

## World Economic Forum on Latin America

### Media Fact Sheet

Panama City, Panama 1-3 April 2014

#### About the World Economic Forum on Latin America

##### Meeting Co-Chairs



**Arancha Gonzalez Laya**  
Executive Director,  
International Trade Centre  
(ITC), Switzerland



**Stanley Motta**, President,  
Copa Holdings, Panama



**Arif M. Naqvi**, Founder and  
Group Chief Executive, The  
Abraaj Group, United Arab  
Emirates



**Frits D. van Paasschen**,  
President and Chief  
Executive Officer, Starwood  
Hotels & Resorts Worldwide,  
USA



**Jorge Quijano**, Chief  
Executive Officer, Panama  
Canal Authority, Panama



**Sir Martin Sorrell**, Chief  
Executive Officer, WPP,  
United Kingdom

##### The Meeting in Numbers

- **Over 600 participants** from more than **50 countries** and **511 organizations**
- More than **420 business leaders**
- **Seven heads of state/government**, and more than **60 government leaders, heads of international and regional organizations, and other public figures**
- More than **110 women leaders**
- More than **35 media leaders**
- Over **12 academic leaders**
- Over **25 Social Entrepreneurs**
- Over **40 Young Global Leaders** from **15 countries** and **50 Global Shapers** from **26 countries**

With the support of the Government of Panama and the World Economic Forum's Strategic and Regional Partners, the Forum's regional meeting in Panama City provides an ideal platform to discuss the critical factors behind Latin America's resilience and dynamic development models. Under the theme *Opening Pathways for Shared Progress*, participants discuss the opportunities and challenges for achieving the region's full potential.

##### Meeting Highlights

###### Supply Chain and Transport Mini Summit

Building momentum after the WTO Bali accords, the Annual Meeting 2014 in Davos included private and public sessions on

how trade is continuing to drive the dialogue between business and government leaders.

The purpose of this mini summit is to take this dialogue forward with greater focus on Latin America, by focusing on specific issues and topics related to the trade of goods and cross-border movement of individuals.

There are three working sessions addressing shifts in retail, industrial and energy supply chains across Latin America and in personal travel patterns. Participants include ministers of industry, economy and trade from the region, and executives and regional heads from the consumer goods, retail, supply chain, IT, aviation and hospitality industries.

## Latin America Social Entrepreneur of the Year Awards

The Schwab Foundation for Social Entrepreneurship announces the winners of the Latin America Social Entrepreneur of the Year on 2 April. Winners are selected based on their innovative solutions to pressing social and environmental problems.

Social Entrepreneurs are applying practical, innovative and sustainable approaches to benefit society in general, with an emphasis on those who are marginalized and poor. Each year, the Schwab Foundation identifies 20-30 extraordinary entrepreneurs working in fields including education, health, environment and enterprise development. The network works closely with other Forum communities to shape global, regional and industry agendas that improve the state of the world. For more information, please visit <http://www.schwabfound.org/>. If you would like to arrange an interview or meet with a Social Entrepreneur participating in the meeting, please contact Alem Tedeneke at [alem.tedeneke@weforum.org](mailto:alem.tedeneke@weforum.org).

## Gender Parity Summit

The World Economic Forum's Women Leaders and Gender Parity programme is committed to promoting women's leadership and gender parity through global, regional and national initiatives. While the issue is gaining more attention in Latin America, there are still challenges ahead. This summit provides an interactive setting for participants to examine women's economic empowerment in Latin America and establish practical ways of advancing gender parity in the region. Under the theme *The Future of Women's Leadership in Latin America*, the Women Leaders lunch gathers Latin American women leaders and their international peers to share their leadership experiences and define priorities for closing the economic gender gap. The summit is an opportunity to highlight the activities of the Mexican [Gender Parity Task Force](#), establishing what lessons from this pilot project can be applied to the rest of the region.

## Educating for Tomorrow

The trends and developments of the last decade suggest that Latin America needs to rethink how it both invests in its human capital endowment and uses it for social and economic prosperity and stability. This session focuses on reimaging education and jobs for the 21st century economy:

- What new education models ensure that the next generation of Latin Americans are better equipped to deal with the challenges of tomorrow?
- What are some new methods or existing best practices for promoting science and technology?

## Global Enabling Trade Report

Published every two years, the *Global Enabling Trade Report* assesses the quality of institutions, policies and services facilitating the free flow of goods over borders and to their destinations. At the core of the report, the Enabling Trade Index benchmarks the performance of over 130 economies in four critical areas: market access; border administration; transport and communications infrastructure; and regulatory and business environment. As a widely used reference, the report helps economies integrate global value chains and companies into their investment decisions. It informs policy dialogue and provides a tool to monitor progress on certain aspects of global trade.

## Innovative Public-Private Partnerships for Social and Sustainable Development in Latin America

The Global Agenda Council on Latin America is a group of 15 thought leaders who commit their knowledge, expertise and passion to shape the regional agenda, provide interdisciplinary thinking, stimulate dialogue and catalyse initiatives. They identified public-private partnerships in social and sustainable development as an area where Latin America is already demonstrating some innovative approaches.

The Council compiled a series of cases, characterized factors behind their success, and derived recommendations to increase the reach and impact of these alliances. The resulting report, *Innovative Public-Private Partnerships for Sustainable Development in Latin America*, will be launched in a press conference on 2 April.

## Press Conference

All press conferences are held in the press conference room. Press conferences are arranged for the reporting press and are on the record. There are a total of six (6) press conferences. The schedule can be found [here](#):

### Co-Chair Press Conference

The Co-Chairs provide insights regarding their role at the World Economic Forum on Latin America.

Simultaneous interpretation in English and Spanish

Wednesday 02 April - 08.15 - 08.45

The Westin Playa Bonita - Contadora Room (Press Conference Room)

## Speakers

- **Arancha Gonzalez Laya**, Executive Director, International Trade Centre (ITC), Geneva; Co-Chair of the World Economic Forum on Latin America; Global Agenda Council on Competitiveness
- **Arif M. Naqvi**, Founder and Group Chief Executive, The Abraaj Group, United Arab Emirates; Co-Chair of the World Economic Forum on Latin America
- **Frits D. van Paasschen**, President and Chief Executive Officer, Starwood Hotels & Resorts Worldwide, USA; Co-Chair of the World Economic Forum on Latin America
- **Jorge Quijano**, Chief Executive Officer, Panama Canal Authority, Panama; 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
- **Marisol Argueta de Barillas**, Senior Director, Head of Latin America, World Economic Forum USA; Young Global Leader

## Our Communities

**Global Growth Companies (GGCs)** are the most dynamic, high-growth companies in the world. They are best described as trailblazers, shapers and innovators committed to improving the state of the world. Currently, GGCs come from more than 65 countries and each one has the potential to become a leader in the global economy owing to their business models, growth records, leadership and the markets they serve. The Forum selected over 370 companies that meet these criteria.

At the meeting in Panama, the Forum honours the new Latin American Global Growth Companies and integrates them fully. Chief executives from selected companies will take part in discussions about sustainable growth, employment generation, innovation in Latin America and corporate global citizenship.

### Global Shapers

Although they make up 50% of the world's population, young people are greatly under-represented in global affairs. As innovators, digital natives and those most impacted by today's policy decisions, they deserve a seat at the table. The Forum's Global Shapers Community is a network of city-based Hubs founded and led by young people between the ages of 20 and 30 who are exceptional in their potential, achievements and dedication to making a positive contribution to their communities. In Latin America and the Caribbean, Shapers are working on grass-roots initiatives and projects, including promoting volunteerism, better connecting local governments with their constituents, improving entrepreneurialism, tackling violence in marginalized communities and fostering democratic dialogue.

There are currently 42 Hubs in Latin America and the Caribbean. Fifty Shapers from more than 35 Hubs in 26 countries, including Mexico, the Bahamas, Panama, Haiti, Colombia, Guyana, Argentina, Brazil, Uruguay, Puerto Rico, Belize, Costa Rica, Venezuela and the Dominican Republic will take part in the meeting. For more information about the Global Shapers Community, visit [www.weforum.org/global-shapers](http://www.weforum.org/global-shapers).

## Media Facilities

- Sessions from the **official programme**, taking place on 2-3 April at the Westin Playa Bonita, are on the record; interactive lunch sessions, receptions, dinners and the Cultural Soirée are off the record, as are WorkStudio sessions.
- The **official language** of the meeting is English; simultaneous interpretation in Spanish will be provided in various sessions. Please check the programme for details.
- **The Media Centre** is located in the La Perla building, across from the main meeting venue of the Westin Playa Bonita.
- **Press conferences** are in the Contadora/Press Conference Room located on the ground floor of the Westin Playa Bonita.
- **The interview rooms** are located on the first floor; members of the accredited media can book these rooms once interviews with participants are confirmed.
- **Livestreaming** from the Plenary and Colón sessions can be viewed at <http://wef.ch/live>.

## Previous Meetings in the Region

The upcoming World Economic Forum on Latin America will be the eighth meeting in the region. Previous meetings have been held in Lima, Peru (2013), Puerto Vallarta, Mexico (2012), Rio de Janeiro, Brazil (2011 and 2009), Cartagena, Colombia (2010), Cancún, Mexico (2008), Santiago, Chile (2007) and São Paulo, Brazil (2006).

## About the World Economic Forum

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. For more information, visit [www.weforum.org](http://www.weforum.org).

- Headquartered in Geneva with affiliate offices in New York, Beijing and Tokyo
- More than 500 staff members from 56 nationalities; nearly 60% of the staff are women
- Motto: "Entrepreneurship in the global public interest"

## Media Team Contacts

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### Useful Links for the World Economic Forum on Latin America

- More information is available at <http://wef.ch/latam2014>
- Subscribe to Forum **News Releases** at <http://wef.ch/news>
- View **photos** from the event: <http://wef.ch/la14pix>
- Watch **live webcasts** of sessions at <http://wef.ch/live>
- Become a fan of the Forum on **Facebook** at <http://wef.ch/facebook>
- Follow the Forum on **Twitter** at <http://wef.ch/twitter> and <http://wef.ch/livetweet> (hashtag #WEF)
- **Watch sessions** on demand on YouTube at <http://wef.ch/youtube>
- Read the **Forum:Blog** at <http://wef.ch/blog>
- Follow the Forum on **Google+** at <http://wef.ch/gplus>
- For social media enquiries, contact Donald Armbricht at [Donald.Armbricht@weforum.org](mailto:Donald.Armbricht@weforum.org)
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