**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)*

Welcome Remarks
Maria Lourdes Teran, Vice President, AS/COA Miami

### 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 strong and vulnerable to new opportunities, 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
- Andres Cluski, CEO, The AES Corporation & Chairman, AS/COA
- 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 Inc.
- Moderator: Susan Segal, President & CEO, 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

*Additional speaker to be announced soon*

- Moderator: Cecilia Tornaghi, Managing Editor, Americas Quarterly

### 10:20 a.m. - 12:00 p.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: Alejandro Angeles**, News Director, Bloomberg Linea

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

11:20 a.m. - 12:00 p.m.  
**BRAVO Dialogues: What comes next in Latin America’s Fintech Revolution?**  
Pierpaolo Barbieri, Founder & CEO, Ualá  
Marlene Garayzar, Co-Founder & CGO, Stori Card  
Nicolas Szekasy, Co-Founder & Managing Partner, Kaszek  
**Additional speakers to be announced soon**  
**Moderator: Jorge Becerra**, Emeritus Senior Partner & Senior Advisor, BCG

**12:00 p.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.

12:00 - 12:40 p.m.  
**BRAVO Dialogues: Achieving the Net-Zero Carbon Agenda**  
Fernando Gonzalez, CEO, CEMEX  
Eric Loeb, Executive Vice President, Government Affairs, Salesforce  
Juan Carlos Mora, CEO, Bancolombia  
**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 Maggiore, Founder and CEO of Betterfly  
**Additional speakers to be announced soon**  
**Moderator: Gabriela Frias**, Anchor, CNN en Español

**1:20 – 2:10 p.m. Lunch & Networking Break**  
**East & West Ballrooms**
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 for Latin America, Salesforce
Nicolas Kaplin, Chief Business Officer, Globant
Additional speakers to be announced soon
Moderator: Pablo Claver, Managing Director & Partner, BCG

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

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

Additional speakers to be announced soon.

Special Thank You to Our 2022 Sponsors & Partners
EVENING PROGRAMMING

27th BRAVO Business Awards Ceremony & Formal Dinner

October 28th, 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 Business 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