



## Western Hemisphere Apparel & Footwear Compliance Conference

November 19 – 20, 2025

InterContinental Real Guatemala

14 Calle 2-51 Zona 10 Guatemala City, 01010 Guatemala

Wednesday, November 19

4:30 – 7:30 PM

### **WELCOME RECEPTION SPONSORED BY VESTEX**

Location: Casa Del Ron

Auxiliar Avenida La Reforma, 13-35 zona 10, Ciudad de Guatemala

Thursday, November 20

7:30 – 8:00 AM

### **REGISTRATION, NETWORKING, & REFRESHMENTS**

8:00 – 8:15 AM

### **WELCOME & INTRO TO AAFA**

**Nate Herman**, Executive Vice President, American Apparel & Footwear Association (AAFA)

8:15 – 8:45 AM

### **KEYNOTE ADDRESS**

**Fred Esseily**, Vice President of Global Product Execution, Carhartt, Inc.

8:45 – 9:25 AM

### **FROM DEALS TO DOCKS: A DEEP DIVE INTO TARIFFS, TRADE, AND TRANSPORT**

As trade and global logistics continue to evolve, it is critical for manufacturers to stay informed. AAFA will break down key policy developments, including updates to tariffs, trade agreements, and the outlook under the current U.S. administration, along with the latest news and what's next in shipping and logistics.

**Beth Hughes**, Vice President, Trade and Customs Policy, AAFA

**Audrey Clark**, Trade and Transportation Specialist, AAFA

9:25 – 9:55 AM

### **NETWORKING BREAK SPONSORED BY CHARMING TRIM & PACKAGING INC.**

9:55 – 10:30 AM

### **STAYING SAFE AND COMPLIANT: NAVIGATING TODAY'S CHEMICAL REGULATIONS**

As state regulations on chemicals like PFAS, BPA, and BPS tighten across the U.S. and global chemical standards continue to evolve, factories face growing challenges navigating a complex regulatory landscape. Federal, state, and international requirements make compliance increasingly complicated, demanding up-to-date knowledge and practical risk management strategies. AAFA will provide the latest information and guidance to help manufacturers implement compliant chemical management practices that minimize operational disruptions and meet global standards.

**Chelsea Murtha**, Senior Director, Sustainability, AAFA

**Conor O'Brien**, Sustainability Policy Coordinator, AAFA

10:30 – 11:10 AM

### **HOW DO YOU STAY COMPETITIVE WHILE NAVIGATING TARIFFS AND PROTECTING WORKERS?**

As global sourcing strategies shift in response to tariffs, upholding labor rights remains a top priority. For manufacturers, staying compliant while protecting workers is not just a legal obligation, it is business imperative. AAFA and its official social responsibility partner, WRAP, will share newly revised labor guidelines, brand expectations, and strategies for maintaining ethical operations amid changing global sourcing dynamics and pressures.

**Isadora Loreto**, Associate Director, Partnerships, RISE

**Avedis Seferian**, President and CEO, Worldwide Responsible Accredited Production

**Frank Vasquez**, Director, Global Compliance, Hanesbrands, Inc.

*Moderated by* **Nate Herman**, Executive Vice President, AAFA

11:10 – 11:50 AM

### **CERTIFIED PATHWAYS: UNLOCKING GLOBAL MARKET ACCESS**

International compliance can be a barrier to accessing global markets. Suppliers who have leveraged third-party certifications to meet compliance standards and access opportunities in the U.S. and EU markets will share the challenges faced, lessons learned, and how certification provides strategic value not only for regulatory compliance but also to build trust and competitive advantage.

**Pablo Hernandez**, VP of Strategy, Brand and Innovation, SIERRA

**Cristhian Méndez**, Sales & Technical Manager, Bozzetto, S.A.

*Moderated by* **Miguel Hurtado**, Latin America Business Development Manager, Hohenstein

11:50 AM – 12:20 PM

### **SCALING CIRCULARITY: A STRATEGIC JOINT VENTURE FOR RECYCLED COTTON FIBER IN CENTRAL AMERICA**

Recover™ and Intradeco have launched a new joint venture to expand recycled cotton fiber production in Central America. By combining Recover's advanced recycling technology with Intradeco's manufacturing expertise, the partnership aims to deliver high-quality, low-impact fiber at scale while advancing nearshoring strategies, lowering supply chain emissions, and ensuring compliance with evolving sustainability and sourcing regulations.

**Sebastián Díaz**, General Manager, Recover Central America

**Jaime Miguel**, CEO, Intradeco

*Moderated by* **Chelsea Murtha**, Senior Director, Sustainability, AAFA

12:20 – 1:20 PM

### **LUNCH SPONSORED BY INTERTEK**

1:20 – 2:00 PM

### **BUILDING BETTER TOGETHER: PARTNERING WITH PURPOSE TO DRIVE SUSTAINABILITY**

What does real environmental influence look like across the supply chain? Manufacturers and brands are partnering with bluesign to build on compliance and drive measurable progress on sustainability. Through chemical management, tracking, and improvement of energy use, emissions, water consumption, and wastewater quality, these partnerships are helping reduce environmental impact and support meaningful, data-driven change.

**Valeria Emondi**, Environmental Advisor, PETTENATI CENTRO AMERICA S.A. de C.V.

**Vida Komer**, Footwear Material Operations & Sustainability, Under Armour, Inc.

*Moderated by* **Barbara Oswald**, Chief Commercial Officer, bluesign

2:00 – 2:35 PM

### **BEYOND THE POINT OF SALE: UNDERSTANDING EXTENDED PRODUCER RESPONSIBILITY**

Extended Producer Responsibility (EPR) regulations are expanding, presenting both challenges and opportunities for manufacturers. Factories in the region must understand their evolving responsibilities during and after production. Learn the fundamentals of EPR, how it impacts manufacturers, and how regional free trade agreements can help support compliance and waste management efforts.

**Chelsea Murtha**, Senior Director, Sustainability, AAFA

**Beth Hughes**, Vice President, Trade and Customs Policy, AAFA

2:35 – 3:05 PM

### **NETWORKING BREAK SPONSORED BY AVERY DENNISON**

3:05 – 3:50 PM

### **FLIPPING THE SCRIPT BY TURNING TRADE CHALLENGES INTO OPPORTUNITIES**

Shifting trade policies across the Western Hemisphere present both roadblocks and opportunities for manufacturers. From the upcoming United States-Mexico-Canada Agreement (USMCA) review to updates on the Dominican Republic-Central America Free Trade Agreement (CAFTA-DR) and ongoing CBP trade enforcement, understanding the latest developments is key to staying competitive.

Unpack the challenges manufacturers face while highlighting opportunities to optimize sourcing, strengthen regional partnerships, and grow exports.

**Carlos Arias**, President, VESTEX

**Rick Horwitch**, Chief of Supply Chain and Sustainability Strategy – Global Retail Lead, Bureau Veritas Consumer Products Services

**Patricia Lopez**, Head of Americas Sourcing, Gap, Inc.

**José Pablo Maaquá**, President, CANAIVE

*Moderated by* **Beth Hughes**, Vice President, Trade and Customs Policy, AAFA

3:50 – 4:20 PM

### **DELIVERING ON SOCIAL COMPLIANCE: CONTINUING RESPONSIBILITIES UNDER UFLPA**

Enforcement of the Uyghur Forced Labor Prevention Act (UFLPA) continues to raise expectations for factories in the Western Hemisphere from both regulators and brands. Hear the latest updates on UFLPA enforcement, evolving brand requirements, and the critical role of supply chain traceability in mitigating forced labor risks. Strengthening traceability and compliance is essential to maintaining your status as a trusted supplier in today's regulatory environment.

**Michelle Tarry**, Vice President, Corporate Responsibility, AEO Inc.

*Moderated by* **Nate Herman**, Executive Vice President, AAFA

4:20 – 4:30 PM

### **CLOSING REMARKS**

*\* Agenda subject to change\**

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