



**2016 Panama Investment Conference**  
Wednesday, November 16  
680 Park Avenue, New York, NY 10065

**\*\*AGENDA\*\***

- 8:00 – 8:30 a.m. Registration and Coffee**
- 8:30 – 8:40 a.m. Welcoming Remarks**
- **Susan Segal**, President & CEO, Americas Society/Council of the Americas
  - **Thomas Kenna**, Chairman, Association of American Chambers of Commerce of Latin America and the Caribbean (AACCLA)
- 8:40 – 9:00 a.m. Keynote: Economic Overview**
- **Augusto Arosemena**, Minister of Commerce and Industry
- 9:00 – 9:55 a.m. Panel: The Business Environment in Panama**
- **Augusto Arosemena**, Minister of Commerce and Industry
  - **Alvaro Alemán**, Minister of the Presidency
  - **Dulcideo de la Guardia**, Minister of Economy and Finance
  - **Ragnhild Melzi**, Vice President, Americas Society/Council of the Americas (moderator)

According to the World Economic Forum (WEF), Panama is the sixth fastest-rising economy in the globe, with projected GDP growth above 6 percent through the end of the decade with solid macro- and microeconomic fundamentals. Foreign direct investment (FDI) constitutes 10 percent of Panama's current GDP, and the country is receiving close to half of all incoming FDI to Central America, facilitated by a financial services market that is ranked 12th worldwide by the WEF. Globalization and deepening economic integration and interdependence are fostering a new era of international relations and transparency in transnational business.

**Questions for discussion:** What steps is Panama taking on policy and public investment to facilitate international trade and to further integrate its international services platform into global value chains? How is Panama strengthening its international financial services sector to meet the needs of local investors, transnational operators, and the international community? How is Panama's government working in tandem with the private sector and academia to meet development challenges and expand opportunities for private investment? How is Panama capitalizing on logistics' growing role in shaping the future of the country, while working to ensure sustained economic growth and further socioeconomic development?

**9:55 – 10:55 a.m. Panel: International Strategic Investors and Multinational Regional Operations in Panama**

- **Bernerd Da Santos**, Senior Vice President and Chief Operating Officer, The AES Corporation
- **Leo González**, Administrator, Agencia Panamá Pacífico
- **James Hardy**, Executive Vice President of Global Operations, Under Armour
- **Luis Eduardo Ocando**, Senior Partner, EY Panamá (moderator)

More than 130 multinational firms have invested in Panama since the country launched the Multinational Companies Headquarters, known as SEM, in 2007.

**Questions for discussion:** What factors attract US-based and international firms to develop projects like shared services, energy projects, distribution and logistics operations, infrastructure megaprojects, and more? Why is Panama, a relatively small economy with about 4 million people, swiftly becoming a Latin American powerhouse for investment attraction and an advantageous platform for serving regional and global markets? How are companies using Panama's unique advantages and benefits to facilitate business in Latin America and beyond?

**10:55 – 11:10 a.m. Coffee Break**

**11:10 a.m. – 12:10 p.m. Panel: The Role of Information Technology in Logistics**

- **Aristides Chiriatti**, General Manager, Colon Import & Export, S.A. and President, American Chamber of Commerce of Panama
- **Joseph Fidanque III**, General Manager, Tocumen
- **Sandra Miró**, Country Manager, DHL Panama
- **Jose A. Zapata**, General Manager, Central America and the Caribbean, Delta Air Lines
- **Daniel Korn**, Director of Corporate Affairs, Microsoft Latin America (moderator)

The Panama Canal expansion project is now a reality, transforming international trade patterns and global maritime trade routes. The International Monetary Fund estimates that the canal expansion will reduce global maritime shipping costs by \$8 billion a year. Panama is at the epicenter of this global change, and ranked #1 in Latin America in the World Bank's Logistics Performance Index, 40th worldwide. State policy and public and private investments further develop, strengthen, and solidify the country's position as a hub for global multimodal logistics and distribution activities beyond transshipment and into the field of value-added activities and advanced manufacturing.

**Questions for discussion:** What are Panama's unique connectivity advantages, and how are public- and private-sector leaders in the sector benefitting from the Panama's role as a bridge nation? How is Panama leveraging innovation and new technology to compete as a top-tier logistics center and further develop opportunities for investors in the sector?



**12:10 – 12:30 p.m.      Keynote**

- **Amb. Emanuel Arturo González-Revilla**, Panamanian Ambassador to the U.S.