

Friday, October 25, 2019
Four Seasons Hotel | 1435 Brickell Ave. Miami, FL

Preliminary Agenda

Friday, October 25

COA Symposium – Full Day Business Conference – 6th Floor

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

Redefining Leadership in an Era of Accelerated Change

The constant widespread disruption and current geopolitical conflicts pose unprecedented challenges to business and society in the Americas. Yet the digital age also provides limitless possibilities to transform the way we do business and the way we live to advance long-term growth and positive societal impact. As we celebrate 25 years of recognizing leadership and excellence in Latin America, our landmark program will explore how to navigate this difficult landscape. The Symposium will bring together top minds in a one-of-a-kind business forum to hear how leaders view accelerated change and set strategic priorities for 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, AS/COA
Grand Ballroom

Panel I – Leadership in a World of Constant Disruption
Grand Ballroom

Business leaders across industries and regions today face a more global, digitally-enabled world with an unpredictable political landscape. Concerns about the effect of technology on jobs and lack of trust in official institutions are among the broader social and economic issues adding to these pressures. We will hear how diverse industry leaders see this challenging environment and explore their take on the skills required to navigate through it.

Ana Paula Assis, General Manager, IBM Latin America

André El-Mann, CEO, Fibra Uno

Andrés Gluski, President and CEO, The AES Corporation and Chairman AS/COA

Gerardo Mato, Chairman, Global Banking and Markets – Americas, HSBC

João Miranda, CEO, Votorantim

Moderator: **Martin Reeves**, Global Director, BCG Henderson Institute and Senior Partner and Managing Director, BCG

IN PARTNERSHIP WITH:



9:50 a.m. – 10:30 a.m.

Panel II - Building a Customer-Centric Enterprise

Grand Ballroom

The experience economy has taken on a whole different meaning in the digital age where a new generation of consumers want convenience and speed. Leveraging technologies to meet and exceed customer expectations can make the difference between winning and losing. The use of AI and machine learning in predictive analytics to anticipate evolving customer needs, providing seamless and engaging customer experience, and building customer trust, are key to staying on top.

Paula Bellizia, Vice President – Sales, Marketing and Operations for Latin America, Microsoft

Fernando González, CEO, CEMEX

Érika Herrero, CEO, Belcorp

Claudio Muruzabal, CEO, SAP Latin America and the Caribbean

Paula Santilli, CEO, Latin America PepsiCo

Moderator: TBD

10:35 a.m. – 10:50 a.m.

Leadership Spotlight

Grand Ballroom

Blanca Treviño, President & CEO, Softtek

10:50 a.m.- 11:10 a.m.

Networking Coffee Break

Grand Ballroom Foyer

11:10 a.m. - 11:55 a.m.

Panel III - Digital Challengers: The Next Wave of Expansion

Grand Ballroom

Mission-driven tech startups in Latin America are shaking up traditional organizations across the region. From e-commerce to leading-edge financial services, these innovators aim to provide multi-product platforms to reach the underserved consumer and those who want simple and fast mobile services. Strategic partnerships are being formed across sectors, while global investors are pouring a record amount into the growing tech ecosystem. Founders and key players share thoughts on what is in store for the future.

Carlo Enrico, President, Mastercard LAC

Oswaldo Gimenez, CEO, MercadoPago and EVP, MercadoLibre

Federico Gomez Schumacher, CEO Mexico and Brazil, PayPal

Fernando Iraola, Managing Director, Head of Latin America Corporate Banking & Global Transaction Services, Bank of America Merrill Lynch

Cristina Junqueira, Co-founder, Nubank

Moderator: **Jorge Becerra**, Senior Partner & Managing Director, Boston Consulting Group

IN PARTNERSHIP WITH:



12:00 p.m. - 12:40 p.m. **A Conversation with Luis Alberto Moreno and Carlos Vives:
Expanding Social and Economic Opportunities in Latin America & the Caribbean**
Grand Ballroom

Luis Alberto Moreno, President, Inter-American Development Bank
Carlos Vives, Founder, *Tras la Perla* & Grammy Award-Winning Artist
Introduction: *TBD*

12:50 p.m. – 1:30 p.m. **A Conversation with Susana Balbo**
Miami Room

Susana Balbo, Founder, Susana Balbo Wines
Moderator: **Susan Segal**, President & CEO AS/COA

1:30 p.m. - 2:30 p.m. **LUNCH**

Afternoon Concurrent Sessions

2:45 p.m. – 3:45 p.m. **Session I – Artificial Intelligence: Responsible Growth for Maximum Impact**
Miami Room

Marcelo Cabrol, Manager, Social Sector, Inter-American Development Bank
Robert Ivanschitz, Associate General Counsel, Corporate External Legal Affairs,
Microsoft Latin America
Roberto Wagmaister, Founder and CEO, gA
Moderator: *TBD*

2:45 p.m. – 3:45 p.m. **Session II – TBD**

Friday, October 25 (Evening)

25th Anniversary BRAVO Business Awards – Dinner and Awards Presentation

7:00 p.m. – 12:00 a.m.

(Black Tie)

This landmark 25th Anniversary BRAVO Awards will celebrate the exceptional leadership and excellence of luminaries from the worlds of business, government, and civil society. The black-tie dinner and ceremony, attended by 400 leaders from across the Americas, will pay tribute to past BRAVO recipients and honor the 2019 honorees for their contributions to progress in the region. The evening will begin with a cocktail reception followed by a dinner and special awards presentation.

7:00 p.m. – 8:15 p.m. **Cocktail Reception**
Sky Bridge/Grand Ballroom Foyer

8:30 p.m. **Dinner and Awards Ceremony**
Grand Ballroom

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