

## 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 / Panama Marriott Hotel / Bristol Panama Hotel*
- 11:00 – 11:30am**      **Inaugural Address**
- **Juan Carlos Varela**, President of the Republic of Panama
- 11:30 – 11:45am**      **Opening Remarks**
- **Luis Alberto Moreno**, President, Inter-American Development Bank
- 11:45am – 1:00pm**      **Biotechnology 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 biotechnology 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?
- 11:45am – 12:45pm**      **Panel of Business Leaders**  
Moderator:
- Panelists:
- **Gustavo Grobocopatel**, Chairman, Los Grobo (confirmed)
  - **Sergio Rial**, CEO, Marfrig (confirmed)
  - **Arthur Lok Jack**, President, Associated Brands Inc. (confirmed)

- **Indra Nooyi**, CEO, PepsiCo (confirmed)
- **Marcel Smits**, CFO, Cargill (confirmed)
- **Andrew Liveris**, CEO, Dow Chemical

**12:45 – 1:00pm**

**Head of State Presentation**

**1:00 – 2:00pm**

**Networking Lunch**

**2:00pm – 3:35pm**

**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?

**2:00 – 2:10pm**

***Future Flash: "Latin American Integrated Market (MILA)"***

- **Juan Pablo Córdoba Garcés**, President, Bolsa de Valores de Colombia (confirmed)

**2:10am – 3:10pm**

**Panel of Business Leaders**

Moderator:

Panelists:

- **Richard Blum**, CEO, Blum Capital (confirmed)
- **Raúl Alemán Zubieta**, CEO, Banco General (confirmed)
- **Christian Laub**, CEO, Credicorp (confirmed)
- **Gilberto Caldart**, President, Latin America and Caribbean, Mastercard (confirmed)
- **Francisco Aristeguieta**, CEO, Citigroup Latin America (confirmed)
- **Roberto Setubal**, CEO, Itaú Unibanco
- **María Asunción Aramburuzabala Larregui**, CEO, Tresalia Capital

**3:10 – 3:20pm**

***Future Flash***

- **Luis Carlos Sarmiento**, CEO, Grupo Aval (confirmed)

**3:20 – 3:35pm**

**Head of State Presentation**

3:35 – 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?

3:35pm – 4:35pm

**Panel of Business Leaders**

Moderator:

Panelists:

- **Stanley Motta**, President, Copa Holdings (confirmed)
- **Youngsuk (YS) Chi**, Chairman, Elsevier (confirmed)
- **Rafael L. Bras**, Provost, Georgia Institute of Technology (confirmed)
- **Frank Rainieri**, CEO, Grupo Punta Cana (confirmed)
- **Woods Staton**, CEO, Arcos Dorados (confirmed)
- **Ricardo Poma**, CEO, Grupo Poma
- **Carlos Rodríguez-Pastor**, CEO, Intergroup Financial Services Corp.

4:35 – 4:45pm

***Future Flash: “Unlocking the possibilities of all individuals”***

- **Melinda Gates**, Co-Chair & Trustee, Bill & Melinda Gates Foundation

4:45 – 5:00pm

**Head of State Presentation**

- **Dean Barrow**, Prime Minister of Belize (confirmed)

5:00 – 6:10pm

**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 21<sup>st</sup> 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?

**5:00 – 5:15pm**

**Head of State Presentation**

**5:15 – 6:15pm**

**Panel of Business Leaders**

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

Panelists:

- **Isabel de Saint Malo de Alvarado**, Vice President and Minister of Foreign Affairs, Republic of Panama (confirmed)
- **Enrique Ostalé**, CEO, Walmart Latin America (confirmed)
- **Angelica Fuentes**, CEO, Omnilife (confirmed)
- **Thomas F. McLarty**, President, McLarty Associates (confirmed)
- **Muhtar Kent**, CEO, The Coca-Cola Company (confirmed)
- **Adriana Cisneros**, CEO, Cisneros Group

**6:15 – 6:45pm**

**Conversation with Heads of State**

**7:30 – 9:30pm**

**II CEO Summit Dinner Party**

*Isla Flamenco*

**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 of Trinidad & Tobago (confirmed)

08:45 – 9:45am

**Panel of Business Leaders**

Moderator:

Panelists:

- **Emilio Lozoya Austin**, CEO, Petróleos Mexicanos (PEMEX) (confirmed)
- **Alejandro P. Bulgheroni**, Chairman, President & CEO, Associated Petroleum Investors (confirmed)
- **Rolando Gonzalez Bunster**, CEO, InterEnergy (confirmed)
- **Andrés Gluski**, Director, President & CEO, AES Corporation (confirmed)
- **Reinaldo Garcia**, President and CEO, General Electric Latin America (confirmed)

09:45 – 10:00am

**Head of State Presentation**

- **Enrique Peña Nieto**, President of the United Mexican States

10:00 – 10:10am

***Future Flash: “Shale Gas Revolution: The Present and Future of Energy in the Americas”***

- **Miguel Galuccio**, CEO, YPF (confirmed)

10:10 – 11:50am

**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?

10:10 – 10:25am

**Head of State Presentation**

- **Juan Manuel Santos**, President of the Republic of Colombia (confirmed)

10:25 – 10:35am

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

- **Roberto Roy**, Chairman of the Board, Panama Canal Authority (confirmed)

**10:35 – 11:35am**

**Panel of Business Leaders**

Moderator:

Panelists:

- **Marcelo Odebrecht**, CEO, Odebrecht Organization (confirmed)
- **Kelvin Dushnisky**, Co-President, Barrick Gold (confirmed)
- **Brian Porter**, Chairman and CEO, ScotiaBank (confirmed)
- **Romaine Seguin**, President, UPS Americas (confirmed)
- **SOCIAL INFRASTRUCTURE EXPERT (TO BE DETERMINED)**
- **Enrique Cueto**, CEO, LATAM Airlines Group
- **Andrónico Luksic Craig**, Chairman, Quiñenco

**11:35 – 11:45am**

***Future Flash***

- **James McNerney**, CEO, The Boeing Company (confirmed)

**11:45am – 12:00pm**

**Head of State Presentation**

- **Stephen Harper**, Prime Minister of Canada (confirmed)

**12:00 – 12:15pm**

**Keynote Speech: “Working together: The United Nations Global Compact”**  
**H.E. Ban Ki-moon**, Secretary General, United Nations

**12:15 – 12:45pm**

***A conversation about the future***

- **Vint Cerf**, Chief Internet Evangelist, Google (confirmed)
- **David Kelley**, Donald W. Whittier Professors in Mechanical Engineering, Stanford University, Institute of Design
- **Elon Musk**, Chairman, Tesla Motors, SolarCity, and SpaceX

**12:45 – 1:45pm**

**Closing Lunch**

Keynote Speaker

- **Ertharin Cousin**, Executive Director, World Food Programme (confirmed)

**2:00 – 3:00pm**

**Conversation with Heads of State**

**Juan Carlos Varela**, President of the Republic of Panama (confirmed)  
**Barack Obama**, President of the United States of America (confirmed)  
**Dilma Rousseff**, President of the Federative Republic of Brazil

**Facilitator:** \_\_\_\_\_

3:00 – 4:00pm

**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 works than can keep IT companies growing? How can governments and the private sector work together to close the digital divide?

3:00 – 4:00pm

**Panel of Business Leaders**

Moderator:

Panelists:

- **Blanca Treviño**, President & CEO, Softtek (confirmed)
- **Marcos Galperín**, CEO, Mercado Libre (confirmed)
- **Marco Stefanini**, CEO, Stefanini (confirmed)
- **Denise Rutherford**, President, Latin America, 3M (confirmed)
- **Orlando Dovat**, Chairman & CEO, Zonamerica (confirmed)
- **Nathan Blecharczyk**, CTO & Co-Founder, Airbnb

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