



CannabiSalud

SCHEDULE

WED JUNE 14TH

15:00 ATELIER PLAYA MUJERES
HRS **CHECK-IN**

15:00 CONVENTION CENTER - LOBBY
- **18:30** HRS **REGISTRATION**

19:30 EL SUSPIRO RESTAURANT
HRS **WELCOME DINNER**

20:00 EL SUSPIRO RESTAURANT
HRS **AWARDS CEREMONY**



THU JUNE 15TH

8:00 CONVENTION CENTER - LOBBY
- **10:00** HRS **REGISTRATION**

8:00 EL SUSPIRO RESTAURANT
- **9:30** HRS **CELEBRATING WOMEN
BREAKFAST**
By: Latinas in Cannabis

10:00 STAGE
HRS **OPENING PERFORMANCE**

10:15 STAGE
HRS **INAUGURATION**

10:30 - 18:30 HRS

CONVENTION CENTER LOBBY
EXHIBIT AREA

01

BLOCK 01 • DAY 1

STAGE

CONFERENCES

10:30 - 12:00 HRS

10:30 Cannabis Global Reform: Will the U.S. get left behind?
HRS Beau Whitney

10:50 Medical cannabis in Mexico means Pharma: how to become part
HRS of the business?
Panel: Alejandro Luna, Julio Sanchez and Juan de Villafranca. Moderated by: Lorena Beltran

11:20 Using DNA to make personalized cannabis recommendations
HRS Len May

11:40 How to launch or evolve a (not boring) cannabis brand
HRS Anthony Wolch

12:00 - 12:15 HRS

EXHIBIT AREA
COFFEE BREAK

02

BLOCK 02 · DAY 1

STAGE

CONFERENCES

12:15 - 14:10 HRS

12:15 How to cut costs and make your cannabis extraction operation more efficient
HRS

Angel Proaño y Art León

12:45 Keys to successfully navigating the cannabis industry: Insights from a 12-Year veteran
HRS

Chris Walsh

13:10 Stronger Together: Elevating business opportunity through strategic partnership ecosystems
HRS

Panel: Anthony Adkins, Christopher Chabot and Javier Hasse. Moderated by: Jazmin Aguiar

13:40 Breaking boundaries: how innovators are shaping the future of cannabis edibles
HRS

Christine De La Rosa and Josh Rubin



14:10 - 15:30 HRS

LA CONSENTIDA RESTAURANT
LUNCH

03

BLOCK 03 · DAY 1

STAGE

CONFERENCES

15:30 - 17:30 HRS

15:30 The future in cannabinoid therapies for animals is now
HRS

Zev Barnett

16:10 Cannabis in Latin America: the green wave, challenges and opportunities
HRS

Panel: Ministro Kareem Musa, Javier Hasse and Angel Proaño. Moderated by: Lorena Beltrán

16:30 A Industry Changemakers: Unlocking the power of the Latino community to make your mark
HRS

Panel: Johann Balbuena, Susie Plascencia and Keila Santos. Moderated by: Jazmin Aguiar

17:00 Legality in Europe: imports, exports and profitable businesses
HRS

Panel: Sarah Bodnar, Patrick Martins and Beau Whitney. Moderated by: Lorena Beltrán

TZALAM ROOM

WORKSHOP: MEXICAN LAWS AND REGULATIONS

17:30 - 18:45 HRS

Alejandro Luna and Mariano Calderón - Santamarina + Steta Abogados

19:00 - 21:00 HRS



LIMÓN Y SAL GARDEN
**NETWORKING
COCKTAIL
RECEPTION**

Sponsored by: POSIBL

FRI

JUNE 16TH

01

STAGE

CONFERENCES

10:00 - 12:00^{HRS}

BLOCK 01 · DAY 2

10:00 **Brazilian market: regulation of medical cannabis and advances in clinical research**

^{HRS}

PhD. Perdo Pierro and PhD. Daiane Zappe

10:45 **Remote patient platform for medical cannabis treatments**

^{HRS}

Panel: Shirley and Richard Creagh

11:15 **The ecological impact of medical cannabis production**

^{HRS}

Yoav Giladi

11:35 **Regenerative agriculture, circular technologies and carbon credits to transform the production of food and raw materials**

^{HRS}

Panel: Alberto Kuri, Larry Ketchersid and Alejandro López. Moderated by: Lorena Beltrán



12:05 - 12:20 ^{HRS}

EXHIBIT AREA

COFFEE BREAK

02

STAGE

CONFERENCES

12:20 - 15:00^{HRS}

BLOCK 02 · DAY 2

12:20 **A California Success Story: when Mexican investment goes right**

^{HRS}

Jesús Burrola

12:45 **Restorative justice in the cannabis industry**

^{HRS}

Genlizzie Garibay (Polita)

13:10 **ESG integration in the growing Hemp industry**

^{HRS}

Panel: Carmelo Santillán, Patrick McCartan, Larry Ketchersid and Sarah Bodnar. Moderated by: Mariana Larrea

13:40 **From Legacy to Legal: navigating the challenges**

^{HRS}

Vladimir Bautista

14:00 - 15:30 ^{HRS}

LA CONSENTIDA RESTAURANT

LUNCH

15:30 **Mexican projects: real and tangible progress**

^{HRS}

Panel: Rodrigo Gallardo, Erick Ponce and Manuel Arturo Castro, Moderated by: Lorena Beltrán

16:00 **Cross-Border Cannabis: Opportunities for Mexican cannabis businesses outside of Mexico**

^{HRS}

Bob Hoban and Alex Pérez

03

STAGE

CANNABUSINESS PITCH

16:30 - 18:30 HRS

BLOCK 03 • DAY 2

Sponsored by: Santamarina + Steta

Presentation of the qualifying jury

Lorena Beltrán

Selection of Cannabis Projects

Víctor Hugo Nieto

Projects pitch:

1. FIBRAX FACTORY
2. DR. GEA
3. FUTURA FARMS
4. GREEN ELEMENTS
5. CANNABITRADE
6. MEDICANN CENTER
7. KANNAGROUP INC

5 MIN
per project

Santamarina
+ Steta



Thanks and closing

Lorena Beltrán and Jazmín Aguiar



23:00 HRS

EL DESEO THEATRE BAR

AFTER PARTY

Sponsored by: Perreito High

Perreito
High



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