



IV Annual Convention

25 – 26 SEPTEMBER, 2014 / BUENOS AIRES, ARGENTINA

Latin America in the Knowledge
and Information Economy



Latin America in the Knowledge and Information Economy

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Our Goals:



Launch the Regional Information System for Trade in Services



Promote Latin America's competitiveness in the Knowledge Economy



Explore the newest trends and business opportunities



25 SEPTEMBER, 2014

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Enhancing Latin America's competitiveness in Trade in Services

08.30 to 09.00 **Registration**

09.00 to 09.15 **Welcome:**
Carlos de la Vega (President, CAC),
Paulina Nazal (Director of Multilateral Economic Affairs , DIRECON, Chile)

09.15 to 10.00 **Information as a key element for business decisions: The Regional Information System for Global Services**

ALES, thanks to IDB, created the most innovative and complete Information System for services exporters, investors and Trade Promotion Agencies. Make important decisions on accurate numbers and personalized rankings.

Speakers: Antoni Esteveadoral (Commerce and Integration Manager, IDB),
Javier Peña Capobianco (General Secretary, ALES).

Moderator: Berioska Torres (Executive Director, AESOFT of Ecuador)

10.00 to 10.45 **Service Exports Public Policies in Latin America**

How can Latin America boost its participation in the Global Service Market and take advantage of its nearshore condition within the global delivery model? Insights on the public policies aimed at developing our countries service exports.

Keynote: Danilo Astori (Vicepresident, Uruguay).

Speakers: Paulina Nazal (Director of Multilateral Economic Affairs , DIRECON, Chile)
Carlos Bianco (Secretary of International Economy Relations, Minister of Foreign Affairs of Argentina)

Moderator: Vilma Sierra (Executive President, FIDE of Honduras)

10.45 to 11.15 **Coffee & Networking**

11.15 to 12.00 **Women's Leadership in the Global Services Industry**

Meet some of the most successful women of Latin America's Global Services Sector.

Speakers: Silvia Tenazinha (Managing Director, ORACLE for Argentina, Paraguay, Uruguay & Bolivia),
Jean Shaw (Sabre Global Customer Support Centers, Vice President).

Moderator: Ninoshka Linde (Marketing Director, InvestinGuatemala)

12.00 to 12.45 **Understanding and entering into Global Value Chains**

Services generate the most value within the Global Value Chain. What is more, the creation of value happens especially when Knowledge Intensive Business Services (KIBS) are required: at the chain beginning (R&D, design and creating innovation) and at its end (marketing, brand management and after sales services). This panel will discuss on the Global Value Chain entry possibilities.

Keynote: Karina Fernandez-Stark (Senior Research Analyst, Center on Globalization, Governance & Competitiveness, Duke University)

Speakers: Víctor Manuel Muñoz Rodríguez (Global Delivery Director, Carvajal Tecnología y Servicios).
Roberto Alexander (President and CEO, IBM Argentina)

Moderator: Daniel Legarda (Vicepresident, FEDEXPOR of Ecuador)

12.45 to 13.45 **Lunch for all participants**



| PM | Discovering Business Opportunities |
|----------------|---|
| 13.45 to 14.15 | <p>Going Global via social networks</p> <p>The growing importance of social media for business Keynote: Alejandro Zuzenberg (Southern Cone Director, Facebook, Argentina) Speaker: Mikael Larsson (Integration and Trade Specialist, IDB) Moderator: Manuel Ferreira (Economic Affairs Director, Chamber of Commerce, Industries and Agriculture of Panama)</p> |
| 14.15 to 15.00 | <p>Crowdsourcing wisely</p> <p>Whether it is considered a business practice, labour model or funding source, crowdsourcing continues to evolve in Latin America. Discover the opportunities of branching out into new sectors, working as a self-employed professional and obtaining funds for your projects: there's a crowd for everything! Keynote: Natalia Levina (Associate Professor, New York University) Speakers: Tomas O'Farrell (Co-Founder, Workana, Argentina) Moderator: Gabriel Molteni (Chief Economist, Argentine Chamber of Commerce)</p> |
| 15.00 to 15.45 | <p>Like your personal intelligent assistant? Welcome to the Cognitive Analysis era</p> <p>The skyrocket growth of Business Analytics and Social Media has evolved in new approaches a information discovery and decision making. Cognitive analysis allows real time big data processing. Keynote: Elliott Torres (Manager, System Integration, Deloitte Consulting) Speakers: Juan Pablo Marin (Co-Founder and CIO - Chief Innovation Officer, Aentropico), Ariel Di Stefano (Founder & CEO, Shopperception) Moderator: Norberto Capellán (President, CICOMRA of Argentina)</p> |
| 15.45 to 16.15 | <p>Coffee & Networking</p> |
| 16.15 to 17.00 | <p>Upgrading in the BPO market</p> <p>Upgrading in the BPO market is quite challenging. Today, disruptive technologies are pushing the bar and BPO companies are required to exploit their full potential. Keynote: Eric Simonson (Managing Partner, Everest Group) Speaker: Gustavo Tasner (Center Director - BPO, Capgemini LatAm, Guatemala) Moderator: Mariana Ferreira (Manager of Trade Intelligence, Uruguay XXI)</p> |
| 17.00 to 17.45 | <p>And it all began with 'Snake', remember? Gaming Mobile all the way</p> <p>No other sector has experienced the same explosive growth as the mobile and video game industry. Keynote: Joseph Olin (Executive Director, International Digital Media & Arts Association) Speakers: Juan Pablo Lastra (Chairman of the Board, Video Games Chile) Andres Rossi (CEO at Sismo Games / President at ADVA) Moderator: Taiana Mora (Coordinator of the Coalition of Services of the Dominican Republic and Secretary of the Executive Committee of the Caribbean Network of Service Coalition (CNSC)</p> |
| 17.45 to 18.00 | <p>Closing Words</p> <p>Jorge Castro (President, Strategic Planning Institute of Argentina)</p> |
| 20:30 | <p>Dinner for speakers and ALES Members at "El Querandi" restaurant</p> |





26 SETIEMBRE, 2014

Cumbre Anual de ALES

| AM | Cumbre Anual de ALES |
|---------------|--|
| 09.30 a 10.00 | Evaluación de la IV Convención |
| 10.00 a 10.30 | Evaluación del proyecto con BID Fernando Straface (consultor, ALES) |
| 10.30 a 11.30 | Propuestas para ser sede de la V Convención Anual (temas, locación y presupuesto), actividades y proyectos futuros. |
| 11.30 a 11.45 | Coffee Break |
| 11.45 a 12.30 | Elección de autoridades y redacción del acta final. |
| 12.30 a 14.00 | Almuerzo |
| 14.30 a 18.30 | Buenos Aires City Tour |

