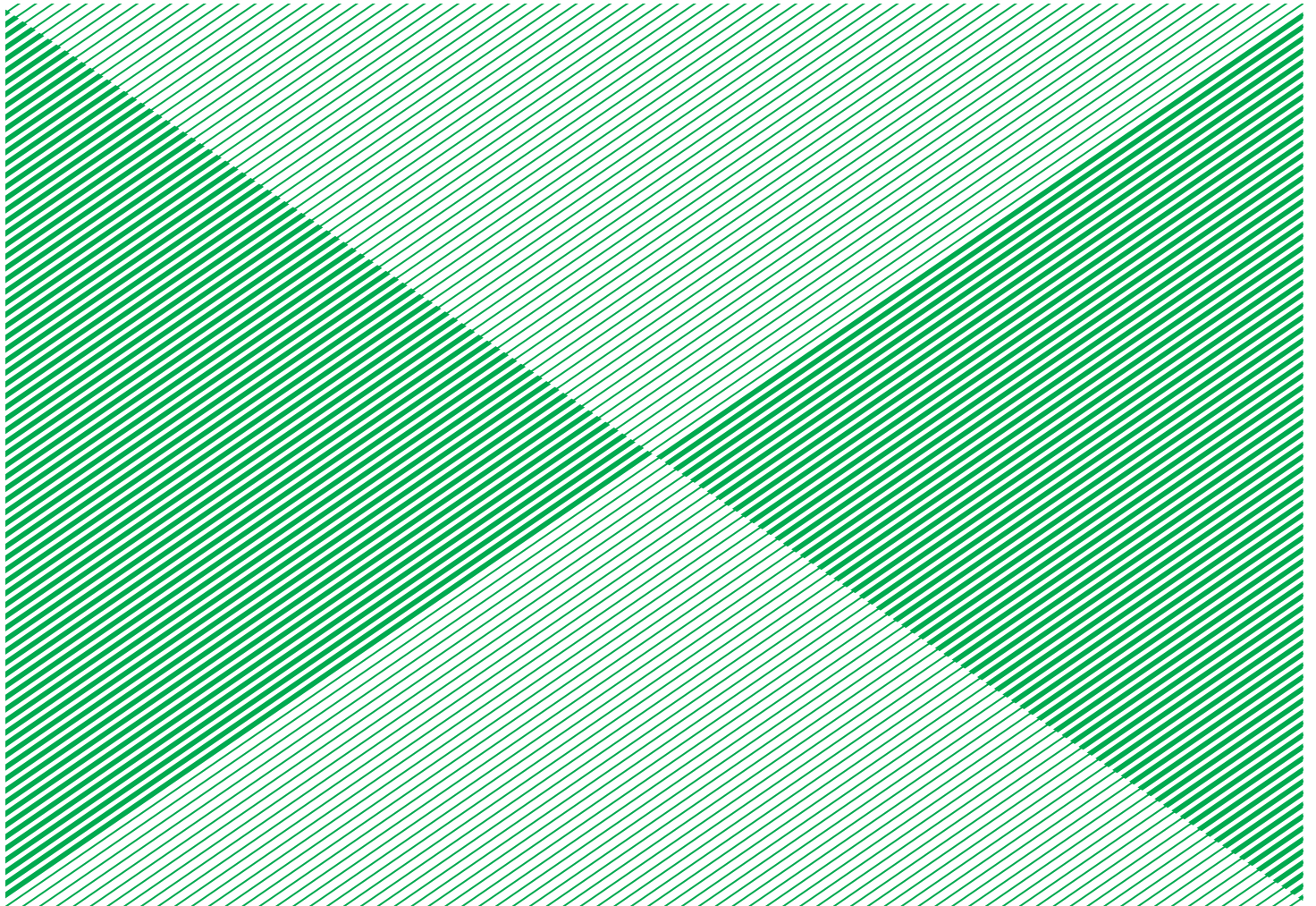


Regional Agenda

World Economic Forum on Latin America Meeting Overview

Riviera Maya, Mexico 6-8 May 2015



Advancing through a Renovation Agenda

Financial resilience, vigorous economic growth and poverty alleviation policies have characterized the development of most Latin American countries over the past decade. As the region sees the emergence of a larger and more demanding middle class, it is taking steps to improve the living standards of its citizens. It is rich in human and natural capital, an incubator of innovative businesses and a springboard for social entrepreneurs. Latin America – vibrant, diverse and economically dynamic – is renewing its commitment to a prosperous future.

Latin America's leaders must sustain and deepen these societal, economic and political transformations. They need to ensure the social inclusion and sustainable development of all communities, drive institutional reforms and improve the productivity and competitiveness of their markets. They must create an environment conducive to innovations, the cornerstone of long-term progress. And they must do all this in a global context of slowing growth, social upheaval and what appears to be a stalling economic recovery.

In its 10th year, the World Economic Forum on Latin America returns to Mexico. It will bring together leaders from all sectors to examine how the region can secure its long-term economic growth and social development. Mexico, one of the leading economies in Latin America and current holder of the pro-tempore presidency of the Pacific Alliance, has made a variety of critical reforms – including important changes to education, energy, fiscal and telecommunications legislation – which are already creating new opportunities. The meeting will provide an ideal platform for committed decision-makers to set a bold renovation agenda by strengthening existing institutional foundations, renewing economic frameworks, and modernizing society and business to ensure a better future.

Co-chairs

Angelica Fuentes, Chief Executive Officer, Omnilife-Angelissima Group, Mexico

Ignacio Sánchez Galán, Chairman and Chief Executive Officer, Iberdrola, Spain

Carlos Brito, Chief Executive Officer, Anheuser-Busch InBev NV, Belgium

Programme Objectives

The meeting agenda will integrate the following key issues:

Strengthening the Foundations

The foundations of Latin American society depend on its institutions. These institutions need to be more efficient and transparent. They must also help provide certainty and strengthen the rule of law. To achieve this, government, business and civil society need to engage in a sustained dialogue and collaboration. They must work together to reduce polarization and to put in place modern regulations and policies, and come up with creative ways to ensure all citizens are secure, healthy and educated. Doing so will help reduce the skills gap, decrease societal divisions, create inclusive growth and equal opportunities for all – including women and young people – and ultimately maximize the region's potential. If Latin America's leaders can identify opportunities for transformation – and act on them – they can strengthen the foundations and secure regional prosperity.

How can institutions be more efficient and transparent when developing policies and providing services? How can public-private cooperation spawn inclusive growth? How can public security, health and education be improved? What needs to be done to create higher value-added employment opportunities?

Renewing the Framework

Post-crisis demand-side stimulus and a favourable global economy have led to continued investment and growth in many Latin American countries. However, economic forecasts suggest the path ahead might not be so smooth. Latin America must therefore focus on sustaining its economic growth in the long run and ensuring it has sound macroeconomic fundamentals. To do so, it needs to put in place better financial regulations and fiscal discipline, and improve its productivity. Reforms in key sectors such as energy, infrastructure and labour markets are also essential, as are measures to enhance the investment climate. These reforms would promote private sector development, make the business environment more competitive, create jobs and catalyse growth. Without them, Latin America runs the risk of stagnating.

What are the paths to productivity and sustained growth in Latin America? How are key sectors being reformed and what outcomes are expected? How can Latin America pursue new opportunities in trade and competitiveness to improve its dynamism in global markets?

Modernizing for Tomorrow

The modernization of Latin America will largely be driven by innovation. The region must therefore create an environment conducive to innovation, by, for example, funding cutting-edge research, supporting the rejuvenation of cities, and encouraging entrepreneurship. In light of the 2015 sustainable development agenda, decision-makers in the region must also explore new ways of securing social and financial inclusion, reducing poverty and protecting the environment. The growth of the middle class and their demand for new products and services will help drive business innovation, while increased connectivity through new technologies will transform lives, businesses and society as a whole. But long-term development will require a new setting and innovations across all regions and sectors, as well as a new vision for Latin America between now and 2025.

How can scientific, technological and business innovations thrive in Latin America? How should Latin American leaders contribute to the long-term sustainability of the region? How can new approaches be scaled throughout the region?

Meeting Information

To create meaningful dialogue and debate, the programme will feature innovative formats that aim to generate insight, spark inspiration and drive impact for participants.

Generate insight

Plenary sessions feature senior government officials and business leaders, cover broad issues related to the meeting's theme and provide the conceptual framework for further discussion. In almost all cases, ample time for questions, answers and discussion allows government officials to give first-hand information on critical economic and business issues. The closing plenary highlights the outcomes of the meeting and maps out the future engagement of the main stakeholders.

Interactive sessions pursue topics related to the pillars of the programme in greater depth and are structured around a panel, bringing together expert views and contrasting perspectives. Prepared remarks by the panel are kept to a minimum in favour of intensive discussions under the guidance of a moderator. The objective of each interactive session is to formulate two to three concrete action points on the topic. Some of the interactive sessions are sector-specific and industry-focused.

Televised sessions raise awareness of important trends and debates by broadcasting the discussion to a global audience. They are aired by the broadcast partner hosting the debate. There are no speeches; rather, brief remarks set the context and integrate various points of view.

Arena sessions promote a dialogue among panellists by placing them in the centre of the room. The audience encircles the panel to create an intimate and stimulating atmosphere.

Spark inspiration

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

Drive impact

Solutions sessions highlight the creative approaches taken by the Forum's communities to solve certain intractable issues. Innovative ways of dealing with a global challenge are presented during the session and their impact and scalability are discussed.

WorkStudios are structured to allow a high level of interaction and exchange among participants. They begin with short introductory remarks to set the scene, followed by small brainstorming exercises around working walls led by designated discussion leaders/facilitators. A feedback process ensures the results of the discussions are shared. An open question-and-answer period rounds up the WorkStudio. The sessions are structured to elicit concrete recommendations and clear insights.

The Challenge is an informal meeting place for you to exchange ideas on pioneering trends and topics of shared interest, and partner for change. Space is limited, so be sure to arrive early!



This logo denotes **GGC track sessions**. Global Growth Company tracks comprise a selection of sessions of particular relevance to companies experiencing hyper growth and engaging in international expansion. GGC track sessions are an integral part of all Forum regional meetings. 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.

Chatham House Rule

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

When a meeting/session is held under the Chatham House Rule, 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. This rule is now used worldwide as an aid to free discussion.

The same rule applies to blogging and tweeting of sessions. To encourage free-flowing debate, bloggers and twitterati are asked not to reveal the identity or affiliation of speakers in sessions without their permission.

FAQs

Where will the meeting take place?

The meeting will take place at the Grand Velas Convention Center, Riviera Maya, Mexico.

Where will I stay?

PublicisLive, the Forum's operations and logistics provider, will arrange accommodation at the following hotels. You will receive a hotel booking form when you confirm your registration.

Grand Velas Riviera Maya
Carretera Cancún Tulum Km. 62, Playa del Carmen, Municipio de Solidaridad
Riviera Maya, Quintana Roo, Mexico
Tel.: +52 322 226 8689
<http://rivieramaya.grandvelas.com/>

Fairmont Mayakoba, Riviera Maya
Carretera Federal Cancún, Playa Del Carmen Km. 298
Riviera Maya, Quintana Roo, Mexico
Tel.: +52 984 206 3000
Fax: +52 984 206 3030
<http://www.fairmont.com/mayakoba-riviera-maya/>

What does registration include?

The registration fee (CHF 3,500 for Forum Members, CHF 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. Simultaneous interpretation in Spanish and Portuguese will be provided in most sessions.

When do I need to register?

We recommend that you register before 6 April 2015.

Do I need a visa?

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 programme can be found on the Forum website at <http://www.weforum.org/events/world-economic-forum-latin-america-2015>. When you register, you will receive access to TopLink, the Forum's online collaboration and interaction platform.

Is there someone I can contact for more information?

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Programme at a Glance

Wednesday 6 May

07.30 - 20.00	Registration
08.00 - 18.00	Private Industry and Constituent Meetings
19.00 - 21.00	Welcome Reception

Hosted by the Governor of Quintana Roo

Thursday 7 May

07.30 - 20.00	Registration
09.30 - 10.45	Arena Session/ Interactive Session/ Work Studio/ The Challenge
11.00 - 12.00	Opening Plenary Session
12.30 - 14.00	Interactive Lunch Sessions /The Challenge
14.00 - 15.00	TV Debate
15.00 - 15.40	The Challenge
17.15 - 18.15	Plenary Session
20.00 - 22.30	Cultural Soirée

Hosted by the President of Mexico, Enrique Peña Nieto

Friday 8 May

07.30 - 15.00	Registration
09.30 - 10.30	Arena Session/ Interactive Session/ WorkStudio/ The Challenge
11.00 - 12.00	Plenary Session
12.15 - 13.45	Interactive Lunch Sessions /The Challenge
14.00 - 15.00	Closing Plenary Session
15.00 - 16.00	Farewell Reception



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IMPROVING THE STATE
OF THE WORLD

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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