



**Forum on Entrepreneurship, Technology, and Innovation in Argentina**  
November 29, 2018, Embassy of Argentina, 1600 New Hampshire Ave NW

This forum will showcase Argentina's entrepreneurial potential to key stakeholders in Washington, D.C. and identify policies that foster innovation. It will also provide a platform for entrepreneurs to share their stories of success and failure, and exchange ideas for how to best promote Argentina as a regional hub for entrepreneurship.

**Program:**

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| 4:30 – 5:00 pm | <b>Registration</b>  |
| 5:00 – 5:05 pm | <b>Opening Remarks</b> <ul style="list-style-type: none"><li>• <b>Gerry Diaz Bartolome</b>, Deputy Chief of Mission, The Embassy of Argentina @GerryDBartolome @ARGinUSA</li><li>• <b>Zoe Dauth</b>, Program Manager, Americas Society/Council of the Americas @zoe_dauth @ascoaYPA</li></ul>  |
| 5:05 – 5:20 pm | <b>Entrepreneur Spotlight</b> <ul style="list-style-type: none"><li>• <b>Facundo Martín Diaz</b>, Managing Partner and Cofounder, Playonhola @facumartindiaz</li><li>• <b>Anna Edgerton</b>, Reporter, Bloomberg @annaedge4 (interviewer)</li></ul>  |
| 5:20 – 6:30 pm | <b>Panel Discussion: Understanding and Enhancing Argentina's Entrepreneurial Ecosystem</b> <ul style="list-style-type: none"><li>• <b>Guillermo Areas</b>, Head Government Relations and External Affairs, Latin America and the Caribbean, The BMW Group @BMWGroup</li><li>• <b>Irene Arias Hofman</b>, CEO, IDB Lab @IDB_Lab</li><li>• <b>Nicolas Garcia Mayor</b>, Founder and CEO, Cmax System Inc. @NicoGarciaMayor</li><li>• <b>Ady Beitler</b>, President &amp; Co-CEO, Nilus @nilusorg</li><li>• <b>Lisa Besserman</b>, CEO &amp; Founder, Startup Buenos Aires @lisabesserman (moderator)</li></ul> |
| 6:30 – 6:50 pm | <b>Entrepreneur Spotlight (Teleconference from New York)</b> <ul style="list-style-type: none"><li>• <b>Martín Migoya</b>, Co-founder &amp; CEO, Globant @migoya @Globant</li><li>• <b>Anna Edgerton</b>, Reporter, Bloomberg @annaedge4 (interviewer)</li></ul>   |
| 6:50 – 8:00 pm | <b>Networking Reception with special thanks to Pampa's Fox Catering</b>  |

