





OFFICIAL PROGRAM

# III FCA PRELIMINARY PROGRAM **COMPETITIVENESS IN TIMES OF CRISIS**

# September 27

18:00 – 19:30 OFFICIAL WELCOME RECEPTION AT THE SHERATON HOTEL

# September 28

9:00 - 9:30 REGISTRATION

#### 9:00 - 9:30 OPENING CEREMONY



---- Hugo Lavados, Minister of Economy, Chile.





#### 9:40 - 11:00 OPENING PLENARY SESSION



#### POLITICS AND ECONOMICS IN THE CONTEXT OF CRISIS.

--- President of Chile, Michelle Bachelet.



---President of Guatemala, Álvaro Colom.

José Miguel Insulza, Secretary General, Organization of American States (OEA).



#### 11:00 - 11:30 COFFEE BREAK

#### 11:30 - 13:00 PLENARY SESSION

#### COMPETITIVENESS IN TIMES OF CRISIS



· Moderator: Pier Carlo Padoan, Deputy Secretary General, OECD.

- --- Gerardo Ruiz Mateos, Minister of Economy, Mexico.
- -·Luciano Coutinho, President, Brazilian Development Bank (BNDES).
- Jean Paul Luksic, President, Antofagasta Minerals PLC.



For an economy to develop sustainably, a robust business climate is fundamental, especially in times of crisis. This involves a number of factors, including clear and stable rules, highly qualified human capital, ever-increasing innovation, and sustainable energy policies.



- What factors could have a stronger effect as development boosters in our economies?
- What factors are restraining growth in our countries?
- Where is the emphasis being placed, and which areas are lagging behind?

# 13:00 - 14:30 LUNCH

#### 14:30 - 16:00 PARALLEL PANELS



#### ENERGY AND ENVIRONMENT: New Answers.



Nancy Ryan, Deputy, Executive Director for Policy of the California Public Utilities Commission, US.



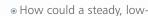


David Cleary, Director of Sustainable Harvests, Latin America Region, The Nature Conservancy.





Energy is a key factor for economic growth, and supply problems along with cost increases have undermined our competitiveness. We now face a double challenge, i.e. how to seek new and better energy resources to promote sustainable development both in economic and environmental terms.







Are we consuming more than necessary? How could a culture of energy efficiency be promoted?

#### INCREASING THE VALUE OF DISTRIBUTION CHAINS.

--- Vicente Trius, President and CEO Wal-Mart Latin America.



David Short, Senior Counsel, Trade & International Affairs FedEx Express FEDEX.



Chelsea C. White, Director, Supply Chain and Logistics Institute, Georgia Tech.

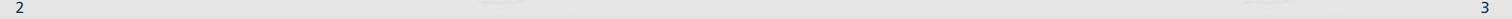


- Audley Shaw, Minister of Finance and Public Service, Jamaica, Aduana en Línea.

Many of the competitiveness problems currently faced by Latin American countries are related to deficient logistics processes. Relying on efficient distribution chains is fundamental to conquering new markets.



- What are the new technological advances that can help increase the value chain?
- How can transportation networks contribute to improving the distribution chains of our companies?
- How can the P2P mass phenomenon be incorporated?





#### GLOBAL SERVICES & ITS: SPRINGBOARD FOR INTERNATIONAL TRADE.

- Carlos Álvarez, Vice President CORFO, Chile.



Clint Robinson. Vice President for the Américas, Research in Motion Ltd. Canada.





-Emilio Gilolmo, President, Fundación Telefónica, Chile.







• How could ITs promote more efficient and effective governments?

## 16:00 - 16:20 COFFE BREAK

#### 16:30 – 18:00 PARALLEL PANELS

#### INNOVATION IN THE AGRO-INDUSTRY.



José Miguel Aguilera, National Academy Award in Applied Sciences, Chile.

Luis Pagani, Manuel San Pedro, Gerente de Innovación Corporativa, Grupo Arcor, Argentina.



Mercedes Aráoz, Production Minister, Perú.





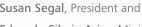
- How can food quality control processes be introduced to ensure that they are completely harmless and
- How can new technologies be developed and applied to improve the nutritional quality and duration of products?

# ENTREPRENEURSHIP: THE VALUE OF STARTING OVER.



· Beatriz Nofal, President, National Investment Development Agency, Prosperar, Argentina.



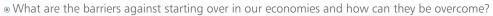


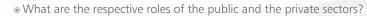
-- Susan Segal, President and CEO of the Americas Society and Council of the Americas, US.





It is said that there is always a failure in the history of a successful entrepreneur. Therefore, it is vital to strengthen policies that provide those who fail with a new opportunity, thus eliminating the social stigma attached to those who are not successful the first time.





• How can an entrepreneurial and innovative culture be developed from early childhood?

#### DEVELOPMENT OF TALENTS FOR A NEW ECONOMY.

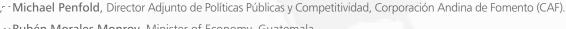


.----Flavio Espinal, Lawyer, República Dominicana.





--- María Tereza Fleury, Director Fundacion Getulio Vargas, Brazil.





Rubén Morales Monroy, Minister of Economy, Guatemala.



One of the top challenges in every economy consists in developing human capital. Besides being difficult, this task is also urgent – our future prosperity will largely depend on our capacity to form a labor force equipped for the knowledge economy. This will ensure our future productivity and competitiveness.





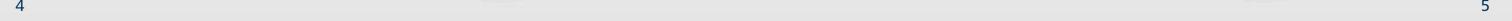
 How could the educational system be improved to enable innovation and entrepreneurship in our countries?

• What is the impact of policies that promote domestic and international exchange, and "learning by visiting" policies?

# 18:00 – 19:00 REGIONAL MARKET OPPORTUNITIES

Ministries, along with other participants of the Forum, will present on current business and investment opportunities in their own countries.

## 20:30 - 22:30 OFFICIAL DINNER, ESPACIO RIESCO.



PRELIMINARY PROGRAM

#### PRELIMINARY PROGRAM

# September 29

## 9:00 - 10:30 PARALLEL PANELS



### INNOVATIVE STRATEGIES FOR COMPETITIVENESS.

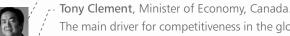
--- Eduardo Bitrán, President, National Council of Innovation for Competitiveness, Chile.



--- Eduardo Wanick, President, DuPont Latin America.



- John Kao, President, Kao & Co. Capabilities.



The main driver for competitiveness in the global economy is the capacity to apply and combine knowledge to create new products, services and processes that have value in the market. Those countries that fail to add innovation to their economies will lose competitiveness.



• How important is it to rely on a domestic innovation strategy?

- What costs and benefits are expected to be obtained?
- How can innovation reach businesses and people?
- What is the effect of soft innovation on productivity?



## LESS PAPERWORK: STREAMLINING BUREAUCRACY.

· Miguel Porrua, e-Government Coordinator OEA.



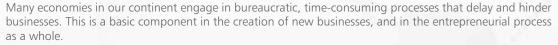
Carlos Enrique Custodio, IRSA Exporta Fácil Brasil, Presidente de Correos, Brazil.





Eduardo Jaen, Head of the Secretary for Governmental Innovation, Panamá.

--- Ulrich Frei, Executive Director, FUNDES, Costa Rica.



- What specific effects does the existence of excessively bureaucratic systems have on the economy and competitiveness?
- What advances have our countries made over the past years?



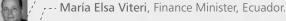
#### INFRASTRUCTURE FOR COMPETITIVENESS: PORTS.







---- Alberto Alemán, Director, Puerto de Panamá, Panama.





- How can you build public-private alliances to develop more and better ports?
- What are the new port operation paradigms?
- How could high efficiency levels be promoted without reducing port operation competitiveness?

#### 10:30 – 11:00 COFFEE BREAK

#### 11:00 - 12:30 PLENARY SESSION



#### FINANCING IN TIMES OF CRISIS.

Luis Enrique Berrizbeitia, Executive Vice President, CAF.



·Guido Mantega, Minister of Economy, Brazil.





, -Rodney Martin, Chairman and Chief Executive Officer, Alico.

and generates business opportunities. • How should financial markets be regulated to ensure their stability without restraining their capacity to

A sound capital market lays the foundation for a dynamic economy capable of growing, responds to change,



innovate and adapt to changes?

• What instruments allow smaller businesses to have access to competitive financing?

#### 12:30 - 13:30 CLOSING PLENARY SESSION



President of Brazil, Luiz Inácio Lula da Silva.

#### 13:30 - 15:00 LUNCH



SPEAKER: PIER CARLO PADOAN, DEPUTY SECRETARY GENERAL, OECD.

# 15:00 – 17:00 MEETING OF MINISTERS OF ECONOMY, INDUSTRY AND COMMERCE OF THE AMERICAS AND THE CARIBBEAN.

CONFIRMED COUNTRIES: ARGENTINA, CHILE, BOLIVIA, PERÚ, ECUADOR, BRASIL, EL SALVADOR, GUATEMALA, JAMAICA, PUERTO RICO, MÉXICO, USA, CANADÁ.

# 15:00 – 17:00 MEETING OF COMPETITIVENESS COUNCILS OF THE AMERICAS AND THE CARIBBEAN CALLED BY OAS

CONFIRMED COUNTRIES: ARGENTINA, PERÚ, CHILE, PARAGUAY, URUGUAY, COLOMBIA, BRASIL, VENEZUELA, REPUBLICA DOMINICANA, EL SALVADOR, PANAMÁ, MÉXICO, USA, BID.

15:00 – 17:00 BUSINESS AND INVESTMENT ROUNDTABLES IN ENERGY, GLOBAL SERVICES AND AGROINDUSTRY

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