

AGENDA:
**Women's Economic Empowerment:
Creating the Role Model in Latin America**

Location: AS/COA, 680 Park Avenue, New York NY
October 11, 2012

- 8:00 to 8:30 a.m. **Registration and Continental Breakfast**
- 8:30 to 8:35 a.m. **Welcoming Remarks**
Susan Segal, President & CEO, Americas Society/Council of the Americas
- 8:35 to 8:50 a.m. **Opening Keynote Remarks**
Michelle Bachelet, Under-Secretary-General and Executive Director, UN Women
- 8:50 to 9:05 a.m. **Keynote Speaker**
Margarita Zavala, First Lady of Mexico
- 9:05 to 10:15 a.m. **Role Models**
Patty Menéndez-Cambó, Chair, International Practice Group, Greenberg Traurig, LLP (**United States**)
Carolina Eterovic, Executive Director, Mujeres Empresarias (**Chile**)
Ambassador Carolina Barco, Senior Advisor, Emerging Sustainable Cities, Inter-American Development Bank (**Colombia**)
Moderator: Susan Segal, President & CEO, Americas Society/Council of the Americas
- 10:15 to 10:30 a.m. **Coffee Break**
- 10:30 to 11:45 a.m. **Implications for Economic Development**
Noa Meyer, Global Program Director, 10,000 Women Program, Goldman Sachs Foundation
Susan Silbermann, President & General Manager, Vaccines, Pfizer Inc.
Moderator: Kristin Hetle, Director of Strategic Partnerships, UN Women
- 11:45 to 1:00 p.m. **The Woman Entrepreneur**

Video Interview
Angelica Fuentes, CEO, Grupo Omnilife (Mexico)

Panel Discussion
Michele V. Levy, CEO Melissa USA (**Brazil**)
Susana Balbo, Founder, Dominio del Plata (**Argentina**)
Gina Diez Barroso, President & CEO, Grupo Diarq (**Mexico**)
Moderator: Michelle Caruso-Cabrera, Anchor, CNBC

1:00 to 2:00 p.m.

Lunch & Breakout Session

2:00 to 2:30 p.m.

Presentation by Table Leaders

2:30 to 3:45 p.m.

The Road to the Executive Suite

Judith McHale, Former Under Secretary of State for Public Diplomacy and Public Affairs and Former President and CEO of Discovery Communications

Ambassador Vilma Martinez, U.S. Ambassador to Argentina

Vanda Scartezini, Polo Consultores Asociados IT Trend

Moderator: Stephanie Ruhle, TV Anchor, Bloomberg L.P.

3:45 to 3:50 p.m.

Closing Remarks

Susan Segal, President & CEO, Americas Society/Council of the Americas

3:50 to 5:00 p.m.

Networking Cocktail and private gallery tour:

Gego: Origin, Encounter, and Mastering the Space

Widely known as “Gego,” German-born Venezuelan Gertrud Goldschmidt is one of the most important Latin American artists of the 20th century. In celebration of the 100th anniversary of her birth, this exhibition features a significant group of early and unknown works that examine Gego’s artistic research.

Table Leaders:

- **Angela Camacho**, Associate General Counsel, Microsoft Latin America
- **Nayeli Chavez-Geller**, Correspondent, Univision Television Network
- **Liza Gross**, Director, Social Impact Strategy, Omnilife
- **Beatriz Nofal**, President, Eco-Axis, S.A.
- **Susan Segal**, President & CEO, Americas Society/Council of the Americas
- **Alejandra Sepulveda**, Executive Director, Comunidad Mujer
- **Karen Toulon**, New York Bureau Chief, Bloomberg

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