ASOCIACIÓN MEXICANA DE INDUSTRIALES DE ACABADOS SUPERFICIALES

TS31 TECHNICAL SESSION
LEÓN, GUANAJUATO

IECA
LEÓN CAMPUS,
GUANAJUATO, MEXICO
Tuesday, September 8, 2026

SURFACE PREPARATION:
THE FIRST STEP TOWARD HIGH-PERFORMANCE COATINGS AND FINISHES
PROGRAM

TIME	TOPIC	SPEAKER	COMPANY
8:00 Hrs. 8:30 Hrs.	**REGISTRATION & NETWORKING**		
8:35 Hrs. 8:40 Hrs.	AMAS Introduction – Welcome to Technical Session No. 31	Presented by: Ruth Rodríguez *AMAS Executive Director*	AMAS
8:45 Hrs. 8:50 Hrs.	Welcome Remarks from IECA	Presented by: Eng. Salomón Ceballos *IECA Executive Director*	IECA
9:00 Hrs. 9:30 Hrs.	**Surface Pretreatment for Liquid Painting on Plastic Substrates:** Essential Aspects to Ensure Performance	Presented by: Eng. Rodrigo Ruiz	Mankiewicz
9:35 Hrs. 10:05 Hrs.	The Importance of Racks in Surface Preparation and Surface Finishing Processes	Presented by: Eng. Saúl Navarro Urzua	PRORACKS
10:10 Hrs. 10:30 Hrs.	**COFFEE BREAK**		
10:35 Hrs. 11:05 Hrs.	**Creating Value Through Durability:** The Strategic Importance of Coatings for Agricultural and Construction Equipment	Presented by: Eng. Eduardo Álvarez	sames
11:10 Hrs. 11:40 Hrs.	Dry film lubrication in conveying systems	Presented by: Eng. Eduardo Backmann	TTX México
11:45 Hrs. 12:15 Hrs.	**Liquid Paint Application Optimization:** Engineering to Maximize Performance and Reduce Process Costs	Presented by: Eng. Esaud Orozco	DÜRR
12:20 Hrs. 12:30 Hrs.	**COFFEE BREAK**		
	KEYNOTE PRESENTATION (ACADEMIA)		
12:20 Hrs. 12:50 Hrs.	**Thermal Spray:** Technologies and Applications in Surface Engineering	Presented by: Dr. María Catalina Galeano Camacho	STATE
13:00 Hrs. 14:15 Hrs.	**LUNCH & NETWORKING**		
14:20 Hrs. 15:20 Hrs.	**Laser Curing for Powder Coatings:** Innovation, Efficiency, and Sustainability Live Demonstration	Presented by: Eng.José Antonio Medina Gómez	IPG Photonics
15:30 Hrs. 16:00 Hrs.	**Water Recycling and Reuse Technologies for Surface Finishing Lines:** Implementation Challenges and Best Practices	Presented by: Eng. Noé Cruz Aguirre	CRUKEL Water & Chemicals
16:05 Hrs. 16:35 Hrs.	**Ultrasonic Cleaning:** A Key Technology for High-Performance Surface Preparation	Presented by: Eng. Jorge G. Terán Moncada	tierratech
16:40 Hrs. 16:55 Hrs.	**COFFEE BREAK**		
17:00 Hrs. 17:30 Hrs.	**Pretreatment Parameter Control:** The Foundation for High-Performance Coatings	Presented by: Eng. Juan Antonio Romero Ruiz	VAZDELAR Sistemas de Pintura
17:35 Hrs. 18:05 Hrs.	**Measure to Decide:** Coating Thickness Control and Process Optimization	Presented by: Eng. Enrique Carmona Escobedo	Fischer
18:10 Hrs. 18:25 Hrs.	"AMAS Technical Coins" Points Activation	AMAS	AMAS
	RECOGNITION CEREMONY & CLOSING NETWORKING RECEPTION		

**Preliminary Program – Subject to Change*

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