

Preliminary Agenda: Additional speakers to be confirmed

Friday, November 2, 2018
Four Seasons Hotel | 1435 Brickell Avenue
Miami, Florida

Council of the Americas Symposium – Full Day Business Conference (6th Floor)

8:00 a.m. – 4:00 p.m. (Business Attire)

Transforming Latin America: New Strategies, New Leaders, New Markets

The Council of the Americas Symposium is the pre-eminent regional forum for discussion and debate that gathers more than 400 high-level business and government leaders from across the Americas. The Symposium facilitates a meaningful opportunity to exchange innovative ideas, gain valuable insights, and establish new relationships with key decision-makers in the region.

8:00 a.m. - 9:00 a.m. **Registration and Continental Breakfast (General Assembly)**
Sky Bridge/Grand Ballroom Foyer

9:00 a.m. **Welcome Remarks**
Susan Segal, President & CEO, **Americas Society/Council of the Americas**
Grand Ballroom

Panel I – Beyond Latin America: CEOs Leading Global Growth, Transformation and Expansion
Grand Ballroom

A number of companies from Latin America have expanded far beyond regional borders, developing growth and expansion strategies in both highly competitive developed and developing markets. Whether operating in established markets of North America and Europe, or emerging economies of Asia and Africa, these companies are true global players. CEOs will discuss how to promote growth and leadership across borders, new market entry, managing diverse stakeholders and the opportunities and challenges associated with business expansion.

- Fernando González, CEO, **CEMEX**
- João Miranda, CEO, **Votorantim S.A**
- Fabio Schvartsman, CEO, **Vale**
- Blanca Treviño, President & CEO, **Softtek**

Moderator: Andres Gluski, President and CEO, **The AES Corporation and Chairman AS/COA**

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10:00 a.m. – 11:00 a.m. **Panel II –Managing Digital Culture: A Balancing Act**
Grand Ballroom

Success in today’s complex global business environment will depend on building an internal culture that aligns with the increased use of disruptive technologies across all industries. Corporate and technology thought leaders will discuss how striking a balance between integrating technologies such as artificial intelligence, cloud, and big data analytics, with an agile work environment is pivotal in fueling innovation, adaptiveness and efficiency in their organizations.

- Ana Paula Assis, General Manager, **IBM Latin America**
- Cesar Cernuda, President, **Microsoft Latin America**
- Gabriel Di Lelle, Vice President of Innovation and Digital Transformation, **Bancolombia S.A.**
- Fernando Iraola, Managing Director, Head of Latin America Corporate Banking & Global Transaction Services, **Bank of America Merrill Lynch**
- Vernon Murray, President of Latin America, **Emerson Automation Solutions**

Moderator: Gabriela Frías, Anchor, Portafolio Global, **CNN en Español**

11:00 a.m. - 11:20 a.m. **Networking Coffee Break**
Grand Ballroom Foyer

11:20 a.m. - 12:10 p.m. **Panel III – The Power of Purpose: Creating Shared Value**
Grand Ballroom

As the needs and interests of customers, clients and consumers transform, traditional corporate structures must also change to reflect the values of society and take social and environmental considerations into account. Companies are moving beyond corporate social responsibility programs and embedding the organization’s overall mission and values into their business models, resulting in positive financial and societal impact. Business leaders will provide actual examples highlighting the power of purpose in their industry and discuss the value of thinking differently.

- Carlos Mario Giraldo Moreno, CEO, **Grupo Éxito**
- Claudio Muruzábal, President, **SAP Latin America & The Caribbean**
- Alfredo Zolezzi Garretón, Founder and Chief Innovation Officer, **AIC Technologies** and President, **Alfredo Zolezzi Foundation**

Moderator: Wendy Woods, Senior Partner and Global Leader - Social Impact Practice,
The Boston Consulting Group

12:20 p.m. – 1:00 p.m. **A Conversation on Gender Equality and Inclusion**
Miami Room

- H. E. Isabel de Saint Malo de Alvarado, Vice President & Minister of Foreign Affairs, **Republic of Panama**
- Katia Bouazza, Managing Director, Head of Latin America Global Banking, **HSBC**
- Patricia Menéndez Cambó, Vice Chair, **Greenberg Traurig**

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

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1:10 p.m. – 2:20 p.m.

Lunch

Grand Ballroom

Afternoon Concurrent Sessions

2:40 p.m. – 3:40 p.m.

Session I – Change Agents at the Forefront of Innovation

Coconut Grove Room

Corporate transformation is among the highest priority in today’s digital world where every aspect of business is being impacted at exponential speed. As a result, critical positions have been created to drive the constant transformation of the company across all processes and departments. From revamping internal structures to taking innovative ideas to fruition, these key executives are charged with overhauling business as usual. This session will provide a platform for Chief Transformation, Innovation, and Digital Officers representing companies from across the region to share best practices and perspectives on how to stay one step ahead.

- Rocio Fonseca, Head of Innovation, **CORFO (Chilean Economic Development Agency)**
 - Ignacio Yarur, Chief Innovation and Transformation Officer, **Bci**
 - Luiz Felipe Barros, Business Transformation & Venture Partner, **PMI**
 - Gabriel Di Lelle, Vice President of Innovation and Digital Transformation, **Bancolombia S.A.**
- Moderator: Marcos Aguiar, Senior Partner and Managing Director, **The Boston Consulting Group**

2:40 p.m. – 3:40 p.m.

Session II – Investing in Panama: More Than Trade

Coral Gables Room

Panama has enjoyed the distinction of being one of the fastest growing economies in the world during the past 10 years. Its dynamic and steady economic growth is the highest in Latin America according to The World Bank. Panama’s strategic position as a global logistics and financial hub makes it an attractive destination for foreign direct investment, boosted by the increased traffic generated by the expansion of the Canal. The Panama roundtable will explore regional implications of its position along with future investment opportunities in key areas such as infrastructure, finance, logistics, trade, and air transportation, among others.

- H.E. Isabel de Saint Malo de Alvarado, Vice President & Minister of Foreign Affairs, **Republic of Panama**
- Jean Elie, Assistant Director of Business Development, **Port Everglades**
- Kristina Lund, Chief Financial Officer, **AES MCAC (Mexico, Central America, and Caribbean)**
- Carmen Lucila Carrizo de Pagés, Vice President of Planning and Strategy, **Tocumen International Airport**

Moderator: Erich de la Fuente, CEO, U.S. and Regional Latin America Office, **LLORENTE & CUENCA**

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2:40 p.m. – 4:00 p.m.

Session III – Strategic Talent Development in the New Economy

Miami Room

Achieving sustainable talent development is one of the foremost challenges facing multinationals, SMEs and start-ups in advancing innovation and increasing competitiveness in today's globalized economy. This is further compounded by the rapid pace of technological advances that are transforming the nature of work. Indeed, human capital is one of the most critical investments made by the private and public sectors to ensure relevance, competitiveness and growth. In building competitive ecosystems that promote innovation, growth, partnership and entrepreneurship, it is imperative that business, government, academia, multilaterals, and NGOs collaborate to build a sustainable workforce.

- Julio Barrionuevo, Senior Vice President of Operations Latin America & Caribbean, **FedEx Express**
- Jordi Botifoll, President, Latin America, **Cisco Systems, Inc.**
- Silvina Moschini, CEO & Founder, **SheWorks!**
- Juan Carlos Navarro, Principal Technical Leader, Science and Technology, **Inter-American Development Bank**

Moderator: Jerry Haar, Ph.D., Professor & Executive Director, Office of Executive & Professional Education, **Florida International University**

Friday, November 2 (Evening)

24th Annual BRAVO Business Awards – Black Tie Gala and Awards Presentation

7:00 p.m. – 12:00 a.m.

(Black Tie)

The BRAVO Business Awards gala reception and dinner gathers 400 business, government and social leaders from around the region to honor the winners for their contributions to progress in Latin America and the Caribbean. The BRAVO Business Awards begin with a cocktail reception, followed by a gala dinner and awards presentation ceremony.

7:00 p.m. – 7:30 pm

Private Cocktail Reception for BRAVO Honorees

Coral Gables Room

7:00 p.m. – 8:15 p.m.

Cocktail Reception

Sky Bridge/Grand Ballroom Foyer

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8:30 p.m.

Dinner and Awards Ceremony: 2018 Honorees

Grand Ballroom

Innovative Leader of the Year:

H.E. Isabel de Saint Malo de Alvarado, Vice President & Minister of Foreign Affairs, **Republic of Panama**

CEO of the Year:

Fabio Schvartsman, CEO, **Vale**

Transformation Leader of the Year:

Eduardo Tricio Haro, Chairman, **Grupo Lala**

Financier of the Year:

Eugenio von Chrismar, CEO, **Banco de Crédito e Inversiones (Bci)**

Dynamic CEO of the Year:

Carlos Mario Giraldo Moreno, CEO, **Grupo Exito**

Visionary Leader of the Year:

Patricia Menéndez-Cambó, Vice Chair, **Greenberg Traurig**

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