



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.



Who are the INCmtly 2022 keynote *speakers*?

There will be over 200 speakers for the tenth annual **INCmtly 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*[™] 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.



10 years of INCmtty

This year, **INCmtty** 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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