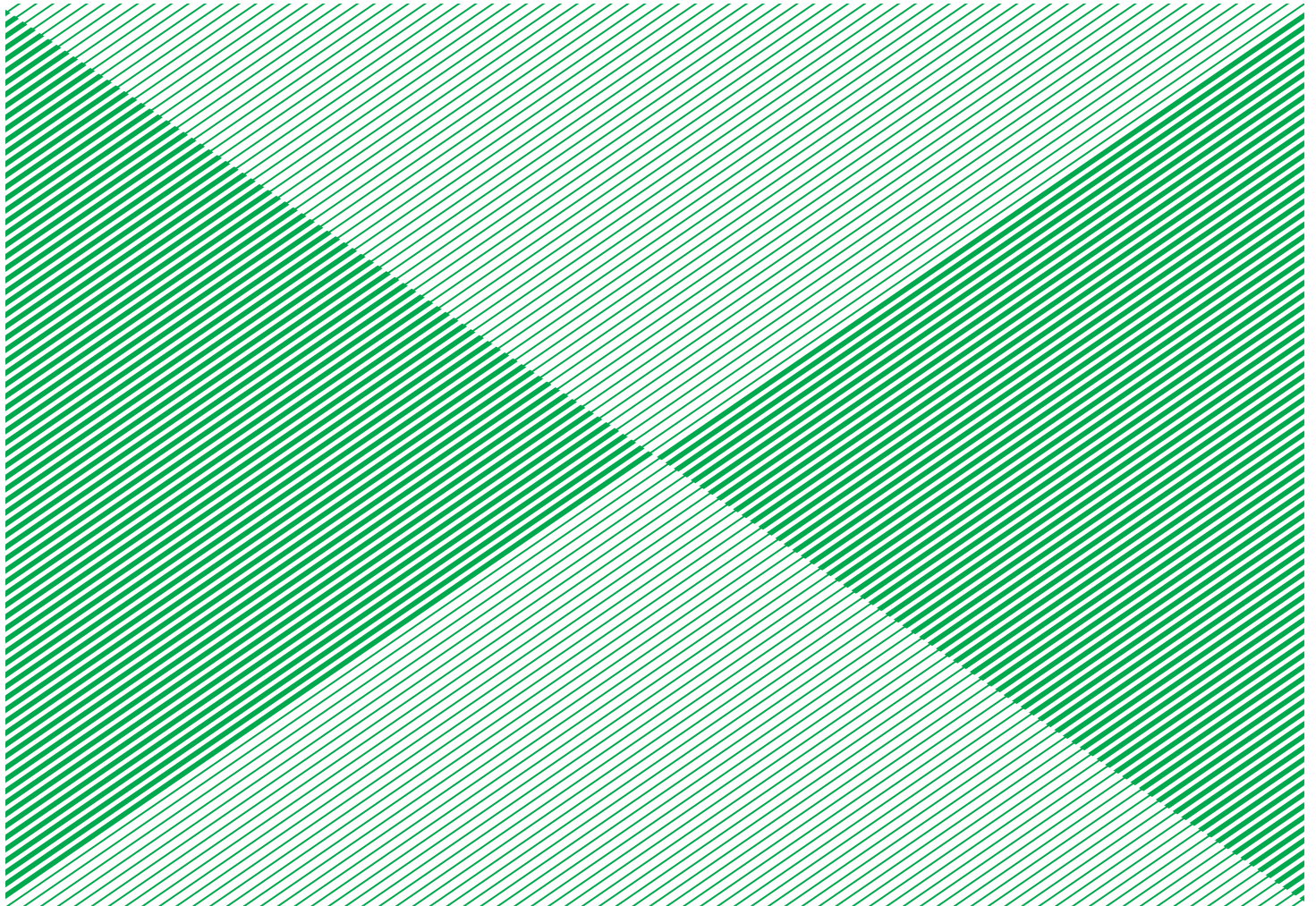


Regional Agenda

World Economic Forum on Latin America Meeting Overview

Puerto Vallarta, Mexico 16-18 April 2012



Regional Transformation in a New Global Context

Latin America is notable for its stability and innovative social, agriculture and renewable energy achievements. As such, the region is providing new models to address the future course of world affairs.

With projected 3.5% economic growth for 2012 and a population of 110 million – with 50% under 27 years of age – Mexico has outstanding potential and attracts impressive levels of investment. In 2012, the country will hold presidential elections and chair the G20. Financial inclusion, employment, food security, green growth, innovation, trade and investments, and transparency are at the top of the agenda.

In Brazil, the Rio+20 Summit will address sustainable development at the global level; and in Colombia, the sixth Summit of the Americas will focus on the connectivity and regional cooperation as a means to overcome the hemisphere's challenges.

In this context, the World Economic Forum on Latin America and the Young Global Leaders Annual Meeting will address the region's role and contribution to the governance of the global economy, the creation of innovative models for a sustainable future and the improvement of capabilities for a regional transformation.

With the full support of the Government of Mexico and the Forum's key Strategic Partners, the World Economic Forum on Latin America will convene key decision-makers from government, industry, civil society and academia in Puerto Vallarta, Mexico. Under the theme "Regional Transformation in a New Global Context", leaders will shape a strategic vision for the region's growth, gain understanding of its global potential and align stakeholders around that vision to inspire its realization.

In addition, with the participation of the energy ministers of Latin America, the second Sustainable Growth Summit will take place, and will be structured on three pillars: mobility, resources and energy. A meeting between the ministers of economy and trade and anti-corruption officials from the G20 will take place immediately following the World Economic Forum on Latin America.



We will strengthen our voice in the concert of nations, to be protagonists and not mere spectators of what is happening in the world.



Felipe Calderón
President of Mexico

Co-Chairs

Sally Blount
Dean, Kellogg
School of
Management,
Northwestern
University, USA

H.R.H. Crown Prince
Haakon of Norway

Jeffrey Joerres
Chairman and Chief
Executive Officer,
ManpowerGroup,
USA

Martin Senn
Group Chief
Executive Officer,
Zurich Financial
Services, Switzerland

Daniel Servitje
Chief Executive
Officer, Grupo
Bimbo, Mexico

Juan Jose Suarez
Coppel
Chief Executive
Officer, Pemex -
Petroleos Mexicanos,
Mexico

Programme Objectives

The meeting agenda will integrate the following key issues:

Rebalancing Global Economic Recovery

From a global perspective, financial stability, confidence building, economic growth and demand-determined leadership and coordination will be central to discussions. How can Mexico, as chair of the G20, attain political cohesion and macroeconomic collaboration? What is Latin America's role in rebalancing and deleveraging the global economy? How can Latin America contribute to global economic recovery and simultaneously improve its resilience to growth deceleration? How can ties between Latin America and China go beyond the traditional relationship based on commodity exports from one side and manufacture exports from the other? In which sectors should future partnerships be built? How can Latin American countries strengthen collaboration with other emerging economies to support robust inclusive growth and address global macroeconomic imbalances?

Rising Capabilities towards Regional Transformation

While Latin America is vast and heterogeneous, many countries in the region face similar challenges in transforming their economies. Competitiveness challenges include strengthening the institutional set-up, large costs associated with insecurity, the need to modernize infrastructure, inefficient allocation of human resources, and a lag in innovation vis-à-vis other emerging economies. How can Latin America address transformation through modernizing infrastructure and enhanced regional cooperation? How can Latin American nations eradicate poverty, close the gender gap, address migration, tackle high crime rates and strengthen democratic institutions? How can governments, business and civil society transform new opportunities and strengthen entrepreneurship capabilities through culture, education and skills development? Which public-private partnership models are most appropriate for successfully responding to regional transformation?

Creating Innovative Models for a Sustainable Future

Latin America can boast many achievements in innovative agriculture and renewable energy projects, with many countries taking a lead in sustainable development and poverty eradication policies. How can the development of sustainable economies represent a source of job creation for younger generations and offer significant prospects for innovators and technology pioneers? How can risk assessment and management be improved through collaborative engagement across the region? How can Latin America develop new models in low-carbon technologies, sustainable food production, biodiversity conservation and renewable energies? How can growth be sourced from a more efficient use of natural resources? How can economic and social inclusion be improved while enhancing the environmental contribution of Latin America to the future of our planet?

Meeting Information

We have further improved the interactive, outcome-oriented format of Forum discussions. Speeches are discouraged and all participants are invited to contribute actively to constructive, lively debate.

Arena Sessions offer interactive debate with top government, business and civil society leaders. Prepared remarks by the panel are kept to a minimum in favour of intensive discussions under the guidance of a moderator.

Interactive Lunch Sessions generate meaningful debate on an issue of global importance in a semi-formal, interactive and off-the-record setting. There are no speeches; short introductory remarks set the context and integrate various points of view, followed by discussions in which all participants are invited to participate.

Interactive Sessions provide in-depth understanding of new, emerging or complex issues in various domains. The aim is to expand the dialogue on the panel to include all participants. There are no prepared remarks and most of these sessions are conducted in a question-and-answer (Q&A) format.

One-on-One sessions introduce an inspiring individual from business, government, academia or civil society to share his/her insights and prediction of an idea on an important transformation occurring in the region in the coming years.

Plenary Sessions provide strategic insights and raise awareness of important trends and themes. These sessions provide the conceptual framework for further discussions. Therefore, there are no prepared remarks, with most of the session conducted as a lively discussion among the panellists in a Q&A format. The sessions are open to the reporting press and webcast live. The **Closing Plenary** highlights the outcomes of the meeting and maps out the future engagement of the main stakeholders.

TV Debates are co-designed with global media, feature headline topics and raise awareness of important trends by broadcasting the discussion to a global audience.

WorkStudio sessions promote greater interaction between discussion leaders and participants on a compelling challenge or complex issue. They are facilitated group discussions that focus on input from discussion leaders, capture direct feedback from participants and build consensus on priorities and solutions.



This logo denotes GGC track sessions in the programme. Global Growth Company (GGC) tracks comprise a selection of sessions of particular relevance to companies experiencing strong growth and engaging in international expansion. GGC track sessions are an integral part of all Forum regional meeting programmes. Where appropriate, the output of each will be incorporated into subsequent GGC track sessions in the build-up to the Annual Meeting of the New Champions 2012, which will take place in Tianjin, People's Republic of China, from 11 to 13 September.

For sessions that are not open to the reporting press, please note that the Chatham House Rule applies:

At a meeting or session held under the Chatham House Rule, participants may use the information received, but neither the identity nor the affiliation of the speaker(s) may be revealed. The aim is to provide anonymity to speakers and encourage openness and sharing of information. The rule is now used worldwide as an aid to free discussion.

The Chatham House Rule also applies to **blogging and tweeting of sessions**. To encourage free-flowing debate, bloggers and twitterati are not to reveal the identity or affiliation of those speaking in sessions without their permission.

FAQs

Where will the meeting take place?

The meeting will take place at the International Convention Centre in Puerto Vallarta, Mexico.

Where will I stay?

PublicisLive, our operations and logistics provider, arranges accommodation for the World Economic Forum on Latin America and will contact you upon confirmation of your registration.

What does the registration fee include?

The registration fee (US\$ 3,500 for Forum Members, US\$ 4,500 for non-Members) includes access to all sessions, including plenaries, interactive sessions, workshops, lunches and dinners.

What is the working language of the meeting?

All sessions will be held in English. Simultaneous interpretation into Spanish will be provided in most sessions.

By when should I register?

The registration deadline for inclusion in the printed Participants booklet is **28 March 2012**.

Do I need a visa?

Please check with the Mexican embassy or consulate nearest you for visa requirements. You may also consult the following website, which lists the countries that require a visa to enter Mexico:
http://www.inm.gob.mx/index.php/page/Paises_Visa/en.html

Where do I find additional information about the programme?

Basic information on the World Economic Forum on Latin America programme can be found on the Forum website at <http://www.weforum.org/LatinAmerica2012>. Upon registration, you will receive your personal access to the meeting's private area on the website.

Who do I contact for more information?

Nathanaëlle Gomez de la Torre
Business Engagement Associate
Tel.: +41 (0)22 869 1334
Fax: +41 (0)22 594 8034
E-mail: LatinAmerica@weforum.org

Programme at a Glance

Monday 16 April

08.00 - 18.00	Private Industry and Constituent Meetings
08.30 - 19.00	Early Registration
19.30 - 21.30	Welcome Reception <i>Hosted by the Government of the State of Jalisco</i>
21.30 - 22.30	Concert "The Healing Power of Music"

Tuesday 17 April

07.30 - 19.30	Registration
08.00 - 8.45	Breakfast – americas
09.00 - 10.15	Interactive Session – energy
09.15 - 9.45	One-on-One Session – talent
10.15 - 10.45	Community Break
10.45 - 11.00	Welcome Remarks
11.00 - 11.10	Plenary Session – social entrepreneur awards
11.10 - 12.10	Opening Plenary Session – new context
12.30 - 14.00	Interactive Lunch Sessions – inclusive growth – infrastructure – risks
14.15 - 15.15	Arena Session – employability
14.15 - 15.15	TV Debate – rio+20
14.15 - 15.30	WorkStudio – social innovation
15.15 - 15.45	Community Break
15.45 - 17.00	Arena Session – health

15.45 - 17.00	Interactive Sessions – harvest map – investments
17.15 - 18.15	TV Debate – next chapter
20.00 - 22.30	Cultural Soirée <i>Hosted by the Government of Mexico</i>

Wednesday 18 April

09.00 - 10.15	Interactive Session – asia relations
09.00 - 10.15	TV Debate – education
09.00 - 10.30	WorkStudio – competitiveness
09.15 - 9.45	One-on-One Session – manufacturing
10.15 - 10.45	Community Break
10.45 - 12.00	Plenary Session – g20
12.30 - 14.00	Interactive Lunch Sessions – cities – family business – responsible government
14.00 - 14.30	Community Break
14.30 - 15.30	Interactive Session – trade
14.30 - 15.45	WorkStudio – green innovation
14.30 - 15.45	Arena Session – drugs
16.00 - 17.00	Plenary Session – next generation leadership
17.00 - 18.00	Closing Reception <i>To honour the presence of G20 trade ministers</i>

Pillar-related Sessions

A Creating Innovative Models for a Sustainable Future

- Beating Inequality
- Boosting Social Innovation
- Developing Smarter Cities
- Energy: New Realities, New Models
- Innovating for Green Growth
- Rio+20
- The Harvest Map

B Rebalancing Global Economic Recovery Connecting the Americas

- Creating Opportunities for Investment
- Facing Risk: Ensuring Economic System Stability
- G20 Leadership
- Global Trade and Value Chains for Regional Prosperity
- Insights on Family Business
- Responses to the Global Economic Slowdown
- The Future of Asian-Latin American Relations

C Rising Capabilities towards Regional Transformation

- An Insight, An Idea with Jeffrey Joerres
- An insight, An Idea with Ricardo Hausmann
- Ending the Drug Curse
- Fuelling Competitiveness
- Health for All
- Mexico's Mañana
- Responsible Government
- Rethinking Education
- Strategic Infrastructure
- The Next Generation of Latin American Leadership
- Youth, Jobs and Dignity



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

The World Economic Forum is an independent international organization committed to improving the state of the world by engaging business, political, academic and other leaders of society to shape global, regional and industry agendas.

Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is tied to no political, partisan or national interests.

World Economic Forum
91–93 route de la Capite
CH-1223 Cologny/Geneva
Switzerland

Tel.: +41 (0) 22 869 1212
Fax: +41 (0) 22 786 2744

contact@weforum.org
www.weforum.org