

### U.S. Mexico Fashion Industry: Dressing Up with Innovation & Evolution in North America

#### Join Sheppard Mullin and The United States - Mexico Chamber of Commerce for the U.S. - Mexico Fashion Industry Commerce Conference

Sheppard Mullin New York

02.27.2020

#### Discussion Topics:

- Current state of the market, investment, transactions and deals in recent years.
- Investor appetite for new designer ventures and fashion projects.
- Lessons for Mexican/Latin American designers aspiring to enter/consolidate their presence in the U.S. market.
- Impact of technology on investment: Tech apps, innovation, e-commerce and start-ups to serve the fashion industry.
- Outlook for the fashion industry for locals and cross-border innovation in the fashion industry.
- Mexico and the USMCA: Is it possible to strengthen and competitively attract fashion manufacturing to North America?
- Emerging challenges on global production to serve the U.S. market: trade wars, entangled rules of origin, IP protection, labor and sustainability compliance, localization and redirection of global supply chains.
- California's raising bar in terms of regulation, sustainability, consumer protection, and implications for other U.S. markets.
- Privacy Issues related to the industry.
- Understanding trends and incipient complexities of the U.S. market for local and foreign fashion industry companies: millennial generation, e-commerce, global competition, etc.

#### Speakers:

- **Roberto Chapa**, *Partner Global Trade, EY*
- **Maria de los Angeles**, *Artist*
- **Luis Gonzalez**, *Founding Partner, Solcargos*
- **Julio Marquez**, *Co-founder & Managing Partner, New York Bay Capital*
- **Theodore Max**, *Partner, Sheppard Mullin*

- **Laura Nava**, *Special Counsel*, Sheppard Mullin
- **Liliana Parodi-Huml**, *Global Strategy & Business Development Executive*, Panjiva and S&P Global Market Intelligence
- **Alexis Robinson**, *Partner*, Sheppard Mullin
- **Mario Rodriguez Graniel**, *Senior Director - Client Relationship Management*, Prada Group
- **Adam Shipley**, *Partner*, Sheppard Mullin
- **Nini Zhang**, *Director - Investment Banking*, Credit Suisse
- **Rosa Ertze**, *Partner/President*, Duane Morris/ US-Mexico Chamber of Commerce, Northeast Chapter
- **Alejandro Ramos**, *Senior VP for US Chapter Operations & Executive Director (NE)*, The United States - Mexico Chamber of Commerce

## Details:

**Thursday, February 27, 2020**

Registration | 4:45 p.m. - 5:00 p.m.

Panel Discussion | 5:00 p.m. - 7:00 p.m.

Networking Cocktail Reception | 7:00 p.m. - 7:30 p.m.

***Sponsored by Koch El Mezcal and Monte Xanic***

## Sheppard Mullin

30 Rockefeller Plaza

New York, NY 10112

**Questions or to RSVP, please contact Maricela Alfonso via email or at 212.653.8463**

## Attorneys

Theodore C. Max

Laura M. Nava

Alexis Robinson

## Practice Areas

Latin America

Práctica Latinoamericana

## Industries

Fashion, Apparel and Beauty