF, *Moderator*



**JAVIER MERCADO
ROBLES AGUILAR**

Chief Risk & Compliance
Officer en Si Vale México y
Director General de Si Vale
Fintech IFPE



**PABLO
RIVERA**

Director PAY Americas
Edenred

Meet the Sponsors



IMT PARTNERS

We are proud to welcome IMT Partners once again as a sponsor of the ICFOA International CFO Summit 2025. As a global firm, IMT specializes in helping businesses meet strategic and operational goals through tailored solutions in management and transformation.

OVERVIEW

IMT Partners is a dedicated team with offices in Paris, Lyon, Lille, Nantes, Rennes, and Milan. Since 2013, they've handled over 1,050 assignments in:

Interim Management: Swiftly filling key roles.

Mentoring: Developing high-potential employees.

Transformation: Adapting to evolving markets.

Learn more at www.imt-partners.com



AXYS CONSULTANTS

With over 30 years of experience, AXYS supports organizational transformation across industries. Their agile consulting approach and deep industry knowledge position them as a trusted partner for dynamic companies.

OVERVIEW

Transformational Expertise: Integrating tools and strategies into business models.

Continuous Improvement: Promoting innovation at all levels.

Entrepreneurial Spirit: Empowering consultants to drive change.

Visit www.axys-consultants.com



JABRA

Jabra joins the ICFOA Summit 2025 as a technology sponsor, bringing innovation in audio and communication tools for business leaders worldwide. As a global leader in sound and video solutions, Jabra empowers CFOs and teams to collaborate more effectively in hybrid and remote environments.

OVERVIEW

Professional Audio Devices: Industry-leading headsets and speakerphones.

Hybrid Work Tools: Video conferencing and AI-powered solutions.

Enterprise Integration: Seamless compatibility with MS Teams, Zoom, and enterprise systems.

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Registration Guide and Information

To register exclusively as an ICFOA member to confirm general participation, [click here](#).

The resort fee charged for attendees not residing at Hotel Hacienda del Mar includes attendance of the IMEF & ICFOA Summit 2025 as well as lunch on Friday, 21 September 2025. Additional costs will apply should you wish to participate in the IMEF Golfday, Ice Breaker Dinner or Closing dinner.

IMEF & ICFOA EVENT REGISTRATION ASSISTANCE

Contact Information:

Alan Cantú via WhatsApp at 0152 55 2886 9284

IMEF & ICFOA SUMMIT 2025 PROGRAM

To view the updated program, please [click here](#).

CORPORATE VISIT - NEW MEXICO

To partake in the corporate visit program, send an email to Carien Erasmus at secretariat@icfoa.org. Travel and all additional arrangements are the sole responsibility of each delegate.

TRAVEL & ACCOMMODATION

ICFOA delegates attending the IMEF & ICFOA Summit 2025 will be responsible for their own travel, accommodation, meals and any additional personal expenses.

HOTEL HACIENDA DEL MAR ACCOMMODATION RESERVATIONS

Please contact Hotel del Mar directly for accommodation requirements. Delegates who stays at the hotel will enjoy access to all the activities.

RESERVATION ASSISTANCE CONTACT DETAILS:

Fernanda Soto – Reservations Supervisor

Email: fsoto@haciendadelmar.com.mx

Phone MX: (624) 145 6110 ext. 24012

US Toll Free: +1 844 323 2625

Email: reservations@haciendadelmar.com.mx



A NOTE OF *Thanks*

As we close this year's ICFOA CFO Summit, we, Riccardo Baraldi, Ángel García Lascurain, Nicolaas van Wyk, and Pieter de Jager, extend our deepest gratitude to everyone who participated and contributed to the success of this event.

First, our heartfelt thanks go to the President of ICFOA, Emmanuel Millard, whose leadership continues to inspire us all. We also recognize the dedicated efforts of the Treasury Committee, led by Pieter de Jager, whose guidance was invaluable throughout.

A special thank you goes to the chairs of the working groups for their commitment and insights, which were instrumental in delivering the engaging and forward-thinking discussions we enjoyed. Your expertise and dedication are sincerely appreciated.

We cannot express enough gratitude to Emmanuel Millard and Vice President Meriam Ben Boubaker for their exceptional work in securing sponsors. Your efforts have strengthened not only this summit but our entire community.

To all the delegates who attended: your presence and participation made this summit not only possible but also a memorable and rewarding gathering of global financial minds. Lastly, to each other on the Organising Committee: thank you for your dedication and tireless efforts in curating every detail. It's an honour to work alongside such passionate colleagues.

We look forward to continuing our collaboration and to seeing what the next summit holds!

Warm Regards,

ORGANISING COMMITTEE, 2025 ICFOA CFO SUMMIT



**NICOLAAS
VAN WYK**
CHAIRPERSON



**ANGEL GARCIA
LASCURAIN**



**RICCARDO
BARALDI**



**PIETER
DE JAGER**