

**2013 Latin American Cities Conference: Rio de Janeiro
Advancing Entrepreneurship and Innovation
Thursday April 11, Sofitel Rio de Janeiro Copacabana**

TENTATIVE AGENDA

Americas Society/Council of the Americas, in partnership with Rio Negócios, will hold a half-day conference in Rio de Janeiro focused on Entrepreneurship and Innovation. The format of the panels is [Davos style](#).

08:30 – 09:00h	Registration
09:00 – 09:15h	<p>Welcoming Remarks Susan Segal, President & CEO, Americas Society/Council of the Americas Marcelo Haddad, CEO, Rio Negócios</p>
09:15 – 09:45h	<p>Keynote Speakers Sergio Cabral, Governor, State of Rio de Janeiro Eduardo Paes, Mayor, City of Rio de Janeiro</p>
09:45 – 10:45h	<p><u>Entrepreneurship: Latin American Start-ups</u> <i>Although the Brazilian economy is growing slowly, startups are booming in Brazil. This panel will discuss some of the issues faced by entrepreneurs, including access to capital, red tape, and lack of skilled workers.</i></p> <ul style="list-style-type: none"> - <i>What are the opportunities and challenges entrepreneurs deal with in Brazil and Latin America?</i> - <i>How do entrepreneurs get seed funding/advice for start-ups? How do they access funding follow-on A, B and C rounds?</i> <ul style="list-style-type: none"> • Francisco Alvarez-Demalde, Founder and Partner, Riverwood Capital Partners • Eduardo Klingelhofer, Head of the Department of Funds, BNDES • Marcio Kumruian, Founder & CEO, Netshoes • Benjamin White, Founder, 21212 Digital Accelerator • Moderator: Susan Segal, President & CEO, Americas Society/Council of the Americas
10:45 – 11:50h	<p><u>Can a Silicon Valley be Recreated in Latin America?</u> <i>Brazil's federal and state governments are launching programs to foster entrepreneurship and innovation. This panel will discuss whether Latin America can recreate a Silicon Valley ecosystem.</i></p>

- *What does it take to recreate a Silicon Valley in Rio de Janeiro? How is the ecosystem created?*
 - *Do the appropriate opportunities for exits exist to ensure the venture capital life cycle?*
 - *What should be the relationship between government, academia and the private sector to help support the growth of the ecosystem in Brazil?*
- **Kevin Efrusy**, Partner, Accel Partners
 - **Scott Cutler**, Executive Vice President, Global Listing, NYSE Euronext
 - **Felipe Matos**, COO, Startup Brasil
 - **Moderator: Juliano Seabra**, Managing Director, Endeavor Brasil

11:50 – 12:50h

Innovation & Technology in Rio de Janeiro

Investments in technology have increased dramatically in Rio de Janeiro mostly as a result of the oil and gas industry. This panel will discuss whether Rio can expand such investments to other areas, including information technology, public management, nanotechnology, etc.

- *Can Rio de Janeiro become the new technology hub?*
 - *How can the city leverage the Soccer World Cup and the Olympics to bring about new investments in technology?*
 - *What are the current policies being implemented in Rio de Janeiro and the rest of Brazil to foster technology innovation?*
- **Guruduth Banavar**, Vice President, Industry Solutions Research, IBM Corporation
 - **Karin Breitman**, General Manager of the Brazil R&D Center, EMC Corporation
 - **Marco Stefanini**, Founder and President, Stefanini IT Solutions
 - **Moderator: Marcelo Haddad**, CEO, Rio Negócios

12:50 – 13:10h

Closing Remarks

Maria Silvia Bastos Marques, President, Municipal Olympic Company

13:10 – 13:40h

Networking Reception