

#ACXchange

# AGENDA

**MICHIGAN**  
MAY 5 - 10, 2024



## Americas Competitiveness Exchange



**E·D·A**  
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION



INTERNATIONAL  
**TRADE**  
ADMINISTRATION



**MICHIGAN**  
ECONOMIC  
DEVELOPMENT  
CORPORATION



**OAS | SEDI**





# Welcome to Michigan

**Saturday,** May 4, 2024,  Detroit


- » All day  
**Delegates arrive at Detroit Metropolitan Wayne County Airport (DTW) and transfer to the  Westin Book Cadillac. Suggested transportation from airport to hotel: [Detroit Air Xpress Bus](#)**

**Sunday,** May 5, 2024,  Detroit

**Downtown Detroit:** Prepare to be surprised

- » All day  
**Delegates arrive at Detroit Metropolitan Wayne County Airport (DTW) and transfer to the Westin Book Cadillac. Suggested transportation from airport to hotel: [Detroit Air Xpress Bus](#)**
- » 10:00 a.m – 4.30 p.m.  
**Delegates arrive/Registration**  [Hotel Westin Book Cadillac](#)
- » 2:00 p.m – 4:00 p.m.  
**Guided walking tour of downtown Detroit via People Mover & Q Line**  
*Welcome to Downtown Detroit! Home of the #1 Public Square in the U.S., and a hub of economic revitalization. Witness the resurgence of innovation and entrepreneurship, with new businesses, startups, and developments emerging throughout the downtown area and submerge yourself in its vibrant and welcoming community.*
- » 5:00 p.m – 7:00 p.m.  
**Welcome Reception,**  [Hotel Westin Book Cadillac, Founders Room](#)  
• **ACE Michigan Group Photo** 
-  Overnight, [Westin Book Cadillac](#)

## Putting the World on Wheels. Collaboration opportunities for the Americas

Breakfast is available from 6:30 a.m. at the  Hotel Westin Book Cadillac  
(breakfast is not included in the accommodation rate) Attire: business/business casual

 7:00 a.m.  
**Meet in Lobby / load buses**  
Hotel Westin Book Cadillac

 7:30 a.m.  
Transfer to  **Detroit Diesel**

» 8:00 a.m.  
**Detroit Diesel:** Connect with the industry-leading original equipment manufacturer driving innovation in the industry. Discover how state-of-the-art engines, axles and transmissions are designed for optimized performance and efficiency.

• **Official opening of ACE Michigan**

• **Welcome remarks and introductions**

- **Quentin Messer, Jr.**, Chief Executive Officer, Michigan Economic Development Corporation
- **Alejandra Y. Castillo**, Assistant Secretary of Commerce for Economic Development, Economic Development Administration (EDA), U.S. Department of Commerce
- **Arnold Chacon**, Secretary for Administration and Finance, Organization of American States

• **Tour of four key Detroit Diesel areas of operation**

- Axle Management Center
- Engineering Lab
- High Voltage Battery
- Heavy Duty Engine

• **Remarks by Governor Gretchen Whitmer, Governor of Michigan**

• **ACE Michigan Group Photo** 

 11:30 a.m.  
Transfer to  **Huntington Place**

» 12:00 p.m.  
**Huntington Place**

• **Lunch and Tour Huntington Place**

• **Michigan's Auto & Defense Industry Convergence**

- **Nadia Abunasser**, MEDC, Federal Opportunities Director
- **Drew Coleman**, MICHauto, Senior Director
- **Mark Ignash**, MEDC, Strategic Initiatives & Ecosystem Development Director

• **Hydrogen Refueling Cart demo**

- **Maura Rylander**, Project Manager, Fuel Cell Technologies, Group Vehicle Power & Mobility, U.S. Army Combat Capabilities Development Command (DEVCOM)
- **Joe Mercurio**, GM, Manager of New Business Development, Fuel Cell Strategies & Business Development

• **Panel "Michigan's Defense Industry"**

- **Moderator: Vicki Rowinski**, Macomb Carrie Mead, Detroit Arsenal, Garrison Manager
- **Maura Rylander**, Project Manager, Ground Vehicle Systems Center, DEVCOM
- **David Castano**, Compliance & Security Officer, SAPA Transmission

• **Panel "GEM: Global Epicenter of Mobility"**

- **Moderator: Christine Roeder**, DRP
- **Alejandra Y. Castillo**, Assistant Secretary of Commerce for Economic Development, Economic Development Administration (EDA)
- **Danielle Manley**, TechTown
- **Jeannine Grant**, DRP

• **ACE Michigan Group Photo** 

 5:00 p.m.  
Transfer to  **Detroit Institute of Arts (DIA)**

» 5:30 p.m.  
**Detroit Institute of Arts (DIA):** Get ready to connect at the DIA, home to a world-class collection of over 65,000 works of art. Admire notable acquisitions like Diego Rivera's Detroit Industry fresco cycle, which Rivera considered his most successful work, and Vincent van Gogh's Self-Portrait. Join us at this reception to build connections and celebrate the power of art to bring people together.

• **Reception**

 7:30 p.m.  
Transfer to Hotel  **Westin Book Cadillac**


 **Overnight, Westin Book Cadillac**

## Growing Big Ideas. From agtech research to innovative solutions for employment success

Luggage to lobby by 6:45 a.m.

Breakfast is available from 6:30 a.m. at the  Hotel Westin Book Cadillac

(breakfast is not included in the accommodation rate) Attire: business/business casual

 6:45 a.m.  
**Hotel Check out / load buses with luggage**  
Hotel Westin Book Cadillac

 7:00 a.m.  
Transfer to  **Michigan State University (MSU)**

**>> 8:30 a.m.**  
**Michigan State University (MSU):** Join the Spartan community at MSU, founded in 1855 as the Agricultural College of Michigan, which was the first land grant university in the U.S. MSU welcomes over 50,000 students each year. Explore R&D projects at the Facility for Rare Isotope Beams, and discover innovative programs in agribusiness, life sciences, logistics and more.

• **Bus tour of agricultural science and livestock science facilities**

• **MSU STEM Building, which was built using Mass Timber technologies**

- Welcome and introductions
- Discussion of the STEM Building and Mass Timber technologies
- Planning for the future Workforce

• **Panel “Regional Economic Development Collaboration”**

- **Moderator: Bob Trezise, President & CEO, Lansing Economic Area Partnership**
- **Kerry Ebersole Singh, Chief Talent Solutions Officer, MEDC**
- **Mayor Andy Shor, City of Lansing Mayor**
- **Cathleen Edgerly, Executive Director, Downtown Lansing, Inc.**
- **Jeffrey Smith, MSU Director of Research Parks**

 11:45 a.m.  
Transfer to  **Peckham Industries**

**>> 12:00 p.m.**  
**Peckham Industries:** Engage with a recognized leader in vocational rehabilitation and inclusive culture. Ranked #11 on Fortune Magazine’s Great Place to Work list, Peckham is an award-winning organization, recognized for its workforce development and quality employment practices. Share your expertise and learn from theirs as we explore innovative solutions for regional workforce growth and collaboration opportunities.

• **Lunch and welcome remarks**

- **Michael Flowers, Peckham Board President**
- **Mike Zamiara, President, Niowave**
- **Jo Sperry, Peckham Chief Executive & Inclusion Officer**

• **Tour Peckham Industries**

- Apparel division
- Call Center division

• **Group art project**

• **Stop by Peckham Farms on way to Grand Rapids**

• **ACE Michigan Group Photo** 

 3:30 p.m.  
Transfer to Hotel  **Hyatt Place, Grand Rapids Downtown**

**>> 4:45 p.m.**  
**Check-in Hotel Hyatt Place**

 5:30 p.m.  
Transfer to  **Meijer Garden**

**>> 6:00 p.m.**  
**Reception Meijer Garden:** Connect with leaders, nature, and art at the world-renowned sculpture and horticultural landscapes of Frederik Meijer Gardens & Sculpture Park. Join us to inspire new ideas, build connections, and cultivate collaboration in a breathtaking setting of stunning indoor and outdoor gardens and sculpture galleries.

• **Welcome Remarks**

- **Charles Burke, President & CEO, Frederik Meijer Gardens**

• **Performance by Nottawaseppi Huron Band of the Potawatomi**


 7:30 p.m.  
Transfer to Hotel  **Hyatt Place, Grand Rapids Downtown**

 **Overnight, Hyatt Place, Grand Rapids Downtown**



# Wednesday, May 8, 2024, Grand Rapids

**Advanced manufacturing know-how & medical life sciences.** Sharing models and opportunities for SMEs and research partnerships.

Breakfast is available from 6:30 a.m. and included in the accommodation rate at  Hyatt Place  
Attire: business/business casual

 7:45 a.m.  
**Meet in Lobby to load buses**

 8:00 a.m.  
Transfer to  **MSU Grand Rapids Innovation**

» 8:15 a.m.  
**MSU Grand Rapids Innovation:** Collaborate with innovators and experts to shape the future of healthcare at the MSU Grand Rapids Innovation Park. A collaborative health innovation hub for biomedical research, bioengineering and health technology. This enterprising ecosystem is rich with opportunities for transformational health discoveries that will help people live better and longer.

• **Panel “Medical Innovation”**

- **Moderator:** *tbd*
- **Norman Beauchamp, MD, EVP Health Services, MSU**
- **Kyle McGregor Ph.D., MBA, Director, Health Innovation, MSU**
- **Anthony Chang, Ph.D., Founder, CEO, BAMF Health**
- **Bob Niemiec, Managing Partner, Twistthink**
- **Mike VanGessel, Founder & CEO, Rockford Construction**
- **Jerry Kooiman, MPA, Asst Dean, External Relations & Chief External Relations Officer, MSU College of Human Medicine**

 10:00 a.m.  
Transfer to  **Grand Valley State University (GVSU)**

» 10:15 a.m.  
**Grand Valley State University (GVSU):** Connect with like-minded individuals and explore the exciting possibilities in life sciences and Medbio.

• **GVSU tour and lunch**

• **Welcome Remarks**

- **Stacie Behler, Vice President & Chief Public Affairs & Communications Officer**
- **Philomena Mantella, President GVSU**

• **Panel: “Engineering & Computing”**

- **Moderator: Stacie Behler**
- **Paul Plotkowski, Dean, College of Engineering, GVSU**
- **Incoming Dean, College of Computing**
- **Jonathan Engelsma, Director, Applied Computing Institute, Professor of College of Computing**

 12:30 p.m.  
Transfer to  **Amway**

» 1:00 p.m.  
**Amway:** Engage with Amway, the world’s largest direct selling company, with presence in 100 countries through independent business owners. Amway offers a vast platform for collaboration and growth in nutrition, beauty, personal care, and home products.

• **Welcome and background on Amway**

- **Michael Nelson, Chief Operating and Chief People Officer**

• **Tour of two facilities that manufacture Amway products**

• **ACE Michigan Group Photo** 

 3:00 p.m.  
Transfer to  **Steelcase**

» 3:30 p.m.  
**Steelcase:** Join the dynamic community at Steelcase - Grand Rapids location. Home to more than 2,000 employees from various backgrounds and expertise, buzzing with creativity and collaboration. Engage with designers, researchers, marketers, innovators, engineers, and professionals in many fields to exchange ideas and seek new collaboration.

• **Welcome and history of Steelcase and furniture manufacturing in West Michigan**

• **Steelcase tour**


 5:00 p.m.  
Transfer to  **Amway Grand**

» 5:30 p.m.  
**Reception Amway Grand:** Experience the rich history of the Amway Grand Plaza Hotel, a Grand Rapids landmark. With its stunning architecture, beautifully restored, this iconic hotel is the perfect setting to connect with others and explore new partnership opportunities.

 7:00 p.m.  
Walk to Hotel  **Hyatt Place, Grand Rapids Downtown**

 **Overnight, Hyatt Place, Grand Rapids Downtown**

## Feeding the World, Aerospace Innovation & Transportation Mobility. Connecting food security and value chains in strategic industries

Breakfast is available from 6:30 a.m. and included in the accommodation rate at  Hyatt Place  
Attire: business/business casual

 6:30 a.m.  
**Hotel Checkout / Luggage to lobby / load buses**

 6:45 a.m.  
Transfer to  **Kellogg**

• **Michigan's Travel & Tourism Industry:** Collaborate with innovators and experts to shape the future of healthcare at the MSU Grand Rapids Innovation Park. A collaborative health innovation hub for biomedical research, bioengineering and health technology. This enterprising ecosystem is rich with opportunities for transformational health discoveries that will help people live better and longer.

» 8:15 a.m.  
**Kellogg:** As a leader in the food industry, Kellogg is at the forefront of addressing global food security and sustainability challenges. Their food products are manufactured and marketed in over 180 countries, and it is one of the most recognizable brands in the world. Explore new possibilities and discover how collaboration can shape the future of food production.

• **Welcome remarks**

• **William A. Ramos, Senior Advisor to the Assistant Secretary, U.S. Economic Development Administration**

• **History of Kellogg and Tour**  
• **ACE Michigan Group Photo** 

 9:30 a.m.  
Transfer to  **Duncan Aviation**

» 10:00 a.m.  
**Duncan Aviation:** Connect with the largest privately owned business jet service provider in the world. With complete maintenance, repair and overhaul service offerings at three U.S. facilities, as well as through regional shops and mobile teams worldwide. Duncan Aviation helps business aircraft operators get the most value from their aircraft ownership. Session will facilitate identifying collaboration opportunities.

 11:15 a.m.  
Transfer to  **University of Michigan (Michigan Stadium)**

» 12:45 p.m.  
**University of Michigan (Michigan Stadium):** "The Big House" (UMich stadium) is the largest stadium in the United States with a seating capacity of more than 107,000.

• **Lunch and Welcome Remarks**

• **Kelly Sexton, Associate VP of Innovation** "Partnerships & Economic Impact; "Tech System Ecosystem Overview"  
• **Dave Wentzloff, Professor, Electrical Engineering & Computer Science** "Semiconductors, Industry Engagement & Launching a Startup"

• **Tour of the legendary Michigan Stadium**  
• **ACE Michigan Group Photo** 

 2:15 p.m.  
Transfer to  **American Center for Mobility**

» 2:45 p.m.  
**American Center for Mobility:** Join the future of Mobility. Located on a historic 500-acre site in Ypsilanti, ACM offers a collaborative hub for innovation and technology. Connect with industry leaders, explore cutting-edge test environments, and discover new possibilities in an advanced mobility proving ground.

• **Welcome: Review what is taking place during "Demo Days"**  
• **Tour American Center for Mobility (bus tour with guides)**

 4:45 p.m.  
Transfer to  **Michigan Central/Newlab**

» 5:30 p.m.  
**Michigan Central/Newlab:** Explore the 30-acre campus of Michigan Central, a hub for collaboration innovation district located between the historic neighborhoods of Corktown and Southwest Detroit. Connect with a growing community of visionaries, innovators, and change-makers building urban transportation solutions that advance a more sustainable and equitable future.


• **Tour Newlab/Michigan Central and Roof Top Reception at Newlab**

 7:30 p.m.  
Transfer to Hotel  **Westin Book Cadillac, Detroit**

 Overnight, Westin Book Cadillac, Detroit

# Friday, May 10, 2024, Oakland County, Detroit

**Robots & Rediscovering Detroit: Rebirth of a Great City.** Urban, economic development models and the transformational effect of entrepreneurship

Breakfast is available from 6:30 a.m. at the  Hotel Westin Book Cadillac  
(breakfast is not included in the accommodation rate) Attire: business/business casual

 7:15 a.m.  
**Gather in Lobby / load buses**

 7:30 a.m.  
Transfer to  **FANUC**

» 8:00 a.m.  
**FANUC:** A pioneer in the world of robotics and automation and the global leader in CNC systems, robotics, and ROBOMACHINES. Pursue collaborations with FANUC to upskill the workforce and prepare students for high-tech careers in advanced manufacturing.

• **Welcome Remarks**

- **Cynthia Hutchinson, CEO, U.S. Center for Advanced Manufacturing**

 10:00 a.m.  
Transfer to  **Cultural programming**

» 10:30 a.m.  
**Cultural programming:** Downtown Detroit Cultural Center

 11:45 a.m.  
Transfer to  **TechTown/Wayne State University**

» 12:15 p.m.  
**TechTown/Wayne State University:** Join the vibrant entrepreneurial ecosystem at TechTown Detroit. Wayne State University's innovation hub empowers early-stage to growth-stage businesses and tech entrepreneurs through programs, education, and resources. Connect with like-minded innovators and engage with top entrepreneurs from Michigan and the Americas as they pitch their business ideas at the Innovation Exchange Coalition (IEC).

- **Box lunch and networking with entrepreneurs from Michigan and ACE program**
- **Welcome and introductions from Wayne State and TechTown leadership**
- **Entrepreneurship showcase programming**

 3:40 p.m.  
Transfer to  **Motown Museum**

» 4:00 p.m.  
**Motown Museum:** ACE Michigan wraps up at the legendary Motown Museum, the birthplace of Hitsville U.S.A., founded by Barry Gordy. As the ongoing heartbeat of the Motown legacy, it's the perfect setting to come together one last time, to reflect on the experiences and solidify the connections and new partnerships made throughout the program.

• **Welcome Remarks**

- **Robin Terry, CEO, Motown Museum**

• **Tour**

• **Certificates of Recognition for Participants**

• **Official announcement and transition**

• **Ceremony of the next ACE Fall 2024 Host**

• **Interventions at Closing Ceremony:**

- **Garlin Gilchrist, Lieutenant Governor of Michigan**
- **Francisco O. Mora, Ambassador, Permanent Representative, Permanent Mission to the OAS, U.S. Department of State**
- **Gevorg Papoyan, Minister of Economy, Ministry of Economy of the Republic of Armenia**

 7:30 p.m.  
Transfer to Hotel  **Westin Book Cadillac, Detroit**

 **Overnight, Westin Book Cadillac, Detroit**



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