

# LATIN TRADE SYMPOSIUM

SUCCESS THROUGH INNOVATION: NEW STRATEGIES, NEW  
MARKETS, NEW FACES

The Leaders | The Companies | The Paradigms for Success

Thursday, October 29, 2015

Mandarin Oriental, Miami

500 Brickell Key Drive, Miami, FL

IN PARTNERSHIP WITH:



Simultaneous translation will be available (English and Spanish)

- 8:00 a.m. - 9:00 a.m. **Registration and Continental Breakfast**  
*Ballroom Foyer*
- 9:00 a.m. - 9:10 a.m. **Welcoming Remarks**  
Richard Burns, Chairman, Latin Trade Group  
Bernardo Guillamon, Manager, Office of Outreach and Partnerships, IDB  
*Salon 2-3*
- 9:10 a.m. - 9:30 a.m. **Keynote Address**  
**New Markets: A New Hemispheric Order**  
*Salon 2-3*
- 9:30 a.m. - 10:15 a.m. **Navigating through Uncertainty: The Next Decade for Latin American Economies**  
2015 has been less than optimal for many countries in LAC. A slowdown in the demand of global commodities combined with a rebounding United States economy has complicated growth estimates for the region in the short term. LAC's trade relationships are going through changes as well, specifically in regards to South-South trade as China recalibrates growth strategies. As the region witnesses growth levels among the lowest in the last 15 years, social tensions have also increased, with a now expanded middle class calling for greater access to quality services from their governments. Panelists will discuss LAC's short term challenges and how the region can realign trade and investment for sustainable growth.  
*Salon 2-3*
- Welcome Remarks**  
Juan Pablo Cuevas, Managing Director, Head of Global Transaction Services, Latin America and the Caribbean, Bank of America Merrill Lynch
- José Juan Ruiz Gómez, Chief Economist and Manager of the Research Department, IDB  
Álvaro Santos Pereira, Director of the Country Studies Branch, OECD  
Pablo Sanguinetti, Chief Economist, CAF  
Krishna Srinivasan, Deputy Director of the Western Hemisphere Department, IMF  
Chaired by Cynthia J. Arnson, Director of the Latin American Program, The Woodrow Wilson International Center for Scholars

- 10:15 a.m. - 11:00 a.m. **Regional and Global Strategies for Sustained Growth**  
Over the course of the last 20 years LAC multinational corporations have solidified a regional presence in a number of highly competitive, sought after markets. Companies ranging from extractive industries, consumer goods and retail, to finance and telecommunications saw impressive growth during the global financial crisis. Globalization, and the presence of Asian companies, among others, not only in local economies but world markets have heightened competition for multilatinas. LAC's leading CEOs will discuss operating in developed versus developing economies, and how to create sustainable growth in an uncertain and highly competitive global market.  
*Salon 2-3*
- Gustavo Grobocopatel**, CEO, Grupo Los Grobo  
**Guillermo Ortiz**, Chairman, Advisory Board, Grupo Financiero Banorte  
**Armando Senra**, Head of the Latin America & Iberia Region, BlackRock  
**Blanca Treviño**, President and CEO, Softtek  
Chaired by **Jorge Becerra**, Senior Partner and Managing Director, The Boston Consulting Group
- 11:00 a.m. - 11:20 a.m. **Keynote Address**  
**New Strategies: Pioneering Paths and Mexico's New Energy Landscape**  
**Pedro Joaquín Coldwell**, Secretary of Energy, Mexico  
*Salon 2-3*
- 11:20 a.m. - 11:40 a.m. **Networking Break**  
*Ballroom Foyer*
- 11:40 a.m. - 12:30 p.m. **Success through Innovation**  
Innovation will play a pivotal role in strengthening markets and economic growth in LAC's short term. The region has been slow to implement diversified, new ways of doing business, but trends are developing which give optimism to the economic future. Such innovation has come from the ground up, with online platforms and collective consumption driving middle class purchasing habits. In addition, governments have been incorporating new ways of communicating through technology and in many instances partnering with the private sector to introduce new policies and initiatives. Panelists will discuss the current state of innovation and major trends which have the potential to transform business in the region.  
*Salon 2-3*
- Juan Domingo Beckmann**, CEO, José Cuervo  
**José Miguel Benavente**, Division Chief, Competitiveness and Innovation, IDB  
**Thilo Mannhardt**, CEO, Ultrapar  
**José Antonio Ríos**, CEO, Celistics  
Chaired by **Xavier Serbiá**, Anchor, CNN Dinero
- 12:30 p.m. - 1:00 p.m. **Presidential Keynote**  
**New Opportunities: Paraguay's Future and the Road Ahead**  
A conversation with **H.E. Horacio Cartes**, President, The Republic of Paraguay and **Mario López Estrada**, President, Tigo Guatemala  
*Salon 2-3*
- 1:00 p.m. - 1:15 p.m. **Closing Remarks**

1:15 p.m. - 2:45 p.m.

## Networking Lunches

3:00 p.m. - 4:30 p.m.

## Afternoon Concurrent Sessions

### Session I

#### Investor's Roundtable (Private-By invitation only)

#### Mexico's Energy Revolution: A Private Conversation with Pedro Joaquín Coldwell, Secretary of Energy, Mexico

Mexico has taken historic steps over the last two years towards a path of energy independence. Recent energy reforms passed in August of 2014 have created an environment for private investment in upstream oil and gas exploration, as well as the electricity market. While the global energy sector focuses on the tremendous potential and opportunities as a result, the country is actively promoting technological innovation and the development of skilled industry labor to provide sustainable economic growth. Mexico's Secretary Pedro Joaquín Coldwell will discuss his role leading the country's energy sector, as well as the opportunities and challenges moving forward.

### Session II

#### Latin America Philanthropy Initiative - Evaluating Effectiveness and Impact

One of the most challenging issues facing foundations, not only in LAC, but globally, is evaluating the effectiveness of specific initiatives focused on access to quality education, healthcare and poverty alleviation. Ensuring widespread benefits from high impact social programs can be a daunting task, and foundations with finite resources must take that into account when implementing their initiatives. Creating detailed strategies and indicators is one way in which organizations can measure the effectiveness and impact on society. Experts on education and public health will discuss the best practices for implementing social programs in the Americas, and bring to the table new highly efficient ways of measuring impact.

*Bangkok Room*

**Gustavo Arnavat**, Senior Advisor, Center for International and Strategic Studies

**Henk de Jong**, CEO, Philips Latin America

**Antonio Bara Bresolin**, Evaluation Director, Itaú Social Foundation

**Angélica Ocampo**, Executive Director, Worldfund

**Premal Shah**, President and Co-Founder, Kiva

**Woods Staton**, Executive Chairman, Arcos Dorados

**Stefan Stefansson**, Regional Chief for Partnerships, Latin America and the Caribbean Region, UNICEF

Chaired by **Matias Bendersky**, Chief, Partnership and Resource Mobilization Unit, Office of Outreach and Partnerships, IDB

### Session III

#### **Closing the Gap: Social Inclusion and the Value of Talent**

Women in Latin America and the Caribbean have made great strides in recent years, but much more needs to be done to close the equality gap in the workforce. Politically, over the course of the last decade the region has elected a number of female leaders, such as President Dilma Rousseff in Brazil, President Michelle Bachelet in Chile and President Laura Chinchilla in Costa Rica. While impressive, the private sector has lagged behind this trend of incorporating diversity at the highest levels. Women are still significantly underrepresented in top management throughout the region. Panelists will discuss policies that major multilatinas and multinationals are introducing to close the gender gap and give ample opportunity for advancement.

*Hong Kong A&B Room*

**Camilo Abello**, VP of Corporate Affairs, Argos

**Juan Acosta**, Executive Vice President and COO, Viacom International Media Networks Americas

**Rohini Anand**, Senior Vice President Corporate Responsibility and Global Chief Diversity Officer, Sodexo

**Angela María Camacho**, Vice President, Newlink Communications

**Pedro Malo**, CFO, Belcorp

**Cheryl McDowell**, Vice President of Finance and Business Operations, Latin America, Oracle

**Elizabeth Vazquez**, CEO and Co-Founder, WEConnect International

Chaired by **Katia Bouazza**, Head, Latin America and Capital Financing, HSBC