

World Economic Forum on Latin America

São Paulo, Brazil 13-15 March 2018

WORLD
ECONOMIC
FORUM

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

Latin America at a Turning Point: Shaping the New Narrative

Join over 700 global and regional leaders from government, business and civil society at a decisive time for Latin America, as an intense electoral cycle over the next two years will have far-reaching political and socio-economic impacts. How can we harness this momentum to help shape a new narrative for the region? How can we help shape a path that draws on the region's wealth in human and natural resources and places responsible leadership and people's well-being at the centre; one that embraces technology and innovation as key drivers to modernize economies, enhance productivity and governance, and advance economic progress for all?

As protectionist rhetoric and political uncertainty at the global level affect the region, the integration agenda is being reinvigorated: Recent developments between Mercosur and the Pacific Alliance are increasing the potential for domestic-led growth. Simultaneously, as Latin American economies show signs of recovery and efforts to combat corruption yield tangible results in a number of countries, policy-makers are striving to implement further structural and institutional reforms.

The World Economic Forum on Latin America will help you and your organization navigate the economic, political and technological transformations to come. The meeting will explore how the Fourth Industrial Revolution can help the region maximize its potential, and foster its entrepreneurial spirit and thriving start-up ecosystem.

The host country, Brazil, is the ninth-largest economy in the world, with a large domestic market and a crucial role in sustainable development. Recent reforms are expected to drive economic efficiency and long-term stability. The host mega-city of São Paulo is an important financial centre and a hub for entrepreneurship and innovation. Young voices that are driving change towards a more highly skilled and digitally enabled future will provide the next generation's vision for Latin America.



Meeting Programme

The meeting will address strategic issues of national and regional significance under three thematic pillars:

Fostering Responsible Leadership and Agile Governance:

Debate how leaders from all walks of life can create long-term value for society and overcome regional governance challenges. The current period of widespread political change offers an opportunity to inspire Latin American leaders with new narratives that fulfil the constituents' expectations.

Ensuring Economic Progress for All:

Examine how structural reforms and investment, accompanied by industrial upgrades, diversification and human-capital development, can ensure increased productivity and economic progress for all.

Harnessing the Potential of the Fourth Industrial Revolution:

Explore how the region can shape technology and innovation to its benefit. This includes understanding the impact of technologies such as blockchain, the internet of things, machine learning and robotics.

Engaging with the Systems Platform

The World Economic Forum has created a platform to address the world's most pressing issues through a systems approach. This year in Latin America, the following System Initiatives will feature predominantly in the meeting agenda:

- Shaping the Future of Digital Economy and Society
- Shaping the Future of Economic Progress
- Shaping the Future of Education, Gender and Work
- Shaping the Future of International Trade and Investment
- Shaping the Future of Long-Term Investing, Infrastructure and Development
- Shaping the Future of Production

Industries in Focus

Discussions will focus on enhancing productivity and economic diversification, and assessing the future of key sectors, including:

- Agriculture, Food and Beverage
- Basics and Energy
- Financial Services
- Infrastructure
- Information and Communication Technologies

Meet the Co-Chairs



Candido Bracher
Chief Executive Officer, Itaú
Unibanco, Brazil



Luiz Carlos Trabuco Cappi
President and Chief
Executive Officer, Banco
Bradesco, Brazil



Maria Cristina Frias
Member of the Board and
Editor of Mercado Aberto,
Folha Group, Brazil



Ngaire Woods
Dean, Blavatnik School of
Government, University of
Oxford, United Kingdom

Programme at a Glance

The meeting begins with a welcome reception on the evening of Tuesday 13 March and continues through to the afternoon of Thursday 15 March 2018.

Tuesday 13 March	Wednesday 14 March	Thursday 15 March
	07.00 – 19.30 Registration	08.30-19.00 Sessions
	08.30-19.00 Sessions	12.00-13.00 Closing Plenary
19.00 – 21.00 Welcome Reception	20.00 – 22.30 Cultural Soirée	13.00-18.00 Community Sessions

Who Is Taking Part?

Institutional Members and Partners – The most influential Latin American and international corporations

Forum Members – Innovative businesses harnessing technology to drive future growth

Public Figures – Ministers, public-sector leaders and policy-makers committed to improving the state of Latin America

Technology Pioneers – Companies developing life-changing technologies with the potential for long-term impact on business and society

Young Global Leaders – Leaders under the age of 40 providing insight into the priorities and expectations of future generations

Civil Society Organizations – Leaders driving social progress from non-governmental, labour and faith-based organizations

Global Shapers – Individuals under the age of 30 selected for their leadership potential

Social Entrepreneurs – Leaders driving social change with innovative business solutions and partnership models

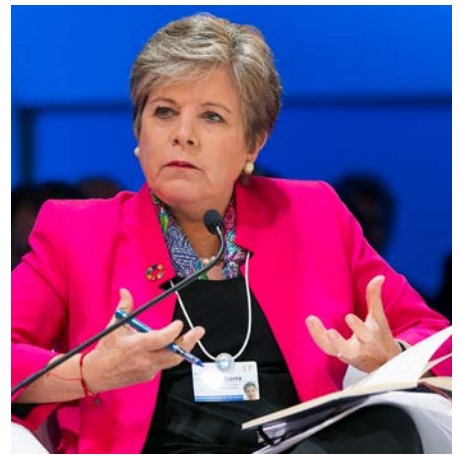
Young Scientists – Exceptional researchers producing ground-breaking work across disciplines

Faculty and Global Future Council Members – Top experts generating insight through thought leadership and interdisciplinary collaboration

Cultural Leaders – Renowned artists challenging assumptions about technology, sharing visions of the future and building bridges on global issues

Media Leaders – Publishers and editors-in-chief, top economic columnists and editors of leading science publications



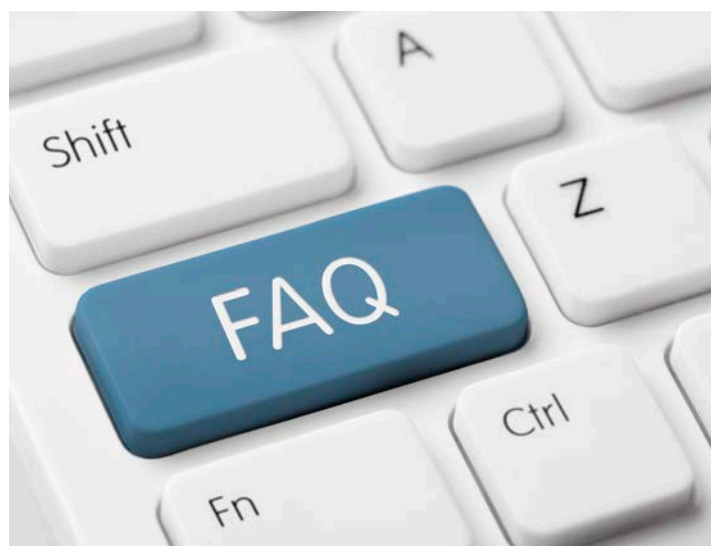


Continue your Meeting Experience

Continue the conversations from São Paulo via [TopLink](#) and tap into the Transformation Maps, tying issues together through data visualization.

Registration and Information

Visit our online collaboration and interaction platform [TopLink](#) to register for the meeting, contribute to the agenda and receive updates on the programme, participants and other meeting highlights.



The World Economic Forum, committed to improving the state of the world, is the International Organization for Public-Private Cooperation.

The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas.

Frequently Asked Questions

How will the meeting be structured?

The programme will feature innovative formats to generate insight, spark inspiration and drive impact. These formats include plenaries and arena sessions, interactive and televised sessions, issue briefings, hubs, a virtual reality experience, and art exhibits to highlight Latin America's rich culture. To complete the experience, unique learning journeys offer the opportunity to understand Brazil's efforts in innovation as well as societal and environmental issues.

Where will the meeting take place?

Grand Hyatt São Paulo
Av. das Nações Unidas, 13.301,
São Paulo, SP 04578-000, Brazil
Tel.: +55 11 2838 1234

Where will I stay?

PublicisLive, service provider of logistics and key support services to the World Economic Forum, will arrange accommodation for participants who request hotel booking assistance on TopLink. Please request hotel booking assistance when registering your delegation on TopLink.

What does registration include?

Registration includes access to all sessions, including lunches and dinners.

What is the working language of the meeting?

Most sessions will be held in English. Simultaneous interpretation into Spanish and Portuguese will be offered in some sessions.

By when do I need to register?

The deadline for registration is 23 February 2018. We strongly recommend that you register as early as possible due to limited availability.

Do I need a visa?

Please check with the Brazilian embassy or consulate nearest you for visa requirements. You can also find some visa information at this [link](#). The World Economic Forum cannot assist with visa provision.

Where do I find additional information about the programme?

When you register, you will receive access to [TopLink](#), the Forum's online collaboration and interaction platform, where you can find the programme and other details.

Who do I contact for more information?

Please send your enquiry to LatinAmerica@weforum.org.

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