

COUNCIL OF THE / **Americas**

SYMPOSIUM

Friday, October 28
The Four Seasons Hotel, Miami

IN PARTNERSHIP WITH:



8:00 a.m. - 9:00 a.m.

Registration and Continental Breakfast

Sky Bridge/Grand Ballroom Foyer

9:00 a.m. - 9:20 a.m.

Conference Opening

Matias Bendersky, Chief, Partnerships and Resource Mobilization Unit, Office of Outreach and Partnerships, Inter-American Development Bank

Susan Segal, President and CEO, Americas Society/Council of the Americas
Grand Ballroom

9:20 a.m. - 10:10 a.m.

Energy in the Americas

Latin America has become a leader in energy exploration and production. From oil and gas to wind and solar, the region is home to an abundance of natural resources. Over the last several years, global energy demand has shifted, posing new challenges for the region's export markets. With the United States and Canada increasing output, and a decline in Asia's demand, Latin America's energy sector faces new competition which affects both international and domestic markets. In this panel, CEOs will share their insights on new market access, regulatory concerns, and energy security in a time of increased competition.

Grand Ballroom

Jack Broodo, Business President, Feedstocks & Energy, The Dow Chemical Company

Miguel Ángel Gutiérrez, Chairman, YPF

Ali Moshiri, President, Chevron Africa and Latin America Exploration and Production Company (*2016 BRAVO Lifetime Achievement Award*)

Hamilton Moss de Souza, Vice President, Energy, CAF-Development Bank of Latin America

Leo Rodríguez, President, Emerson Latin America

Chaired by **Andrés Gluski**, President & CEO, The AES Corporation and Chairman, Americas Society/Council of the Americas

IN PARTNERSHIP WITH:



- 10:10 a.m. - 11:00 a.m. **Moving Beyond Borders: New Markets in an Uncertain Economic Landscape**
 Emerging markets are expected to grow by 4.8 percent in 2016. Despite the continued slowdown in China's demand, Asia expects growth above six percent, while Africa will hover around four. Latin America, for its part, is expected to remain stagnant, contracting by less than one percent. For the multinationals that exploded onto the global stage in first decade of the 21st century, a substantially weakened domestic demand will no doubt have adverse effects on growth and expansion. Yet some of the region's top companies have been able to weather the economic downturn, with successful M&As and increased diversification. Moving forward, how can Latin America's leading multinationals continue to engage new markets, while spurring domestic growth? In this panel, CEOs from major Latin American corporations will discuss domestic versus international markets, as well as the challenges and opportunities faced by current economic conditions.
Grand Ballroom
- Francisco Garza Egloff**, CEO, Arca Continental (*2016 BRAVO CEO of the Year*)
Fernando Iraola, Managing Director, Head of Latin America Corporate Banking and Global Transaction Services, Bank of America Merrill Lynch
Thilo Mannhardt, CEO, Ultrapar
 Chaired by **Jorge Becerra**, Senior Partner & Managing Director, The Boston Consulting Group
- 11:00 a.m. - 11:20 a.m. **Networking Coffee Break**
Grand Ballroom Foyer
- 11:20 a.m. - 12:10 p.m. **Going Digital: Latin America's Innovation Challenge (In Partnership with CNN)**
 The rapid expansion of, and access to technology has transformed the global economy over the course of the last two decades. From retail and health, to energy and transportation, digital strategy has become a necessity for all industries operating in the global marketplace. For Latin America, and other emerging markets, implementing such strategies have proved difficult. To stay competitive companies must find ways to transform their organizations to best utilize, and adapt to the digital tools available, while at the same time create new value for customers and consumers alike. In this panel, CEOs will discuss digital strategy as a means to strengthen business operations, efficiency, and sustainable growth.
Grand Ballroom
- César Cernuda**, President, Microsoft Latin America
Claudio Muruzábal, President, SAP Latin America & The Caribbean
Laxman Narasimhan, CEO, Latin America, PepsiCo
Luiz Ros, Special Advisor for Innovation, Digital Economy, IDB
Blanca Treviño, President & CEO, Softtek
 Chaired by **Xavier Serbiá**, Host, CNN Dinero
- 12:10 p.m. – 12:35 p.m. **A Conversation with Dr. Eduardo Padrón**, President, Miami Dade College (*2016 BRAVO Civic Leader of the Year*) and **Alberto Ibagüen**, President & CEO, John S. and James L. Knight Foundation

IN PARTNERSHIP WITH:



12:45 p.m. – 1:15 p.m. **Urban Innovation: A Conversation with Federico Gutiérrez Zuluaga**, Mayor, City of Medellín (2016 BRAVO Transformational City of the Year) and by **Brian Winter**, Editor-in-Chief, *Americas Quarterly*/ Vice President for Policy, Americas Society/Council of the Americas
Miami Room

1:30 p.m. - 2:45 p.m. **Lunch**

Afternoon Concurrent Sessions

3:00 p.m. - 4:30 p.m. **Session I – Gender Inequality in the Americas**
Despite an increase in women’s labor force participation in Latin America and the Caribbean, gender inequality continues to be a major challenge for the region's social and economic development. Region wide, women participate nearly 18 percent less in the workforce, earn on average 17 percent less in similar positions, and may encounter fewer employment prospects with higher levels of education. Collectively, these disparities have a cost for the region’s economic growth. From a business standpoint, professional female leadership has been shown to boost organizational effectiveness. Further, if women matched the employment and entrepreneurship levels of men, it is estimated that the region’s GDP could increase by up to 14 percent. In this session, corporate and government leaders, as well as other experts, will share their perspectives on the impact of gender inequity and discuss potential solutions.
Coconut Grove Room

Maria Blase, President of HVAC and Transport, Latin America Strategic Business Unit, Ingersoll Rand

Katia Bouazza, Managing Director, Head, Latin America and Capital Financing, HSBC

Jaime Garcia Alba, Principal, Advisory Services, Inter-American Investment Corporation

Amb. Donna Hrinak, President, Boeing Latin America

Elena Romero, Regional Chief Financial Officer and Senior Vice President, Latin America and the Caribbean Region, Visa

Chaired by **Scarlett Álvarez**, Vice President and Chief Stakeholder and Sustainability Officer, The AES Corporation

IN PARTNERSHIP WITH:



Session II –Social Impact in the Americas

Current economic conditions have reinforced the need for large corporations, governments, non-governmental organizations and multilateral institutions to collaborate on solutions to Latin America's most pressing issues. As the regional economy contracts, social programs are often cut by both private and public sectors, while the poverty levels are exacerbated, and access to quality healthcare and education are increasingly difficult to sustain. Now more than ever, measuring the impact of social programs is crucial to the region's overall development. In this session, experts will discuss how best to examine impact, measurability and accountability.

Coral Gables Room

Ana Mercedes Botero, Director of Social Innovation, CAF

Gilberto Caldart, President of Latin America and Caribbean Region, MasterCard

Matias Bendersky, Chief, Partnerships and Resource Mobilization Unit, Office of Outreach and Partnerships, Inter-American Development Bank

Patricia Villela Marino, President, Humanitas360 Institute (*2016 BRAVO Humanitarian of the Year*)

Chaired by **Brian Winter**, Editor-in-Chief, *Americas Quarterly*/ Vice President for Policy, Americas Society/Council of the Americas

Session III – Creating and Sustaining Entrepreneurial Ecosystems in the Americas

Entrepreneurship and small business growth are key drivers of growth and development across the Americas. Miami, Medellín, Buenos Aires, and other cities across the Americas are each developing hubs for innovation and becoming important centers for entrepreneurial development for the region. Great synergies exist between multinational corporations and entrepreneurs who can offer solutions to many of their current challenges, while also contributing to further economic growth and social development. This session will unite high-impact entrepreneurs and leaders of the Miami ecosystem with multinational business executives, government officials, and leaders of civil society—thereby fostering new relationships and expanded networks, and encouraging discussion of best practices among regional innovation initiatives, including Miami.

Supported by: Knight Foundation

Miami Room

Federico Gutiérrez Zuluaga, Mayor, City of Medellín (*2016 BRAVO Transformational City of the Year*)

Marcos Galperín, Founder, President and CEO, MercadoLibre, Inc. (*2016 BRAVO Visionary CEO of the Year*)

David Gilarranz, Global Head of Digital, Millicom

Chaired by **Susan Segal**, President and CEO, Americas Society/Council of Americas

This session is part of the AS/COA Tech Series.

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