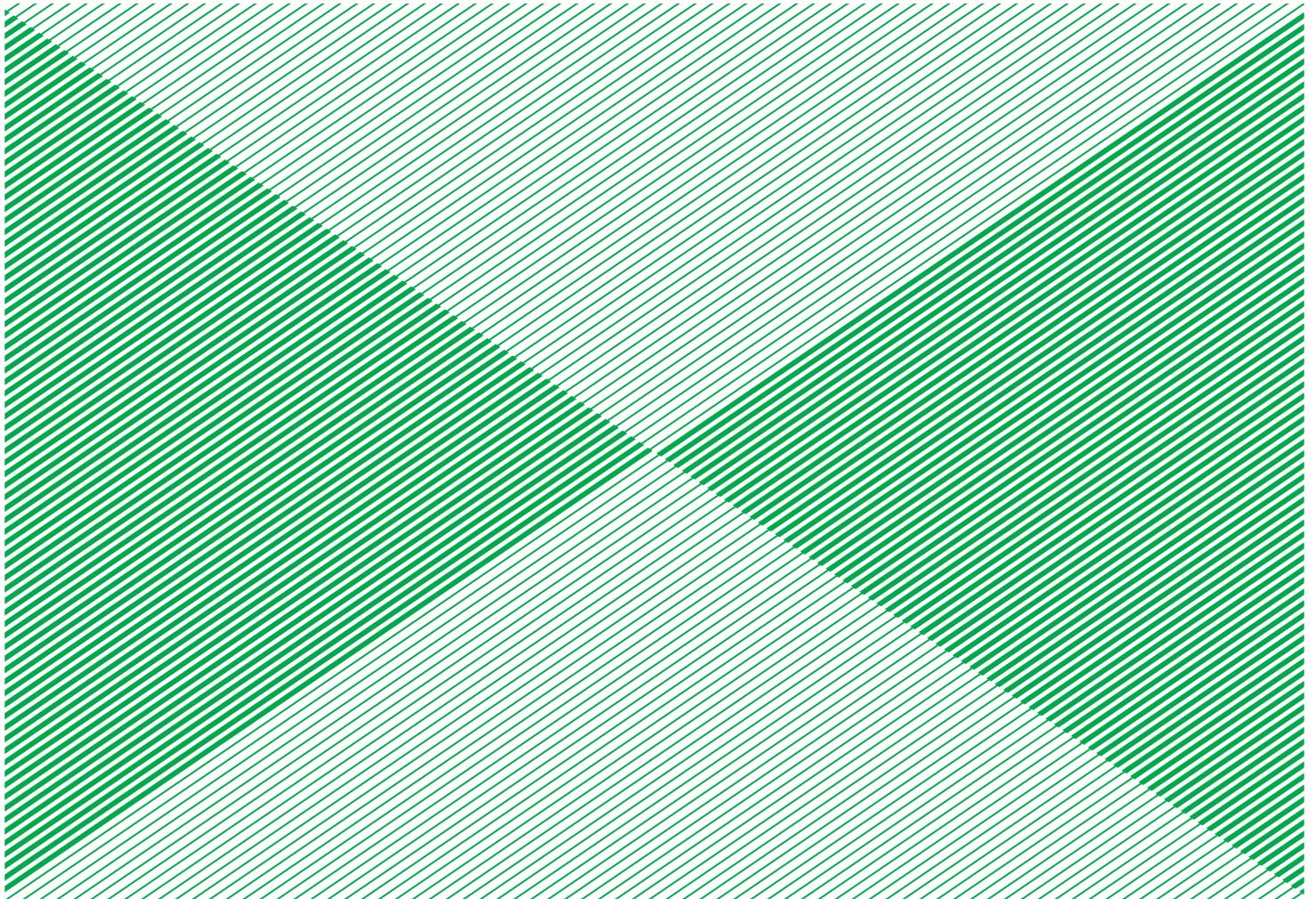


Regional Agenda

# World Economic Forum on Latin America Meeting Overview

Panama City, Panama 1-3 April 2014



# Opening Pathways for Shared Progress

Latin America's internal market of over 600 million people, strong macroeconomic foundations and increased access to financing make the region ripe for global opportunities. Yet, despite sustained economic growth in recent years, regional economic and social indicators highlight the need to boost Latin America's productivity if the region is to maintain its economic and societal momentum. Slow global economic growth and changing investment patterns combined with challenges in education, health, infrastructure and technology call for swift action.

With the full support of the Government of Panama and the Forum's Strategic and Regional Partners, the annual World Economic Forum on Latin America is taking place in Panama, a thriving international hub of trade and investment in the Americas. The country has demonstrated impressive economic performance and stable growth rates of over 10% in recent years. It offers a strategic geographic position in the centre of the Americas, being further enhanced with the development of modern infrastructure and the expansion of the Panama Canal, which is to coincide with the celebration of its centenary at the meeting.

The World Economic Forum on Latin America will focus on the region's efforts to boost the diversification of its economies, increase its productivity, fuel competitiveness and invest in human capital. Under the theme "Opening Pathways for Shared Progress", regional and global leaders, together with other stakeholders, including youth representatives, will convene to discuss the challenges and opportunities for continued shared progress in the region.



**Latin America has already become an important player in this globalized world and its potential is unlimited. The key to its prosperity is based on achieving continuous economic growth and having this growth reach the majority of its citizens. We must focus on education, innovation and productivity.**



Ricardo Martinelli  
President of Panama

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Panama

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Officer, WPP, United  
Kingdom

## Programme Objectives

The meeting agenda will integrate the following key issues:

### Driving Economic Dynamism

Despite sustained rates of economic growth in Latin America, the slowdown of the global economy, coupled with the countries' diverse production structures, calls for targeted interventions if the region is to consolidate its achievements, maintain a positive economic outlook and continue to deliver growth to its citizens.

What policies will help the region continue building on its macroeconomic resilience? How will the region unleash the power of small and medium enterprises while continue building on the accomplishments of family-owned businesses? How will business and governments work together to create the necessary innovation and entrepreneurial environment? What sectors should be boosted for a sound diversification of Latin American economic activities?

### Innovating for Social Inclusion and Environmental Sustainability

Most of Latin America's economic bonanza of recent years has been accompanied by reduced levels of poverty and relatively improved environmental sustainability. The region's social landscape has been transformed largely due to innovative policies towards poverty alleviation that have resulted in the emergence of a larger middle class and to a host of best practices in social innovation. Yet, as the 2015 target date for the Millennium Development Goals (MDGs) draws closer and the middle class expands, the region needs to continue providing high-quality social services in the areas of education, health and public security. Moreover, the ensuing increase in consumer demand needs to be accompanied by sound environmental policies and new business models that protect the environment through the efficient and responsible use of natural resources and a better design of value chains.

How will governments respond to the needs of a growing middle class? How can the region increase the efficiency of its labour markets and the employability of its workforce, and decrease the role of the informal sector? How will the public and private sectors ensure the sustainability of safety nets? How will business redesign value chains to ensure the efficient use of natural resources?

### Modernizing Economic and Institutional Infrastructure

Several factors have contributed to achieving economic and social progress in Latin America, including sound macroeconomic policies, a significant increase in available capital, rising domestic consumption and favourable trade conditions. As the world's economic and political powers reshape, the emergence of new trade and investment schemes will benefit the region, provided that the underlying governance, economic, social and physical infrastructures are updated and supported by solid frameworks. Promoting institutional governance, transparency and the rule of law are essential for a healthy business environment. Deeper integration and harmonization of regional trade agreements and investment in digital and physical infrastructures, such as energy grids, logistics and transportation systems, will enhance trade and investment flows as well as supply chains, and contribute to fuel the region's competitiveness. As urbanization rates continue to grow, cities will present a unique space for social and economic progress as long as the appropriate urban and recreational infrastructure is in place.

What are the major structural reforms still needed in Latin America to ensure long-term progress? What sectors will benefit from more integrated energy, logistics and transportation systems? What technological and digital improvements need to be introduced? How can the region continue benefiting from public-private collaboration and key multi-sectorial partnerships?

# Meeting Information

This year, the interactive, outcome-oriented format of Forum discussions has been further improved. Participants are invited to contribute actively to constructive, lively debate; speeches are discouraged.

**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 take part.

**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** invite an inspiring individual from business, government, academia or civil society to share their insights on an idea for an important transformation occurring in our lifetime.

**Plenary Sessions** provide strategic insights and raise awareness of important trends and themes. These sessions provide the conceptual framework for further discussions; 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 are webcast live. The **Closing Plenary** highlights the outcomes of the meeting and maps out the future engagement of the main stakeholders.

**Televised Sessions** 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 2014, which will take place in Tianjin, People's Republic of China, from 10 to 12 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, neither 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 Westin Playa Bonita, Panama City, Panama.

## Where will I stay?

A block reservation for participants has been made at the Westin Playa Bonita Hotel. If you need assistance making your hotel reservation, please indicate so on your registration form and you will be contacted by PublicisLive. As hotel rooms are available on a first-come, first-served basis, we encourage you to make your reservations as soon as possible.

## What does registration include?

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

## What is the working language of the meeting?

Sessions will be held in English with simultaneous interpretation into Spanish in most sessions. Portuguese interpretation will be provided in selected sessions.

## By when do I need to register?

The registration deadline for inclusion in the printed Participants booklet is Wednesday 12 March 2014.

We therefore recommend you register before this date.

## Do I need a visa?

Please check with the Panama 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 Panama: [http://www.visitpanama.com/index.php?option=com\\_k2&view=item&layout=item&id=86&Itemid=347&lang=en](http://www.visitpanama.com/index.php?option=com_k2&view=item&layout=item&id=86&Itemid=347&lang=en)

## Where do I find additional information about the programme?

Basic information on the programme can be found on the World Economic Forum website at [www.weforum.org/events/world-economic-forum-latin-america-2014](http://www.weforum.org/events/world-economic-forum-latin-america-2014). Upon registration, you will receive your personal access to the meeting's private area on the website.

## Who do I contact for more information?

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# Programme at a Glance

## Tuesday 1 April

07.30 - 19.00 Registration

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08.00 - 19.00 Private Industry and  
Constituent Meetings

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19.00 - 21.00 Welcome Reception  
*Hosted by the Panama  
Canal Authority*

## Wednesday 2 April

07.30 - 20.00 Registration

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09.00 - 10.00 Arena Session  
- education

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09.00 - 10.15 Interactive Sessions  
- globalizers  
- infrastructure

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10.15 - 10.45 One-on-One  
- candidate/navarro  
- one-on-one/ useem

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10.45 - 11.45 Opening Plenary Session

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11.45 - 12.00 Social Entrepreneur Award  
Ceremony

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12.15 - 13.30 Interactive Lunch Sessions  
- resources  
- financial inclusion

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14.00 - 15.30 WorkStudio  
- public security

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14.15 - 14.45 One-on-One  
- one-on-one/ rubenstein

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14.30 - 15.30 Plenary Session  
- global trade

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15.45 - 17.00 Arena Session  
- innovation/competitiveness

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15.45 - 17.00 Interactive Sessions  
- human capital  
- investment models

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16.00 - 17.30 WorkStudio  
- social innovation

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17.15 - 18.15 Televised Session  
- economic resilience

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20.00 - 22.30 Cultural Soirée  
*Hosted by the Government  
of Panama*

## Thursday 3 April

07.30 - 15.00 Registration

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08.30 - 09.00 Community Breakfast

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09.00 - 09.30 One-on-One  
- candidate/arias

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09.00 - 10.00 Arena Session  
- institutions

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09.00 - 10.00 Interactive Session  
- regional integration

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09.00 - 10.00 Televised Session  
- climate/sustainability

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09.00 - 10.30 WorkStudio  
- youth

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10.15 - 11.00 Plenary Session  
- conversation/peña nieto

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11.15 - 12.15 Televised Session  
- middle class

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12.30 - 13.45 Interactive Lunch Sessions  
- family and private businesses  
- health

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14.00 - 15.00 Closing Plenary

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15.00 - 16.00 Farewell Reception



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IMPROVING THE STATE  
OF THE WORLD

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The World Economic Forum is an international institution committed to improving the state of the world through public-private cooperation in the spirit of global citizenship. It engages with 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 independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations.

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