

CEO Summit of the Americas April 13–14, 2012 Cartagena de Indias, Colombia



Friday, April 13

10:30 – 11:15

Opening Address by the President of the Republic of Colombia,
Juan Manuel Santos

11:15 – 11:30

Opening Remarks: **Luis Alberto Moreno**, President of the Inter-American Development Bank (IDB)

11:30 – 13:00

Globalization and Development

Companies worldwide are adopting strategies based on global production and distribution networks, outsourcing operations and processes, and seeking new sources of financing, talent, and innovation.

- How can businesses and countries collaborate to benefit the region through global value chains?
- What policies can countries adopt to provide the necessary infrastructure and promote business and job creation?
- What role can Latin American multinationals play as new global actors?

11:30 – 11:35

Panel Introduction: **Carlos Julio Ardila**, CEO, Organización Ardila Lülle

11:35 – 11:45

Head of State Remarks: **Felipe Calderón**, President of the United Mexican States

11:45 – 13:00

Business Leaders Panel

Moderator: **John Paul Rathbone**, Latin America Editor, *Financial Times*

Panelists:

- **Richard Waugh**, President and CEO, Bank of Nova Scotia
- **Jose Antonio do Prado Fay**, CEO, BRF
- **Jose Antonio Fernández**, CEO, FEMSA
- **Luis Carlos Villegas**, President, ANDI (Colombia)



13:00 – 14:00

Networking Lunch

14:00 – 14:30

“Connecting the Americas 2022”

Special Presentation by:

- **Mauricio Cárdenas**, Minister of Mines and Energy of Colombia
- **Hillary Rodham Clinton**, U.S. Secretary of State
- **Andrés R. Gluski**, President and CEO, AES Corporation

14:30 – 16:10

Smart Infrastructure for Sustainable Development

New technologies make sustainable development more viable than ever.

- What environmental challenges do large cities in the region face in their pursuit of well-being?
- What are the most innovative and impactful initiatives for the future?
Concepts such as "smart grids," "green logistics," and public-private partnerships will be key.

14:30 – 14:35

Panel Introduction: **Jorge Londoño**, President, Colombian Adaptation Fund

14:35 – 14:45

Head of State Remarks: **Sebastián Piñera**, President of Chile

14:45 – 14:55: Otto Pérez, President of Guatemala

14:55 – 15:05: Special Intervention (Future Flash) – Shakira, international artist and education activist, Founder of Pies Descalzos and ALAS

15:05 – 16:20

Business Leaders Panel

Moderator: **Vera Brandimarte**, Editor-in-Chief, *Valor Económico*

Panelists:

- **Stanley Motta**, Chairman, Copa Holdings
- **Reinaldo García**, President and CEO, GE Latin America
- **Enrique Pescarmona**, CEO, IMPSA
- **Thomas J. Donohue**, President and CEO, U.S. Chamber of Commerce

16:20 – 16:40

Coffee Break



16:40 – 16:50

Special Presentation: Juan Carlos Echeverry, Minister of Finance and Public Credit of Colombia

16:50 – 18:20

Human Capital for the Knowledge Economy

Sustainable competitiveness requires intensive investment in human talent.

- What are the challenges for education policy in terms of quality and equity?
- How to increase investment in R&D and innovation?
- How to enhance workforce integration into global value chains?

16:50 – 16:55

Panel Introduction: **Alejandro Santo Domingo**, Managing Director, Quadrant Capital Advisors

16:55 – 18:10

Business Leaders Panel

Moderator: **Andrés Oppenheimer**, columnist for *The Miami Herald* and host on CNN

Panelists:

- **Richard Blum**, Chairman, Blum Capital
- **Marcelo Claure**, CEO, Brightstar Corporation
- **Ricardo Salinas Pliego**, CEO, Grupo Salinas
- **Arne M. Sorenson**, President and CEO, Marriott International

18:10 – 18:20

Special Intervention (Future Flash) – **Nicolás Jodal**, Founder, Artech/GeneXus

18:20 – 19:20

Conversation with Heads of State

- **Laura Chinchilla** (Costa Rica)
 - **Portia Simpson-Miller** (Jamaica)
 - **Kamla Persad-Bissessar** (Trinidad and Tobago)
- Facilitator: **Moisés Naím**, Columnist, Carnegie Endowment
Suggested Topic: **Education and Development**

20:00 – 22:00

Dinner at the Castillo de San Felipe

Saturday, April 14



8:15 – 9:40

Economic Growth and Natural Resources

- What environmental policies promote sustainable development?
- How to balance current needs with conservation for future generations?

8:15 – 8:25

Ollanta Humala, President of Peru

8:25 – 8:35

Stephen Harper, Prime Minister of Canada

8:35 – 8:40

Panel Introduction: **Jack Goldstein**, Chairman, Sanford

8:40 – 9:40

Business Leaders Panel

Moderator: **Bret Baier**, Anchor, Fox News

Panelists:

- **Arthur Lok Jack**, Chairman, Associated Brands
- **Aaron Regent**, CEO, Barrick Gold
- **Diego Hernández**, CEO, Codelco
- **Indra Nooyi**, CEO, PepsiCo

9:40 – 9:50

Head of State Remarks: **Mauricio Funes**, President of El Salvador

Suggested Topic: **Social Development and the Private Sector**

9:50 – 10:00

Announcements

10:00 – 11:10

Conversation with Three Heads of State

- **Dilma Rousseff** (Brazil)
 - **Juan Manuel Santos** (Colombia)
 - **Barack Obama** (United States)
- Facilitator: **Chris Matthews**, Host, MSNBC/NBC

11:10 – 11:20

Special Intervention (Future Flash) – **Javier Oliván**, Head of International Growth, Facebook

11:20 – 11:40

Coffee Break



11:40 – 13:00

Social Development and the Private Sector

Thanks to economic growth and social programs, the middle class has expanded.

- How can this trend be consolidated and inequalities reduced?
- How can the private sector benefit from this context?
- What new public-private partnerships can emerge?

11:40 – 11:45

Panel Introduction: **Luis Carlos Sarmiento Gutiérrez**, CEO, Grupo Aval

11:45 – 13:00

Business Leaders Panel

Moderator: **Patricia Janiot**, Anchor, CNN

Panelists:

- **Gustavo Grobocopatel**, CEO, Los Grobo
- **Thomas McLarty**, CEO, McLarty Associates
- **Javier Zulueta**, CEO, Un Techo para mi País
- **William Sheedy**, Regional President for the Americas, Visa Inc.

13:00 – 15:30

Closing Lunch

Guest of Honor: Carlos Vives, Colombian singer and Grammy/Latin Grammy Award winner

