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

Early Registration Opens

Transfer
Transfer from InterContinental Rio de Janeiro to Welcome Reception

Transfer
Transfer from Hotel Sheraton Rio de Janeiro to Welcome Reception

Welcome Reception
Hosted by the Government of the State of Rio de Janeiro

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

Thursday 28 April

Registration Opens

Interactive Session
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

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

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.

Interactive Session
Meeting Modern Expectations: Human Rights and Latin America
How will Latin American citizens' social, economic and political expectations be met?

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.

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
- 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.

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.

Networking Break

Interactive Lunch Session
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.

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

Interactive Lunch Session
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

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.

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.

Interactive Session
Boosting Productivity through Credit
How can access to credit induce higher productivity, stimulate innovation and expand manufacturing?

The following dimensions will be addressed:

- Incentives to increase productivity
- Productivity and competitiveness

Simultaneous interpretation in English, Portuguese and Spanish

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.

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

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

Simultaneous interpretation in English, Portuguese and Spanish

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

Networking Break

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.

Transfer

Transfer from InterContinental Rio de Janeiro to Carioca Night

Transfer
Transfer from Hotel Sheraton Rio de Janeiro to Carioca Night

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

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

Friday 29 April

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

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.

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.

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

Networking Break

Plenary Session
Latin America's Role in the Global Governance System
How can Latin America best contribute to reshaping the global governance landscape?

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.

Interactive Lunch Session
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.

Interactive Lunch Session

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

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

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

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

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

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

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.

Farewell Reception