

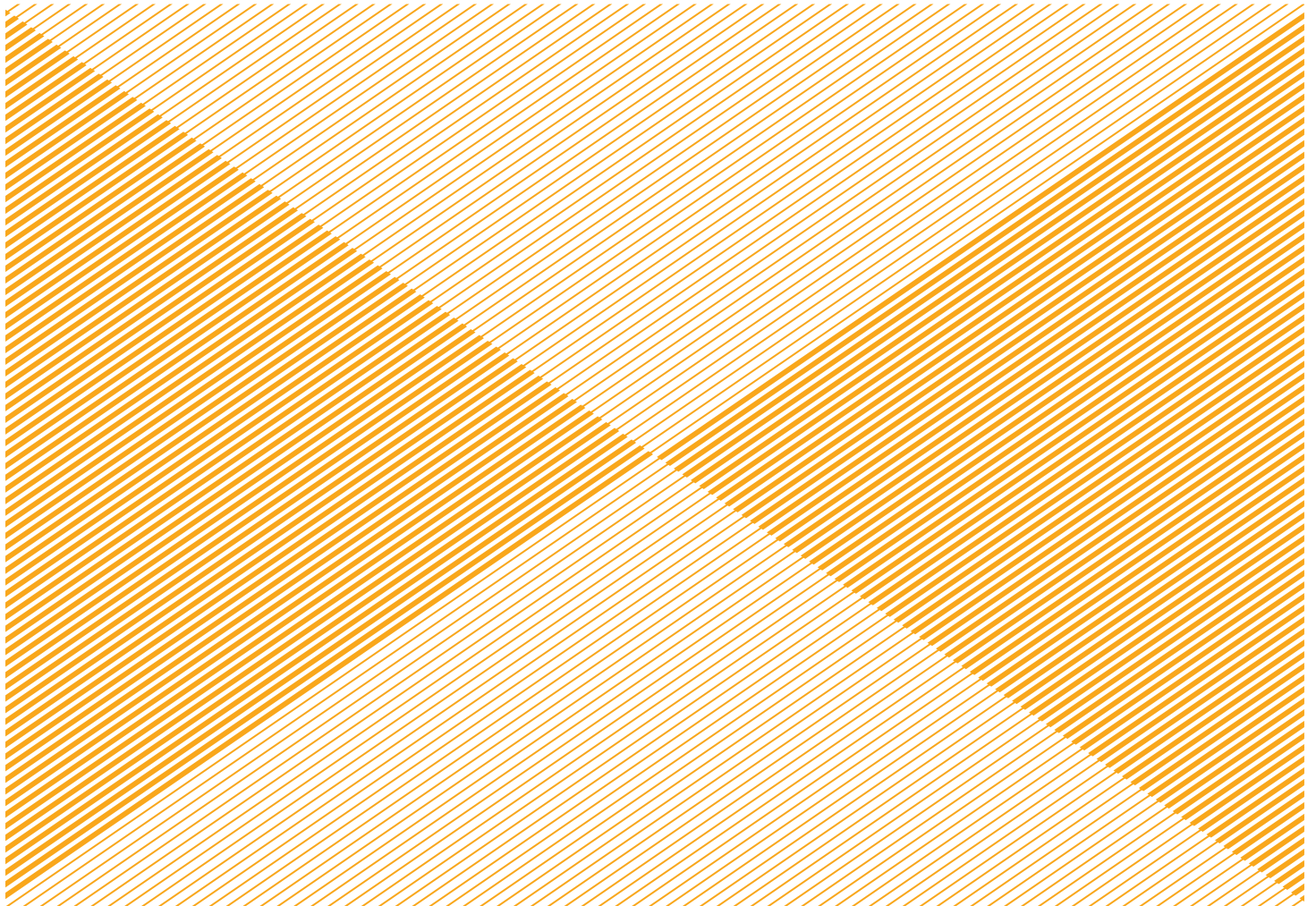
Regional Agenda

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# World Economic Forum on Latin America Meeting Overview

Medellín, Colombia 16-17 June 2016

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## Reigniting Latin America's Inclusive Growth

Latin America has enjoyed almost a decade of continual and more inclusive growth. Now the region has arrived at a crossroads, both in the face of global developments and regional transformations. On the one hand, growth rates are stalling, aggravated by external macroeconomic pressures, falling commodity prices and a low savings rate in various countries. This may put social gains at risk and result in political discontent. On the other hand, the region is entering a new phase of international trade and witnessing historic political milestones that will have regional and global impact. With a bold leadership and partnership agenda, these transformations can be actively and strategically shaped. Driven by economic diversification and innovation, built on stable and trusted public institutions and policies, Latin America can build on its strengths and resources.

Public-private collaboration will play a crucial role in mobilizing those strengths and making big strides in areas such as infrastructure investment, productivity growth and human capital. Addressing these challenges will allow the region to be a proactive agent in the Fourth Industrial Revolution.

The World Economic Forum on Latin America brings together leaders from all sectors, as well as academic thought leaders and millennials, to explore how a new prosperity agenda can be actively shaped. Returning to Colombia and hosted in the city of Medellín, the meeting gathers at a remarkable place and time: Medellín's transformation over the past two decades is a stark example of successful 21st-century urban innovation. At the same time, Colombia is close to a historic accord that promises opportunities for sustained peace, economic progress and social inclusion. These inspiring achievements teach valuable lessons and are a reminder that socio-economic advances require constant attention as well as concerted and strategic action.

# Programme Objectives

The meeting agenda will integrate the following key issues:

## Navigating regional and global priorities

Strong macroeconomic fundamentals are central for a resilient economy. They enable countries to navigate global volatility and unfavourable external scenarios. Latin America's mission now is to reinvigorate monetary and fiscal approaches in the post-commodity environment, to focus on the diversification of the economy and to harness the potential of the Fourth Industrial Revolution to ensure the region's long-term competitiveness. Equally, urban centres will become key drivers of competitiveness if a safe and sound economic and social policy framework is implemented and smart infrastructure is put in place. The new government in Argentina, the peace accord in Colombia, the rise of the opposition in Venezuela and the update of Cuba's economic framework represent transformations unfolding and impacting the region as a whole.

## Strengthening regional resilience

In the face of global volatility, it becomes even more important to strengthen Latin America's inner resilience. Known challenges need to be approached from a new angle and new solutions need to be explored. Transparency and accountability, social stability and public security – many cities and regions have achieved significant advances on these, yet further concerted action is still needed. Equally, healthcare, social safety and education need to be fundamentally transformed given the demographic developments and the skills demanded in the 21st century to advance social and economic inclusion through fulfilling jobs and careers. Mitigating environmental changes and building the economy within sustainability frameworks are critical interventions for future generations. How the region will protect its middle class from the risk of socio-economic regression is a challenge at the heart of these developments.

## Leading for a prosperous future

There is a call for action to the region's leaders to establish a forward-looking agenda and prevent setbacks on social gains and economic strides achieved in over a decade. The private sector has an important role to play driving inclusive growth and, together with policy-makers, in building trust in public-private cooperation. The digital economy is fertile ground for such cooperation since it relies on state-of-the-art infrastructure and investment. A new energy landscape shaped both by COP21 and disruptive technologies will fundamentally transform Latin America's energy sector and modes of production. Achieving industrial upgrades across sectors and attracting long-term investment need to be beams of the regional agenda. Digitization also generates the demand for new business models in order for companies to respond to new consumption patterns. Strong leadership and strategic partnerships are required to drive forward this regional transformation.

## Co-Chairs

Carlos Julio Ardila  
Chief Executive Officer, Organizacion Ardila Lulle

Brian Gallagher  
President and Chief Executive Officer, United Way Worldwide

Ilene S. Gordon  
Chairman, President and Chief Executive Officer, Ingredion Incorporated

Carlos Salazar Lomelin  
Chief Executive Officer, FEMSA

Francesco Starace  
Chief Executive Officer and General Manager, Enel SpA

# 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 and spark inspiration

**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.

**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.

**Transformation Hub** explores actions to address the region's most pressing challenges in the context of global transformations.

**WorkStudio** sessions are facilitated group discussions focusing on a compelling challenge or complex issue. The rooms are set up to allow maximum interaction among participants. They are designed with specific tasks and objectives as outlined in the session structure document and provide the highest level of interaction between participants and discussion leaders. The WorkSpace is supported by a team to enhance the experience for participants through means including graphic facilitation and recording.

## 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 Hotel Intercontinental, Medellín, Colombia.

### Where will I stay?

A block reservation has been made. PublicisLive, the Forum's operations and logistics provider, will contact you to arrange your accommodation upon confirmation of your registration.

### What does registration include?

The registration includes access to all sessions, including plenaries, interactive sessions, workshops, lunches and dinners.

### What is the working language of the meeting?

The official language of the meeting is English. Simultaneous interpretation in Spanish and Portuguese will also be available for some sessions.

### By when do I need to register?

As space is limited, we recommend that you register as soon as possible.

### Do I need a visa?

Please check with your nearest Colombian embassy or consulate for visa requirements. The World Economic Forum is not responsible for providing visas.

### 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-on-latin-america-2016>.

When you register you will receive access to TopLink, the Forum's online collaboration and interaction platform which will allow you to contribute to the agenda and receive updates on the programme, participants and other meeting highlights.

### Who do I contact for more information?

Participant Services Team

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Email: [LatinAmerica@weforum.org](mailto:LatinAmerica@weforum.org)

## Programme at a Glance

### Wednesday 15 June

08.00 - 01.00 Registration

19.00 - 21.00 Welcome Reception  
*Hosted by the City of Medellín*

### Thursday 16 June

07.00 - 19.30 Registration

08.45 - 10.45 Arena Session/  
Interactive Session/  
Solutions Session

10.00 - 11.00 Community Break

10.15 - 10.45 Transformation Hub

11.00 - 12.00 Opening Plenary  
Session

12.15 - 13.45 Community Lunch  
Sessions

14.30 - 15.15 Plenary Session

15.30 - 17.00 Arena Session/  
Solution Session/  
Interactive Session

16.30 - 17.30 Community Break

16.45 - 17.45 Plenary Session

17.15 - 19.15 Arena Session/  
Interactive Session/  
Solution Session/  
Transformation Hub

20.00 - 22.30 Cultural Soirée  
*Hosted by the  
President of  
Colombia, Juan  
Manuel Santos*

### Friday 17 June

07.00 - 16.30 Registration

08.30 - 10.00 Arena Session/  
Interactive Session

10.00 - 10.45 Community Break

10.15 - 11.15 Plenary Session

10.15 - 12.30 Arena Session/  
Solution Session/  
Interactive Session/  
Transformation Hub

11.45 - 12.45 Arena Session/  
Interactive Sessions

12.00 - 13.30 Community Lunch

13.30 - 14.30 Arena Session/  
Interactive Session/  
Solution Session

15.00 - 16.00 Closing Plenary  
Session

16.00 - 17.00 Farewell Reception

16.30 - 19.30 Learning Journeys



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IMPROVING THE STATE  
OF THE WORLD

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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.

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