

# INCmty 2022 entrepreneurship fair reveals its lineup



**INCmty**, the **Tec de Monterrey's** entrepreneurship fair, has revealed its **keynote speakers** for this year, which include **James Clear**, author of the bestseller **Atomic Habits**, and **Penny Locaso**, the world's first Happiness Hacker.

What's more, after two years of pandemic, the largest entrepreneurship fair in Latin America is **celebrating its tenth anniversary** with a logo makeover.

This fair will take place from November 15 to 17 at the **Cintermex** Convention Center in Monterrey, where **8,000 people** are expected to attend.

Revelación del LineUP de INCmty 2022 width="900" loading="lazy">

## **Who are the INCmty 2022 keynote speakers?**

There will be over 200 speakers for the tenth annual **INCmty 2022**, including:

### **- James Clear**

Author of the New York Times bestseller *Atomic Habits*, who has focused on teaching people to develop long-lasting habits.

## - Alejandro Preinfalk

President and CEO of Siemens Mexico, Central America, and the Caribbean. Chief engineer of digital transformation in different industries such as the automotive and aerospace industries.

## - Penny Locaso

The world's first Happiness Hacker and creator of the first measurement tool to humanize the future through the amplification of the *Intentional Adaptability Quotient*<sup>TM</sup> of individuals and organizations.

## - Simon Mainwaring

Founder and CEO of We First, a creative consultancy firm that builds purpose-driven brands, and writer of *We First: How Brands and Consumers Use Social Media to Build a Better World*, one of Amazon's Top Ten Business Books.

Nuevo logo de INCmty 2022 width="900" loading="lazy">

## 10 years of INCmty

This year, **INCmty is celebrating its tenth anniversary with an entrepreneurial community of more than 100,000 people** and supporting more than 250 initiatives each year.

*"These 10 years mean inspiration and action for starting successful businesses,"* said Josué Delgado, CEO of INCmty.

As part of the celebration, the fair has refreshed its image, adding the 10-year trajectory to its logo.

What's more, the meaning of the acronym was also added: ***Innovate, Network, and Create***.

Its director said that INCmty has established itself as the **most important platform in the entrepreneurial ecosystem of Mexico and Latin America**, which has witnessed the birth and growth of startups.

*"We've had **Clip** from its very early stages. We met them during their first round of seed capital, and we watched them become a unicorn company,"* Delgado recalled.

In fact, Clip announced that it was going to partner with American Express during INCmty.

*"Our ecosystem is where the **eureka moments** of various startups in America occur,"* he added.

In the fair's first year, there was resistance to presenting innovative ideas in front of the public, but little by little, the community built a **culture of trust**, Delgado recalled.

*"Now they know that by presenting their ideas, they'll be **enriched by other opinions** and may even obtain **funding**."*

In the near future, INCmty announced that there'll be more innovations focused on **climate change, food, and mobility**.

*“It’s a moment to celebrate that impetus and that desire to join forces so that good things might happen. We believe in the entrepreneurial potential of Mexicans,” Delgado added.*

## **INCmty 2022 calls for entrepreneurs**

*“INCmty is a space to find and develop your business. It’s also a growth opportunity for any enterprise,”* said Delgado.

To that end, this tenth edition contains an additional surprise. **Some of the speakers will also be potential investors** because they’ve been invited as judges for the finals of the INCmty Disruptair Challenge and HEINEKEN Green Challenge.

What’s more, INCmty 2022 has launched three calls for entrepreneurs:

### - [INCmty Disruptair Challenge](#)

A call for entrepreneurs from Latin America who have startups or projects in advanced stages that identify and solve problems related to the **HVAC (Heating, Ventilation, and Air Conditioning) industry** and its supply chain.

The winner will receive 150,000 pesos and a trip to Japan to establish valuable connections.

### - [INC Accelerator](#)

A mentoring program for entrepreneurs leading a startup in its early stages that has outstanding potential and generates a positive impact on one of the United Nations SDGs through technology.

It will have a prize portfolio of over 100,000 pesos.

### - [HEINEKEN Green Challenge](#)

An initiative promoted by **HEINEKEN Mexico** and INCmty to bring together the most original minds in Mexico to find energy efficiency solutions.

It will have cash prizes of up to 500,000 pesos.

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