

Wednesday, November 02, 2011

**FIELDBUS FOUNDATION MEXICAN MARKETING MEXICO SEMINAR , MEXICO CITY**

## Agenda

- |       |                              |  |
|-------|------------------------------|--|
| I.    | Register                     | 08:00 to 08:50 am.   |
| II.   | Welcome Mexico               | 08:50 to 09:00 am. By Mr. Ricardo Ortíz/Chairman FF  |
| III.  | Presentations                |  |
|       | a) The Value of Technology   | 09:00 to 10:00 am. By Mr. José Luis Salinas/Festo  |
|       | b) Business Intelligence     | 10:00 to 11:00 am. By Mr. Julio Ortíz/Siemens  |
|       | c) Process Integrity         | 11:00 to 12:00 am. By Mr. Ricardo Ortíz/Endress + Hauser   |
|       | d) Open Scalable Integration | 12:00 to 13:00 pm. By Mr. José Luis Salinas/Festo  |
|       | Lunch                        | 13:00 to 14:00 pm.   |
| IV.   | The Value of Diagnostics     | 14:00 to 14:50 pm. By Mr. Daniel Zamorano/Yokogawa   |
| V.    | General Presentations        |  |
|       | a. Architecture              | 14:50 to 15:40 pm. By Mr. Miguel Garcia/Emerson  |
|       | b. High Power Energy         | 15:40 to 16:10 pm. By Mr. Daniel Gutierrez/Pepperl+Fuchs   |
|       | c. Fieldbus Barrier          | 16:10 to 16:40 pm. By Mr. Mario Cruz/ISEL-STHAL  |
| VI.   | Design Tools                 | 16:40 to 17:00 pm. By Mr. José Luis Salinas/Festo  |
| VII.  | Success Stories              | 17:00 to 17:30 pm. By Mr. Omar Sánchez/Pemex<br>17:30 to 18:00 pm. By Mr. Daniel Espinosa/Clorox |
| VIII. | Closure                      | 18:00 to 18:10 pm. By Mr. Ricardo Ortíz/Chairman FF  |

During the event we have some Fieldbus Demos from the Automations Companies.

Cordially,

Mr. Ricardo Ortiz Montalvo  
Chairman Fieldbus Mexico



Where: November 10<sup>th</sup>, 2011.

Location:

**NH Hoteles Mexico City...Wake Up To a Better World**

Liverpool 155, Zona Rosa Col. Juárez

06600 México, D.F.

Phone: (55) 52291514

Fax: (55) 5229 1514 Ext. 1624

[mtngs.nhmexicocity@nh-hotels.com](mailto:mtngs.nhmexicocity@nh-hotels.com)

[www.nh.hotels.com](http://www.nh.hotels.com)

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