



THE AMERICAS  
**COMPETITIVENESS  
FORUM III**  
SEPTEMBER 27-29, 2009 | SANTIAGO, CHILE



COMPETITIVENESS IN TIMES OF CRISIS



OFFICIAL PROGRAM



## III FCA PRELIMINARY PROGRAM COMPETITIVENESS IN TIMES OF CRISIS

September 27

18:00 – 19:30 OFFICIAL WELCOME RECEPTION AT THE SHERATON HOTEL.

September 28

9:00 – 9:30 REGISTRATION

9:00 – 9:30 OPENING CEREMONY



• Hugo Lavados, Minister of Economy, Chile.

• Gary Locke, United States Secretary of Commerce



9:40 – 11:00 OPENING PLENARY SESSION



**POLITICS AND ECONOMICS IN THE CONTEXT OF CRISIS.**

President of Chile, Michelle Bachelet.



President of Guatemala, Álvaro Colom.

José Miguel Insulza, Secretary General, Organization of American States (OEA)



11:00 – 11:30 COFFEE BREAK

11:30 – 13:00 PLENARY SESSION

**COMPETITIVENESS IN TIMES OF CRISIS**



Moderator: Pier Carlo Padoan, Deputy Secretary General, OECD.

Gerardo Ruiz Mateos, Minister of Economy, Mexico.



Luciano Coutinho, President, Brazilian Development Bank (BNDES).

Jean Paul Luksic, President, Antofagasta Minerals PLC.



For an economy to develop sustainably, a robust business climate is fundamental, especially in times of crisis. This involves a number of factors, including clear and stable rules, highly qualified human capital, ever-increasing innovation, and sustainable energy policies.



• What factors could have a stronger effect as development boosters in our economies?

• What factors are restraining growth in our countries?

• Where is the emphasis being placed, and which areas are lagging behind?

13:00 – 14:30 LUNCH



14:30 – 16:00 PARALLEL PANELS



**ENERGY AND ENVIRONMENT: NEW ANSWERS.**

Nancy Ryan, Deputy, Executive Director for Policy of the California Public Utilities Commission, US.



Christopher Padilla, Vice President, Governmental Programs IBM Corporation.



David Cleary, Director of Sustainable Harvests, Latin America Region, The Nature Conservancy.



Marcelo Tokman, Minister of Energy, Chile.

Energy is a key factor for economic growth, and supply problems along with cost increases have undermined our competitiveness. We now face a double challenge, i.e. how to seek new and better energy resources to promote sustainable development both in economic and environmental terms.

• How could a steady, low-cost energy supply be guaranteed?

• Are we doing our best to foster innovation towards alternative energies with lower carbon emissions?

• Are we consuming more than necessary? How could a culture of energy efficiency be promoted?



**INCREASING THE VALUE OF DISTRIBUTION CHAINS.**

Vicente Trius, President and CEO Wal-Mart Latin America.



David Short, Senior Counsel, Trade & International Affairs FedEx Express FEDEX.



Chelsea C. White, Director, Supply Chain and Logistics Institute, Georgia Tech.



Audley Shaw, Minister of Finance and Public Service, Jamaica, Aduana en Línea.

Many of the competitiveness problems currently faced by Latin American countries are related to deficient logistics processes. Relying on efficient distribution chains is fundamental to conquering new markets.

• What are the new technological advances that can help increase the value chain?

• How can transportation networks contribute to improving the distribution chains of our companies?

• How can the P2P mass phenomenon be incorporated?



### GLOBAL SERVICES & ITS: SPRINGBOARD FOR INTERNATIONAL TRADE.

Carlos Álvarez, Vice President CORFO, Chile.



Clint Robinson, Vice President for the Américas, Research in Motion Ltd, Canada.



Debora Giorgi, Production Minister, Argentina.



Emilio Gilolmo, President, Fundación Telefónica, Chile.

Information and communications technologies are dramatically changing the way to do business. They are not only necessary to reduce costs and gain competitiveness, but also for building ties with consumers.

- What successful IT experiences should be replicated or spread in Latin America?
- How can mass connectivity be accelerated to reduce the digital gap of smaller businesses?
- How could ITs promote more efficient and effective governments?

### 16:00 – 16:20 COFFE BREAK

### 16:30 – 18:00 PARALLEL PANELS

#### INNOVATION IN THE AGRO-INDUSTRY.



José Miguel Aguilera, National Academy Award in Applied Sciences, Chile.



Luis Pagani, Manuel San Pedro, Gerente de Innovación Corporativa, Grupo Arcor, Argentina.



Mercedes Aráoz, Production Minister, Perú.

The food industry has been the driving force for growth and global economic integration for many countries in the region. The question is how to add value to these products and be able to satisfy new consumer demands. A gradual shift into the agro industry, with high quality products and safety standards, has been shown to be effective.

- Are there innovations that allow for a decrease in production costs, an improved use of resources, or a decrease in environmental impact?
- How can food quality control processes be introduced to ensure that they are completely harmless and safe?
- How can new technologies be developed and applied to improve the nutritional quality and duration of products?



### ENTREPRENEURSHIP: THE VALUE OF STARTING OVER.



Beatriz Nofal, President, National Investment Development Agency, Prosperar, Argentina.



Wenceslao Casares, CO-CEO Bling Nation.



Susan Segal, President and CEO of the Americas Society and Council of the Americas, US.



Eduardo Sibaja Arias, Minister of Economy, Industry and Commerce, Costa Rica.

It is said that there is always a failure in the history of a successful entrepreneur. Therefore, it is vital to strengthen policies that provide those who fail with a new opportunity, thus eliminating the social stigma attached to those who are not successful the first time.

- What are the barriers against starting over in our economies and how can they be overcome?
- What are the respective roles of the public and the private sectors?
- How can an entrepreneurial and innovative culture be developed from early childhood?

### DEVELOPMENT OF TALENTS FOR A NEW ECONOMY.



Flavio Espinal, Lawyer, República Dominicana.



Peter Wiegandt, Vice Presidente L.A, Dell Computers.



María Tereza Fleury, Director Fundacion Getulio Vargas, Brazil.



Michael Penfold, Director Adjunto de Políticas Públicas y Competitividad, Corporación Andina de Fomento (CAF).



Rubén Morales Monroy, Minister of Economy, Guatemala.

One of the top challenges in every economy consists in developing human capital. Besides being difficult, this task is also urgent – our future prosperity will largely depend on our capacity to form a labor force equipped for the knowledge economy. This will ensure our future productivity and competitiveness.

- Are available educational opportunities in line with the needs of the labor market?
- How could the educational system be improved to enable innovation and entrepreneurship in our countries?
- What is the impact of policies that promote domestic and international exchange, and “learning by visiting” policies?

### 18:00 – 19:00 REGIONAL MARKET OPPORTUNITIES

Ministries, along with other participants of the Forum, will present on current business and investment opportunities in their own countries.

### 20:30 – 22:30 OFFICIAL DINNER. ESPACIO RIESCO.



September 29

## 9:00 – 10:30 PARALLEL PANELS

**INNOVATIVE STRATEGIES FOR COMPETITIVENESS.**

Eduardo Bitrán, President, National Council of Innovation for Competitiveness, Chile.



Eduardo Wanick, President, DuPont Latin America.



John Kao, President, Kao &amp; Co. Capabilities.



Tony Clement, Minister of Economy, Canada.



The main driver for competitiveness in the global economy is the capacity to apply and combine knowledge to create new products, services and processes that have value in the market. Those countries that fail to add innovation to their economies will lose competitiveness.

- How important is it to rely on a domestic innovation strategy?
- What costs and benefits are expected to be obtained?
- How can innovation reach businesses and people?
- What is the effect of soft innovation on productivity?

**LESS PAPERWORK: STREAMLINING BUREAUCRACY.**

Miguel Porrua, e-Government Coordinator OEA.



Carlos Enrique Custodio, IRSA Exporta Fácil Brasil, Presidente de Correos, Brazil.



Gabriel Casaburi, Senior Economist, BID.



Eduardo Jaen, Head of the Secretary for Governmental Innovation, Panamá.



Ulrich Frei, Executive Director, FUNDES, Costa Rica.

Many economies in our continent engage in bureaucratic, time-consuming processes that delay and hinder businesses. This is a basic component in the creation of new businesses, and in the entrepreneurial process as a whole.

- What specific effects does the existence of excessively bureaucratic systems have on the economy and competitiveness?
- What advances have our countries made over the past years?

**INFRASTRUCTURE FOR COMPETITIVENESS: PORTS.**

Andrea Scheid Rothkopf, Vice President Western Hemisphere Affairs. U.S Chamber of Commerce.



Whit Hughes, Deputy Director Mississippi Development Authority.



Dr. Paulino Moreira da Silva Vicente, Infrastructure Director, Puerto de Santos, Brazil.



Alberto Alemán, Director, Puerto de Panamá, Panama.



María Elsa Viteri, Finance Minister, Ecuador.



It is not possible to have a successful role in the global economy without relying on improved infrastructure for international trade. Port systems can add as well as reduce competitiveness.

- How can you build public-private alliances to develop more and better ports?
- What are the new port operation paradigms?
- How could high efficiency levels be promoted without reducing port operation competitiveness?

## 10:30 – 11:00 COFFEE BREAK

## 11:00 – 12:30 PLENARY SESSION

**FINANCING IN TIMES OF CRISIS.**

Luis Enrique Berrizbeitia, Executive Vice President, CAF.



Guido Mantega, Minister of Economy, Brazil.



Richard Lyons, Dean Business Haas School University of California Berkeley.



Rodney Martin, Chairman and Chief Executive Officer, Alico.



A sound capital market lays the foundation for a dynamic economy capable of growing, responds to change, and generates business opportunities.

- How should financial markets be regulated to ensure their stability without restraining their capacity to innovate and adapt to changes?
- What instruments allow smaller businesses to have access to competitive financing?

## 12:30 – 13:30 CLOSING PLENARY SESSION



PRESIDENT OF BRAZIL, LUIZ INÁCIO LULA DA SILVA.

## 13:30 – 15:00 LUNCH



SPEAKER: PIER CARLO PADOAN, DEPUTY SECRETARY GENERAL, OECD.

## 15:00 – 17:00 MEETING OF MINISTERS OF ECONOMY, INDUSTRY AND COMMERCE OF THE AMERICAS AND THE CARIBBEAN.

CONFIRMED COUNTRIES: ARGENTINA, CHILE, BOLIVIA, PERÚ, ECUADOR, BRASIL, EL SALVADOR, GUATEMALA, JAMAICA, PUERTO RICO, MÉXICO, USA, CANADÁ.

## 15:00 – 17:00 MEETING OF COMPETITIVENESS COUNCILS OF THE AMERICAS AND THE CARIBBEAN CALLED BY OAS

CONFIRMED COUNTRIES: ARGENTINA, PERÚ, CHILE, PARAGUAY, URUGUAY, COLOMBIA, BRASIL, VENEZUELA, REPUBLICA DOMINICANA, EL SALVADOR, PANAMÁ, MÉXICO, USA, BID.

## 15:00 – 17:00 BUSINESS AND INVESTMENT ROUNDTABLES IN ENERGY, GLOBAL SERVICES AND AGROINDUSTRY

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