

### MAIN STAGE PROGRAMMING

#### COUNCIL OF THE AMERICAS SYMPOSIUM

9:00 a.m. – 3:30 p.m.

Shalala Center, University of Miami

(1330 Miller Dr, Miami, FL 33146)

*Business Attire*

9:00 – 9:10 a.m. Welcome Remarks  
(All Main-Stage Activities: Center Ballroom)

9:00 – 9:10 a.m. **Welcome Remarks**  
Susan Segal, President & CEO, Americas Society/Council of the Americas

9:10 – 10:20 a.m. Latin America's Business Outlook

As volatility remains a primary business challenge, leaders are being forced to establish adaptable models to ramp up operations in the face of new developments. In this context, leaders face a conundrum between developing and implementing innovative strategies to adapt to current shifts, while remaining aligned to the organization's long-term vision. In Latin America, in this ever-evolving context, how are leaders making informed decisions and aligning strategies to face short, medium and long term shifts? Join top-level executives who will share forward-looking perspectives on the key needs for companies to remain resilient, despite continuous challenges.

9:10 – 9:55 a.m. **BRAVO Dialogues – Business Continuity & Evolution in a World of Economic and Political Disruptions**  
Gaston Bottazzini, CEO, Falabella  
Fernando Iraola, Global Co-Head of Large Corporates GTS, Head of Latin America Corporate Banking and Global Transaction Services, Bank of America  
Andrew H. Martin, President, Latin America Cluster, Pfizer  
Moderator: Andres Gluski, CEO, The AES Corporation & Chairman, AS/COA

9:55 – 10:20 a.m. **BRAVO Leadership Conversation – Global Trends Driving Opportunities for Latin America**  
Cristina Palmaka, President, SAP Latin America & Caribbean  
Moderator: Cecilia Tornaghi, Managing Editor, Americas Quarterly

10:20 – 11:50 a.m. The Road Ahead for Latin America's Tech Ecosystem

The technology ecosystem in Latin America has experienced rapid growth in recent years, becoming one of the most attractive markets for investment in areas such as financial technology. According to a recent study by the IDB, the fintech industry doubled in size in the last three years, due to an increased demand for digital services, as well as an evolution of regulatory frameworks across Latin American countries. Although younger companies are leading this growth, established businesses are also adopting newer technologies to evolve and remain competitive in a region with increasing demands and growing opportunities. How can the technological developments in Latin America ensure a sustainable recovery and growth for the region despite the continuous challenges? What are the lessons learned from getting the region to become an attractive market for investment in technology and how sustainable is it in the long term? What's next for investors, innovators, and consumers?

10:20 – 11:00 a.m.

**BRAVO Dialogues – Fueling Latin America's Tech Ecosystem in Times of Crisis**

**Adolfo Babatz**, Founder & CEO, Clip  
**Hernan Kazah**, Co-Founder & Managing Partner, Kaszek  
**Brynne McNulty Rojas**, Co-Founder & CEO, Habi  
**Moderator: Francisco Aldaya**, Senior Editor, Bloomberg Linea

**11:00 – 11:20 a.m. Coffee & Networking Break**  
*Center Ballroom Foyer*

11:20 – 11:50 a.m.

**BRAVO Dialogues – What comes next in Latin America's Fintech Revolution?**

**Marlene Garayzar**, Co-Founder & CGO, Stori Card  
**Nicolas Szekasy**, Co-Founder & Managing Partner, Kaszek  
**Moderator: Jorge Becerra**, Emeritus Senior Partner & Senior Advisor, BCG

**11:50 a.m. - 1:20 p.m. Driving Latin America's ESG Agenda**

Environmental Social and Governance (ESG) issues in Latin America are gaining momentum as companies and relevant stakeholders explore avenues to create meaningful policies that are both good for business and for the societies where they operate. While the opportunities and needs for Latin America to embrace ESG practices are evident, given its natural resources and the industries related to extracting these, the socioeconomic and gender inequalities, as well as the political instability, the approach to both implement and report ESG strategies is not so clear yet. As international investors increasingly factor in ESG considerations in the decision-making processes, the region's private sector must accelerate the integration of these standards to be a competitive player in the new business environment.

11:50 a.m. – 12:40 p.m.

**BRAVO Dialogues – The Private Sector: A Champion for Climate Action**

**Fernando Gonzalez**, CEO, CEMEX  
**Eric Loeb**, Executive Vice President, Government Affairs, Salesforce  
**Juan Carlos Mora**, CEO, Bancolombia  
**Amy Barnes**, Head of Climate and Sustainability Strategy, Marsh  
**Moderator: Brian Burlingame**, CEO, JeffreyGroup

12:40 – 1:20 p.m.

**BRAVO Dialogues – Leveraging Technology and Business for Social Impact**

**Adriana Noreña**, Vice President, Spanish Speaking Latin America, Google  
**Eduardo della Maggiora**, Founder and CEO of Betterfly  
**Marcos Gunn**, Senior Vice President, Chubb Group and Regional President, Latin America  
**Moderator: Gabriela Frias**, Anchor, CNN en Español

**1:20– 2:10 p.m. Lunch**

**West Ballroom:** BRAVO Leadership Conversation featuring Pierpaolo Barbieri, Founder & CEO, Ualá

**East Ballroom:** Networking-Only Lunch

### 2:10 p.m. - 3:00 p.m. The Future of Work

Latin America's labor market continues to evolve amid immense technological advances that present both opportunities but also challenges to the region. The question of how fast and to what scale can the region's workforce, companies and governments adapt to the continuous changes will determine the true impact of the current innovative environment. As such, how can we leverage the positive change and the opportunities that technology presents to Latin America's workforce, to ensure the region is attractive for workers? What does the workforce need in a post-pandemic and ever evolving environment and what's the responsibility of companies to ensure these needs are met?

2:10 - 3:00 p.m.

#### BRAVO Dialogues – Latin America's Talent Imperative

**Alejandro Anderlic**, Director of Government Affairs and Public Policy for Latin America, Salesforce

**Nicolas Kaplun**, Chief Business Officer, Globant

**Gina Marquez**, Vice President of Strategy North America, Arch Staffing & Consulting

**Karim Mitre**, Lead, Administration and Human Management & Development Division, Banco de Crédito del Perú (BCP)

**Moderator: Pablo Claver**, Managing Director & Partner, BCG

### 3:00 p.m. - 3:30 p.m. Private Sector Alliances for Development

The Partnership for Central America, established in 2021 was created by the Biden Administration with the purpose of advancing economic opportunities in underserved areas of El Salvador, Guatemala and Honduras (Northern Triangle). This public-private sector alliance is one example of how coordinated efforts and investments can deliver long-lasting positive impact on the Central American population. One year after the Partnership's inception, financial inclusion remains a key priority on the agenda to ensure sustained economic growth.

3:00 - 3:30 p.m.

#### BRAVO Leadership Conversation – The Partnership for Central America: What Comes Next?

**Darren Ware**, Senior Vice President, Government Engagement, Latin America, Mastercard

**Juan Pablo Mata**, CEO, Apex/Grupo Mariposa

**Moderator: Enrique Bolaños**, President, INCAE Business School

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AWARDS

Friday  
**28**  
October

Miami, FL

## EVENING PROGRAMMING

### 27<sup>th</sup> BRAVO Business Awards Ceremony & Formal Dinner

October 28<sup>th</sup>, 2022

Perez Art Museum Miami  
(1103 Biscayne Blvd., Miami, FL 33132)  
7:00 p.m. – 11:00 p.m.  
*Formal Attire*

The **BRAVO Business Awards** celebrate 27 years of showcasing excellence and leadership, while bringing together the most forward-thinking leaders.

7:00 – 8:00 p.m.      Cocktail Reception  
8:00 – 11:00 p.m.      Dinner & Awards Ceremony

### 2022 BRAVO Business Awards Honorees

#### **Social Impact Leader of the Year**

**Adriana Noreña**, Vice President, Spanish Speaking Latin America, **Google**

#### **Digital Transformation of the Year**

**Falabella**, Accepted by Gaston Bottazzini, CEO

#### **Visionary Investors of the Decade**

**Hernán Kazah** and **Nicolás Szekasy**, Co-Founders & Managing Partners, **Kaszek Ventures**

#### **Visionary CEO of the Year**

**Pierpaolo Barbieri**, Founder and CEO, **Ualá**