

## World Economic Forum on Latin America

Opening Pathways for Shared Progress

Panama City, Panama 1-3 April 2014

### Co-Chairs :

- **Arancha Gonzalez Laya**, Executive Director, International Trade Centre (ITC), Geneva; Global Agenda Council on Competitiveness
- **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

### Programme

As of 2 April 2014

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Thursday 3 April

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07.30 - 15.00  
*The Westin Playa  
Bonita*

#### Registration Opens

The registration desk is located on level 2 of the Westin Playa Bonita.

08.30 - 09.00  
*The Westin Playa  
Bonita - Networking  
Area*

Breakfast

#### Community Breakfast

The community breakfast, served in the networking area, is an occasion for participants to meet informally.

09.00 - 10.00  
*The Westin Playa  
Bonita - Colón  
Room*

Arena Session

#### Boosting Institutional Reforms

How can long-lasting and effective institutional reforms be triggered in Latin America?

Dimensions to be addressed:

- Strengthening checks and balances
- Galvanizing political support for long-term change
- Enhancing transparency, accountability and the rule of law

*Simultaneous interpretation in English and Spanish*

*This session is on the record and webcast live.*

- **Leonel Fernández**, President of the Dominican Republic (1996-2000, 2004-2012)
- **José Miguel Insulza**, Secretary-General, Organization of American States (OAS), Washington DC
- **Moisés Naím**, Senior Associate, International Economics, Carnegie Endowment for International Peace, USA; Global Agenda Council on Geopolitical Risk

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Thursday 3 April

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- **Juan Carlos Pinzón Bueno**, Minister of National Defence of Colombia; Young Global Leader
- **Arturo Valenzuela**, Professor of Government, Georgetown University, USA

Moderated by

- **Daniel Zovatto**, Regional Director, Latin America and the Caribbean, International IDEA, Costa Rica

09.00 - 10.00  
*The Westin Playa  
Bonita - Gatun  
Room*

Interactive Session

**Regional Integration: A Hands-on Approach**

How can a pragmatic approach to regional integration deliver socio-economic progress?

Dimensions to be addressed:

- Supporting harmonization and standardization of processes
- Accelerating productive integration
- Creating opportunities for businesses and citizens

*Simultaneous interpretation in English, Spanish and Portuguese*

*This session is open to the reporting press.*

- **Manuel Arroyo**, President and Chief Executive Officer, Grupo Lauman - El Financiero, Mexico
- **Daniel Marteleto Godinho**, Secretary of Foreign Trade, Ministry of Development, Industry and Foreign Trade of Brazil
- **Hugh Donald Ratliff**, Regents Professor and Executive Director, Supply Chain and Logistics Institute, Georgia Institute of Technology, USA; Global Agenda Council on Logistics & Supply Chain Systems
- **Craig Smith**, President, Latin America and Caribbean, Marriott International, USA

Moderated by

- **Antoni Esteveordal**, Manager, Integration and Trade Sector, Inter-American Development Bank, Washington DC

09.00 - 09.30  
*The Westin Playa  
Bonita - Contadora  
Room*

One-on-One

**A Conversation with José Domingo Arias**

The beginning of a new presidential term is the ideal opportunity for Panama to refine its response to current challenges. In this session, presidential candidate José Domingo Arias will share his ideas about the country in a new global context.

*Simultaneous interpretation in English and Spanish*

*This session is open to the reporting press.*

*As the session is only 30 minutes long, please be seated early; doors will be closed at the scheduled time and no latecomers will be admitted.*

- **José Domingo Arias**, Political Leader and Presidential Candidate of Panama (Cambio Democrático)

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Thursday 3 April

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09.00 - 10.00  
*The Westin Playa  
Bonita - Plenary  
Hall*

Interviewed by

- **Rossana Fuentes-Berain**, Vice-President, Expansion, Mexico

Televised Session

**Towards a New Climate and Development Agenda**

As we approach the 2015 milestone, what will Latin America's contribution to the climate and development agendas look like?

Dimensions to be addressed:

- Challenges and opportunities in the forthcoming climate negotiations
- Integrating the social and environmental agendas
- Mainstreaming sustainability in decision-making

This session was developed in partnership with Univision.

*Simultaneous interpretation in English and Spanish*

*This session is on the record and webcast live.*

*As this session is televised, please arrive 15 minutes before the start. The door will be closed at the scheduled time. This session is on the record and webcast live.*

- **Georgie Benardete**, Co-Founder and Head, Strategy, Shopbeam, USA; Young Global Leader
- **Renat Heuberger**, Chief Executive Officer and Deputy Chairman, South Pole Carbon, Switzerland; Social Entrepreneur
- **Nicolas Ibarguen**, Publisher and Editor, Poder Magazine, USA
- **Manuel Pulgar-Vidal Otalora**, Minister of Environment of Peru
- **Carlos E. Represas**, Member of the Board, Swiss Re, Mexico

Moderated by

- **Enrique Acevedo**, Anchor, Univision, USA

09.00 - 10.30  
*The Westin Playa  
Bonita - Workstudio*

WorkStudio

**Green, Engaged and Mobile**

How can young people's aspirations trigger long-lasting change?

Dimensions to be addressed:

- New consumption trends
- Bottom-up government
- Virtual communities and borderless identities

Discussion Leaders

- **Mois Cherem Arana**, Chief Executive Officer and Co-Founder, ENOVA, Mexico; Social Entrepreneur
- **Felix Maradiaga**, Founder and Executive Chairman, Fundación Libertad (FL), Nicaragua; Young Global Leader
- **Rebeca Moreno Jimenez**, Founder, Oportunidades Para Internacionalistas, Mexico; Global Shaper

Thursday 3 April

- **Adriana Noreña**, Managing Director, Spanish Speaking Latin America, Google, USA
- **Tom Wirth**, Regional General Manager, Kudelski Group, USA
- **Ariel Zylbersztejn**, Founder, Cinepop, Mexico; Social Entrepreneur

Facilitated by

- **Gina Badenoch**, Founder and Chief Executive Officer, Ojos que Sienten, Mexico; Young Global Leader

09.45 - 10.15  
*The Westin Playa  
Bonita - Contadora  
Room*

One-on-One

**A Conversation with Juan Carlos Varela**

The beginning of a new presidential term is the ideal opportunity for Panama to refine its response to current challenges. In this session, presidential candidate Juan Carlos Varela will share his ideas about the country in a new global context.

*Simultaneous interpretation in English and Spanish*

*This session is open to the reporting press.*

*As the session is only 30 minutes long, please be seated early; doors will be closed at the scheduled time and no latecomers will be admitted.*

- **Juan Carlos Varela Rodríguez**, Political Leader and Presidential Candidate of Panama, Panameñista Party

Interviewed by

- **Rossana Fuentes-Berain**, Vice-President, Expansion, Mexico

10.15 - 11.00  
*The Westin Playa  
Bonita - Plenary  
Hall*

Plenary Session

**A Conversation with President Enrique Peña Nieto**

A conversation with President Enrique Peña Nieto on the role Mexico's transformation agenda will play in boosting the country's growth and its impact on the region's prosperity.

*Simultaneous interpretation in English, Spanish and Portuguese*

*This session is on the record and webcast live.*

- **Enrique Peña Nieto**, President of Mexico; Young Global Leader Alumnus

Moderated by

- **Leonel Fernández**, President of the Dominican Republic (1996-2000, 2004-2012)

11.15 - 12.15  
*The Westin Playa  
Bonita - Plenary  
Hall*

Televised Session

**Middle Class Matters**

How can an expanding middle class become an engine of inclusive growth in Latin America?

Dimensions to be addressed:

- Financial literacy, access to credit and fair opportunities

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- Social expectations and political empowerment
- Consumption trends and environmental woes

This session was developed in partnership with CNN en Español.

*Simultaneous interpretation in English and Spanish*

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- **Luis de la Calle Pardo**, Managing Director and Founding Partner, De la Calle, Madrazo, Mancera, S.C. (CMM), Mexico
- **Arif M. Naqvi**, Founder and Group Chief Executive, The Abraaj Group, United Arab Emirates; Co-Chair of the World Economic Forum on Latin America
- **Marcelo Côrtes Neri**, Minister of Strategic Affairs of Brazil; Global Agenda Council on Latin America
- **Sir Martin Sorrell**, Chief Executive Officer, WPP, United Kingdom; Co-Chair of the World Economic Forum on Latin America

Moderated by

- **Mario Gonzalez**, Anchor, CNN en Español, Mexico

12.30 - 13.45  
*The Westin Playa  
Bonita - Gatun  
Room*

Interactive Lunch Session

**Family and Private Businesses: Catalysts for Change?**

How can family and private businesses lead economic and societal change in Latin America?

Dimensions to be addressed:

- Adapting to a dynamic social environment
- Redefining corporate leadership and governance
- Ensuring access to funding
- Investing for social impact

*Simultaneous interpretation in English and Spanish*

Discussion Leaders

- **Jorge Becerra**, Senior Partner and Managing Director, Boston Consulting Group, Chile
- **Santiago Casanueva Pérez**, Member of the Board, Grupo CP, Reasinter Intermediario de Reaseguro, Mexico
- **Annie Koh**, Vice-President, Business Development and External Relations; Associate Professor of Finance, Singapore Management University, Singapore; Global Agenda Council on South-East Asia
- **Humberto Luiz Ribeiro**, Secretary of Commerce and Services (SCS) of Brazil; Global Agenda Council on Latin America

Moderated by

- **Manuel Rivera**, Chief Executive Officer, Grupo Expansion, Mexico

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12.30 - 13.45  
*The Westin Playa  
Bonita - Pacifica  
Room*

**Healthy Populations, Healthy Economies**

How are changing demographics and rapid urbanization transforming healthcare in Latin America?

Dimensions to be addressed:

- The role of prevention
- Sustainability of health systems
- New technologies and business models

*Simultaneous interpretation in English and Spanish*

Discussion Leaders

- **Javier Díaz**, Minister of Health, Office of the President of Panama, Panama
- **Chris Johnson**, Executive Vice-President, Nestlé, Switzerland
- **Henk S. de Jong**, Chief Executive Officer, Philips, Latin America, Royal Philips, Brazil
- **Javier Lozano**, Founder, Clinicas del Azucar, Mexico; Social Entrepreneur
- **Ricardo Marek**, President, Area Head, Takeda Pharma, Brazil
- **Andrea Perez**, Executive Director, Silent Grace Foundation, USA; Global Shaper

Moderated by

- **Sarita Nayyar**, Managing Director, Head of Consumer Industries, World Economic Forum USA

14.00 - 15.00  
*The Westin Playa  
Bonita - Plenary  
Hall*

Plenary Session

**Latin America: A Call to Action**

The Co-Chairs of the World Economic Forum on Latin America will outline the outcomes of the meeting and discuss how the region will further its agenda of bold transformation and shared progress.

*Simultaneous interpretation in English and Spanish*

*This session is on the record and webcast live.*

- **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
- **Juan Orlando Hernández**, President of Honduras
- **José Miguel Insulza**, Secretary-General, Organization of American States (OAS), Washington DC
- **Arif M. Naqvi**, Founder and Group Chief Executive, The Abraaj Group, United Arab Emirates; 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

Chaired by

- **Moisés Naím**, Senior Associate, International Economics, Carnegie Endowment for International Peace, USA; Global Agenda Council on Geopolitical Risk

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15.00 - 16.00

*The Westin Playa*

*Bonita - Networking*

*Area*

**Farewell Reception**

Please join fellow participants for the Farewell Reception to officially close the World Economic Forum on Latin America.