

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

**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**, Managing Director & Senior Partner, Director of the BCG Henderson Institute

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9:50 a.m. – 10:35 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

**Erika Herrero**, CEO, Belcorp

**Claudio Muruzabal**, President, SAP Latin America and the Caribbean

**Paula Santilli**, CEO Latin America, PepsiCo

*Moderator: José Manuel Rodríguez*, Anchor and Senior Correspondent, CNN en Español

10:40 a.m. – 10:50 a.m.

**Leadership Spotlight**

*Grand Ballroom*

From her early days as an entrepreneur in Mexico, to CEO of one of Latin America's leading information technology services company, Blanca Treviño shares a message on the power of self-determination, empathy and trust.

**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.

**Kiki del Valle**, Senior Vice President, Digital Partnerships, Mastercard LAC

**Oswaldo Gimenez**, CEO, MercadoPago and EVP, MercadoLibre

**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*, Managing Director & Senior Partner, 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*

An inspirational conversation between two prominent figures who have impacted the most vulnerable populations in Colombia and had a major influence in the development of Latin America and the Caribbean. Gain unique insights about our region, its people, and the power of strategic partnerships in transforming lives.

**Luis Alberto Moreno**, President, Inter-American Development Bank  
**Carlos Vives**, Founder, *Tras la Perla* & Grammy Award-Winning Artist  
*Introduction: Juan N. Cento*, President, FedEx Express Latin America

12:50 p.m. – 1:30 p.m.

**A Conversation with Susana Balbo: An Industry Pioneer Who Broke the Status Quo**  
*Miami Room*

An insightful conversation on what guides a global award-winning winemaker and what it takes to persevere as the first woman enologist in Argentina and first Latin American woman to chair the W20.

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

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

**LUNCH**  
*Grand Ballroom*

**Afternoon Concurrent Sessions**

2:45 p.m. – 3:45 p.m.

**Session I – Artificial Intelligence: Responsible Growth for Maximum Impact**  
*Miami Room*

Throughout the Western Hemisphere, key stakeholders must work together to maximize the impact of Artificial Intelligence (AI) in transforming business, society, and government. AI is revamping industries across sectors, driving innovation and competitiveness that will increase profitability. Its great potential, however, brings strong uncertainty rising from the ethical scope of this revolutionary technology, and factoring in accountability, fairness, and transparency into the use of AI is paramount. Experts will discuss the frameworks that can help business leaders mitigate risk while maximizing growth.

**Marcelo Cabrol**, Manager, Social Sector, Inter-American Development Bank  
**Robert Ivanschitz**, Associate General Counsel, Corporate External Legal Affairs, Microsoft Latin America  
**Carlos Vela-Treviño**, Partner, Head of Privacy & Cybersecurity, Baker McKenzie Mexico Offices  
**Roberto Wagmaister**, Founder and CEO, gA  
*Moderator: Erich de la Fuente*, Partner and Chairman, LLYC U.S.

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2:45 p.m. – 3:45 p.m.

**Session II – Redefining Cross Border Trade in the Digital Economy**

*Coral Gables Room*

New technologies are driving disruption and expanding economic opportunities at an accelerated pace: increasing efficiencies, streamlining processes, and creating smarter, more integrated supply chains that enhance cross-border trade. The digital economy was not contemplated in many existing trade agreements in the region. As a result, businesses and governments must align their vision and enhance collaboration that incorporates the digital economy to further optimize cross-border trade. Industry experts will discuss opportunities, challenges, and a path to achieve continued trade growth and regional integration.

**Natalia de Greiff**, Vice-president, IBM Cloud and Cognitive Software, Latin America

**Vidal Garza Cantú**, Director of Public Affairs and Strategic Relationships, FEMSA

**Kathy Lai**, Deputy CEO, Enterprise Singapore

**Rakesh Shalia**, VP of Marketing and Communications Latin America and the Caribbean, FedEx Express

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

**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. – 8:00 p.m.

**Cocktail Reception**

*Sky Bridge/Grand Ballroom Foyer*

8:15 p.m.

**Dinner and Awards Ceremony**

*Grand Ballroom*

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