

II CEO Summit of the Americas

“Bridging the Americas: Productive Integration for Inclusive Development”

Panama City, Panama – April 8-10, 2015

Wednesday, April 8

- 8:00am – 8:00pm** **Registration**
Riu Plaza Panama Hotel / Panama Marriott Hotel / Bristol Panama Hotel
- 7:00 – 9:00pm** **Welcome Cocktail**
American Trade Hotel

Thursday, April 9

- 8:00am – 8:00pm** **Registration**
Riu Plaza Panama Hotel
- 9:15 – 9:30am** **Opening Remarks**
- **Luis Alberto Moreno**, President, Inter-American Development Bank
- 9:30 – 9:45am** **Inaugural Address**
- **Isabel de Saint Malo de Alvarado**, Vice President and Minister of Foreign Affairs, Republic of Panama
- 9:45 – 10:45am** **Food Security and Agribusiness: Progress for the Region, Food for the World**
- Population growth, and rising incomes, and increased food consumption in the developing world, together with the development of biofuels, is driving a significant and sustained demand of agricultural commodities. Many countries of the region have a competitive advantage in agriculture and technological breakthroughs allow them to build on it as a path to development. How can countries promote innovation and value creation along the agricultural production chain that help ensure sustainability and equitable access to food? How can new sources of financing be developed for agribusiness? Which are the infrastructure requirements of the agribusiness sector?
- 9:45 – 10:45am** **Panel of Business Leaders**
Moderator: Gabriela Frias, Anchor, CNN
- Panelists:
- **Gustavo Grobocopatel**, Chairman, Los Grobo
 - **Arthur Lok Jack**, President, Associated Brands Inc

- **Laxman Narasimham**, CEO, PepsiCo Latin America Foods
- **Martín Secco**, CEO, Marfrig
- **Marcel Smits**, CFO, Cargill

10:45 – 11:15am

Welcome Remarks

- **Juan Carlos Varela**, President of the Republic of Panama

11:15am – 12:25pm

Financial Integration and Inclusion: Mobilizing Resources for Social and Economic Development

Aided by technological advances and modernized regulations, in recent years LAC's financial markets have expanded exponentially, both by greater regional integration and by increasing access by underserved populations to financial services. Larger, deeper and stronger capital markets provide a key way to efficiently mobilize investments for the growth and dynamism of the region's economies. What set of policies can be implemented to both develop capital markets and foster financial inclusion? How may governments facilitate access by small and medium sized enterprises to financial markets? How may public-private initiatives lower barriers to financial integration and inclusion, and at the same time, guarantee market stability? How can regional integration of capital markets be sustained and expanded?

11:15am – 12:15pm

Panel of Business Leaders:

Moderator: John Paul Rathbone, Latin America Editor, Financial Times

Panelists:

- **Raúl Alemán Zubieta**, CEO, Banco General
- **Francisco Aristeguieta**, CEO, Citigroup Latin America
- **Richard Blum**, CEO, Blum Capital
- **Christian Laub**, CEO, Credicorp
- **Luis Carlos Sarmiento**, CEO, Grupo Aval

12:15 – 12:25pm

Future Flash: "Towards full integration of capital markets in Latin America and the Caribbean: the case of MILA"

- **Juan Pablo Córdoba Garcés**, Chairman, World Federation of Exchanges

12:25 – 12:45pm

Future Flash: "Making the internet affordable"

- **Juan Carlos Varela**, President, Republic of Panama
- **Mark Zuckerberg**, Chairman and CEO, Facebook

12:45 – 2:00pm

Networking Lunch

2:00 – 2:15pm

Special Presentation: New Trade and Investment Opportunities in Cuba

- **Rodrigo Malmierca Diaz**, Minister of Foreign Trade and Investment, Republic of Cuba

2:15 – 3:15pm

Women’s economic empowerment: good for women, good for businesses and good for development

Business leaders and governments in LAC are increasingly paying attention to the social, economic, and financial returns that result from focusing on women and gender equality. Growth of female income in the 21st century was responsible for a 30% reduction in extreme poverty in LAC. Total global female income is estimated to be \$18 trillion versus China’s GDP which is \$6.6 trillion. Within corporations, studies have found that more women in senior management and corporate boards are associated with better business performance. A study of 345 Latin American firms in six countries by McKinsey and Company found that ROE for firms with on or more women in their executive committees had returns on equity 44% higher than those without. Yet only 20% of firms in the region have at least one female top manager, 7 out of 10 women-owned businesses face major financing constraints, and women entrepreneurs have more problems accessing markets and value chains than their male counterparts. How can business leaders and policymakers promote women’s leadership in the private sector? What is the relationship between having more women leaders and better serving women clients? What are the best practices for diversifying corporate supplier portfolios by including more women-owned businesses in their sourcing, production, and/or distribution channels?

2:15 – 3:15pm

Panel of Business Leaders

Moderator: **Julie T. Katzman**, Executive Vicepresident, IDB

Panelists:

- **Brenda Durham**, Senior Vice President and Regional General Counsel, Marriott International, Inc.
- **Muhtar Kent**, CEO, The Coca-Cola Company
- **Thomas F. McLarty**, Chairman, McLarty Associates
- **Enrique Ostalé**, CEO, Walmart Latin America

3:15 – 4:35pm

Corporate Social Innovations: Driving Entrepreneurship for Social Development

Corporate social innovation is about fuelling breakthrough changes in how businesses operate so that they can achieve social and environmental value creation alongside financial profit. Nurturing healthy entrepreneurial ecosystems, supporting innovative ways of doing business that create wealth, jobs, and value, as well as working alongside governments are different

strategies to pursue this objective. Entrepreneurship is a powerful tool for both job creation and wealth generation and small and midsize enterprises (SMEs) account for a large majority of business and employ close to two thirds of the workers in LAC. How can cooperation with and coordination by government and international organizations increase the impact of corporate social innovation? How can our societies create business opportunities and economic development by fomenting entrepreneurship and translations of ideas into business, jobs, wealth and opportunities for more innovative, fair and equal societies?

3:15 – 4:15pm

Panel of Business Leaders

Moderator: Cristina Frias, Journalist, Folha de Sao Paulo

Panelists:

- **Rafael L. Bras**, Provost, Georgia Institute of Technology
- **Youngsuk (YS) Chi**, Chairman, Elsevier
- **Stanley Motta**, President, Copa Holdings
- **Frank Rainieri**, CEO, Grupo Punta Cana
- **Woods Staton**, CEO, Arcos Dorados

4:15 – 4:25pm

Future Flash: “The future of the labor world: challenges and opportunities”

- **Guy Ryder**, Director-General, International Labour Organization

4:25 – 4:35pm

Future Flash: “Innovations in Corporate Social Responsibility”

- **Carlos Slim Helú**, President, Fundación Carlos Slim

4:35 – 4:50pm

Head of State Presentation

- **Dean Barrow**, Prime Minister of Belize

4:50 – 5:05pm

Head of State Presentation

- **Danilo Medina Sanchez**, President of the Dominican Republic

5:05 – 6:05pm

Innovation & Information Technology: Reimagining the future of the Americas

Latin America and the Caribbean are experiencing an unprecedented expansion of its information technology sector with a boom in support for start-up companies as well as increased sophistication in large IT firms. The region enjoys competitive advantages resulting from the availability of relatively low cost skilled labor and start-ups have attracted financing from foreign investors. How can Latin American countries educate new generations of skilled technology workers than can keep IT companies growing? How can governments and the private sector work together to close the digital divide?

5:05 – 6:05pm

Panel of Business Leaders

Moderator: Andrés Oppenheimer, Columnist of The Miami Herald, Host of CNN en Español

Panelists:

- **Orlando Dovat**, Chairman & CEO, Zonamerica
- **Raymundo Peixoto**, Vice President, Dell Latin America
- **Denise Rutherford**, President, Latin America, 3M
- **Marco Stefanini**, CEO, Stefanini
- **Blanca Treviño**, President & CEO, Softtek

6:05 – 6:15pm

Future Flash: “Opportunities for Latin America and the Caribbean in the Online world”

- **Vint Cerf**, Vice President and Chief Internet Evangelist, Google

7:00 – 10:00pm

II CEO Summit Dinner Reception

Museo de la Biodiversidad

Friday, April 10

8:30 – 10:10am

Energy: Fueling the Americas’ Growth

The Americas is a region of energy abundance, with massive oil and gas reserves, including shale gas and tight oil, and rich in potential for hydro, solar, wind and geothermal power. How may these abundant resources be developed in a cost-effective, environmentally sound, and delivered efficiently and equitably to consumers throughout the region to improve competitiveness and well-being? How can the private and public sector cooperate in developing energy resources using technology, capital, and best practices that can be shared among different actors? Which are the advantages in promoting energy integration and the development of cross-border infrastructure?

8:30 – 8:45am

Head of State Presentation

- **Kamla Persad-Bissessar**, Prime Minister, Republic of Trinidad & Tobago

8:45 – 10:00am

Panel of Business Leaders

Moderator: Roger Ingold, Managing Director, Accenture Latin America

Panelists:

- **Alejandro P. Bulgheroni**, Chairman, President & CEO, Associated Petroleum Investors
- **Sylvia Escovar Gómez**, President, Terpel
- **Reinaldo Garcia**, President and CEO, General Electric Latin America
- **Andrés Gluski**, Director, President & CEO, AES Corporation

- **Eulogio del Pino**, President, PDVSA
- **Ali Moshiri**, President, Chevron Africa and Latin America Exploration

10:00 – 10:10am

Future Flash: “Non-Conventional Fuels Revolution: The Present and Future of Energy in the Americas”

- **Miguel Galuccio**, CEO, YPF

10:10 – 10:25am

Head of State Presentation

- **Juan Manuel Santos**, President of the Republic of Colombia

10:25 – 11:45am

Infrastructure, Logistics and Connectivity: Bringing the Americas Together

International production, trade and investments are increasingly organized within global value chains (GVCs) where the different stages of the production process are located across different countries. To succeed globally regional economies must develop connectivity measures that reduce transaction costs and improve supply chain efficiency. Modern infrastructure and logistics hubs need advanced communications and information technology in order to increase efficiency and bolster risk management capabilities at and behind their borders. Which are the infrastructure, logistics and connectivity requirements that the Americas need to meet? How may countries improve the capability of their infrastructure programs? How can countries develop long term private finance capabilities? How may infrastructure projects contribute to social development? In what ways will the Panama Canal expansion transform the transportation infrastructure in the region?

10:25 – 10:35am

Future Flash: “Aerospace and the Americas”

- **W. James McNerney, Jr.**, CEO, The Boeing Company

10:35 – 11:35am

Panel of Business Leaders

Moderator: Alberto Aleman Zubieta, CEO, ABCO Global

Panelists:

- **Kelvin Dushnisky**, Co-President, Barrick Gold
- **Philip Enquist**, Partner in Charge of Urban Design and Planning, Skidmore, Owings & Merrill
- **Brian Porter**, Chairman and CEO, ScotiaBank
- **Romaine Seguin**, President, UPS Americas

11:35 – 11:45am

Future Flash: “Panama Canal Expansion: A Game Changer for the Global Economy”

- **Jorge Quijano**, CEO, Panama Canal Authority

11:45am – 12:30pm

Conversation with Heads of State

- **Salvador Sánchez Cerén**, President of the Republic of El Salvador
- **Otto Pérez Molina**, President of the Republic of Guatemala
- **Juan Orlando Hernández**, President of the Republic of Honduras

Facilitator: Gabriela Frias, CNN

12:30 – 1:45pm

Closing Lunch

Keynote Speaker

- **Ertharin Cousin**, Executive Director, World Food Programme

1:45 – 2:00pm

Keynote Speech: *"Working Together: Public-Private Partnership for Sustainable Development."*

- **H.E. Ban Ki-moon**, Secretary General, United Nations

2:00 – 2:15pm

Head of State Presentation

- **Horacio Manuel Cartes Jara**, President of the Republic of Paraguay

2:15 – 3:30pm

Americas Business Dialogue: Building a Regional Public-Private Dialogue for Development

2:15 – 2:20pm

Introduction to the Americas Business Dialogue

- **Luis Alberto Moreno**, President, Inter-American Development Bank

2:20 – 2:30pm

Americas Business Dialogue

- **Thomas J. Donohue**, President and CEO, U.S. Chamber of Commerce
- **Paulo G. Fernandes Tigre**, Vice President, Confederação Nacional da Indústria
- **Bruce Mac Master**, President, Asociación Nacional de Empresarios de Colombia

2:30 – 3:30pm

Conversation with Heads of State

Facilitator: Luis Alberto Moreno, President, Inter-American Development Bank

- **Juan Carlos Varela**, President of the Republic of Panama
- **Dilma Rousseff**, President of the Federative Republic of Brazil
- **Barack Obama**, President of the United States of America
- **Enrique Peña Nieto**, President of the United Mexican States

Commentators: CEOs from the Americas Business Dialogue



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