

Regional Agenda

WORLD
ECONOMIC
FORUM

World Economic Forum on Latin America Overview

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

São Paulo, Brazil 13-15 March 2018

Latin America at a Turning Point: Shaping the New Narrative

Join over 750 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.



Meet the Co-Chairs



Candido Bracher
Chief Executive Officer,
Itaú Unibanco, Brazil



Paul Bulcke
Chairman of the Board,
Nestlé, Switzerland



Maria Cristina Frias
Member of the Board and Editor
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Mike Gregoire
Chief Executive Officer, CA
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Chief Executive Officer,
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Luiz Carlos Trabuco Cappi
President and Chief Executive
Officer, Banco Bradesco, Brazil



Luiza Helena Trajano
Chairwoman of the Board of
Directors, Magazine Luiza, Brazil



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

On the agenda

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 Economic Progress

The System Initiative on Shaping the Future of Economic Progress holds competitiveness labs and workshops to strengthen national competitiveness and inclusive growth in Brazil, Peru, Argentina and Mexico.

The Brazil Competitiveness Lab provides a multistakeholder platform to design and implement an actionable agenda for public-private collaboration with the aim of boosting innovation and increasing competitiveness in the country. The results from this competitiveness lab will be presented at the World Economic Forum on Latin America.

Shaping the Future of Digital Economy and Society

The Forum is collaborating with the Inter-American Development Bank (IDB) to bring internet access and connectivity to the Latin American region through the Internet for All project. This project focuses on the communities that have the most difficulty connecting to the internet because of challenges such as isolation and poverty. It establishes enduring physical and digital platforms to connect public, private, bilateral/multilateral and non-profit organizations working to close the digital divide.

The World Economic Forum on Latin America will discuss progress and lessons learned from the Internet for All project globally and within Latin America, and will explore further collaboration opportunities.

Shaping the Future of Education, Gender and Work

The Forum is collaborating with business and public sector leaders in Latin America to advance economic gender parity through country-level task forces in partnership with the IDB. Three task forces have been established, in Chile, Argentina and Panama respectively, with a focus on closing gaps in labour force participation, wages and leadership as well as changing stereotypes. The Forum is also exploring how the region can close skills gaps and prepare for the future of work, with potential deep dives in selected countries and new research.

Shaping the Future of International Trade and Investment

The Forum's Global Alliance for Trade Facilitation project (the Alliance) is leveraging business expertise, leadership and resources to co-design and support trade facilitation reforms in Colombia, in collaboration with the government. The end result will be reduced costs and waiting times at the border, strengthening trade flows, job creation and inclusive growth. Alliance projects are currently being designed with the governments of Brazil, Argentina and the Dominican Republic.

The World Economic Forum on Latin America will bring together private sector Alliance members, global and regional leaders and experts to share progress on Alliance projects, discuss regional dynamics and share best practices for implementing the World Trade Organization (WTO) Trade Facilitation Agreement.

Shaping the Future of Long-Term Investing, Infrastructure and Development

The Forum's National Infrastructure Acceleration work has achieved great traction in recent years, with approximately 50 local and international organizations combining efforts to achieve impact in selected countries across the region, including Argentina and Brazil. The World Economic Forum on Latin America will showcase existing best practice and explore new priority countries.

The programme will also feature the Sustainable Development Investment Partnership (SDIP), a project at the leading edge of blended finance. It is demonstrating the great potential for financing infrastructure by combining private sector capital with funds from governments and multilateral institutions.

A collaboration with Latin American multilateral institutions and the System Initiative on Shaping the Future of Environment and Natural Resource Security will also explore ways to accelerate investment in sustainable regional infrastructure.

Finally, the meeting will address cities' preparedness for the Fourth Industrial Revolution, and the affordable housing challenge in Latin American cities.

Shaping the Future of Production

Technologies such as 3D printing, artificial intelligence (AI), internet of things (IoT) and next-generation robotics are driving unprecedented transformations in the world of production. These transformations are unleashing competition between producers and countries, and have the potential to provide significant opportunities and growth. The Forum is helping countries in Latin America design new industrial development strategies that boost productivity, create jobs and position the region as a key player in future production systems.

The World Economic Forum on Latin America will present the results from the Country Readiness for the Future of Production project, which provides a new framework for leaders to explore alternative paths to industrial development and learn from peers.

Shaping the Future of Food Security and Agriculture

The New Vision for Agriculture (NVA) is a global initiative of the World Economic Forum which was launched in 2009 as a driver to improve food security, environmental sustainability and economic opportunity through a market-based, multistakeholder approach. In Latin America, the NVA initiative has catalysed and supports country-led action partnerships in Mexico, Colombia and Nicaragua engaging key stakeholders at all leadership levels — from national and local governments; global and local companies; international organisations; civil society and farmers associations; research and academia.

At the 2018 World Economic Forum on Latin America, together with the Government of Brazil, the NVA initiative will co-host a half-day high-level leadership dialogue bringing together 80 global and regional leaders to explore key opportunities to promote environmentally sustainable agriculture-sector growth in Latin America that will advance its role as a future breadbasket for global food security.



Featured industries

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

Agriculture, Food and Beverage

By 2050 the region's population will grow by 35% and demand 80% more food. Already a highly productive region, Latin America has the potential to be the 'breadbasket of the world' to help meet both regional and global agricultural demand. At The World Economic Forum on Latin America leaders will explore how to build inclusive, sustainable, efficient, healthy and nutritious food systems by leveraging technology solutions, policy innovation, novel partnerships and investment opportunities. This high-level leadership dialogue will explore key opportunities to promote environmentally sustainable agriculture-sector growth in Latin America that will advance its role as supplier of global food security.

Basics and Energy

The way energy is produced, distributed and consumed is changing dramatically. This transformation is complex and requires smart policy plans and updated business models. As governments and companies in Latin America take action on energy transition, the Forum project, Fostering Effective Energy Transition, is providing a global framework to support national and regional policy reforms.

In the electricity sector, accelerating grid edge technologies are at the forefront of developments. As part of the Grid Edge Transformation project, the Forum is working with Colombia to implement a framework that aims to unlock an estimated \$2.4 trillion, which could be realised by decentralizing and digitizing the electricity sector globally.

In the mining and metals area, a strong future requires credibility, cross-industry partnerships and business model innovation. The industry is one of the building blocks of the Fourth Industrial Revolution. Yet, it struggles with a negative perception that is increasing the cost of talent acquisition and socio-political tensions as well as raising questions in the investor community. Issues related to water availability, employment and infrastructure require cross-industry solutions that reach beyond corporate social responsibility (CSR). In addition, by 2030, the profitable commodities will be different to those that are profitable today. The World Economic Forum on Latin American will discuss how business models must adapt to stay relevant, competitive and sustainable in a low-carbon economy.

Financial Services

Financial services firms are pivotal in helping countries address income and wealth inequality, formalize segments of their economies and achieve economic growth. As political appetite for regional integration grows, they will also increasingly find themselves at the centre of important dialogues on the future of Latin America.

The World Economic Forum on Latin America will offer an important opportunity to discuss the financial sector's future competitive, human capital and regulatory dynamics. It will also promote financial inclusion and access to quality, affordable financial services for the unserved and underserved. Participants will also explore disruptive innovations in financial services and understand how they are changing business models and financial transactions.

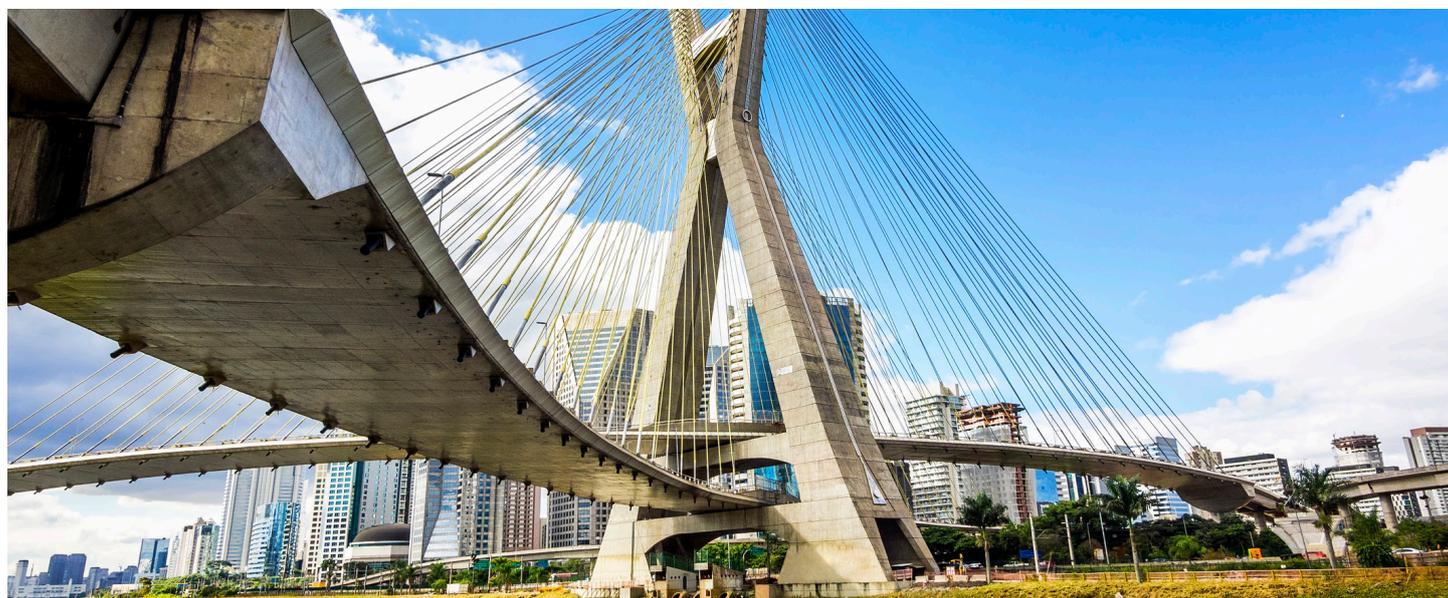
Infrastructure

Infrastructure investment can be a powerful engine for growth in Latin America and the Caribbean as the region emerges from six years of slowdown, including two years of recession in some economies. The region can dramatically improve its infrastructure by better assessing priorities and improving spending efficiency.

In 2018, the World Economic Forum Infrastructure and Urban Development community will focus on accelerating infrastructure through better risk allocation as well as increased private sector engagement and private project financing.

Digital Communications

Governments in Latin America – in collaboration with industry stakeholders – are making great progress in connecting their citizens to digital services. As more people in the region come online, the internet of things (IoT) will increasingly connect people and devices, bringing digital economy benefits to citizens who may not yet be connected. The World Economic Forum is working with local governments, technology companies and other stakeholders in Latin America to advance existing projects, such as Internet for All (see Shaping the Future of Digital Economy and Society above) and IoT for Sustainable Development.



Meet outstanding Latin American start-ups

The World Economic Forum and the International Finance Corporation (IFC) – a member of the World Bank Group – are inviting high impact Latin American start-ups to join the World Economic Forum on Latin America so they can share their innovative thinking and visionary ideas with business, policy and civil society leaders. A vast majority of them are building their business models, products and services on new technologies and aim to improve the state of the world. They will form a strong community

of Latin American entrepreneurs who can pioneer a generational transformation and unlock the region's potential while addressing basic economic and social needs. Partners can nominate and start-ups can apply via Toplink. They are selected by leading experts of the entrepreneurship ecosystem in Latin America. Applications are sourced from across the region and carefully evaluated on the basis of specific selection criteria outlined in the application, including revenue generation, funding sources and the strength of the start-up ecosystem in each country.

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
15.00 – 20.00 Registration	07.00 - 20.00 Registration	07.00 – 14.00 Registration
	08.00 - 19.15 Sessions	07.45 - 13.00 Sessions
		12.00 - 13.00 Responsible Leadership Plenary
		13.00 – 13.30 Community Lunch
		14.00 - 18.30 Community Sessions
19.30 - 21.30 Welcome Reception	20.00 - 22.30 Cultural Soirée	13.30 – 18.30 Learning Journey

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

Start-ups – High impact start-ups from Latin America

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.

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](#).

Transport

Participants are kindly asked to arrange their own travel. Please note that no transfers will be organized from/to the airport.

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 10 March 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.

Can my spouse participate in the meeting?

Due to space limitations at the venue, we will welcome spouse participation at the opening reception, cultural soirée, closing reception and learning journeys. Please contact your Forum focal point for any questions.

Vaccination

Please be informed that, due to recent updates of WHO recommendations, we strongly encourage all participants to be vaccinated against yellow fever.

<http://www.who.int/ith/updates/20180116/en/>

Who do I contact for more information?

Please send you enquiry to LatinAmerica@weforum.org.



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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.

World Economic Forum
91–93 route de la Capite
CH-1223 Cologny/Geneva
Switzerland

Tel.: +41 (0) 22 869 1212
Fax: +41 (0) 22 786 2744

contact@weforum.org
www.weforum.org