

COUNCIL OF THE **Americas**  
SYMPOSIUM

**Friday, November 3**  
The Four Seasons Hotel, Miami

- 8:00 a.m. - 9:00 a.m.      **Registration and Continental Breakfast**  
*Sky Bridge/Grand Ballroom Foyer*
- 9:00 a.m. – 10:00am.      **Welcome Remarks**  
**Susan Segal**, President & CEO, AS/COA  
*Grand Ballroom*
- Panel I – Achieving Sustainable Growth in the Americas**  
**Angel Gurría**, Secretary-General, OECD  
**Alexander Mora**, Minister of Foreign Trade, Costa Rica  
**Moderator: Andrés Gluski**, President & CEO, The AES Corporation/Chairman, AS/COA  
*Grand Ballroom*
- 10:00 a.m. – 10:50 a.m.      **Panel II – Corporate Leadership in the Digital Era**  
Technological innovation in the 21<sup>st</sup> Century has fundamentally disrupted the global economy. Leaders from all sectors and industries have had to adapt, implementing new strategies to address the power of the digital revolution and utilize the new resources available. By taking advantage of these new tools, businesses are becoming more competitive, adding value to their customers, strengthening core operations and increasing efficiency. In this panel, senior executives will discuss their personal leadership experiences in fully incorporating their organizations into the digital age, adopting new technologies and paving the way for long-term economic growth.  
**Jorge Becerra**, Senior Partner and Managing Director, The Boston Consulting Group  
**Fernando González**, CEO, CEMEX  
**Damián Scokin**, CEO, Despegar.com  
**Moderator: César Cernuda**, President, Microsoft Latin America  
*Grand Ballroom*
- 10:50 a.m. - 11:20 a.m.      **Networking Coffee Break**  
*Sky Bridge/Grand Ballroom Foyer*

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- 11:20 a.m. - 12:10 p.m. **Panel III – Facilitating Cross Border Trade and Investment in the Hemisphere**  
Despite international economic underperformance and the risk of global protectionism, some of the world’s leading companies have continued to thrive and expand in 2017. Multinational corporations in both developed and emerging economies continue to look outside their borders for opportunities. From Latin America, some regionally based companies have increased foreign direct investment in established markets such as the United States, shifting traditional patterns of growth. In this panel, senior executives will discuss foreign direct investment as well as cross border trade between emerging and developed economies.  
**Katia Bouazza**, Managing Director, Head of Latin America Capital Financing HSBC Securities Inc.  
**Andrés Conesa**, CEO, Aeromexico  
**Fernando Iraola**, Managing Director, Head of Latin America Corporate Banking and Global Transaction Services, Bank of America Merrill Lynch  
**James P. Scriven**, CEO, Inter-American Investment Corporation  
**Moderator: Xavier Serbiá**, Host, *CNN Dinero*  
*Grand Ballroom*
- 12:10 p.m. – 12:25 p.m. **Keynote Address**  
**Luis Alberto Moreno**, President, IDB  
*Grand Ballroom*
- 12:45 p.m. – 1:15 p.m. **A conversation with Horst Paulmann**, Chairman and Founder, Cencosud and **Susan Segal**, President & CEO, AS/COA  
*Miami Room*
- 1:15 p.m. - 2:45 p.m. **Lunch**  
*Grand Ballroom*

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### Afternoon Concurrent Sessions

3:00 p.m. - 4:30 p.m.

#### **Session I – Connectivity and Competitiveness: The Future of Travel in the Americas**

Tourism has long been viewed as a key element of economic growth in Latin America and the Caribbean. With the expansion of aviation routes, first class hotel accommodations, modernized infrastructure and a changing digital landscape, it has never been as easy to travel to and within the region as it is today. A rise in inbound travelers due to a stronger U.S. dollar, combined with a steady increase in intraregional and domestic travel has called upon governments and the private sector to meet a growing demand. Modernizing the tourism industry in the Americas through physical and digital connectivity is a necessity for sustainable economic growth and competitiveness. In this roundtable conversation, senior executives and experts will discuss the current state of travel and tourism investment, connectivity, safety and transportation infrastructure in region.

**Jorge Apaez**, Chief Operating Officer, Mexico, Latin America & The Caribbean, IHG

**Luciano Macagno**, Managing Director, Latin America & the Caribbean, Delta Air Lines

**Damián Scokin**, CEO, Despegar.com

**Ricardo Sánchez Baker**, CFO, Aeromexico

**Rogers Valencia Espinoza**, Vice Minister of Tourism, Peru

**Moderator: Rogerio Basso**, Principal Investment Officer and Head of Tourism, Inter-American Investment Corporation

*Coconut Grove Room*

#### **Session II – Sustainability in the Hemisphere: A Holistic Approach**

In both developed and emerging markets, corporate sustainability and sustainable investing has become a thriving market. But more importantly, corporate engagement in activities that generate social and environmental returns is increasingly regarded as a prerequisite for success. It is estimated that businesses who incorporate sustainable practices into their strategic planning can achieve up to 67 percent higher earnings compared with companies that do not. Innovation, job creation, diversity, transparency and efficient use of natural resources are just some of the practices being considered by Latin America's leading companies. In this panel, senior executives and experts will discuss efforts to advance sustainability in the region and align their organizations with the common good of all stakeholders in society, as well as the role of partnerships and multilateral organizations in fostering a culture of sustainability.

**Ana Mercedes Botero**, Director of Social Innovation, CAF

**Tyler Bryson**, Vice President, Sales, Marketing and Operations, Microsoft Latin America

**Flavio Carrillo**, Director of Capital Markets Lab, Florida International University

**Luisa García**, Partner and COO Latin America, LLORENTE & CUENCA

**Maria Fernanda Mejia**, Senior Vice President, The Kellogg Company and President, Kellogg Latin America

**Vernon Murray**, Vice President, & General Manager, Mexico and Northern Latin America, Emerson Latin America

**Gema Sacristán**, Chief Investment Officer, Inter-American Investment Corporation

**Moderator: Bernardo Guillamon**, Manager, Office of Outreach and Partnerships, IDB

*Coral Gables Room*

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### Session III - Looking to the Future: Artificial Intelligence

Breakthrough technology is revolutionizing the way we live and how businesses and societies work. Artificial intelligence is all around us, from self-driving cars to virtual assistants, to smart home devices that can learn your behavior patterns. Artificial intelligence could also potentially help solve some of the most complex global challenges, from climate change to population growth and healthcare issues. As business opportunities for artificial intelligence increase and become a key tool for competitive advantage, how can leaders incorporate emerging technologies into their business model to benefit their companies and society? Top business leaders and experts will be discussing how artificial intelligence platforms are transforming the world we live in, while at the same time working together to better navigate the future.

**Daniel Alarcón**, CEO & Co-Founder, Logiety Technology

**Ana Paula Assis**, General Manager, IBM Latin America

**Guillermo Güémez Sarre**, Chief Technology Officer, Grupo Financiero Banorte

**Stephen Stefani**, Head of Oncology, Hospital do Câncer Mãe de Deus

**Moderated by: Jorge Becerra**, Senior Partner and Managing Director, The Boston Consulting Group

*Miami Room*

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