



# THE AMERICAS COMPETITIVENESS FORUM IV

Promoting Prosperity and Economic Opportunity | NOVEMBER 14 -16, 2010 | ATLANTA, USA

## SATURDAY, NOVEMBER 13

9:00 a.m. – 6:00 p.m.

Registration

*Atlanta Marriott Marquis Hotel - Atrium Level*

## SUNDAY, NOVEMBER 14

9:00 a.m. – 6:00 p.m.

Registration

*Atlanta Marriott Marquis Hotel - Atrium Level*

8:30 a.m. – 1:00 p.m.

III Meeting of Americas Competitiveness Authorities and Councils *(closed)*

*Atrium 602*

2:30 p.m. – 5:30 p.m.

Compete Caribbean Workshop

*Atrium 601*

6:00 p.m. – 7:30 p.m.

Welcome Reception

*Atrium Ballroom Foyer*

Speakers:

- Kasim Reed, Mayor, City of Atlanta *(confirmed)*
- Gary Locke, Secretary of Commerce, United States *(confirmed)*

## MONDAY, NOVEMBER 15

8:00 a.m. – 5:00 p.m.

Registration

*Atlanta Marriott Marquis Hotel - Atrium Level*

9:00 a.m. – 9:30 a.m.

Welcome to the ACF 2010

*Atrium Ballroom*

Speakers:

- Kasim Reed, Mayor, City of Atlanta *(confirmed)*
- Gary Locke, U.S. Secretary of Commerce *(confirmed)*

Master of Ceremonies:

- Francisco Sánchez, U.S. Under Secretary of Commerce for International Trade *(confirmed)*

<b>9:30 a.m. – 10:00 a.m.</b>	<b>Opening Keynote</b> <ul style="list-style-type: none"> <li>• Jim Clifton, President and CEO, The Gallup Organization (<i>confirmed</i>)</li> </ul> <b>Atrium Ballroom</b>
<b>10:00 a.m. – 11:00 a.m.</b>	<b>The 2020 Competitiveness Agenda for the Americas</b> <b>Atrium Ballroom</b>
	<u>Speakers:</u> <ul style="list-style-type: none"> <li>• Enrique Garcia, President and CEO, Andean Development Corporation (<i>confirmed</i>)</li> <li>• José María Figueres, CEO, Concordia 21 (<i>confirmed</i>)</li> <li>• José Miguel Insulza, Secretary General, Organization of American States (<i>invited</i>)</li> <li>• Pamela Cox, Vice President, Latin America and Caribbean Region, World Bank (<i>confirmed</i>)</li> </ul> <u>Moderator:</u> <ul style="list-style-type: none"> <li>• Andrés van der Horst, Minister and Executive Director, National Competitiveness Council of the Dominican Republic (<i>confirmed</i>)</li> </ul>
<b>11:00 a.m. – 11:15 a.m.</b>	<b>Coffee Break</b> <b>Atrium Ballroom Foyer</b>
<b>11:15 a.m. – 12:30 p.m.</b>	<b>Breakout Panels I</b>
<b>INNOVATION AND GREEN TECHNOLOGIES</b> <i>Educating a 21<sup>st</sup> Century Green and Sustainable Workforce</i> <b>Atrium 703</b>	<u>Panelists:</u> <ul style="list-style-type: none"> <li>• Marco Antonio Stefanini, President, Stefanini IT Solutions (<i>invited</i>)</li> <li>• Ann Randazzo, Director, Center for Energy and Workforce Development (<i>invited</i>)</li> <li>• Jane Oates, Assistant Secretary of Employment and Training, U.S. Department of Labor (<i>invited</i>)</li> </ul> <u>Moderator:</u> <ul style="list-style-type: none"> <li>• Dr. Gary Gereffi, Director, Center on Globalization, Governance, and Competitiveness, Duke University (<i>confirmed</i>)</li> </ul>
<b>EDUCATION AND WORKFORCE DEVELOPMENT</b> <i>The Role of Technology in Improving Academic Performance</i> <b>Atrium 704</b>	<u>Panelists:</u> <ul style="list-style-type: none"> <li>• Esteban Bullrich, Minister of Education of the City of Buenos Aires (<i>invited</i>)</li> <li>• Eugenio Severin, Director, Information and Communication Technologies in Education, Inter-American Development Bank (<i>invited</i>)</li> <li>• Humberto Diez, Secretary of Education of Antioquia Department, Colombia (<i>invited</i>)</li> </ul> <u>Moderator:</u> <ul style="list-style-type: none"> <li>• Robert Lindberg, President and Executive Director, National Institute of Aerospace (<i>confirmed</i>)</li> </ul>
<b>ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT</b> <i>Social Inclusion through Entrepreneurship</i> <b>Atrium 706</b>	<u>Panelists:</u> <ul style="list-style-type: none"> <li>• Adriana Fabrega, Director, Discover the World Marketing (<i>confirmed</i>)</li> <li>• Yaribeth deLeon de Deago, General Manager, NATIVAES S.A. (<i>confirmed</i>)</li> <li>• Jonathan Burke, Programme Manager, Jamaica Violence Prevention, Peace, and Sustainable Development Programme, Ministry of National Security (<i>confirmed</i>)</li> <li>• Pablo Largacha, Vice President, Public Affairs and Communications, Coca-Cola Latin Center (<i>confirmed</i>)</li> </ul> <u>Moderator:</u> <ul style="list-style-type: none"> <li>• David Hinson, National Director, U.S. Minority Business Development Agency (<i>confirmed</i>)</li> </ul>

<p><b>SUPPLY CHAIN CONNECTIONS</b></p> <p><i>Keeping Connections Fast: Ensuring the Security and Stability of the Supply Chain</i></p> <p><b>Atrium 707</b></p>	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>• Jose Acosta, Vice President, Public Affairs and Strategy, UPS Latin America (<i>confirmed</i>)</li> <li>• Birgit Matthiesen, Special Advisor to the President, Candian Manufacturers and Exporters (<i>confirmed</i>)</li> <li>• Yolanda Mayora de Gavidia, Secretary General, Secretariat of Economic Integration of Central America (<i>confirmed</i>)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>• Sergio Mujica, Deputy Secretary General, World Customs Organization (<i>invited</i>)</li> </ul>
<p><b>1:00 p.m. – 2:15 p.m.</b></p>	<p><b>Keynote Luncheon</b></p> <ul style="list-style-type: none"> <li>• Scott Davis, Chairman and CEO, UPS (<i>confirmed</i>)</li> </ul> <p><b>Atrium Ballroom</b></p>
<p><b>2:30 p.m. – 3:45 p.m.</b></p>	<p><b>Breakout Panels II</b></p>
<p><b>INNOVATION AND GREEN TECHNOLOGIES</b></p> <p><i>Efficiency: Energy and Water</i></p> <p><b>Atrium 703</b></p>	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>• Emiliano Pedraza Hinojosa, Director General, National Commission for Energy Efficiency, Mexico (<i>invited</i>)</li> <li>• Steven Nadal, Executive Director, American Council for an Energy-Efficient Economy (<i>invited</i>)</li> <li>• Jeffrey Fulgham, Chief Sustainability Officer, GE Power and Water (<i>confirmed</i>)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>• Brian Castelli, Executive Vice President for Programs and Development, Alliance to Save Energy (<i>invited</i>)</li> </ul>
<p><b>EDUCATION AND WORKFORCE DEVELOPMENT</b></p> <p><i>Retooling the Post-Secondary Education Model: The Growing Influence of Community Colleges in the Americas</i></p> <p><b>Atrium 704</b></p>	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>• Franka Bernardine, Minister of Education and Human Resource Development, Grenada (<i>invited</i>)</li> <li>• Joaquín Lavín Infante, Minister of Education, Chile (<i>invited</i>)</li> <li>• Alberto Maldonado, Chancellor, Universidad del Este, Puerto Rico (<i>confirmed</i>)</li> <li>• Maria Levens, Director, Department of Human Development, Organization of American States (<i>invited</i>)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>• Dr. Jill Biden, Adjunct Professor, Northern Virginia Community College (<i>invited</i>)</li> </ul>
<p><b>ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT</b></p> <p><i>More than a Loan: Robust Financial Services for SMEs</i></p> <p><b>Atrium 706</b></p>	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>• Jorge Roldan, Director, Technical Assistance and Strategic Partnerships Directorate, Inter-American Investment Corporation (<i>confirmed</i>)</li> <li>• Alejandro Alvarez de la Campa, Program Manager, Secured Lending, International Finance Corporation (<i>confirmed</i>)</li> <li>• Michael Penfold, Deputy Director for Public Policy and Competitiveness, Andean Development Fund (<i>confirmed</i>)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>• Charles Tansey, Senior Vice President for Small Business, U.S. Export-Import Bank (<i>invited</i>)</li> </ul>
<p><b>SUPPLY CHAIN CONNECTIONS</b></p> <p><i>Delivering Fresh: Special Handling Considerations in Complex Supply Chains</i></p> <p><b>Atrium 707</b></p>	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>• Beatriz Tubino, Agricultural Manager, Association of Exporters of Peru (ADEX) (<i>invited</i>)</li> <li>• Charles Bennet, Director of Cold Chain Logistics, Pfizer (<i>confirmed</i>)</li> <li>• Scott Boyer, Associate Director of Transportation, Kraft Foods (<i>invited</i>)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>• Dr. J. Donald Ratliff, Executive Director Supply Chain and Logistics Institute, Georgia Institute of Technology (<i>confirmed</i>)</li> </ul>

2:30 p.m. – 4:00 p.m.	<b>Mayors' Summit</b> <i>(closed)</i>  <i>Atlanta Marriott Marquis, Room TBD</i>	
4:00 p.m. – 5:00 p.m.	<b>Market Opportunity Session</b> Southern Cone  <i>Atrium 601</i>	<b>Market Opportunity Session</b> Caribbean  <i>Atrium 602</i>
5:15 p.m. – 6:15 p.m.	<b>Market Opportunity Session</b> Central America  <i>Atrium 601</i>	<b>Market Opportunity Session</b> Andean Region  <i>Atrium 602</i>
6:30 p.m. – 7:30 p.m.	<b>Market Opportunity Session</b> Haiti  <i>Atrium 601</i>	<b>Market Opportunity Session</b> North America  <i>Atrium 602</i>
8:00 p.m. – 10:00 p.m.	<b>Official Dinner</b>  <i>Atrium Ballroom</i>	
<p><u>Welcome Remarks:</u></p> <ul style="list-style-type: none"> <li>Gary Locke, Secretary of Commerce, United States <i>(confirmed)</i></li> </ul> <p><u>Presentation of Americas Award for Excellence in Public Service</u></p> <ul style="list-style-type: none"> <li>Dr. Carlos Lopes, Executive Director, United Nations Institute for Training and Research <i>(invited)</i></li> </ul>		
<b>TUESDAY, NOVEMBER 16</b>		
9:00 a.m. – 10:30 a.m.	<b>Presidential Plenary</b>  <i>Atrium Ballroom</i>	
<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>His Excellency Felipe Calderón Hinojosa, President of the United Mexican States <i>(invited)</i></li> <li>Her Excellency Laura Chinchilla Miranda, President of Costa Rica <i>(invited)</i></li> <li>His Excellency Alvaro Colom Caballeros, President of the Republic of Guatemala <i>(invited)</i></li> <li>His Excellency Leonel Fernández Reyna, President of the Dominican Republic <i>(invited)</i></li> <li>His Excellency Juan Manuel Santos Calderón, President of the Republic of Colombia <i>(invited)</i></li> <li>His Excellency José Mujica Cordano, President of the Oriental Republic of Uruguay <i>(invited)</i></li> <li>His Excellency Sebastián Piñera Echenique, President of the Republic of Chile <i>(invited)</i></li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>Charlie Rose, Host and Executive Producer, <i>The Charlie Rose Show</i> <i>(invited)</i></li> </ul>		
10:30 a.m. – 11:15 a.m.	<b>Keynote Address</b>  <ul style="list-style-type: none"><li>Dr. Edward Gordon , author of <i>Winning the Global Talent Showdown</i> <i>(invited)</i></li></ul>	
11:15 a.m. – 11:30 a.m.	<b>Coffee Break</b>  <i>Atrium Ballroom Foyer</i>	
11:30 a.m. – 12:45 p.m.	<b>Breakout Panels III</b>	

<p><b>INNOVATION AND GREEN TECHNOLOGIES</b></p> <p><i>Renewable Energy</i></p> <p><b>Atrium 703</b></p>	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>Jerry Butler, Chairman, The Caribbean Renewable Energy Forum (<i>confirmed</i>)</li> <li>Mark Lambrides, Division Chief for Energy and Climate Change, Department of Sustainable Development, Organization of American States (<i>confirmed</i>)</li> <li>Neil Auerbach, Managing Partner, Hudson Clean Energy (<i>invited</i>)</li> <li>Nicholas Parker, Executive Chairman, Cleantech Group (<i>confirmed</i>)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>Jose Fernandez, Assistant Secretary of State, Economic, Business and Energy Affairs (<i>confirmed</i>)</li> </ul>
<p><b>EDUCATION AND WORKFORCE DEVELOPMENT</b></p> <p><i>Shaping the Talent Pipeline to Sustain Economic Growth: Success Stories</i></p> <p><b>Atrium 704</b></p>	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>Lucy Molinar, Minister of Education, Panama (<i>invited</i>)</li> <li>Melanio Paredes, Minister of Education, Dominican Republic (<i>invited</i>)</li> <li>Dr. Edward Greene, Assistance Secretary General for Human Development, CARICOM (<i>invited</i>)</li> <li>Bill Merrigan, Site Leader, Global Business Service Center, Procter and Gamble Costa Rica (<i>confirmed</i>)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>Ursula Burnes, CEO, Xerox Corporation (<i>invited</i>)</li> </ul>
<p><b>ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT</b></p> <p><i>Promoting Regional Innovation</i></p> <p><b>Atrium 706</b></p>	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>Sérgio Queiroz, Coordinator for Research and Innovation, São Paulo Research Foundation (<i>confirmed</i>)</li> <li>Otto Granados, Director of the Institute of Public Administration, Tecnológico de Monterrey (<i>confirmed</i>)</li> <li>Dr. Fernando Amestoy, CEO, National Research and Innovation Agency, Uruguay (<i>confirmed</i>)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>Karen Mills, Administrator, Small Business Administration, United States (<i>invited</i>)</li> </ul>
<p><b>SUPPLY CHAIN CONNECTIONS</b></p> <p><i>Financing the Supply Chain: Making Good Economic and Strategic Decisions</i></p> <p><b>Atrium 707</b></p>	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>Jaime Rivera, Foreign Trade Bank of Latin America, Inc. (BLADDEX) (<i>invited</i>)</li> <li>Matías Acevedo, Corporate Manager, Chilean Economic Development Agency (<i>invited</i>)</li> <li>Daniel Scanlan, Regional Head of Transaction Banking, Americas, Standard Chartered Bank (<i>confirmed</i>)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>Dr. Arturo Cruz, Central American Institute of Business Administration (INCAE) (<i>invited</i>)</li> </ul>
<p><b>12:45 p.m. – 2:00 p.m.</b></p>	<p><b>Keynote Luncheon</b></p> <p><i>Atrium Ballroom</i></p>
<p><b>2:00 p.m. – 3:15 p.m.</b></p>	<p><b>Executive Plenary</b></p> <p><i>Atrium Ballroom</i></p>
	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>Frederico Fleury Curado, President and CEO, Embraer (<i>confirmed</i>)</li> <li>Dionisio Gutiérrez Mayorga, President, Corporación Multi Inversiones (<i>confirmed</i>)</li> <li>Eduardo Solorzano, President and CEO, Walmart Latin America (<i>confirmed</i>)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>Deborah Wince-Smith, President, U.S. Council on Competitiveness (<i>confirmed</i>)</li> </ul>
<p><b>3:15 p.m. – 3:30 p.m.</b></p>	<p><b>ACF 2010 Closing</b></p> <p><i>Atrium Ballroom</i></p>

Speakers:

- Gary Locke, Secretary of Commerce, United States (*confirmed*)

**3:30 p.m. – 5:30 p.m.****Meeting of Ministers of Economy, Industry, and Commerce of the Americas and the Caribbean**  
(*closed*)*Atrium 602***3:30 p.m. – 6:15 p.m.****U.S. – Central America Renewable Energy Forum***Atrium 706***6:30 p.m. – 8:00 p.m.****Closing Reception***Federal Reserve Bank of Atlanta*Speaker:

- Mr. Todd Green, Vice President for Economic and Community Development, Federal Reserve Bank of Atlanta (*confirmed*)