

World Economic Forum on Latin America

Laying the Foundation for a Latin American Decade

Rio de Janeiro, Brazil, 27-29 April 2011

Co-Chair :

- **Frederico Fleury Curado**, President and Chief Executive Officer, EMBRAER, Brazil; Global Agenda Council on Emerging Multinationals
- **Orit Gadiesh**, Chairman, Bain & Company, USA; Member of the Foundation Board of the World Economic Forum
- **Luis A. Moreno**, President, Inter-American Development Bank, Washington DC
- **Vikram Pandit**, Chief Executive Officer, Citi, USA
- **Sir Martin Sorrell**, Chief Executive Officer, WPP, United Kingdom

Programme

Wednesday 27 April

07.00 - 19.00
*InterContinental Rio
de Janeiro -
Registration Area*

Early Registration Opens

18.15 - 18.45
*InterContinental Rio
de Janeiro*

Transfer

Transfer from InterContinental Rio de Janeiro to Welcome Reception

18.30 - 19.00
*Hotel Sheraton Rio
de Janeiro*

Transfer

Transfer from Hotel Sheraton Rio de Janeiro to Welcome Reception

19.00 - 22.00
Palácio Laranjeiras

Welcome Reception

Hosted by the Government of the State of Rio de Janeiro

21.00 - 23.00
Palácio Laranjeiras

Transfer

Transfer to InterContinental Rio de Janeiro and Hotel Sheraton Rio de Janeiro

Thursday 28 April

06.45 - 19.30
*InterContinental Rio
de Janeiro -
Registration Area*

Registration Opens

09.30 - 10.30
*InterContinental Rio
de Janeiro -
Turmalina Topázio*

Arena Session

The Education Challenge: Bridging the Talent Gap

What changes will deliver significant improvements in the region's education system to bridge the talent gap?

The following dimensions will be addressed:

- Quality of education
- Successful models in basic and secondary education
- Technical and professional training
- Promoting understanding among government, schools and businesses

Simultaneous interpretation in English, Portuguese and Spanish

- **Esteban Bullrich**, Minister of Education for the Federal Capital, City of Buenos Aires, Argentina; Young Global Leader
- **Martin Burt**, Founder and Chief Executive Officer, Fundación Paraguaya, Paraguay; Social Entrepreneur; Global Agenda Council on Education
- **Kamla Persad-Bissessar**, Prime Minister of Trinidad and Tobago
- **Jorge Sequeira**, Director, Regional Office for Education in Latin America, United Nations Educational, Scientific and Cultural Organization (UNESCO), Santiago

Moderated by

- **Fernando Reimers**, Ford Foundation Professor of International Education and Director, International Education Policy Program, Harvard Graduate School of Education, USA; Global Agenda Council on Education

09.30 - 10.30
*InterContinental Rio
de Janeiro -
Quartzo*

Interactive Session

Global Risks with Latin American Impact

How will key global risks impact Latin America in the next decade?

The following dimensions will be addressed:

- Macroeconomic imbalances
- Illegal economy
- Water-food-energy nexus
- Global governance failures
- Economic disparity

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record and open to the reporting press.

- **Mauricio Cárdenas**, Director, Latin America Initiative, Brookings Institution, USA;

Thursday 28 April

Regional Agenda Council on Latin America

- **Roberto Teixeira da Costa**, Member and Representative of the Strategic Committee, CEAL - Conselho de Empresários da América Latina, Brazil
- **Elaine K. Dezenski**, Senior Director, Head of Risk Initiatives, World Economic Forum
- **Rebecca Grynsman**, UN Under Secretary-General and UNDP Associate Administrator, United Nations Development Programme (UNDP), New York
- **Yoshito Hori**, Chairman and Chief Executive Officer, Globis Group; President and Dean, Globis University; Managing Partner, Globis Capital Partners, Japan

Moderated by

- **Arturo Condo**, President, INCAE Business School, Costa Rica; Young Global Leader

09.30 - 10.30
InterContinental Rio de Janeiro - Gávea

Trade and Macroeconomic Imbalances

As a key commodity provider for the world, how can Latin America move trade relationships beyond commodities to address macroeconomic imbalances?

The following dimensions will be addressed:

- Hot capital flows
- Long-term investments
- The "China Effect"

Simultaneous interpretation in English, Portuguese and Spanish

- **James Bacchus**, Chair, Global Trade and Investment Practice, Greenberg Traurig, USA; Global Agenda Council on Trade
- **Frederico Fleury Curado**, President and Chief Executive Officer, EMBRAER, Brazil; Co-Chair of the World Economic Forum on Latin America; Global Agenda Council on Emerging Multinationals
- **Dino Patti Djalal**, Ambassador of Indonesia to the United States of America
- **Donald J. Gogel**, President and Chief Executive Officer, Clayton, Dubilier & Rice, USA
- **Francisco J. Sánchez**, US Undersecretary of Commerce for International Trade

Moderated by

- **Maria Bartiromo**, Anchor, CNBC's Closing Bell; Host and Managing Editor, Wall Street Journal Report, CNBC, USA; Young Global Leader; Global Agenda Council on Systemic Financial Risk

10.45 - 11.45
InterContinental Rio de Janeiro - Turmalina Topázio

Arena Session

Entrepreneurship for Job Creation

What elements must be put in place now to ensure entrepreneurial success and job creation in the next decade?

The following dimensions will be addressed:

- Creating an entrepreneurial culture
- Enhancing productivity through an entrepreneurial ecosystem

Thursday 28 April

- Reforming legal and regulatory frameworks
- Ensuring access to venture capital

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record and open to the reporting press.

- **Ann Bernstein**, Executive Director, Centre for Development and Enterprise (CDE), South Africa; Global Agenda Council on Skills & Talent Mobility
- **Andy Freire**, Chairman and Chief Executive Officer, Axialent, Argentina; Young Global Leader
- **Heloisa Menezes**, Secretary, Production Development, Ministry of Development, Industry and Foreign Trade, Brazil
- **Alejandro Ramírez**, Chief Executive Officer, Cinopolis, Mexico
- **Sean C. Rush**, President and Chief Executive Officer, JA Worldwide, USA

Moderated by

- **Susan L. Segal**, President and Chief Executive Officer, Council of the Americas/Americas Society, USA; Regional Agenda Council on Latin America

10.45 - 11.45
*InterContinental Rio
de Janeiro - Gávea*

Interactive Session

Sowing the Seeds of Sustainable Food Production

With the need to increase food production by 80% by 2050 to meet demand, how will Latin America address regional and global food security concerns?

The following dimensions will be addressed:

- Price volatility and impact on food security
- Balancing water, food and energy needs
- Agriculture's impact on climate change
- New strategies to optimize agriculture as a growth engine

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record and open to the reporting press.

- **James Bacchus**, Chair, Global Trade and Investment Practice, Greenberg Traurig, USA; Global Agenda Council on Trade
- **Alejandro Larosa**, Chief Executive Officer, Futuros y Opciones.com, Argentina
- **Luis Montoya**, President, Latin America Beverages, PepsiCo, Peru
- **Pedro Pullen Parente**, President and Chief Executive Officer, Bunge, Brazil
- **Roberto Rodrigues**, Coordinator, Getulio Vargas Agribusiness Center, Brazil; Global Agenda Council on Food Security

Moderated by

- **Pamela Cox**, Vice-President, Latin America and the Caribbean, World Bank, Washington DC; Regional Agenda Council on Latin America

10.45 - 11.45
InterContinental Rio

Meeting Modern Expectations: Human Rights and Latin America

How will Latin American citizens' social, economic and political expectations be met?

Thursday 28 April

*de Janeiro -
Quartzo*

The following dimensions will be addressed:

- Latin America's social contract and changing expectations
- Impact of political events in North Africa and the Middle East
- Responsibility to protect human rights and democracy
- Role of media and social media

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record and open to the reporting press.

- **Hugo Alconada Mon**, Investigative Editor, Diario La Nacion, Argentina
- **Jorge G. Castañeda**, Professor, Politics and Latin American and Caribbean Studies, New York University, USA
- **Sergio Fausto**, Director, Institute Fernando Henrique Cardoso, Brazil
- **Yon Goicoechea Lara**, Coordinator, Generacion Libre, Venezuela
- **Salil Shetty**, Secretary-General, Amnesty International, United Kingdom

Moderated by

- **Robert Greenhill**, Managing Director and Chief Business Officer, World Economic Forum

11.45 - 12.30
*InterContinental Rio
de Janeiro -
Networking Area*

Networking Break

12.30 - 14.00
*InterContinental Rio
de Janeiro - Gávea*

Interactive Lunch Session

Social Impact through Culture

How are cultural initiatives transforming communities, uniting people and generating income?

The following dimensions will be addressed:

- Socio-economic impact of culture
- Film, food and literature initiatives
- The power of music to unite people and transform lives

Simultaneous interpretation in English, Portuguese and Spanish

- **Verónica Abud Cabrera**, Executive Director, Fundación Educacional y Cultural La Fuente, Chile; Social Entrepreneur
- **David Hertz**, Founder and Managing Director, Gastromotiva, Brazil
- **Rodrigo Hübner Mendes**, Founder and Coordinator, Instituto Rodrigo Mendes, Brazil; Young Global Leader
- **Mark Johnson**, Founder, Playing for Change, USA
- **Eugenio Scannavino Neto**, Managing Director, Health and Happiness Project/Amazônia Brasil, Brazil; Social Entrepreneur

Thursday 28 April

Moderated by

- **Brizio Biondi-Morra**, President, AVINA Foundation, Costa Rica; Global Agenda Council on Social Innovation

12.30 - 14.00
*InterContinental Rio
de Janeiro -
Turmalina Topázio*

Multilatinas: Drivers of Growth

What are the innovations in organization, technology and business models that can help Latin American businesses grow?

The following dimensions will be addressed:

- Growing within and beyond the regional market
- Experience of multilatinas
- Experience of family-owned businesses

Simultaneous interpretation in English, Portuguese and Spanish

- **Felipe Bosch Gutierrez**, Senior Director, Corporación Multinversiones, Guatemala
- **Lourdes Casanova**, Affiliate Professor, Strategy Department, INSEAD, France
- **R. Marcelo Claire**, Chairman of the Board, Chief Executive Officer and President, Brightstar, USA; Young Global Leader
- **Juan Gilberto Marin Quintero**, President and Chief Executive Officer, Grupo P.I. Mabe, Mexico
- **Lucas E. Pescarmona**, Chief Operating Officer, IMPSA, Argentina

Moderated by

- **John Paul Rathbone**, Latin America Editor, Financial Times, United Kingdom

12.30 - 14.00
*InterContinental Rio
de Janeiro -
Quartzo*

Five Regional Challenges, One Solution: Women

How can empowering girls and women radically impact five acute challenges facing Latin America?

The following dimensions will be addressed:

- Talent and education
- Health and nutrition
- Leadership
- Employment and business performance
- National competitiveness

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record and open to the reporting press.

- **Laura Alfaro Maykall**, Minister of National Planning and Economic Policy of Costa Rica; Young Global Leader
- **Maria Cristina Frias**, Member of the Board and Columnist, Folha de São Paulo, Brazil
- **Ricardo Hausmann**, Director, Center for International Development, Harvard Kennedy School, Harvard University, USA; Global Agenda Council on

Thursday 28 April

Competitiveness

- **Jonas Prising**, President, Americas, ManpowerGroup, USA
- **Mirta Roses Periago**, Regional Director, World Health Organization, The Americas, Pan American Health Organization (PAHO), Washington DC; Global Agenda Council on Chronic Diseases & Well-being
- **Kim Stratton**, Head, Group Country Management and External Affairs, Novartis International, Switzerland

Opening Remarks by

- **Kamla Persad-Bissessar**, Prime Minister of Trinidad and Tobago

Moderated by

- **Laura Liswood**, Secretary-General, Council of Women World Leaders, USA; Global Agenda Council on Women's Empowerment

14.15 - 15.15
InterContinental Rio de Janeiro - Plenary Hall

Plenary Session

Opening Plenary

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record, open to the reporting press and webcast live.

Special Address by

- **Dilma Rousseff**, President of Brazil

Chaired by

- **Klaus Schwab**, Founder and Executive Chairman, World Economic Forum

15.15 - 15.25
InterContinental Rio de Janeiro - Plenary Hall

Plenary Session

Social Entrepreneur Award -- Latin America 2011

Social Entrepreneurs implement innovative solutions to social and ecological problems with financially sustainable models. The Schwab Foundation announces the 2011 Latin American Social Entrepreneurs of the Year working in different sectors and countries across the continent.

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record, open to the reporting press and webcast live.

15.30 - 17.00
InterContinental Rio de Janeiro - Turmalina Topázio

Arena Session

Infrastructure for a Latin American Decade

How will the region address critical infrastructure needs -- from transportation to communication -- to prepare for a Latin American decade?

The following dimensions will be addressed:

- Impact on trade patterns
- Event-driven infrastructure
- Maximizing development and investment returns
- Leveraging existing infrastructure in lean times

Thursday 28 April

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record and open to the reporting press.

- **Alberto Alemán Zubieta**, Chief Executive Officer, Panama Canal Authority, Panama
- **Luis Alvarez Satorre**, President, EMEA and Latin America, BT, Spain
- **Felipe Jens**, Chief Executive Officer, Odebrecht Participações e Investimentos, Odebrecht, Brazil
- **Henrique Meirelles**, Adviser, Olympic Public Authority, Brazil
- **Renato Augusto Villela**, Secretary of State for Finance, Government of the State of Rio de Janeiro, Brazil

Moderated by

- **Norman Anderson**, President and Chief Executive Officer, CG/LA Infrastructure, USA

15.30 - 17.00
*InterContinental Rio
de Janeiro - Gávea*

Interactive Session

From Cancun to Rio+20: Renewing Environmental Commitments

How can business and government renew environmental commitments on the road to Rio+20?

The following dimensions will be addressed:

- Building on agreements made in Cancun
- Impact on business
- Enforcing commitments
- New governance structures

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record and open to the reporting press.

- **Carlos Fadigas**, Chief Executive Officer, Braskem, Brazil
- **Marcelo Furtado**, Executive Director, Greenpeace International, Brazil
- **Scott Key**, President and Chief Operating Officer, IHS, USA
- **Achim Steiner**, Executive Director, United Nations Environment Programme (UNEP), Nairobi
- **Izabella Teixeira**, Minister of Environment of Brazil

Moderated by

- **Sergio Sarmiento**, Editor-in-Chief and Vice-President, Editorial Board, TV Azteca, Mexico

15.30 - 17.00
*InterContinental Rio
de Janeiro -
Quartzo*

Boosting Productivity through Credit

How can access to credit induce higher productivity, stimulate innovation and expand manufacturing?

The following dimensions will be addressed:

Thursday 28 April

- Incentives to increase productivity
- Productivity and competitiveness

Simultaneous interpretation in English, Portuguese and Spanish

- **Fred Hochberg**, Chairman, Export-Import Bank of the United States, USA
- **Joaquim Levy**, Chief Strategy Officer, BRAM - Bradesco Asset Management, Brazil; Global Agenda Council on Systemic Financial Risk
- **Thierry Tanoh**, Vice-President, Sub-Saharan Africa, Latin America and the Caribbean, and Western Europe, International Finance Corporation (IFC), Johannesburg

Moderated by

- **Rich Lesser**, Chairman, North and South America, The Boston Consulting Group, USA

15.30 - 17.00
*InterContinental Rio
de Janeiro - Jade*

WorkStudio

Responding to Extreme Events

How can Latin America better prepare for, respond to and rebuild after catastrophic events?

The following dimensions will be addressed:

- Natural disaster preparedness
- Quick response mechanisms
- Effective long-term partnerships
- Regional coordination
- Lessons from Japan

Introduced by

- **Elaine K. Dezenski**, Senior Director, Head of Risk Initiatives, World Economic Forum

Discussion Leaders

- **Keiichiro Asao**, Member of the House of Representatives, Japan
- **Michel M. Liès**, Chairman, Global Partnerships, Swiss Re, Switzerland
- **Nicolas Mariscal Torroella**, Chairman of the Board, Grupo Marhnos, Mexico
- **Luiz Fernando de Souza Pezão**, Vice-Governor of Rio de Janeiro, Brazil
- **Julie L. Swann**, Associate Professor and Center Co-Director, Georgia Institute of Technology, USA
- **Gabriel Verret**, Executive Director, Interim Haiti Recovery Commission IHRC, Haiti

Facilitated by

- **Jill Otto**, Director, Companhia Financiara OTTO, Brazil; Young Global Leader; Global Agenda Council on Values

17.00 - 17.30
InterContinental Rio

Networking Break

Thursday 28 April

*de Janeiro -
Networking Area*

17.30 - 18.30
*InterContinental Rio
de Janeiro -
Plenary Hall*

Plenary Session

Achieving Inclusive Economic Growth

How is the issue of inclusive economic growth addressed politically and socially, and which barriers should be removed to achieve equitable prosperity?

The following dimensions will be addressed:

- Meeting growth and income targets
- Political aspirations
- Impact on competitiveness
- Access to energy

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record, open to the reporting press and webcast live.

- **Jorge Luiz Numa Abrahão**, President, Ethos Institute for Business and Social Responsibility, Brazil
- **Luciano Coutinho**, President, Brazilian Development Bank (BNDES), Brazil
- **Reinaldo Garcia**, President and Chief Executive Officer, Latin America, GE Brasil, Brazil
- **Felipe Kast Sommerhoff**, Minister of Planning and Cooperation of Chile
- **William R. Rhodes**, Senior Adviser for Latin America, World Economic Forum, USA
- **Jyotiraditya M. Scindia**, Minister of State for Commerce and Industry of India; Member of Parliament, India; Young Global Leader

Chaired by

- **Ricardo Hausmann**, Director, Center for International Development, Harvard Kennedy School, Harvard University, USA; Global Agenda Council on Competitiveness

19.00 - 19.30
*InterContinental Rio
de Janeiro*

Transfer

Transfer from InterContinental Rio de Janeiro to Carioca Night

19.15 - 19.45
*Hotel Sheraton Rio
de Janeiro*

Transfer

Transfer from Hotel Sheraton Rio de Janeiro to Carioca Night

20.00 - 22.30
The Pier

Carioca Night

Co-hosted by the Government of the State of Rio de Janeiro and APEX

Thursday 28 April

21.30 - 23.59
The Pier

Transfer

Transfer to InterContinental Rio de Janeiro and Hotel Sheraton Rio de Janeiro

Friday 29 April

09.30 - 10.30
*InterContinental Rio
de Janeiro -
Turmalina Topázio*

Arena Session

The New Energy Architecture

Given the region's oil resources and leading position in renewable energy production, how can Latin America strike the right balance in proposing energy solutions while addressing climate change?

The following dimensions will be addressed:

- Impact of Japan's nuclear crisis on the global energy matrix
- Decreasing greenhouse gas emissions
- Energy efficiency
- The future of fossil fuels
- Innovation and technology for renewable energy

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record and open to the reporting press.

- **Eduardo Estrada**, President, Latin America and Vice-President, Human Nutrition and Health, DSM Produtos Nutricionais Brasil, Brazil
- **Jan Flachet**, President and Chief Executive Officer, Latin America, GDF SUEZ Energy International, Brazil
- **Thore E. Kristiansen**, Senior Vice-President, Statoil ASA, Norway
- **Arthur Lavieri**, Chief Executive Officer, Country Manager, Suzlon Energia Eolica do Brasil, Brazil
- **Paul Mountford**, President, Emerging Markets, Cisco, United Kingdom
- **Mauricio Tolmasquim**, President, Energy Research Company (EPE), Ministry of Mines and Energy of Brazil, Brazil

Moderated by

- **Kellie Meiman**, Managing Director, McLarty Associates, USA

09.30 - 10.30
*InterContinental Rio
de Janeiro -
Plenary Hall*

TV Debate

Sports: Going for Gold, Goals and Growth

With Brazil hosting the FIFA World Cup in 2014 and the Olympic and Paralympic Games in 2016, how will Brazil leverage sports to drive economic growth and social progress?

The following dimensions will be addressed:

- Economic impact of sports events
- Country brand as a driver for investment and tourism
- Sports as a driver for health and social cohesion
- Business and government collaboration
- Role of youth

The World Economic Forum hosts this debate in partnership with Deutsche Welle TV.

Simultaneous interpretation in English, Portuguese and Spanish

Friday 29 April

As this is a televised debate, please arrive 15 minutes before the start of the session. The door will be closed 10 minutes before the scheduled time. This session is on the record, open to the reporting press and broadcast on television.

- **Tony Blair**, UN Middle East Quartet Representative; Global Agenda Council on Conflict Prevention
- **Sérgio de Oliveira Cabral Santos Filho**, Governor of Rio de Janeiro, Brazil
- **Charlie Denson**, President, Nike Brand, Nike, USA
- **Juergen Griesbeck**, Founder and Chief Executive Officer, Streetfootballworld, Germany
- **Nizan Guanaes**, Chairman, ABC Communications Group, Brazil; Media, Entertainment & Information Industry Agenda Council

Moderated by

- **Amrita Cheema**, Anchor, Deutsche Welle TV, Germany

09.30 - 10.45
*InterContinental Rio
de Janeiro - Jade*

WorkStudio

Innovation in Latin America

What are the most cutting-edge innovations arising in Latin America?

The following dimensions will be addressed:

- Technology
- New business models
- Native venture capital
- Entrepreneurship

Discussion Leaders

- **Laércio José de Lucena Cosentino**, Chairman and Chief Executive Officer, TOTVS, Brazil
- **Pablo Largaia**, Founder, La Red Innova, Spain
- **Aloizio Mercadante**, Minister of Science and Technology of Brazil
- **Diego Molano Vega**, Minister of Information Technology and Communications of Colombia
- **Eduardo Wanick**, President, DuPont Latin America, Brazil

Facilitated by

- **Soumitra Dutta**, The Roland Berger Chaired Professor in Business and Technology and Academic Director, eLab, INSEAD, France; Global Agenda Council on Benchmarking Progress

10.30 - 11.00
*InterContinental Rio
de Janeiro -
Networking Area*

Networking Break

11.00 - 12.00
*InterContinental Rio
de Janeiro -
Plenary Hall*

Plenary Session

Latin America's Role in the Global Governance System

How can Latin America best contribute to reshaping the global governance landscape?

Friday 29 April

The following dimensions will be addressed:

- Redesigning the global economic system post-crisis
- Roles within the G20
- Regional and interregional cooperation
- Role of business

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record, open to the reporting press and webcast live.

- **Antonio De Aguiar Patriota**, Minister of External Relations of Brazil
- **Leonel Fernández**, President of the Dominican Republic
- **Bruno Ferrari García de Alba**, Secretary of the Economy of Mexico
- **Enrique V. Iglesias**, Secretary-General, SEGIB Secretaría General Iberoamericana, Spain; Regional Agenda Council on Latin America
- **José Miguel Insulza**, Secretary-General, Organization of American States (OAS), Washington DC; Global Agenda Council on Anti-Corruption
- **Sir Martin Sorrell**, Chief Executive Officer, WPP, United Kingdom; Co-Chair of the World Economic Forum on Latin America
- **Ricardo Villela Marino**, Chief Executive Officer, Latin America, Banco Itaú Unibanco, Brazil; Young Global Leader

Chaired by

- **Moisés Naím**, Senior Associate, International Economics, Carnegie Endowment for International Peace, USA; Global Agenda Council on Illicit Trade

12.15 - 13.45
*InterContinental Rio
de Janeiro - Gávea*

Interactive Lunch Session

Cloud Computing

How can cloud computing -- seen by many as the next wave of information technology for individuals, companies and governments -- enhance economic growth and social inclusion across Latin America?

The following dimensions will be addressed:

- Applications in health, finance and education
- Enabling policies and regulations
- Data security concerns

Simultaneous interpretation in English, Portuguese and Spanish

- **Pramod Bhasin**, President and Chief Executive Officer, Genpact, India
- **Patricia Florissi**, Vice-President, Americas Chief Technology Officer, Distinguished Engineer, EMC Corporation, USA
- **Tarkan Maner**, President and Chief Executive Officer, Wyse Technology, USA
- **Aloizio Mercadante**, Minister of Science and Technology of Brazil
- **Hernán Rincón**, President, Latin America, Microsoft, USA

Moderated by

Friday 29 April

- **William D. Green**, Chairman, Accenture, USA

12.15 - 13.45
*InterContinental Rio
de Janeiro -
Quartzo*

Financial Inclusion

How are new and scalable ways of providing key financial services to the underserved established?

The following dimensions will be addressed:

- Recent controversies over microfinance
- Successful examples and best practices
- The challenge of scaling new models and services
- Consumer protection and government regulation

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record and open to the reporting press.

Discussion Leaders

- **Kurt Koenigsfest**, Chief Executive Officer, BancoSol, Bolivia; Young Global Leader
- **Vikram Pandit**, Chief Executive Officer, Citi, USA; Co-Chair of the World Economic Forum on Latin America
- **William Sheedy**, Group President, Americas, Visa Inc., USA
- **Felipe Vergara**, Co-Founder and Chief Executive Officer, Lumni, Colombia

12.15 - 13.45
*InterContinental Rio
de Janeiro -
Turmalina Topázio*

The Responsible Corporation

With growing interest in the environmental, social and ethical risks associated with global business, how will companies face the challenge of turning corporate responsibility programmes into corporate strategy?

The following dimensions will be addressed:

- From vision to action
- Shortcomings of existing accounting standards
- Critical non-financial aspects of strategy and performance
- Competitive advantage for Latin American business

Simultaneous interpretation in English, Portuguese and Spanish

- **Fernando Alves Filho**, Territory Senior Partner, Brazil, PwC, Brazil
- **Marcelo Cardoso**, Vice-President, Natura Cosmetics, Brazil
- **Marco Grasso**, President, Kraft Foods Brazil, Brazil
- **Helio Mattar**, President and Board Member, AKATU Institute for Conscious Consumption, Brazil; Social Entrepreneur; Consumer Industry Agenda Council
- **Joao De Queiroz**, Regional Director, South America, International Union for Conservation of Nature (IUCN), Ecuador
- **Robert Steele**, Secretary-General, International Organization for Standardization (ISO), Geneva

Moderated by

Friday 29 April

- **Ernst Ligteringen**, Chief Executive, Global Reporting Initiative (GRI), Netherlands; Global Agenda Council on Benchmarking Progress

14.00 - 15.00
InterContinental Rio de Janeiro - Plenary Hall

Interactive Session

The Drug Trade and Latin America

How is the region addressing the drug trade and new developments in the legalization of drugs?

The following dimensions will be addressed:

- National responses
- Security, organized crime and the illegal economy
- Healthcare systems
- Government revenue
- Foreign policy

Simultaneous interpretation in English, Portuguese and Spanish

- **Moisés Naím**, Senior Associate, International Economics, Carnegie Endowment for International Peace, USA; Global Agenda Council on Illicit Trade
- **Washington de Oliveira Rimas**, Director, Cultural Afro Reggae, Brazil
- **Manuel Rocha**, Senior Adviser on International Business, Foley & Lardner, USA

Moderated by

- **Mauricio Cárdenas**, Director, Latin America Initiative, Brookings Institution, USA; Regional Agenda Council on Latin America

15.00 - 16.15
InterContinental Rio de Janeiro - Turmalina Topázio

Arena Session

Investing in the Region's Natural Wealth

How can Latin America harness the economic benefits of natural resources while ensuring conservation?

The following dimensions will be addressed:

- Biodiversity conservation: forests, oceans and wildlife
- From mineral extraction to manufacturing
- Rights and impact on local communities
- Scaling new business models for sustainability

Simultaneous interpretation in English, Portuguese and Spanish

- **Franklin L. Feder**, President, Alcoa Alumínio, Brazil
- **Diego Hernandez**, President and Chief Executive Officer, Corporación Nacional del Cobre de Chile (CODELCO), Chile
- **Joe Keenan**, Regional Managing Director, Latin America Conservation Region, The Nature Conservancy, Brazil
- **Domingo Lastra**, Corporate Vice-President, President, South America Operations, Archer Daniels Midland, Brazil

Moderated by

Friday 29 April

-
- **Luiz Fernando Furlan**, Co-Chairman of the Board of Directors, Brasil Foods, Brazil
- 15.00 - 16.15
InterContinental Rio de Janeiro - Quartzo
- Interactive Session
Strengthening Regional Governance
How can the region's common, cross-border challenges be addressed to strengthen governance?
- The following dimensions will be addressed:
- Strengthening institutions
 - The rule of law
 - Transparency and anti-corruption
 - Impact on business and the economy
- Simultaneous interpretation in English, Portuguese and Spanish*
- **Mario Diaz-Balart**, Congressman from Florida (Republican), 21st District, USA
 - **Jorge Hage Sobrinho**, Minister of State, Office of the Comptroller General of Brazil (CGU), Brazil; Global Agenda Council on Anti-Corruption
 - **José Miguel Insulza**, Secretary-General, Organization of American States (OAS), Washington DC; Global Agenda Council on Anti-Corruption
 - **Maria Corina Machado**, Member of the Parliament, Venezuelan National Assembly, Venezuela
 - **James S. Turley**, Chairman and Chief Executive Officer, Ernst & Young, USA
- Moderated by
- **Jorge G. Castañeda**, Professor, Politics and Latin American and Caribbean Studies, New York University, USA
- 15.00 - 16.15
InterContinental Rio de Janeiro - Jade
- WorkStudio
The Future of Latin American Cities
With 88% of Latin America's population expected to live in urban areas by 2050 (compared to a 69% world average), how will the region address key urban infrastructure needs?
- The following dimensions will be addressed:
- Affordable housing
 - Safe drinking water
 - Basic sanitation
 - Transportation
- Discussion Leaders
- **Geraldo Alckmin Filho**, Governor of São Paulo, Brazil
 - **Vitor Hallack**, Chairman, Camargo Correa, Brazil
 - **Arvind Malhotra**, Head, Strategic Accounts and Latin America, Mahindra Satyam, USA
 - **Luis A. Moreno**, President, Inter-American Development Bank, Washington DC; Co-Chair of the World Economic Forum on Latin America

Friday 29 April

- **Peter Y. Solmssen**, Member of the Managing Board and General Counsel, Siemens, Germany; Global Agenda Council on Anti-Corruption

Facilitated by

- **Carlo Ratti**, Director, SENSEable City Laboratory, MIT - Departments of Urban Studies and Planning, USA; Global Agenda Council on Urbanization

16.30 - 17.30
InterContinental Rio de Janeiro - Plenary Hall

Plenary Session
Looking Ahead to a Latin American Decade
How will the region reach its 2020 goals?

The World Economic Forum on Latin America Co-Chairs will address the following dimensions:

- Growth targets for innovative development and social prosperity
- Security and political stability
- Interregional relations and global influence

Simultaneous interpretation in English, Portuguese and Spanish

This session is on the record, open to the reporting press and webcast live.

- **Frederico Fleury Curado**, President and Chief Executive Officer, EMBRAER, Brazil; Co-Chair of the World Economic Forum on Latin America; Global Agenda Council on Emerging Multinationals
- **Orit Gadiesh**, Chairman, Bain & Company, USA; Member of the Foundation Board of the World Economic Forum; Co-Chair of the World Economic Forum on Latin America
- **Luis A. Moreno**, President, Inter-American Development Bank, Washington DC; Co-Chair of the World Economic Forum on Latin America
- **Vikram Pandit**, Chief Executive Officer, Citi, USA; Co-Chair of the World Economic Forum on Latin America
- **Sir Martin Sorrell**, Chief Executive Officer, WPP, United Kingdom; Co-Chair of the World Economic Forum on Latin America

Chaired by

- **Maria Bartiromo**, Anchor, CNBC's Closing Bell; Host and Managing Editor, Wall Street Journal Report, CNBC, USA; Young Global Leader; Global Agenda Council on Systemic Financial Risk

17.30 - 18.30
InterContinental Rio de Janeiro - Networking Area

Farewell Reception