

# RE+

## MEXICO

**APRIL 14–16, 2026**

**EXPO GUADALAJARA**

**JALISCO, MEXICO**

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# PROGRAM

## INSTALLER & INNOVATION AREA

TUESDAY, APRIL 14

**WORKSHOP - ENERGY STORAGE IN MEXICO 2026:  
MARKET PERSPECTIVES, TECHNOLOGICAL EVOLUTION,  
AND GROWTH PATHWAYS**

POWERED BY

**EUPD** Research

11:30 - 14:30

**11:40 - Navigating Energy Storage Trends in Mexico: Perspectives and Opportunities**

- **Speaker:** Ayalli Gurría, Chief Commercial Officer, Quartux México

**12:00 - In-Depth Technology Analysis: Key Features for a Successful Energy Transition in Mexico**

- **Speaker:** Javier González, Country Manager Mexico, Dyness

**12:20 - Towards Safe and Reliable Energy Storage: Challenges and Solutions**

- **Speaker:** Jesús Serrano, Solar Business Unit Manager in Mexico and Regional PVPP Coordinator for the Americas, TÜV Rheinland Mexico

**12:40 - Emerging Energy Storage Technologies and Their Implications for Renewable Integration in Mexico**

- **Speaker:** Rogelio Nochebuena, COO, Environmental Services of Baja California

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**13:00 - Unlocking the Value of C&I Energy Storage in Mexico: Modular Design and Integrated Power Solutions for Scalable Adoption**

- **Speaker:** Luis Colín, Technical Sales Engineer, Growatt

**13:20 - Current Status and Outlook of the Energy Storage Market in Mexico**

- **Speaker:** Ángel David Leyva, VP Comercial, PIREOS Power

**13:40 - Exploring C&I Energy Storage Applications in Mexico and LATAM**

- **Speaker:** Francisco Vázquez, Sales Manager Mexico, Jinko ESS

**14:00 - The Evolving Role of Battery Storage in Mexico's Energy Transition**

- **Speaker:** Ana Muradás, BESS Commercial Manager, Grupo Industronic

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## INSTALLER & INNOVATION AREA

TUESDAY, APRIL 14

14:45 – 15:25

### WORKSHOP - NEW COMPETENCY STANDARDS FOR THE INSTALLATION AND SUPERVISION OF PHOTOVOLTAIC SYSTEMS

- **Speaker:** Marco Antonio Guzmán, President, Mexican Association of the Photovoltaic Industry



15:30 – 16:00

### WORKSHOP - CLIMATE, AND PERFORMANCE: MAXIMIZING REVENUE FROM YOUR SOLAR SITES

- **Speaker:** Morgan Babbs, Co-Founder, Biz Dev en Popular Power
- **Speaker:** Stephanie Zayed, Manager, Biz Dev en Popular Power



16:05 – 16:35

### WORKSHOP - HOW TO LOCATE THE ELECTRIC ARC IN PHOTOVOLTAIC SYSTEMS

- **Speaker:** Ángel Estévez



16:40 – 17:20

### WORKSHOP - REGULATION FOR DISTRIBUTED GENERATION AND SELF-CONSUMPTION

- **Speaker:** Gilberto Sánchez, President, National Solar Energy Association



17:30 – 18:00

## INSTALLER AWARDS



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## INSTALLER & INNOVATION AREA

WEDNESDAY, APRIL 15

11:00 – 11:30

**CONFERENCE – MEXICO SOLAR OUTLOOK 2026: LARGE-SCALE GENERATION, DISTRIBUTED GENERATION, AND SELF-SUPPLY**

**Speaker:** Félix Delgado, Senior Research Analyst, Americas Power and Renewables, Solar PV LatAm



11:30 – 14:30

**WORKSHOP – ADVANCED ENERGY STORAGE: MONETIZATION, BUSINESS MODELS, AND SMART SYSTEM STRATEGIES**



**11:40 – C&I Smart Energy 360° – Self-Generation, BESS, and Digital Management to Strengthen Energy Resilience in Mexico**

- **Speaker:** Héctor Arteaga, Business Development Director, Haamtek Energy

**12:00 – Solar and Energy Storage Ecosystems: Intelligent Integration of Systems in Distributed Grids**

- **Speaker:** Gustavo Marín, Branch Manager LATAM, Alternergy Power Systems

**12:20 – Digitalization and Data-Based Strategies to Maximize the Value of Energy Storage in the C&I Sector in Mexico**

- **Speaker:** Arturo Duhart, CEO, Sunwise

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WEDNESDAY, APRIL 15

**WORKSHOP - ADVANCED ENERGY STORAGE:  
MONETIZATION, BUSINESS MODELS, AND SMART  
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11:30 – 14:30

**12:40 – Smart Grids and Management of Distributed Energy Resources in Mexico**

- **Speaker:** Abdiel Portillo, Technical Sales Advisor, Fronius México

**13:00 – Future Pathways for Energy Storage Value in Mexico: Technological Trends and Business Models**

- **Speaker:** Sergio Rodriguez, CTO LATAM, Solis

**13:20 – Energy Storage Beyond Hardware: Structuring Sustainable Value in Industrial and Commercial Applications**

- **Speaker:** Francisco Cervantes, CCO, Skysense

**13:40 – To What Extent Do Current Energy Storage Business Models Align with Current Regulations in Mexico?**

- **Speaker:** Iván Michel, CCO México, BESS Energy Storage Systems

**14:00 – Energy Storage in Mexico: From Technical Opportunity to Profitable Business**

- **Speaker:** Ricardo Farfán, Head of Business Development, Corey Solar

**14:20 – Energy Storage in Mexico: From Pilot to Central Infrastructure – How Logistics Determines Success**

- **Speaker:** Rasmus Hage, Director of Strategic Development – Renewable Energy, Americas, Hellmann Worldwide Logistics

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## INSTALLER & INNOVATION AREA

WEDNESDAY, APRIL 15

14:40 – 15:10	<b>WORKSHOP - REGULATIONS FOR ENERGY STORAGE SYSTEMS</b> <ul style="list-style-type: none"><li>• <b>Speaker:</b> Iván Michel, CCO México, BESS Energy Storage Systems</li></ul>	POWERED BY  <b>AMIF</b> ASOCIACIÓN MEXICANA DE LA INDUSTRIA FOTOVOLTAICA A.C.
15:15 – 15:45	<b>WORKSHOP - HOW CLEAN IS YOUR ELECTRICITY CONSUMPTION? THE IMPORTANCE OF CERTIFICATION AND TRACEABILITY OF GHG EMISSIONS</b> <ul style="list-style-type: none"><li>• <b>Speaker:</b> Ixchel Daniel, Chief Compliance Officer, Eva</li></ul>	POWERED BY  <b>AMIF</b> ASOCIACIÓN MEXICANA DE LA INDUSTRIA FOTOVOLTAICA A.C.
15:50 – 16:30	<b>WORKSHOP - PROCESS CULTURE FOR PHOTOVOLTAIC INSTALLATION COMPANIES</b> <ul style="list-style-type: none"><li>• <b>Speaker:</b> David Castellanos, Founder and Director, Geest</li></ul>	POWERED BY  <b>AMIF</b> ASOCIACIÓN MEXICANA DE LA INDUSTRIA FOTOVOLTAICA A.C.
16:35 – 17:05	<b>WORKSHOP - HOW TO SELECT THE RIGHT PHOTOVOLTAIC CABLE FOR A SAFE AND DURABLE INSTALLATION</b> <ul style="list-style-type: none"><li>• <b>Speaker:</b> Julio César, Technical Sales Advisor, Conдумex</li></ul>	POWERED BY  <b>AMIF</b> ASOCIACIÓN MEXICANA DE LA INDUSTRIA FOTOVOLTAICA A.C.
17:15 – 18:15	<b>WORKSHOP</b>	POWERED BY <b>T E S L A</b>

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## INSTALLER & INNOVATION AREA

THURSDAY, APRIL 16

11:30 – 12:15

### WORKSHOP - REGULATORY COMPLIANCE IN THE INSTALLATION OF ELECTRIC VEHICLE CHARGING INFRASTRUCTURE

- **Speaker:** Víctor Hugo Rangel, Electrical Installations Verification Unit

POWERED BY



12:30 – 14:00

### CRASH COURSE: HYDROGEN AS A DECARBONIZATION STRATEGY

POWERED BY



14:10 – 14:40

### WORKSHOP - SIZING AND APPLICATION OF ENERGY STORAGE

- **Speaker:** Ana Muradás, BESS Commercial Manager, Grupo Industrionic

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14:45 – 15:15

### WORKSHOP - REFRIGERATION AND HVAC: "KEY DRIVERS FOR ENERGY DECARBONIZATION"

- **Speaker:** Eduardo Avendaño, Technical Director, Genertronics Mexico

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THURSDAY, APRIL 16

15:20 – 15:50

### WORKSHOP – ENERGY INDEPENDENCE, A PROVEN REALITY: HYBRID SYSTEMS AND MICROGRIDS

- **Speaker:** Francisco Vargas, CEO, Innovación Solar



15:55 – 16:25

### WORKSHOP – MOST COMMON NON-CONFORMITIES IN SFV VERIFICATION

- **Speaker:** Cecilia Aquino, Verification Engineer, Arguia Consultants



16:30 – 17:00

### WORKSHOP – FUNDING SOLUTIONS TO OFFER FINANCING TO CLIENTS

- **Speaker:** Daniela Sahagún, Head of Structuring & Strategy, Banverde



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