Regional Agenda

World Economic Forum on Latin America
Private Programme

Panama City, Panama 1-3 April 2014

Strategically located in the middle of the Americas, Panama is a thriving international hub and a centre for world trade. The country has demonstrated impressive economic performance and stable growth of more than 10% annually in recent years and benefits from extensive modern infrastructure, which will be further enhanced with the Panama Canal’s scheduled expansion in 2015.

Under the theme “Opening Pathways for Shared Progress”, the World Economic Forum on Latin America will focus on the region’s outlook for industries and services as diverse as travel and tourism, energy and global logistics. Participants will address the impact of value chains, from strategic infrastructure such as ports and terminal development to international shipping. They will also share the most effective approaches to consolidate progress achieved in poverty reduction and social innovation, boost diversification of the economies, raise productivity, and narrow technology and innovation gaps.

Private Events Programme

All private events at the World Economic Forum on Latin America are by invitation only. If you are interested in a particular event, please contact your Partner manager who will determine if an invitation can be arranged.

Participation in private events is limited to registered participants. We ask for your understanding if a particular event is closed due to lack of space or other constraints.

Private events currently planned include:
- Supply Chain Mini-Summit
- Strategic Infrastructure - The Latin American Context
- Alternative Investments – Contributing to Latin America’s Growth
- Realizing the Potential of Energy Trade
- Building More Inclusive Financial Systems in Latin America
- Consumer Industry Transformations
- New Vision for Education
- The Leadership, Trust and Performance Equation
The sessions are described below.

**Supply Chain Mini-Summit**

This meeting consists of a series of working sessions addressing shifts in retail, industrial and energy supply chains across Latin America as well as personal travel patterns.

- **Distribution shifts:** How will changes to brand ownership, tax structures, consumption habits and innovation change retail supply chain and distribution systems across the region?
- **Trade in a hyperconnected world:** What infrastructure, standards, governance and security are needed to protect and enhance digital information flows?
- **Open borders:** Launch of the Global Enabling Trade Report 2014, with a focus on the future facilitation of trade and personal travel in the Pacific Alliance and the broader region.

**Strategic Infrastructure - The Latin American Context**

This meeting will bring together leading investors, representatives from the infrastructure and related industries, as well as experts from the public sector and decision-makers. Participants will share best practices, their potential for scaling and innovative ways to mitigate risks. It will explore the most prominent aspects related to financing Latin America’s infrastructure while building on world-class best practices in strategic infrastructure.

Against the backdrop of urbanization and a growing population, limited public budgets, constrained private finance and ageing assets, it is imperative for Latin American countries to increase the productivity and longevity of their existing infrastructure. The Strategic Infrastructure Initiative’s Phase III report, Steps to Operate and Maintain Existing Infrastructure, will be launched during the session, including a case study on the operation and maintenance practices of the Panama Canal Authority. Furthermore, this session will explore which of the many innovative models in Latin America could attract long-term investment and secure a sustainable growth trajectory and are worth scaling. Global experts will also share practices from other geographies that the region could consider.

**Alternative Investments – Contributing to Latin America’s Growth**

Compared to mature economies in North America and Europe, Latin America is beginning to explore private equity, venture capital and hedge funds as alternative investment vehicles. This has implications for the availability of funding for small- and medium-sized enterprises, the liquidity of local capital markets, as well as investment options for the region’s institutional investors such as pension funds. This session will bring together alternative investors and institutional investors with local experts to explore the economic outlook for the region, the likely evolution of its alternative investment ecosystem and how its development can help in the next phase of Latin America’s growth.

**Realizing the Potential of Energy Trade**

Panama plays an important role in international energy markets as a transit point of energy commodities. Every day close to 800,000 barrels of petroleum products make their way through the canal, saving the energy industry time, money and emissions. Capitalizing on the upcoming canal expansion, on recent trends in regional integration efforts and on a marked interest in renewables, suppliers to the Latin American, US West Coast and Asian markets will benefit from favourable trading conditions while boosting their contribution to global and regional energy security.
– What are the obstacles that need to be tackled to realize the opportunities created by the expansion?
– Will there be a significant impact in shipping market economics?
– What will be the effect of improved trade infrastructure in the trade of renewable energy products and associated goods?

Building More Inclusive Financial Systems in Latin America
Despite increased efforts to promote financial inclusion across Latin America by providers and policy-makers, significant barriers persist to building more inclusive formal financial systems across the region. This session will gather experts from the public and private sectors to identify opportunities and share best practices that will serve as models to promote greater financial inclusion throughout Latin America in the future.

Consumer Industry Transformations
At the World Economic Forum Annual Meeting in Davos, chief executives from the Forum's Consumer Industry community identified several priority transformations that are affecting the consumer value chain, including the agriculture sector, food and beverage manufacturers, non-food manufacturers, and retailers. Throughout 2014, discussions around these industry transformations will take place at different Forum regional events to share existing insights and gather regional perspectives and input.

New Vision for Education
Following discussions at the World Economic Forum Annual Meeting 2014, this session will focus on the Forum's New Vision for Education project in relation to Latin America. It will address the following areas:
  – **Designing education**: What should future curriculum look like to develop students’ passion for lifelong learning and prepare them for success in the future job market?
  – **Delivering Education**: What role does technology play in democratizing access to education and in improving students’ engagement?

The Leadership, Trust and Performance Equation
Public trust in business and government has been damaged in the wake of the economic crisis and recent corporate scandals. While business leaders agree that trust is of vital importance to their license to operate, they often lack solid evidence of how it impacts their performance and examples of concrete steps can be taken to build and rebuild trust in their institutions. This session will provide a regional testing ground for the findings of the Leaders, Trust and Performance Equation project, which has focused on understanding why the public distrusts business, and providing tools for leaders to use to build and rebuild trust in their companies. The workshop will provide an opportunity for key stakeholders to test the project’s findings through testing of an e-learning tool under development.

Assessing education: What new metrics could be created with data innovations to measure education effectiveness beyond students’ academic success?

Funding Education: What models are available for funding education and what role can non-government sectors play?

The Road to Lima Climate Change Conference: Delivering Partnerships
Meeting the climate challenge will require scaled public-private-civil society collaboration as well as advances in international negotiations. This session will bring together regional leaders from business, government and civil society to discuss how to position such partnerships in the run up to the UN Climate Summit 2014 in New York in September, and the 20th session of the Conference of the Parties (COP20) to the United Nations Framework Convention on Climate Change (UNFCCC) in December in Lima, Peru.

Global Learning Exchange Working Session
The Global Learning Exchange (GLE) was launched at the G8 Social Impact Investment Forum in June 2013. It aims to provide a global platform for peer-to-peer exchange on social innovation and impact investing among policy-makers, investors, social entrepreneurs, philanthropic and civil society organizations, donor agencies, and other business leaders. The World Economic Forum and the Schwab Foundation for Social Entrepreneurship – in partnership with the Impact Investing Policy Collaborative (IIPC), an initiative developed by Insight Pacific Community Ventures and the Initiative for Responsible Investment at Harvard University – will host a private GLE event prior to the World Economic Forum on Latin America on 31 March 2014.
Social Entrepreneurs Accelerator Workshop
The Schwab Foundation for Social Entrepreneurship and UBS will co-organize an Accelerator Workshop during the World Economic Forum on Latin America, bringing together a group of 8-12 Schwab Foundation Social Entrepreneurs with UBS clients for a one-on-one mentoring session. Social Entrepreneurs will be paired with UBS Accelerator Coaches and will have the opportunity to solicit unbiased counsel on a finance-related question or management dilemma they are facing.

Global Growth Companies: Driving Innovation in Latin America
According to the World Economic Forum’s Global Competitiveness Report, strong innovation and institutional environments are increasingly influencing economies’ competitiveness.

- How do rapidly growing companies innovate in Latin America today?
- How can an environment conducive to the establishment of innovative companies be fostered in the region?

Strengthening Governance for Prosperity in Latin America
The rule of law and good governance are key factors for economic growth and social peace. Though Latin American countries have achieved great progress in good governance, the World Economic Forum Global Agenda Survey 2014 revealed that the rule of law, corruption and accountability of governing bodies remain a concern.

Participants in this session will discuss future-oriented strategies and innovative models, which can foster a culture of respect for the rule of law and good governance.

Family and Private Companies Knowledge Exchange Series
The Family and Private Company Knowledge Exchange Series session will address the key challenges faced by founder and family-led companies in Latin America. Participants will examine case studies of successful families that have managed generational succession and have ensured long-term societal and economic value creation in the region.

Women Leaders Lunch: The Future of Women’s Leadership in Latin America
Although national contexts vary greatly from one country to another, women holding high-skilled leadership positions in Latin America face similar challenges. This session will bring together Latin American women leaders and their international peers to share their leadership experiences and define priorities for closing the economic gender gap in the region.

Human Capital: Unlocking Latin America’s Greatest Asset
The trends and developments of the last decade imply that the region needs to rethink how the region’s human capital endowment is invested in and leveraged for social and economic prosperity and stability. This session will focus on reimaging learning and jobs for the 21st century economy.

- How can the current system be fundamentally revised?
- What are new methods or existing best practices in delivering, designing and financing education?
- Where is further innovation needed?

Latin America Competitiveness Lab
Competitiveness is widely accepted as the key driver for sustaining prosperity and raising the well-being of countries’ citizens. In addition to the traditional measurement and benchmarking of national competitiveness, the World Economic Forum has embarked on an initiative to build a Competitiveness Lab in Latin America, which aims at supporting the design, launch and implementation of actionable agendas.

Gender Parity Summit
Closing Gender Gaps in Latin America
The objective of this session is to bring together leaders who can make a difference by providing the platform to understand where the issue of women’s economic empowerment stands at the moment in the region and discuss how to move to a new paradigm that includes practical solutions and mass action.

- How can multinational and national companies collaborate with governments on closing the economic gender gap?
- How can companies move from practice to implementation and set new standards in their industry?
for public-private collaborations to increase competitiveness in Latin America by helping to bridge the skills and innovation gaps. The gathering of the Latin America task force will move this initiative forward by discussing and agreeing on the project’s scope and objectives, as well as defining the work plan for the next year.

**Global Risks in Latin America**
Following the launch of the *Global Risks Report 2014*, the World Economic Forum’s Competitiveness team will organize a private session aimed at presenting the main results of the report and identify the main global risks affecting Latin America as a region, as well as assess its resilience by identifying possible barriers and potential solutions.

**Brazilian Globalizers**
With almost half of the 500 largest companies in the region, Brazil – and its corporations – has the capacity to contribute to improving the state of the world. The country’s increasing international presence entails a responsibility to actively engage in global issues and develop communities worldwide. As corporate global citizenship is evolving into a key competitive advantage for true global enterprises, what are the innovations and best practices of corporate global citizenship from Brazil that are supporting cross-regional, multistakeholder communities and global well-being?

**Regional Business Council**
The Regional Business Council on Latin America brings together a selected group of companies that are highly engaged in the region, with the aim of discussing critical issues for the social and economic development of the region. Council members at this meeting will focus on key regional drivers of development and possible collaborations.

**Global Shapers Private Programme**
The World Economic Forum’s Global Shapers Community is a network of Hubs developed and led by young people who are exceptional in their potential, their achievement and their drive to make a contribution to their communities. At the World Economic Forum on Latin America, Global Shapers will take part in a private programme, which includes a visit to the Panama Canal, a learning journey with Community Partner Abraaj and the opportunity to meet local leaders.

**Young Global Leaders Private Programme**
The Forum of Young Global Leaders is a multistakeholder community of exceptional young leaders who share a commitment to shaping the global future. Each year, the World Economic Forum identifies 200-300 extraordinary individuals worldwide. Together, they form a powerful international community that can dramatically impact the global future. At the World Economic Forum on Latin America, Young Global Leaders will meet with regional leaders, visit a local project and take part in a workshop to discuss ideas and challenges they are facing within their respective organizations.