



## **8th America Digital Congress México 2023: connecting technology and business leaders from Mexico and Central America, with an economic impact of 100 million dollars in the region.**

[The 8th America Digital Tech & Business Congress Mexico 2023](#) will bring together technology and business leaders from Mexico and Central America to discuss the latest trends and innovations in digital technology. The Congress will be held on June 21-22 at the World Trade Center in Mexico City, and is expected to have an economic impact of US\$100 million.

The event is a platform to connect professionals from the technology and business sectors, focusing on how technology can be applied to drive business growth, innovation and process optimization. Attendees will hear from speakers and panelists on a wide range of topics, including artificial intelligence, IoT, open banking, blockchain, cybersecurity, big data, digital transformation, cloud and more.

"Mexico is one of the largest global markets, with a high demand for software and technology solutions, making it one of the countries with the markets with the greatest opportunities for digital transformation in Latin America," says Lesley Robles, director of America Digital, the company responsible for the event.

More than 5,000 C-level executives, innovators and leaders in digital transformation from telecommunications companies, retail banks, industries and government authorities will participate in the Congress.

The 10,000-square-foot expo includes 100 technology companies, such as. Okta, Oracle, Adobe, Alldatum, Alibaba, Whatsapp, Asana, Canon, Kushki, Hootsuite Rindegastos, Fiserv, Cloudflare, Regum Capital, ManageEngine, MetaMap, Axur, Verbio, Incode, Telesign, Zoho, Transmit Security, Junio and Simetrik and more brands

Attendees will be able to participate in the program of specialized forums: C-Level Digital Transformation Forum; C-Level Digital Banking & Fintech Forum; and the C-Level 5G, IOT & Telco Forum; in which more than 100 speakers will participate.

Experts such as Esther Riveroll, CEO at Alldatum; Brian Zhong, Senior Solution Architect at Alibaba; Geana Barbosa, Director of Hootsuite Latin America; Claudia Avilán, Head of Revenue MetaMap; Hector Siller, Client Partner of Business Messaging at Meta; Nirav Sheth, Vice President of PreSales Americas at OKTA; Juan Pablo Boccardi, Head of Fintech & Banking Industry and spokespersons from other companies will share their experiences.



In addition, Alejandro Preinfalk CEO and President, Siemens Mexico Central America and the Caribbean; Sergio Torres Lebrija, Strategy, Innovation & Sustainability Head- Digital Banking, BBVA Mexico; Javier Juárez Mójica, Acting President Commissioner of the Federal Telecommunications Institute (IFT); and Zeus López, CISO, Banco Azteca will also participate.

The Congress will offer a variety of networking opportunities, allowing attendees to connect with other professionals in their field and establish valuable business relationships in the 1-on-1 networking activities that will take place on both days of the event,

For more information on the 8th America Digital Tech & Business Congress Mexico 2023, visit the event website at <https://mx.america-digital.com/> and purchase your tickets at <https://mx.america-digital.com/comprar-entradas/>.