



# THE AMERICAS COMPETITIVENESS FORUM **IV**

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



**cifal**  
Atlanta

## Greetings



### Dear Participant,

It is my pleasure to welcome you to the fourth annual Americas Competitiveness Forum (ACF). Thank you for joining me and my co-host, Atlanta Mayor Kasim Reed, in a dialogue on how to foster sustained economic growth, increase mutually beneficial trade and competitiveness.

I welcome the leaders from the private sector, government, academia, and civil society who are employing creative approaches and long-term strategies to increase prosperity and opportunity across the hemisphere. Expanding our commercial engagement and building strong bilateral trading relationships will lead to win-win opportunities to grow our economies and create jobs for our people.

The ACF 2010 will highlight four key themes: innovation and green technologies, education and workforce development, entrepreneurship and small business development, and supply chain logistics. ACF discussions will address these fundamental economic issues and help government officials and business leaders craft sustainable solutions to drive economic growth and development in North America, Latin America, and the Caribbean.

I hope you will find this year's Forum thought-provoking and inspiring.

Sincerely,

**Gary Locke**  
U.S. Secretary of Commerce



### Greetings!

I am pleased to welcome you to the Americas Competitiveness Forum IV (ACF) here in the great City of Atlanta. Thank you for joining me in what will be a dynamic discussion on how we can work together to develop concrete strategies to enhance competitiveness and promote economic development in the Western Hemisphere.

The ACF provides a unique opportunity for leaders from the public and private sectors to collectively discover ways to improve competitiveness in our region. Over the next two days, we will discuss strategies and best practices that have had a positive impact on innovation, education, small business development and job generation. Each of you has an important role to play, and I would encourage you to vigorously exchange ideas and best practices.

I also would encourage you to take some time to explore the many attractions Atlanta has to offer including: The Martin L. King Jr. Center, The Georgia Aquarium, The World of Coca-Cola, CNN Center, Centennial Olympic Park, Woodruff Arts Center, Atlanta Botanical Garden, Children's Museum of Atlanta and many more. We invite you to share in our southern hospitality, sample cuisine at our many fine restaurants and enjoy the rich and diverse heritage of our city.

I look forward to having productive discussions that pave the way to improve the state of competitiveness in the Americas.

Sincerely,

**Kasim Reed**  
Mayor, City of Atlanta



# Agenda

SUNDAY, NOVEMBER 14		
9:00 a.m. – 6:00 p.m.	<b>Registration</b>	Atlanta Marriott Marquis Hotel Atrium Level
8:30 a.m. – 2:30 p.m.	<b>III Meeting of Americas Competitiveness Authorities and Councils (closed)</b>	Atrium 602
2:30 p.m. – 5:30 p.m.	<b>Compete Caribbean Workshop</b>	Atrium 601
6:00 p.m. – 7:30 p.m.	<b>Welcome Reception</b>  <b>Speakers:</b> Kasim Reed, Mayor, City of Atlanta Gary Locke, U.S. Secretary of Commerce Rich Oliver, Executive Vice President, Federal Reserve Bank of Atlanta Stephen Brereton, Consul General of Canada in Atlanta	Atrium Ballroom Foyer
MONDAY, NOVEMBER 15		
8:00 a.m. – 5:00 p.m.	<b>Registration</b>	Atlanta Marriott Marquis Hotel Atrium Level
9:00 a.m. – 9:30 a.m.	<b>Welcome to the ACF 2010</b>  <b>Speakers:</b> Kasim Reed, Mayor, City of Atlanta Gary Locke, U.S. Secretary of Commerce  <b>Master of Ceremonies:</b> Francisco Sánchez, U.S. Under Secretary of Commerce for International Trade	Atrium Ballroom
9:30 a.m. – 10:00 a.m.	<b>Opening Keynote</b>  <b>Speaker:</b> Jim Clifton, President and CEO, The Gallup Organization	Atrium Ballroom
10:00 a.m. – 11:00 a.m.	<b>The 2020 Competitiveness Agenda for the Americas</b>  <b>Panelists:</b> Pamela Cox, Vice President, Latin America and Caribbean Region, World Bank José María Figueres, CEO, Concordia 21 Enrique Garcia, President and CEO, CAF José Miguel Insulza, Secretary General, Organization of American States  <b>Moderator:</b> Andrés van der Horst, Minister and Executive Director, National Competitiveness Council of the Dominican Republic	Atrium Ballroom
11:00 a.m. – 11:15 a.m.	<b>Coffee Break</b>	Atrium Ballroom Foyer

# Agenda

MONDAY, NOVEMBER 15	
11:00 a.m. – 1:00 p.m.	<b>Mayor's Summit</b>
11:15 a.m. – 12:30 p.m.	<b>Breakout Panels I</b>
	<p><b>INNOVATION AND GREEN TECHNOLOGIES</b> <span style="float: right;">Atrium 706</span>  <b>Educating a 21st Century Green and Sustainable Workforce</b></p> <p><b>Panelists:</b></p> <p><b>Roger Ebbage</b>, Director of Energy and Water Programs, Lane Community College  <b>Jayson Myers</b>, President and CEO, Canadian Manufacturers and Exporters  <b>Ann Randazzo</b>, Director, Center for Energy and Workforce Development  <b>Gene Caso</b>, Regional Director, Employment and Training Administration, U.S. Department of Labor  <b>Moderator: Dr. Gary Gereffi</b>, Director, Center on Globalization, Governance, and Competitiveness, Duke University</p>
	<p><b>EDUCATION AND WORKFORCE DEVELOPMENT</b> <span style="float: right;">Atrium 704</span>  <b>The Role of Technology in Improving Academic Performance</b></p> <p><b>Panelists:</b></p> <p><b>Juan María Segura</b>, General Director, Digital Education, Ministry of Education of the City of Buenos Aires  <b>Eugenio Severin</b>, Director, Information and Communication Technologies in Education, Inter-American Development Bank  <b>David Anon</b>, Senior Director, Channel Marketing, Research in Motion  <b>Moderator: Robert Lindberg</b>, President and Executive Director, National Institute of Aerospace</p>
	<p><b>ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT</b> <span style="float: right;">Atrium 703</span>  <b>Social Inclusion through Entrepreneurship</b></p> <p><b>Panelists:</b></p> <p><b>Adriana Fabrega</b>, Director, Discover the World Marketing  <b>Yaribeth deLeon de Deago</b>, General Manager, NATIVAES S.A.  <b>Jonathan Burke</b>, Programme Manager, Jamaica Violence Prevention, Peace, and Sustainable Development Programme, Ministry of National Security  <b>Pablo Largacha</b>, Vice President, Public Affairs and Communications, Coca-Cola Latin Center  <b>Moderator: David Hinson</b>, National Director, U.S. Minority Business Development Agency</p>
	<p><b>SUPPLY CHAIN CONNECTIONS</b> <span style="float: right;">Atrium 707</span>  <b>Keeping Connections Fast: Ensuring the Security and Stability of the Supply Chain</b></p> <p><b>Panelists:</b></p> <p><b>Jose Acosta</b>, Vice President, Public Affairs and Strategy, UPS Latin America  <b>Birgit Matthiesen</b>, Senior Advisor for U.S. Government Relations, Canadian Manufacturers and Exporters  <b>Yolanda Mayora de Gavidia</b>, Secretary General, Secretariat of Economic Integration of Central America (SEICA)  <b>Moderator: Sergio Mujica</b>, Deputy Secretary General, World Customs Organization</p>
1:00 p.m. – 2:15 p.m.	<p><b>Keynote Luncheon</b> <span style="float: right;">Atrium Ballroom</span></p> <p><b>Speakers:</b></p> <p><b>Scott Davis</b>, Chairman and CEO, UPS  <b>Sonny Perdue</b>, Governor, State of Georgia</p>



## Agenda

MONDAY, NOVEMBER 15	
2:30 p.m. – 3:45 p.m.	<b>Breakout Panels II</b>
	<b>INNOVATION AND GREEN TECHNOLOGIES</b> <span style="float: right;">Atrium 707</span> <b>Efficiency: Energy and Water</b> <b>Panelists:</b> <b>Jeffrey Fulgham</b> , Chief Sustainability Officer, GE Power and Water <b>Roberto Kreimerman</b> , Minister of Industry, Energy, and Mines, Uruguay <b>Juan Urriola</b> , Secretary of Energy, Panama <b>Moderator: Brian Castelli</b> , Executive Vice President for Programs and Development, Alliance to Save Energy
	<b>EDUCATION AND WORKFORCE DEVELOPMENT</b> <span style="float: right;">Atrium 706</span> <b>Retooling the Post-Secondary Education Model: The Growing Influence of Community Colleges in the Americas</b> <b>Panelists:</b> <b>Franka Bernardine</b> , Minister of Education and Human Resource Development, Grenada <b>Anne L. Howard-Tristani</b> , Vice Chancellor of International, Federal, and Corporate Affairs, Universidad del Este, Puerto Rico <b>Sergio Quezada</b> , Executive Director, Santiago Community College <b>Maria Levens</b> , Director, Department of Human Development, Organization of American States <b>Moderator: Michael Allen</b> , Associate Vice President for International Programs, American Association of Community Colleges (i)
	<b>ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT</b> <span style="float: right;">Atrium 704</span> <b>More than a Loan: Robust Financial Services for SMEs</b> <b>Panelists:</b> <b>Jorge Roldán</b> , Division Chief, Technical Assistance and Strategic Partnerships, Inter-American Investment Corporation <b>Alejandro Alvarez de la Campa</b> , Program Manager, Secured Lending, International Finance Corporation <b>Michael Penfold</b> , Deputy Director for Public Policy and Competitiveness, CAF <b>Moderator: Wayne Gardella</b> , Vice President of Small Business Group, U.S. Export-Import Bank
	<b>SUPPLY CHAIN CONNECTIONS</b> <span style="float: right;">Atrium 703</span> <b>Delivering It Fresh: Special Handling for Complex Supply Chains</b> <b>Panelists:</b> <b>Jay Brickman</b> , Vice President of Government Services, Crowley Maritime Corporation <b>Charles Bennet</b> , Director of Cold Chain Logistics, Pfizer <b>Scott Boyer</b> , Associate Director of Transportation-Customs, Kraft Foods <b>Moderator: Dr. J. Donald Ratliff</b> , Executive Director Supply Chain and Logistics Institute, Georgia Institute of Technology
4:00 p.m. – 5:00 p.m.	<b>Market Opportunity Panel Brazil and Southern Cone</b> <span style="float: right;">Atrium 601</span> <b>Panelists:</b> <b>Argentina: Marcelo Cima</b> , Director General for Export Promotion, Ministry of Foreign Affairs (i) <b>Brazil: Welber Barral</b> , Secretary of International Trade <b>Chile: Juan Andrés Fontaine Talavera</b> , Minister of Economy <b>Uruguay: Roberto Kreimerman</b> , Minister of Industry, Energy, and Mines (i) <b>Moderator: David Nelson</b> , U.S. Ambassador to Uruguay (i)

# Agenda

MONDAY, NOVEMBER 15	
4:00 p.m. – 5:00 p.m.	<p><b>Market Opportunity Panel Caribbean</b> <span style="float: right;">Atrium 602</span></p> <p><b>Panelists:</b></p> <p><b>Dominican Republic:</b> Eddy Martinez, Minister of the Center for Export and Investment</p> <p><b>St. Lucia:</b> Nadia Wells-Hyacinth, Director of Investment Coordination</p> <p><b>Grenada:</b> Lana McPhail, Permanent Secretary, Ministry of Foreign Affairs (i)</p> <p><b>Bahamas:</b> Joshua Sears, Director General, Ministry of Foreign Affairs</p> <p><b>St. Vincent and Grenadines:</b> Nadine Agard, Investment Services Officer, Ministry of Foreign Affairs</p> <p><b>Moderator:</b> Rosalyn E. Hazelle, Ambassador Plenipotentiary, Ministry of International Trade, Commerce and Consumer Affairs, Bladen Commerical Development, St. Kitts</p>
5:15 p.m. – 6:15 p.m.	<p><b>North American Competitiveness Panel Canada, Mexico, and the United States</b> <span style="float: right;">Atrium 601</span></p> <p><b>Panelists:</b></p> <p><b>Canada:</b> Marta Morgan, Assistant Deputy Minister for Strategic Policy, Industry Canada (i)</p> <p><b>Mexico:</b> Beatriz Leycegui, Under Secretary for International Trade Negotiations (i)</p> <p><b>United States:</b> Francisco Sánchez, Under Secretary of Commerce for International Trade</p> <p><b>Moderator:</b> Patrick Kilbride, Executive Vice President, Association of American Chambers of Commerce in Latin America</p>
	<p><b>Market Opportunity Panel Andean Region</b> <span style="float: right;">Atrium 602</span></p> <p><b>Panelists:</b></p> <p><b>Colombia:</b> Carlos de Hart, Vice Minister of Industry and Commerce</p> <p><b>Ecuador:</b> Nathalie Cely Suárez, Minister of Production, Employment and Competitiveness (i)</p> <p><b>Peru:</b> Sandra Doig, Executive Director, National Center for Competitiveness (i)</p> <p><b>Moderator:</b> Carlos Valderrama, Senior Vice President for Global Initiatives, Los Angeles Chamber of Commerce</p>
6:30 p.m. – 7:30 p.m.	<p><b>Market Opportunity Panel Haiti</b> <span style="float: right;">Atrium 601</span></p> <p><b>Panelists:</b></p> <p><b>Russell Porter</b>, Haiti Task Team Deputy Coordinator, U.S. Administration for International Development</p> <p><b>Dr. Claire Pierre</b>, Health Coordinator, Interim Haitian Reconstruction Commission (i)</p> <p><b>Pierre Eroid Etienne</b>, Director General, Ministry of Economy and Finance, Haiti (i)</p> <p><b>Reginald Boulos</b>, President, Haitian Chamber of Commerce (i)</p> <p><b>Mark D'Sa</b>, Senior Director, Gap International Sourcing – Americas (i)</p> <p><b>Moderator:</b> Rick Wade, Deputy Chief of Staff and Senior Advisor, U.S. Department of Commerce</p>
	<p><b>Market Opportunity Panel Central America</b> <span style="float: right;">Atrium 602</span></p> <p><b>Panelists:</b></p> <p><b>Guatemala:</b> Erick Heraldo Coyoy Echeverria, Minister of Economy</p> <p><b>El Salvador:</b> Dr. Alexander Segovia, Technical Secretary of the Presidency</p> <p><b>Honduras:</b> Oscar Escalante Ayala, Minister of Industry and Commerce</p> <p><b>Nicaragua:</b> Javier Chamorro, Executive Director, PRONicaragua</p> <p><b>Panama:</b> Roberto Henriquez, Minister of Industry and Commerce</p> <p><b>Moderator:</b> Phyllis Powers, U.S. Ambassador to Panama</p>
8:00 p.m. – 10:00 p.m.	<p><b>Official Dinner</b> <span style="float: right;">Atrium Ballroom</span></p> <p><b>Welcome Remarks:</b> Gary Locke, U.S. Secretary of Commerce</p> <p><b>Introduction of Americas Award for Excellence in Public Service:</b></p> <p><b>Mark Elliot</b>, President North America, Prometheus</p> <p><b>Keynote:</b> Arturo Valenzuela, U.S. Assistant Secretary of State for Western Hemisphere Affairs</p>



## Agenda

TUESDAY, NOVEMBER 16		
7:30 a.m. – 8:45 a.m.	<p><b>International Education Roundtable: The Benefits of Strategic Alliances An Overview of the Centers for International Business Education and Research (CIBER)</b></p> <p><b>Introduction:</b> <b>Tomas Hult</b>, Michigan State University International Business Center Director</p> <p><b>Panelists:</b></p> <p><b>Bruce Jaffee</b>, Director, Institute for International Business, Indiana University</p> <p><b>Ben Kedia</b>, Director, Wang Center for International Business Education and Research, University of Memphis</p> <p><b>John McIntyre</b>, Executive Director, Center for International Business Education and Research, Georgia Tech</p> <p><b>Kislaya Prasad</b>, Director, Robert H. Smith School of Business Center for International Business Education and Research, University of Maryland</p> <p><b>Moderator:</b> <b>Dr. Sylvia Crowder</b>, International and Foreign Language Education Service Director, U.S. Department of Education</p>	Atrium 704
9:00 a.m. – 10:30 a.m.	<p><b>Leaders Plenary Session: Enhancing Competitiveness across the Americas</b></p> <p><b>Introduction:</b> <b>Tony Clement</b>, Minister of Industry Canada</p> <p><b>Panelists:</b></p> <p><b>His Excellency Danilo Astori</b>, Vice President of the Oriental Republic of Uruguay (i)</p> <p><b>His Excellency Angelino Garzón</b>, Vice President of the Republic of Colombia</p> <p><b>His Excellency Luis Liberman Ginsburg</b>, Second Vice President of the Republic of Costa Rica</p> <p><b>His Excellency Juan Carlos Varela</b>, Vice President of the Republic of Panama</p> <p><b>Moderator:</b> <b>Lynn Martinez</b>, Journalist and News Anchor, 7 NEWS Miami/Fort Lauderdale (i)</p>	Atrium Ballroom
10:30 a.m. – 11:15 a.m.	<p><b>Keynote Presentation: Creating a 21st-Century Workforce</b></p> <p><b>Speaker:</b> Dr. Edward Gordon, author of Winning the Global Talent Showdown</p>	Atrium Ballroom
11:15 a.m. – 11:30 a.m.	<b>Coffee Break</b>	Atrium Ballroom Foyer
11:30 a.m. – 12:45 p.m.	<b>Breakout Panels III</b>	
	<p><b>INNOVATION AND GREEN TECHNOLOGIES</b></p> <p><b>Renewable Energy</b></p> <p><b>Panelists:</b></p> <p><b>Jerry Butler</b>, Chairman, The Caribbean Renewable Energy Forum</p> <p><b>Mark Lambrides</b>, Division Chief for Energy and Climate Change, Department of Sustainable Development, Organization of American States</p> <p><b>Nicholas Parker</b>, Executive Chairman, Cleantech Group</p> <p><b>Moderator:</b> <b>Jose Fernandez</b>, U.S. Assistant Secretary of State for Economic, Business and Energy Affairs</p>	Atrium 706
	<p><b>EDUCATION AND WORKFORCE DEVELOPMENT</b></p> <p><b>Shaping the Talent Pipeline to Sustain Economic Growth: Success Stories</b></p> <p><b>Panelists:</b></p> <p><b>Lucy Molinar</b>, Minister of Education, Panama</p> <p><b>Melanio Paredes</b>, Minister of Education, Dominican Republic</p> <p><b>William F. Merrigan</b>, Site Leader, Global Business Service Center, Procter and Gamble Costa Rica</p> <p><b>Moderator:</b> <b>Fernando Brum</b>, Advisor to the Board of Directors, Plan CEIBAL, Uruguay</p>	Atrium 704

# Agenda

MONDAY, NOVEMBER 15	
	<p><b>ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT</b> <span style="float: right;">Atrium 703</span>  <b>Promoting Regional Innovation</b></p> <p><b>Panelists:</b></p> <p><b>Sérgio Queiroz</b>, Coordinator for Research and Innovation, São Paulo Research Foundation  <b>Otto Granados</b>, Director of the Institute of Public Administration, Tecnológico de Monterrey  <b>Dr. Fernando Amestoy</b>, CEO, National Research and Innovation Agency, Uruguay  <b>Juan Schiaretti</b>, Governor of Córdoba, Argentina</p> <p><b>Moderator:</b> <b>Ginger Lew</b>, Senior Advisor to the White House National Economic Council and the Administrator of the U.S. Small Business Administration</p>
	<p><b>SUPPLY CHAIN CONNECTIONS</b> <span style="float: right;">Atrium 707</span>  <b>Financing the Supply Chain: Making Good Economic and Strategic Decisions</b></p> <p><b>Panelists:</b></p> <p><b>Jaime Rivera</b>, CEO, Foreign Trade Bank of Latin America, Inc. (BLADEx)  <b>Daniel Scanlan</b>, Regional Head of Transaction Banking, Americas, Standard Chartered Bank  <b>Keith Eischeid</b>, Mexico and Central America Country Manager, U.S. Trade and Development Agency</p> <p><b>Moderator:</b> <b>General (ret.) Alvaro Baltodano</b>, Presidential Delegate for Investment Promotion, Nicaragua</p>
12:45 p.m. – 2:00 p.m.	<p><b>Luncheon Presentation: Partnerships for Competitiveness</b> <span style="float: right;">Atrium Ballroom</span></p> <p><b>Speakers:</b></p> <p><b>Sergio Mujica</b>, Deputy Secretary General, World Customs Organization  <b>María Iris Céspedes Núñez</b>, Director of Foreign and External Affairs, Customs Administration, Ministry of Finance, Costa Rica  <b>Welber Barral</b>, Secretary of International Trade, Brazil  <b>Roberto Kreimerman</b>, Minister of Industry, Energy, and Mines, Uruguay  <b>Francisco Sánchez</b>, U.S. Under Secretary of Commerce for International Trade</p> <p><b>Moderator:</b></p> <p><b>Michael Camuñez</b>, U.S. Assistant Secretary of Commerce for Market Access and Compliance</p>
2:00 p.m. – 3:15 p.m.	<p><b>Executive Plenary</b> <span style="float: right;">Atrium Ballroom</span></p> <p><b>Panelists:</b></p> <p><b>Frederico Fleury Curado</b>, President and CEO, Embraer, S.A.  <b>Dionisio Gutiérrez Mayorga</b>, President, Corporación Multi Inversiones  <b>Eduardo Solórzano</b>, President and CEO, Walmart Latin America</p> <p><b>Moderator:</b> <b>Deborah Wince-Smith</b>, President, U.S. Council on Competitiveness</p>
3:00 p.m. – 4:00 p.m.	<p><b>SME Workshop: Website Design for a Global Marketplace</b> <span style="float: right;">Lobby Level, Room 404</span></p> <p><b>Speaker:</b></p> <p><b>George Tracy</b>, Director, Atlanta Export Assistance Center, U.S. Commercial Service</p>
3:15 p.m. – 3:30 p.m.	<p><b>ACF 2010 Closing</b> <span style="float: right;">Atrium Ballroom</span></p> <p><b>Speaker:</b></p> <p><b>Gary Locke</b>, U.S. Secretary of Commerce</p>
3:30 p.m. – 5:30 p.m.	<p><b>Meeting of Ministers of Economy, Industry, and Commerce of the Americas and the Caribbean (closed)</b> <span style="float: right;">Atrium 602</span></p>





## Agenda

TUESDAY, NOVEMBER 16		
3:30 p.m. – 6:15 p.m.	<b>U.S. – Central America Renewable Energy Forum</b> <b>Speakers:</b> <b>Juan Urriola</b> , Secretary of Energy, Panama <b>Luciano Guido</b> , International Business Developer, Investment SR SC, Dominican Republic <b>Mark Lambrides</b> , Division Chief for Energy and Climate Change, Department of Sustainable Development, Organization of American States <b>Jeremy Martin</b> , Energy Program Director, Institute of the Americas <b>Pastor Sanjurjo</b> , General Manager and CEO, EGE Haina, Dominican Republic <b>Julio Arroyo</b> , Sugar Growers Association of El Salvador <b>Moderator:</b> <b>Jose Fernandez</b> , U.S. Assistant Secretary of State for Economic, Energy, and Business Affairs	Atrium 706
4:15 p.m. – 6:15 p.m.	<b>SME Workshop: Trade 101 for Women-Owned Business</b> <b>Introduction:</b> <b>Mari Carmen Aponte</b> , U.S. Ambassador to El Salvador <b>Speakers:</b> <b>Dina Molaison</b> , Senior International Trade Specialist, Atlanta Export Assistance Center, U.S. Commercial Service <b>Ray Gibeau</b> , Regional Manager, Export Solutions Group, Atlanta Export Assistance Center U.S. Small Business Administration <b>Damita Holbrook</b> , Program Manager, Greater Women's Business Council	Lobby Level, Room 404
6:30 p.m. – 8:00 p.m.	<b>Closing Reception</b> <b>Speakers:</b> <b>Rich Oliver</b> , Executive Vice President, Federal Reserve Bank of Atlanta <b>Francisco Sánchez</b> , U.S. Under Secretary of Commerce for International Trade	Federal Reserve Bank of Atlanta

Program is subject to change. Simultaneous English / Spanish translation is available at all sessions. Portuguese translation will be available as necessary.

(i) Indicates a speaker has been invited.

# Americas Competitiveness Forum 2010

## “Building a Prosperous and Sustainable Future for the Americas”

The Americas Competitiveness Forum (ACF) is the Western Hemisphere’s preeminent event for government and business leaders to discuss innovative methods to achieve economic competitiveness and promote innovation in the Americas.

The ACF distinguishes itself from other international gatherings by promoting novel approaches to economic competitiveness and enabling private and public sector representatives to take advantage of creative opportunities to explore new business models and expand their businesses.

At ACF 2010, over 1,000 participants will have the opportunity to contribute and learn how to improve the way we do business in the Americas. In addition to plenary sessions and breakout panels, participants may choose from a variety of additional events and services, including regional market opportunity sessions, export counseling sessions, business-to-business meetings, and business-to-government meetings with over thirty government delegations from the hemisphere.

ACF 2010 will be more than a discussion; it will serve as a launching pad for a continued and practical dialogue on competitiveness in the Western Hemisphere.

## TRACKS

The ACF will include several plenary discussions coupled with a series of breakout discussion on four topics that are the key drivers of competitiveness. These themes are: Innovation and Green Technologies; Education and Workforce Development; Entrepreneurship and Small Business Development; and Supply Chain Connections.

### Innovation and Green Technologies

Clean energy technologies can create jobs, reduce waste, improve productivity, cut greenhouse gas emissions, improve local air quality, enhance energy security and fight energy poverty throughout the Western Hemisphere. Leading practitioners and experts will share best practices for applying green technologies that benefit the environment and result in cost savings and efficiency gains. Experts will also discuss renewable energy market potential, efforts to embrace smart grid and energy efficiency technologies, and how universities and training centers can address the clean technology needs of the energy industry.

#### Panel Descriptions

##### **Educating a 21st Century Green & Sustainable Workforce**

**Monday, November 15, 11:15AM – 12:30PM**

This panel will discuss the clean tech needs of the energy industry and how schools, universities, and training centers can help fulfill those needs. Experts will share best practices for developing and implementing renewable energy curriculum as well as for increasing research and collaborating with industry so firms across the region can hire the skilled labor needed to develop and deploy clean energy solutions. Access to a skilled and talented workforce is the most important ingredient to business success. New energy technologies will depend on a workforce that is prepared and trained to build, operate, and maintain facilities and systems that can increase the region’s supply of renewable energy. The region will also continue to need skilled scientists and engineers who can develop the next generation of clean energy technologies.

##### **Panel II: Efficiency - Energy and Water**

**Monday, November 15, 2:30PM – 3:45PM**

This panel will discuss the importance of energy efficiency. Energy efficiency offers more potential for cost-effective greenhouse gas emissions reductions than any other major abatement category. Benefits also include lower energy costs, less local pollution, and greater energy security. Panelists will also discuss the inter-relationship between water and energy and explore technologies and policies that support the adoption of water reuse practices for power generation given that water is an increasingly scarce resource.



**Panel III: Renewable Energy**  
**Tuesday, November 16, 11:30AM – 12:45PM**

This panel will discuss the role of renewable energy technologies, such as solar, wind, biomass, geothermal, hydro, and ocean, in competitiveness. The focus will be on the renewable energy market potential and the sharing of best practice policies and successful implementation strategies.

### Education and Workforce Development

Ongoing advances in innovative technology are driving demand for a highly trained workforce in the global job market and have created unparalleled economic opportunities across the hemisphere. However, several studies and reports indicate that the region as a whole still faces major impediments to sustainable economic growth. This track will highlight some of the best global models for overcoming these challenges and examine how the business community and academia can work together to provide appropriate training to an efficient and capable labor pool to fulfill the needs of businesses and maintain competitiveness.

#### Panel Descriptions

**Panel I: The Role of Technology in Improving Academic Performance**  
**Monday, November 15, 11:15AM – 12:30PM**

Over the last decade, we have seen a substantial increase in the integration of technology in the classroom. Some might argue that computers and internet technology have transformed the field of education. This session will focus on some of the most creative and engaging examples of computer technology being used to increase student attentiveness and performance as well as the impact of online education and distance learning at the post-secondary and continuing education levels.

**Panel II: Retooling the Post-Secondary Education Model:  
The Growing Influence of Community Colleges in the Americas**  
**Monday, November 15, 2:30PM – 3:45PM**

Most community colleges are designed to serve a myriad of missions and objectives. However, economic development has emerged as one of the most prominent and strategic factors in developing competitive academic disciplines that are responsive to the current global job market. This panel will present some of the most innovative models of community colleges in the hemisphere. Presenters will highlight how these institutions are attracting students and dispelling the myth that two-year technical degrees are limited to vocational programs that have limited earning potential.

**Panel III: Shaping the Talent Pipeline to Sustain Economic Growth – Success Stories**  
**Tuesday, November 16, 11:30AM – 12:45PM**

In order to sustain economic growth, local communities must be more aggressive in thinking about the state of their talent pipelines in ten or even twenty years. This panel will look at a variety of ways to impact the pipeline, such as communicating with students in primary and secondary schools and investing time and resources in strategic public-private partnerships.

### Entrepreneurship And Small Business Development

Small and medium-sized enterprises are the engine of growth in Americas. Equipping SMEs with the tools they need to compete in the global marketplace is a priority throughout the region. This panel will highlight best practices to prepare entrepreneurs and SMEs to effectively engage in international trade. Among the topics of discussion will be social inclusion programs for historically underrepresented groups, such as women and minorities, improving SME credit worthiness and access to finance, and promoting regional innovation through public-private cooperation. Panelists from across the region will invite participants to engage in a lively discussion on best practices for small business development and entrepreneurial growth.

# Americas Competitiveness Forum 2010

## Panel Descriptions

### Panel I: Social Inclusion through Entrepreneurship

Monday, November 15, 11:15AM – 12:30PM

This panel will explore the potential of entrepreneurship programs to increase the standard of living for historically underserved populations. By creating economic opportunities for women, youth, minorities, and distressed communities, entrepreneurship programs can build prosperous economic centers. Panelists will focus on best practices from the region, including the Pathways to Prosperity women's entrepreneurship mentoring program; Coca Cola's Haiti Hope Project, a public-private initiative to develop a sustainable mango industry in Haiti; and a self-empowerment and entrepreneurship training program for at-risk youth jointly administered by the Young Americas Business Trust and the Violence Prevention, Peace, and Sustainable Development Programme of the Jamaican Ministry of National Security.

### Panel II: More than a Loan: Robust Financial Services for SMEs

Monday, November 15, 2:30PM – 3:45PM

How do SMEs grow into global firms? The answer is simple: money. From improving access to finance to lowering transaction costs, there are myriad resources available to help SMEs formalize their businesses, expand access to finance, and reach global markets. Panelists will focus on best practices from the region, including the Inter-American Investment Corporation's FINPYME ExportPlus program to increase SME competitiveness; the CAF's SME credit services; and IFC's secured transactions reforms, a development which allows SMEs to use movable assets as collateral for loans.

### Panel III: Promoting Regional Innovation

Tuesday, November 16, 11:30AM – 12:45PM

How does a city, state, or country become world-renown for innovation? This panel will explore successful regional innovation policies, wherein cooperation among government, research institutions, and private firms leads to practical applications of scientific innovations. Commercializing new technologies can create an immense competitive advantage. Panelists will focus on best practices from the region, including the Technological Innovation in Small Businesses Program at the São Paulo Research Foundation; Mexico's university-led clusters, headquartered at the Technical University in Monterrey; and institutionalizing innovative practices within a national agency, such as Uruguay's National Research and Innovation Agency.

## Supply Chain Connections

Global supply chains are becoming more complex. To ensure their competitiveness, companies must continue to find new ways to keep their supply chains fast, fresh, and financed. This track will provide solutions and steps that companies and governments can take to ensure delivery of quality products in a timely fashion.

## Panel Descriptions

### Panel I: Keeping Connections Fast: Ensuring the Security and Stability of the Supply Chain

Monday, November 15, 11:15AM – 12:30PM

The reliable and secure movement of goods is critical to meeting the expectations of 21st century consumers. To foster efficiency, the business community and customs officials have worked collaboratively to facilitate the secure movement of goods across borders. Panelist will share lessons learned from implementing Authorized Economic Operator (AEO) programs in their respective markets, which utilized business know-how to create a single clearance window in order to move goods efficiently across borders.

### Panel II: Delivering Goods Fresh: Special Handling Considerations in Complex Supply Chains

Monday, November 15, 2:30PM – 3:45PM

Attendees will learn how to maintain their supply chain speed while dealing with ever-increasing special handling considerations, including the movement of temperature sensitive goods through a cold storage supply chain and the transport of high-tech products that are highly sensitive to their environment.



**Panel III: Financing the Supply Chain: Making Good Economic and Strategic Decisions**  
**Tuesday, November 16, 11:30AM – 12:45PM**

Experts will address how different countries and financial institutions are supporting and promoting capital investment to move goods and services more competitively. Experts will share best practices that countries, financial institutions and companies are using to move forward with new, innovated projects and facility expansion. What steps can a company take to make itself more attractive to lenders? What are the next steps for the region to increase its competitiveness?

## **COLLATERAL ACTIVITIES**

**III Meeting of Americas Competitiveness Authorities and Councils**  
**Sunday, November 14, 8:30AM – 1:00PM**

The III Meeting of Americas Competitiveness Authorities and Councils, organized by the General Secretariat of the Organization of American States (GS/OAS) and the Inter-American Competitiveness Network (RIAC), is a unique opportunity to analyze the current competitiveness landscape, to promote the exchange of experiences and to foster a dialogue on the necessary reforms to make the economies of the region more competitive and prosperous. The RIAC seeks to foster dialogue, cooperation, the exchange of experiences and best practices and the adoption of initiatives to promote competitiveness in the Americas.

**Compete Caribbean Workshop**  
**Sunday, November 14, 2:30PM – 5:30PM**

The workshop will provide a venue for Caribbean participants to hear from global experts on best practices for establishing national competitiveness councils and implementing a competitiveness agenda.

**Regional Market Opportunity Panels**  
**Monday, November 15, 4:00PM – 7:30PM**

Join trade and economy ministers for a conversation about market opportunities in the Americas. Hear firsthand from foreign government officials about national priorities that could translate into business opportunities for your company. In six regionally-focused discussions, trade and investment officials will discuss competitiveness priorities in terms of infrastructure, innovation, education, and other sectors of strategic economic importance. The conversations will be organized by region: Brazil and Southern Cone, Caribbean, Central America, and Andean Region, with special sessions on North American Competitiveness and Haiti reconstruction. Officials from each country will provide business and investment insights followed by questions from the audience.

**Special Session: Haiti Market Opportunity Panel**

The devastating earthquake that struck Haiti on January 12, 2010 took more than 250,000 lives and destroyed thousands of homes, schools, hospitals and other vital infrastructure. Today, the Government of Haiti, the international community, and the Haitian people face the challenge of "building Haiti back better." With strategic investments outlined in the Government of Haiti's National Plan for Reconstruction, Haiti has the opportunity to develop a stronger, more viable economy for its citizens and to compete in the global economy. Panelists will discuss rebuilding priorities, such as power generation, roads, housing, healthcare and education, the entities and programs involved, and short-, medium-, and long-term opportunities for international businesses to provide products, services and know-how to help the Haitian people on their path to recovery. Panelists will also discuss the status of funding commitments made by the international community and how investors can take advantage of contracting opportunities and direct investments with Haitian partners.

# Americas Competitiveness Forum 2010

## **Special Session: North American Competitiveness**

Canada, the United States and Mexico have a high-volume, high-impact trade relationship due to the tariffs lifted as a result of the North American Free Trade Agreement (NAFTA). Since NAFTA's 1993 implementation, trilateral trade has grown 148%, to over \$735 billion in 2009. However, the three countries still face challenges as they relate to deepening trilateral cooperation and further expanding trade in North America. The panelists will discuss their views on North American Competitiveness and would like to have a dialogue with participants on challenges, such as regulatory divergence and border impediments, and ways governments and businesses can work together to address these challenges.

## **International Education Roundtable: The Benefits of Strategic Alliances – An Overview of the Centers for International Business Education and Research (CIBER)**

**Tuesday, November 16, 7:30AM – 8:45AM**

Thirty-three Centers for International Business Education and Research (CIBERs) are located at universities throughout the United States. Created under an Act by the U.S. Congress in 1988, these centers serve as national resource hubs, designed to increase and promote the nation's capacity for international understanding and competitiveness. Building on the strengths of their faculty and staff, each CIBER organizes a variety of activities to advance the study and teaching of international business and to support applied research on United States competitiveness in the global marketplace. CIBERs work collaboratively with each other, with other departments and disciplines within their universities, other colleges and universities regionally and nationally, government and trade councils, professional associations, and business to develop and offer hundreds of activities annually.

## **Website Design for a Global Marketplace**

**Tuesday, November 16, 3:00PM – 4:00PM**

Savvy small and medium-sized businesses use the web to find customers and sell products online. However, with the expanding reach of today's electronic business environment, companies must continually adapt, improve, and more effectively use websites to accommodate international customers. But with constraints on staff and budgets, companies are also faced with the need to maximize their outreach strategies cost effectively. If you've ever asked yourself if there are simple tools and best practices to make your company's website better at attracting foreign buyers, distributors, and customers, then this seminar is for you.

## **Meeting of Ministers of Economy, Industry, and Commerce of the Americas and the Caribbean**

**Tuesday, November 16, 3:30PM – 5:30PM**

The Ministers of Economy, Commerce, Industry and Trade from the hemisphere will meet to share perspectives on competitiveness, strategies for future growth and development, and regional cooperation. Ministers will be invited to participate in a press conference following the meeting.

## **U.S. - Central America Renewable Energy Forum**

**Tuesday, November 16, 3:30PM – 6:15PM**

The U.S. Central America Renewable Energy Forum will encourage dialogue on identifying the opportunities for and obstacles to greater use of renewable energy and greater integration among Central American energy systems. Hosted by the Assistant Secretary of State for Economics, Energy and Business Affairs, Jose Fernandez, it will bring together senior Central American energy officials, current and potential private sector investors, and regional stakeholders. A follow-up session is slated to be held in the spring of 2011.

## **Workshop for Women-Owned Businesses**

**Tuesday, November 16, 4:15PM – 6:15PM**

By leveraging the knowledge of U.S. government and private-sector trade experts, this workshop focuses specifically on improving the trade capacity of women-owned businesses and exploring the advantages of participating in a network of certified women's business enterprises. Additionally, business owners can learn how to take advantage of U.S. government services, financing solutions, and vast global networks of international business experts, contacts and partners.



## General Session Speaker Bios



**Speaker: Gary Locke**  
**U.S. Secretary of Commerce**

Gary Locke was appointed by President Obama as the 36th Secretary of Commerce and sworn into office on March 26, 2009. At the Department of Commerce, Secretary Locke is charged with helping implement President Obama's ambitious agenda to turn around the economy and put people back to work.

As the popular two-term governor of Washington, the nation's most trade-dependent state, Secretary Locke broke down trade barriers around the world to advance American products. He helped open doors for Washington State businesses by leading 10 productive trade missions to Asia, Mexico and Europe, significantly expanding the sale of Washington products and services. He also successfully strengthened economic ties between China and Washington State. His visits are credited with introducing Washington companies to China and helping more than double the state's exports to China to over \$5 billion per year.

As part of his considerable trade and economic development efforts, Secretary Locke launched Washington's Competitiveness Council with business, labor and civic leaders working together to effectively position Washington State for success at home and around the world. During the eight years of the Locke Administration, the state gained 280,000 jobs.



**Speaker: Kasim Reed**  
**Mayor, City of Atlanta**

Mayor Kasim Reed was inaugurated as the City of Atlanta's 59th Mayor on January 4, 2010. Since taking office, Mayor Reed has worked to improve public safety, create new opportunities for the City's youth, restore fiscal stability to the City and provide faster and more efficient customer service to residents.

Prior to his election, Mayor Reed established a track record of leadership during his 11 years as a member of the Georgia General Assembly. He was first elected in 1998 as a State Representative and served two terms. From 2002-2009, he served in the Georgia State Senate, where he was Vice Chairman of the Senate Democratic Caucus.

As an undergraduate member of Howard University's Board of Trustees, he created a fundraising program that has contributed more than \$10 million to the school's endowment since its inception. Mayor Reed was appointed as Howard University's youngest General Trustee in June 2002 and remains a member of the Board of Trustees.

Mayor Reed is Chair of the Transportation and Communications Committee of the U.S. Conference of Mayors and Chair of the Regional Transit Committee of the Atlanta Regional Commission. He is a member of the Leadership Georgia Class of 2000 and Leadership Atlanta Class of 1998, and was named to the Aspen Institute-Rodel Fellowship Class of 2007. Mayor Reed is also a former Board Member of both the National Black Arts Festival and Metropolitan Atlanta Arts Fund.



**Speaker: Rich Oliver**  
**Executive Vice President, Federal Reserve Bank of Atlanta**

Rich Oliver is an executive vice president with the Federal Reserve Bank of Atlanta and has been with the Bank since 1973. Since 1998, he has served as retail payments product manager for the Federal Reserve System. In this capacity, he has responsibility for managing the Fed's check and ACH businesses nationwide.

Earlier in his career, Mr. Oliver served as planning analyst, administrator of the Automated Clearinghouse, chairman of the Federal Reserve's Electronic Payments Implementation Task Force, manager and officer in charge of software development, vice president in charge of automation services, the Federal Reserve System's product manager for electronic payments services, officer in charge of business development and check software, and staff director for the Federal Reserve System's Policy Committee for Financial Services. He also serves on the Federal Reserve Bank of Atlanta's Management Committee.

Mr. Oliver received a bachelor's degree in math from the University of Nevada, a master's degree in information and computer sciences from Georgia Institute of Technology, and an MBA in management from Georgia State University. He has also completed executive development programs at Harvard University and the University of Tennessee.

## General Session Speaker Bios



**Master of Ceremonies: Francisco J. Sánchez**  
**Under Secretary of Commerce for International Trade, U.S. Department of Commerce, International Trade Administration**

As Under Secretary, Francisco Sánchez leads the International Trade Administration, which assists in the development of U.S. trade policy in the global economy; creates jobs and economic growth by promoting U.S. companies; strengthens American competitiveness across all industries; addresses market access and compliance issues; administers U.S. trade laws; and undertakes a range of trade promotion and trade advocacy efforts.

As a senior policy advisor to President Obama during the 2008 campaign, Under Secretary Sánchez served as the Chairman of the National Hispanic Leadership Council and also provided policy support on issues pertaining to Latin America. Mr. Sánchez now brings his wide range of experience in both federal and state government as well as in the private sector to his leadership position at ITA. Under Secretary Sánchez served as the Assistant Secretary for Aviation and International Affairs at the U.S. Department of Transportation during the Clinton administration, where he developed aviation policy and oversaw international negotiations. Under Secretary Sánchez had previously served in the White House as a Special Assistant to the President and Chief of Staff to the Special Envoy to the Americas, Kenneth MacKay, where he focused on economic integration and democracy issues throughout the Western Hemisphere. He began his career in government working as Director of Florida's Caribbean Basin Initiative Program for then-Governor Bob Graham.



**Speaker: Jim Clifton**  
**President and CEO, The Gallup Organization**

Since 1988, Jim Clifton has served as CEO of Gallup, a leader in organizational consulting and public opinion research. His most recent innovation, the Gallup World Poll, is designed to give the world's 6 billion citizens a voice in virtually all key global issues. Mr. Clifton has pledged to continue this effort to collect world opinion for 100 years in 150 countries.

Under Mr. Clifton's leadership, Gallup has achieved a fifteenfold increase in its billing volume and expanded Gallup from a predominantly U.S.-based company to a worldwide organization with 40 offices in 30 countries and regions. Mr. Clifton is also the creator of The Gallup Path, a metric-based economic model that establishes the linkages among human nature in the workplace, customer engagement, and business outcomes. This model is used in performance management systems in more than 500 companies worldwide.

Mr. Clifton serves on several boards and is Chairman of the Thurgood Marshall College Fund. He has received honorary degrees from Jackson State, Medgar Evers, and Bellevue Universities.



**Panelist: Pamela Cox**  
**World Bank Vice President for the Latin America and the Caribbean Region**

Pamela Cox is a development economist and has held management positions in various countries and regions since joining the Bank in 1980. From 2000 to 2004, Ms. Cox was Director of Strategy and Operations in the Office of the Vice President for the Africa Region, where she oversaw the increase of Bank lending to the poorest African countries. Previously, she served as Country Director for South Africa, Botswana, Lesotho, Namibia and Swaziland from 1996 to 2000. During 1994-1996, she was Chief of the Country Operations Division in East Asia covering Vietnam, Laos, Cambodia, Myanmar, the Philippines, Malaysia, Thailand and Korea. She served as Chief of the Agriculture and Environment Operations Division from 1992 to 1994 in the same region.

During the early years of her career in the Bank, Ms. Cox was an economist working on agricultural and environmental issues in the units for South Asia and Latin America. In the Latin America and the Caribbean Region, Ms. Cox was a senior economist in the Agriculture Division (1985-87), where she worked primarily with Brazil.





**Panelist: José María Figueres Olsen**  
**CEO, Concordia 21**

José María Figueres served as President of Costa Rica from 1994 to 1998. As such, he was the youngest President of a Central American country in modern times. During his presidency, he created a comprehensive national Sustainable Development strategy combining sound macroeconomic indicators, together with strategic investment in human development, and a strong alliance with nature through the implementation of innovative environmental policies. Prior to serving as President he was Minister of Foreign Trade (1987-1988) and Minister of Agriculture (1988-1990).

In the international arena he has pioneered the linkage between Sustainable Development and technology, in the realms of business, public service, and non-profit organizations. He helped create and lead the United Nations Information and Communication Technologies Task Force (ICT) and is the founder of the Fundación Costa Rica para el Desarrollo Sostenible (Entebbe) in Costa Rica. In 2000, President Figueres joined the World Economic Forum and became its first CEO in 2003, where he strengthened global corporate ties to social and governmental sectors by identifying common long-term interests.

Today he continues to work in the fields of technology and development, and is currently the CEO of CONCORDIA 21, based in Spain, dedicated to the support of organizations which promote development and democratic values around the world.



**Panelist: Enrique Garcia**  
**Executive Chairman of CAF**

The Executive Chairman is the top legal, managerial, and administrative authority of the Institution and is responsible for all matters not specifically assigned to another body of CAF. The Executive Chairman focuses on adopting strategic plans for countries and sectors, institutional structures and processes within their authority, and financial transactions that are within the limits set by the Board. The Executive Chairman is elected for a period of five-years and is eligible for reelection.

Mr. Garcia was originally chosen for the 1991-1996 term and subsequently reelected for the 1996 – 2001 term, the 2001-2006 term, and was again reelected to a new five-year period that will end in December 2011.



**Panelist: José Miguel Insulza**  
**Secretary General of the Organization of American States**

Mr. Insulza was elected OAS Secretary General on May 2, 2005, and took office on May 26 of that year. In the early 1970s, Insulza played an active role in Salvador Allende's Popular Unity government. Following the coup that brought General Augusto Pinochet into power, he went into exile for 15 years, first in Rome (1974-1980) and later in Mexico (1981-1988). In Mexico City, he served as Director of the United States Studies Institute in the Center for Economic Research and Teaching (CIDE). He also taught at Mexico's National Autonomous University, the Ibero-American University, and the Diplomatic Studies Institute.

Under the presidency of Patricio Aylwin, Insulza served as Chilean Ambassador for International Cooperation, Director of Multilateral Economic Affairs at the Ministry of Foreign Affairs, and Vice President of the International Cooperation Agency.

In March 1994, Insulza joined the administration of President Eduardo Frei, serving as first as Under-Secretary of Foreign Affairs and later as Minister of Foreign Affairs. In 1999, he became Minister Secretary General of the Presidency, and was appointed the following year to be President Ricardo Lagos's Minister of the Interior and Vice President of the Republic. When Insulza left that post in May 2005, he had served as a government minister for more than a decade, the longest continuous tenure for a minister in Chilean history.

## General Session Speaker Bios



**Moderator: Andrés Van der Horst**  
**Executive Director, Competitiveness National Council**

As the executive director of the Competitiveness National Council, Andrés van der Horst is largely responsible for the implementation of the Competitiveness National Plan also for supervising the project managers in charge of the research and analytical studies that support the development initiative in the manufacturing sector. The CNC creates competitiveness and functional strategies for different sectors of the Dominican economy, supporting the government in the projects and initiatives necessary to enhance productivity and quality, and creating the environment for private and public sector interaction.

Mr. Van der Horst has a Degree in Business Administration from the Pontificia Universidad Católica Madre y Maestra, a Masters Degrees in Science of Strategic Management and a Business Administration Major in Finance from the University of Miami, and a Masters in Marketing and International Commerce from the University of Barcelona.



**Speaker: Scott Davis**  
**Chairman and Chief Executive Officer of UPS**

Under the direction of Scott Davis, UPS is expanding its capabilities into new lines of business that complement the company's global package delivery operations.

Prior to his current position, Mr. Davis served as vice chairman and chief financial officer. Mr. Davis joined UPS in 1986 when the company acquired Oregon technology company, Il Morrow. He had served as the chief financial officer and then CEO. Beginning in 1991, Mr. Davis held positions of increasing responsibility as treasury manager, financial reports and plans manager and accounting manager. From late 1998 to early 2000, he served as chief executive officer of Overseas Partners, Ltd., a reinsurance company. Mr. Davis then rejoined UPS as its vice president of finance. In that position, he was responsible for banking, investments, mergers and acquisitions, tax and investor relations. Davis joined the UPS Management Committee in 2001, when he assumed position of chief financial officer.

Mr. Davis currently serves on the Board of Honeywell International, Inc. He also is a member of the President's Export Council; The Business Council; serves as a trustee of the Annie E. Casey Foundation, and is a member of The Carter Center Board of Councilors. Mr. Davis completed a term as chairman of the Federal Reserve Bank of Atlanta in 2009.



**Speaker: Sonny Perdue**  
**Governor, State of Georgia**

Sonny Perdue was sworn in as Georgia's 81st Governor on January 13, 2003. Governor Perdue immediately went to work reforming the state budget, setting priorities, and cutting wasteful spending. His efforts helped stimulate the economy and turn the state budget deficit that he inherited in to a substantial surplus. During Governor Perdue's first term, Georgia created over 200,000 new jobs and posted the highest graduation rate and SAT scores in state history. After a first term marked by numerous accomplishments, Governor Perdue won re-election in November 2006.

Governor Perdue has led the state based on his life experiences prior to entering public service. He graduated from Warner Robins High School and earned a doctorate in veterinary medicine in 1971 from the University of Georgia. Following his service as a Captain in the United States Air Force, Perdue became a successful small business owner, concentrating in agribusiness and transportation.



**Introduction: Mark Elliott**  
**President of North America, Promethean**

Mark joined Promethean in 2005 as President of North America, following 28 years of experience in sales, marketing, and operations for both technical and software organizations.

Prior to joining Promethean, Mark was a Senior Director of Apple Computer's Education Division, where he managed all solutions outside of the hardware platform, including Apple Care, Apple Software, Strategic Initiatives, Alliances, and Channels.

Previously, in his 14 years at Burroughs/Unisys, he was promoted several times within the company, leading ultimately to his appointment as Regional Director of Marketing. Mark also served as VP of Lawson Software's Retail Division and VP of sales, marketing, and product development for Education Networks of America. Mark holds a BBA in Economics and Master of Science degree in Industrial Management.



**Keynote Address: Arturo Valenzuela**  
**U.S. Assistant Secretary of State for Western Hemisphere Affairs**

Dr. Arturo Valenzuela assumed responsibilities as Assistant Secretary of State for Western Hemisphere Affairs on November 10, 2009. Dr. Valenzuela was previously Professor of Government and Director of the Center for Latin American Studies in the Edmund A. Walsh School of Foreign Service at Georgetown University. He is a specialist on the origins and consolidation of democracy, the institutional dimensions of democratic governance, Latin American politics, and U.S.-Latin American relations. Prior to joining the Georgetown faculty he was Professor of Political Science and Director of the Council on Latin American Studies at Duke University. He has been a Visiting Scholar at Oxford University, the University of Sussex, the University of Florence (Italy) and the Catholic University of Chile.

During the Clinton administration, Dr. Valenzuela served at the White House as Special Assistant to the President and Senior Director for Inter-American Affairs at the National Security Council and as Deputy Assistant Secretary for Inter-American Affairs at the U.S. Department of State, where his primary responsibility was United States foreign policy towards Mexico. A member of the Council on Foreign Relations, he has been listed in Who's Who in America and Who's Who in American Higher Education and has served on the editorial boards of leading academic journals. For his diplomatic contributions he has been honored with the National Order of the Southern Cross by the government of Brazil and the Order of Boyacá by the government of Colombia.



**Introduction: Tony Clement**  
**Minister of Industry, Canada**

Tony Clement is Canada's Minister of Industry. He is also the Member of Parliament for Parry Sound-Muskoka since 2006. As Industry Minister Mr. Clement has the lead role in developing and implementing Canada's economic strategy to become even more competitive and innovative. Minister Clement also has special responsibility for Northern Ontario as Minister responsible for FedNor, the federal economic development agency for the region.

During his private sector career Minister Clement used his training in law to work in and gain an in-depth understanding of the world of business and entrepreneurship. He has, in fact, put this knowledge into practice by working, at different points in his career, as a small business owner and entrepreneur. Minister Clement's dedication to public service spans three decades, with time as Canada's Health Minister and four different Cabinet roles in the Ontario Government.



**Panelist: His Excellency Danilo Astori**  
**Vice President of the Oriental Republic of Uruguay**

Vice President Astori is the leader of the Asamblea Uruguay Faction of the Frente Amplio Party. He served as Minister of Economy and Finance (2005-08), and as Senator (1985-2015). His journalist experience included editorial writer of leftist weekly "Brecha," former monthly magazine "Tres" and leading conservative daily "El País." Vice President Astori also served as Deputy Director of the Office of Programs and Agricultural Policies of the Ministry of Agriculture (1963-67), as UN advisor on economic and agriculture issues, as advisor to ECLAC (Santiago de Chile - 1967-70), as Dean of the School of Economic Sciences (1971-73, 1985-89). Vice President Astori is reputedly the author of over 60 books. In June 1995, Vice President Astori participated in an IDB-sponsored seminar in Washington which focused on social security reform.



**Panelist: His Excellency Angelino Garzón**  
**Vice President of the Republic of Colombia**

Vice President Garzón's main portfolio is human rights and labor. As a union leader, he was the Secretary General of the United Workers Confederation (CUT) from 1981 until 1990. During this time, he actively supported the protection of labor leaders. His first involvement in politics was as a member of the Communist Party (approx. 1981-85), where he served on the Executive Committee. When the Union Patriótica (UP) party was formed in 1985 by a range of social movements, Revolutionary Armed Forces of

## General Session Speaker Bios

Colombia (FARC) members purportedly interested in abandoning their armed struggle for political representation, and the Communist Party, Vice President Garzón joined the UP (approx. 1985-90) with his Communist colleagues and became its Vice President. However, he had disagreements with UP leadership, so he left for the Democratic Alliance/M-19 (AD) Party. He represented the AD at the 1991 Constituent Assembly that drafted Colombia's Constitution. After receiving death threats, Garzón left Colombia and the AD for self-exile in Spain (approx. 1993).

Vice President Garzón represented Colombia as Ambassador to the United Nations in Geneva (most notably the International Labor Organization) from January 2009 until March 8, 2010, when he became a candidate for Vice President of Colombia. He also participated in the Carter Center's mediation efforts to reestablish relations between Colombia and Ecuador. Vice President Garzón has been a strong supporter of the U.S.-Colombia Trade Promotion Agreement (CTPA) and even accompanied President Uribe to lobby the U.S. Congress in June 2007.



**Panelist: His Excellency Luis Liberman Ginsburg**  
**Second Vice President of the Republic of Costa Rica**

Luis Liberman Ginsburg was elected Second Vice President of Costa Rica on the ticket of President Laura Chinchilla and First Vice President Alfio Piva, which took office on May 8, 2010. Dr. Ginsburg earned a B.A. in economics at the University of California and his Ph.D. in economics from the University of Illinois. He also was an economics instructor at the University of Illinois from 1968-1972, and then an economist in the industrial finance division of the World Bank until 1975. Subsequently he became an advisor to the National Planning Office of Costa Rica and began teaching at the University of Costa Rica as an economics professor

which he continued for 25 years. From 1976-1978, Dr. Liberman served as Economic Advisor to the President of Costa Rica and as Vice Minister of Finance.

In 1982, he founded the bank which later became Interfin Bank, where he served as General Manager and Vice Chairman of the Board to transform it into one of the strongest and most important financial institutions in the country. Interfin became Scotiabank Costa Rica, and Dr. Liberman served as Senior Vice President and General Manager from 2006-2009. He has also served on several occasions as president of the Costa Rican Banking Association, and a Board Member of the Chamber of Industry. Dr. Liberman has also been engaged in a variety of civic and community initiatives, including reforestation of species in La Sabana, policies to promote women in senior management positions, school infrastructure in marginal areas, and programs to protect children in areas impacted by drug addiction and violence.



**Panelist: His Excellency Juan Carlos Varela**  
**Vice President of the Republic of Panama**

Vice President Juan Carlos Varela was sworn into office as President Martinelli's Vice President and Foreign Minister on July 1, 2009. Since 1985, he was manager of a family-owned liquor company Varela Hermanos and became its executive vice president in 2008.

Vice President Varela began his early political career in Chiriqui Province in 1977, organizing for the political party Arnulfista, now called Partido Panameñista or PP. He participated in campaigns of the late party founder Arnulfo Arias in 1984 and of the late President Guillermo Endara in 1989. Varela was deputy manager and coordinator for the political campaign of Arias' widow, former President Mireya Moscoso, in 1994. In 1999, he was the manager for PP presidential candidate Alberto Vallarino. He was a member of the PP National Board of Directors from 1992 to 1999 and was PP president during the most recent presidential elections. Varela won the July 2008 PP primary and became its 2009 presidential nominee, but he later renounced his own candidacy to become President Martinelli's running mate.



**Moderator: Lynn Martinez**  
**Emmy Award Winning Journalist**

Emmy Award winning Lynn Martinez anchors 7 NEWS First at 4, 7 NEWS at 4:30, 5:30 and 7 News at 6:30PM. She also co-hosts the popular entertainment show "Deco Drive" at 7:30PM. Martinez came to WSVN in 1991 as a co-anchor of TODAY IN FLORIDA, WSVN's # 1 rated morning news program and general assignment reporter. One of a trio of anchors in the morning, Martinez quickly rose through the ranks and was promoted to weekend anchor. Two years later, she moved to her current assignment on the weeknight news. In 1998, she began co-hosting Deco Drive, the half-hour news magazine show known



for celebrity news and the latest on the South Florida entertainment circuit. Martinez began her broadcasting career in 1989 at the CBS affiliate in Cadillac, Michigan, where she served as an anchor and producer. During her 16 years at WSVN, Martinez has covered the inauguration of President Bill Clinton, was one of the first U.S. reporters to cover the atrocities in Bosnia, traveled to Holland after the murder of a German tourist in Miami, and went to Rome to cover the Pope. She was also featured on the Fox program "America's Most Wanted" on a story about how to survive a carjacking. She's covered numerous hurricanes including Andrew in 1999 and Wilma in 2005. For "Deco Drive," Martinez has also interviewed numerous celebrities, among them: Gloria and Emilio Estefan, Julio Iglesias, Cameron Diaz, Andy Garcia and Keanu Reeves. Martinez won an award for a series on organ donation called "Dying for an Organ," and was nominated for an Emmy for her coverage of Hurricane Andrew. Martinez is actively involved with numerous charitable organizations, including "Women in Distress," a program that provides shelter and services for the victims of domestic abuse. In 2004, Lynn received an Emmy for the "Women in Distress", Public Service Announcement she is featured in. Martinez has a masters and bachelor's degree in journalism from Webster University in St. Louis, Missouri. She is married and has two children.



**Speaker: Edward Gordon**  
**Owner and Founder, Imperial Consulting Corporation**

As President of Imperial Consulting Corporation in Chicago and Palm Desert, California, Dr. Edward Gordon is a human capital management expert who applies a multidisciplinary approach to today's complex workforce and economic development issues.

Dr. Gordon is a recognized international expert on talent, training, careers, and education related to business and economic development. Dr. Gordon has authored or co-authored 17 books including *Winning the Global Talent Showdown*, *The 2010 Meltdown*, *Skill Wars*, *FutureWork*, *Closing the Literacy Gap in American Business*, *Opportunities in Training and Development Careers*, *Literacy in America*, *The Tutoring Revolution*, *Peer Tutoring: A Teacher's Resource Guide* and *Tutor Quest*. He has been quoted in or written over 300 articles in major newspapers, popular magazines, business publications, and education journals. His media experience includes the CBS Network's, "The Early Show," CNN, NBC, Bloomberg TV, WGN, NPR, Time-Warner Cable, USA Radio, and Yahoo. As a professional speaker, he has been heard by over 350,000 people and millions on television and radio.



**Moderator: Michael Camuñez**  
**U.S. Assistant Secretary of Commerce for Market Access and Compliance**

Michael C. Camuñez was nominated by President Barack Obama and, on September 16, 2010, unanimously confirmed by the United States Senate as the Assistant Secretary of Commerce for Market Access and Compliance (MAC) within the International Trade Administration. As Assistant Secretary, Mr. Camuñez plays a critical role in supporting the President's economic recovery agenda by helping to coordinate the Commerce Department's efforts to create American jobs through the National Export Initiative. Under

Mr. Camuñez's leadership, MAC will help lead the effort to open new markets for U.S. goods and services, identify and eliminate significant market access challenges, particularly non-tariff barriers, and help to monitor and enforce U.S. trade agreements and commitments to ensure that American companies, and the workers they employ, can compete on a level playing field.

Prior to assuming his role at Commerce, Mr. Camuñez served in the White House from the beginning of the administration as Special Counsel to the President in the Office of the White House Counsel as well as Special Assistant to the President, advising the President and senior White House Officials on issues related to executive nominations and appointments in the domestic cabinet and independent agencies.



**Panelist: Frederico Fleury Curado**  
**President and CEO, Embraer, S.A.**

Frederico Fleury Curado was born in Rio de Janeiro and received his under-graduate degree in Mechanical-Aeronautical Engineering from Brazil's Aeronautics Technological Institute (Instituto Tecnológico de Aeronáutica – ITA). In addition, he has a post-graduate degree in Foreign Trade from the Getúlio Vargas Foundation (Fundação Getúlio Vargas – FGV) and an International Executive MBA from the University of São Paulo (Universidade de São Paulo – USP). Curado joined Embraer in 1984. On April 23, 2007, he was appointed President and CEO of Embraer by the Board of Directors.

## General Session Speaker Bios



**Panelist: Dionisio Gutiérrez Mayorga**  
Corporate President, CMI

Dr. Gutiérrez has a Bachelors Degree in Business Administration, a Masters Degree in International Management and Finance and a Doctorate Degree, Summa Cum Laude, in Political Sciences and Sociology from the Universidad Pontificia of Salamanca.

He is the Corporate President of CMI, Corporación Multi-Inversiones, a multinational company incorporated in 1902 with over thirty-thousand employees with presence in three Continents. Its operations include six sub-divisions: Molinos Modernos, an Industrial and Cattle Division, Pollo Campero, Projects for the Generation of Renewable Energy, Development of Construction Projects and a Financial Division.

In addition, Dr. Gutierrez is the General Director of Libre Encuentro, a television program which for 19 years has been conducting analyses, interviews and debates on social, economic and political problems of the world, with emphasis on Latin America. Its audience is located in Central America and in two Hispanic television networks in the United States. In Guatemala alone, the weekly audience is one and one half million viewers.

Dr. Gutiérrez is a member of the Board of Trustees of the Francisco Marroquin University, he also is a member of the "G50", Group of the 50 with headquarters in Washington, D. C. Participates in the Council of the Americas based in New York and participated in Barómetro, a civic group in Guatemala.

For seven years Dr. Gutiérrez was President of the Chamber for Free Enterprise. He has also been a Director of the Guatemalan Managers Association, Director of the Chamber of Commerce, Director of the Banco de Occidente and an active member of the group of political observers of Latin America.

Since the democratic opening in Central America during the 80s, in addition to being a businessman committed to development and democracy, Dr. Gutiérrez has had a relevant participation in critical moments in the region as confirmed by his public career.



**Moderator: Deborah L. Wince-Smith**  
President and CEO of the U.S. Council on Competitiveness

Deborah L. Wince-Smith is internationally renowned as a leading voice on competitiveness, innovation strategy, science and technology policy, energy, education, economics and business. As president of the Council, Ms. Wince-Smith spearheaded the groundbreaking National Innovation Initiative (NII), which played a pivotal role in creating a reinvigorated U.S. competitiveness movement. The NII shaped the bipartisan America COMPETES Act, created state and regional innovation initiatives, and brought a global focus to innovation.

During her 17-year tenure in the federal government, Ms. Wince-Smith held leading positions in the areas of science, technology policy and international economic affairs. Most notably, she served as the nation's first assistant secretary of commerce for technology policy in the administration of George H.W. Bush, overseeing federal technology transfer policy, implementation of the Bayh-Dole Act, and the White House National Technology Initiative. She was also the first assistant director of international affairs and competitiveness in the White House Office of Science and Technology Policy and the architect of the landmark Head of Government Science and Technology Agreement with Japan.



**Panelist: Eduardo Solórzano Morales**  
President and CEO, Wal-Mart Latin America

Eduardo Solórzano Morales is responsible for the company's operations in Argentina, Brazil, Chile, Costa Rica, El Salvador, Guatemala, Honduras, Mexico and Nicaragua, as well as business development of Wal-Mart in the Latin America region. Mr. Solórzano led Wal-Mart de México from 2005 until 2010, and oversaw dramatic expansion of the business in terms of units, associates, sales and share value. With the company's acquisition of Wal-Mart's operations in Central America, he was instrumental in expanding the company beyond Mexico. In addition, he was responsible for the conception and creation of Banco Wal-

Mart, the world's first Wal-Mart bank, and the development of successful new formats such as Bodega Aurrera Express.

His career at Wal-Mart de México began in 1985, when he joined Grupo Cifra-Aurrera, holding several management positions in operations, merchandising and logistics. In 1998, he was named director of food for Wal-Mart Supercenter, and later, as the vice president, he was instrumental in the successful implementation of the Every Day Low Prices strategy in Mexico. He went on to be named executive vice president for self-service and then chief operating officer before being named president and CEO of Wal-Mart de México.



## Country Delegations

COUNTRY	FIRST	LAST	TITLE
Argentina	Marcelo	Cima	Director for Export Promotion, Secretariat for International Trade and Economic Relations
Argentina	Juan	Schiaretti	Governor of the Province of Cordoba
Argentina	Francisco	Cabrera	Minister of Economic Development, City of Buenos Aires
Argentina	Miguel Angel	Isa	Mayor of Salta
Argentina	Sergio	Massa	Mayor of Tigre
Bahamas	Joshua	Sears	Director General, Ministry of Foreign Affairs
Belize	Michael	Swift	Executive Director, BelizeTrade
Bolivia	Edgar	Patana	Mayor of El Alto
Brazil	Welber	Barral	Secretary of International Trade
Brazil	Erik	Camarano	President, Brazilian Competitiveness Movement
Brazil	Gustavo	Reis	Mayor of Jaguariuna; President of Campinas Federation of Municipalities
Brazil	Sergio	Queiroz	Coordinator for Research and Innovation, Sao Paulo Research Foundation (FAPESP)
Brazil	Frederico	Fleury Curado	President and Chief Executive Officer, Embraer
Canada	Tony	Clement	Minister of Industry
Chile	Juan Andres	Fontaine Talavera	Minister of Economy
Chile	Conrad	von Igel	Innovation Division Chief, Ministry of Economy
Colombia	Angelino	Garzon	Vice President
Colombia	Carlos Andres	De Hart Pinto	Vice Minister of Entrepreneurial Development
Colombia	Catalina	Crane	Senior Advisor to the President
Colombia	Yelitza Cardenas	Rojas	Director of Productivity and Competitiveness
Colombia	Alex	Char Chalub	Mayor of Barranquilla
Colombia	P. Michael	McKinley	Ambassador of the United States
Costa Rica	Luis	Liberman Ginsberg	Second Vice President
Costa Rica	Maria Iris	Céspedes Núñez	Director of Foreign and External Affairs, Customs Administration, Ministry of Finance
Costa Rica	Ricardo	Monge	Technical Secretary of Competitiveness and Innovation
Costa Rica	Anne Slaughter	Andrew	Ambassador of the United States
Dominica	Eisenhower	Douglas	Director of Trade, Ministry of Foreign Affairs and Trade
Dominican Republic	Eddy	Martinez	Minister of the Center for Export and Investment
Dominican Republic	Juan Temistocles	Montas	Minister of Economy, Planning and Development
Dominican Republic	Melanio	Paredes	Minister of Education
Dominican Republic	Andres	van der Horst	Minister and Executive Director, National Competitiveness Council
Dominican Republic	Luisa	Fernández Durán	Executive Director, National Free Zones Council
Dominican Republic	Valentin	Fernandez	Mayor of Salcedo
Ecuador	Nathalie	Cely Suárez	Minister of Production, Employment, and Competitiveness
El Salvador	Alexander Ernesto	Segovia Caceres	Technical Secretary of the President
El Salvador	Mario Antonio	Cerna Torres	Vice Minister of Commerce and Industry
El Salvador	Yax	Canossa	Innovation and Technological Development Manager, Ministry of Economy

## Country Delegations

COUNTRY	FIRST	LAST	TITLE
El Salvador	Mari Carmen	Aponte	Ambassador of the United States
Grenada	Franka	Bernadine	Minister of Education
Grenada	Lana	McPhail	Permanent Secretary, Ministry of Foreign Affairs
Grenada	Sonia	Roden	General Manager, Grenada Industrial Development Cooperation
Guatemala	Erick Heraldo	Coyoy Echeverria	Minister of Economy
Guatemala	Virgilio	Cordon	Executive Director, Invest in Guatemala
Guatemala	Julio Hector	Estrada	Executive Director, National Competitiveness Program
Guatemala	Juan Carlos	Paiz	Coordinating General, National Program on Competitiveness
Guatemala	Yolanda	Mayora de Gavidia	Secretary General, Secretariat of Economic Integration of Central America (SIECA)
Guatemala	Dionisio	Gutiérrez	CEO, Corporación Multi Inversiones (CMI)
Haiti	Pierre	Etienne	Director General, Ministry of Economy and Finance
Haiti	Pierre-Marie	Boisson	Executive Committee on Competitiveness
Honduras	Mario	Canahuati	Minister of Foreign Relations
Honduras	Oscar	Escalante Ayala	Minister of Industry and Commerce
Honduras	Hugo	Llorens	Ambassador of the United States
Jamaica	Karl	Samuda	Minister of Industry, Investment and Commerce
Jamaica	Reginald	Budhan	Permanent Secretary, Ministry of Industry, Investment and Commerce
Mexico	Bruno	Ferrari	Secretary of Economy
Mexico	Beatrice	Leycegui	Under Secretary for Foreign Trade, Secretariat of Economy
Mexico	Felipe	Duarte Olvera	Under Secretary for Competition and Regulation, Secretariat of Economy
Mexico	Roberto Newell	Garcia	General Director, Mexican Institute for Competitiveness
Mexico	Manuel	Molano	Director General Adjunto, Mexican Institute for Competitiveness
Mexico	Eruviel	Avila Villegas	Mayor of Ecatepec, President of National Federal of Municipalities of Mexico
Mexico	Blanca	Alcala Ruiz	Mayor of Puebla
Mexico	Cecilia	Gonzalez Gomez	Mayor of Tepatitlan
Mexico	Otilia Maria Azucena	Olivares Villagomez	Mayor of Naucalpan
Mexico	Jaime	Valls Sponda	Mayor of Tuxtla Gutierrez
Mexico	Fernando	Larrazabel	Mayor of Monterrey
Nicaragua	General (ret.) Alvaro	Baltodano	Presidential Delegate for Investment Promotion
Nicaragua	Orlando	Solórzano Delgadillo	Minister of Trade, Industry & Commerce
Nicaragua	Javier	Chamorro	Executive Director, PRONicaragua
Panama	Juan Carlos	Varela	Vice President and Foreign Minister
Panama	Roberto	Henriquez	Minister of Commerce and Industry
Panama	Lucy	Molinar	Minister of Education
Panama	Kristelle	Getzler	Secretary of Economy
Panama	Juan	Urriola	Secretary of Energy
Panama	Ruben	Berrocal	National Secretary of Science, Technology and Innovation
Panama	Nicolas Ardito	Barletta	General Director, National Center for Competitiveness





COUNTRY	FIRST	LAST	TITLE
Panama	Eduardo	Jaen	General Administrator, National Authority for Government Innovation
Panama	Claudia	Guerrero	Director of International Technical Cooperation
Panama	Ivan	Perez-Venero	Director of Business Innovation
Panama	Jaime Eduardo	Aleman	Ambassador of Panama
Panama	Phyllis	Powers	Ambassador of the United States
Paraguay	Francisco	Rivas Almada	Minister of Industry and Commerce
Peru	Marco	Parra	Acting Mayor of Lima
Peru	Luis	Valdivieso	Ambassador of Peru
Spain	Jose Maria	Figueres	CEO, Concordia 21
St. Kitts-Nevis	Rosalyn E.	Hazelle	Ambassador Extraordinaire Plenipotentiary
St. Lucia	Charlotte	Mangal	Minister of Commerce, Industry, and Consumer Affairs
St. Lucia	Nadia	Wells Hyacinth	Director of Investment Coordination
St. Lucia	Gale T. C.	Rigobert	Senior Advisor, Ministry of Finance
St. Vincent and the Grenadines	Nadine	Agard	Investment Services Officer, Ministry of Foreign Affairs
Trinidad and Tobago	Mary	King	Minister of Planning, Economic Social Restructuring, and Gender Affairs
Uruguay	Roberto	Kreimerman	Minister of Industry, Energy, and Mines
Uruguay	Fernando	Amestoy	CEO, National Research and Innovation Agency (ANII)
Uruguay	Carlos	Gianelli Derois	Ambassador of Uruguay
Uruguay	David	Nelson	Ambassador of the United States
USA	Gary	Locke	Secretary of Commerce
USA	Francisco	Sanchez	Under Secretary of Commerce for International Trade
USA	Michael	Camunez	Assistant Secretary of Commerce for Market Access and Compliance
USA	Arturo	Valenzuela	Assistant Secretary of State, Western Hemisphere Affairs
USA	Jose	Fernandez	Assistant Secretary of State, Economic, Business and Energy Affairs
USA	David	Hinson	National Director, Minority Business Development Agency
USA	Rich	Oliver	Executive Vice President, Federal Reserve Bank of Atlanta
USA	Wayne	Gardella	Vice President for the Small Business Group, Export-Import Bank of the United States
USA	Ginger	Lew	Senior Advisor to the National Economic Council and Small Business Administrator
USA	Sonny	Perdue	Governor of the State of Georgia
USA	Kasim	Reed	Mayor of the City of Atlanta
USA	Deborah	Wince-Smith	President and Chief Executive Officer, U.S. Council on Competitiveness
USA	Jim	Clifton	Chief Executive Officer, The Gallup Organization
USA	Scott	Davis	Chairman and Chief Executive Officer, UPS
USA	Edward	Gordon	Author, Winning the Global Talent Showdown
USA	Eduardo	Solorzano	President and Chief Executive Officer, Walmart Latin America
Venezuela	Dunia	De Barnola	Executive Director, Venezuela Competitiveness Council
Venezuela	Enrique	Garcia	President, Andean Development Corporation (CAF)
Venezuela	Michael	Penfold	Director of Public Policy and Competitiveness, Andean Development Corporation (CAF)

# Conferences Services

## Pavilion of the Americas

The Pavilion of the Americas showcases the various contributions of Western Hemisphere nations and global companies dedicated to strengthening competitiveness throughout the region. It provides the opportunity to liaise and interact with the ACF participating countries, international organizations, corporations and distinguished guests at the conference.

The Pavilion is located in the foyer of the Atrium Level and in section "C" of the Atrium Ballroom. It will be accessible during conference hours on Monday, November 15 and Tuesday, November 16 from 9:00 am to 5:00 pm.

## Internet Café

The Internet Cafe is located in the foyer of the Atrium Level, allowing ACF participants to take a break, relax, have a seat and check their email!

## Registration desk

All conference participants will need to stop by the Registration Booth located in the Atrium Level of the Atlanta Marriott Marquis. CIFAL Atlanta staff will provide you with your welcome packet and ID badge that will give you access to all Forum's activities.

## Information table

Information about the forum can also be obtained at the information booth. CIFAL Atlanta staff will be ready to provide you information about the forum's activities and to assist you with anything you may need. Registration and Information Desk hours are as follows:

Sunday, November 14: 8:00 AM to 5:00 PM

Monday, November 15: 7:00 AM to 5:00 PM

Tuesday, November 16: 7:00 AM to 5:00 PM

## Hotel information

Atlanta Marriott Marquis

265 Peachtree Center Avenue

Atlanta, GA 30303

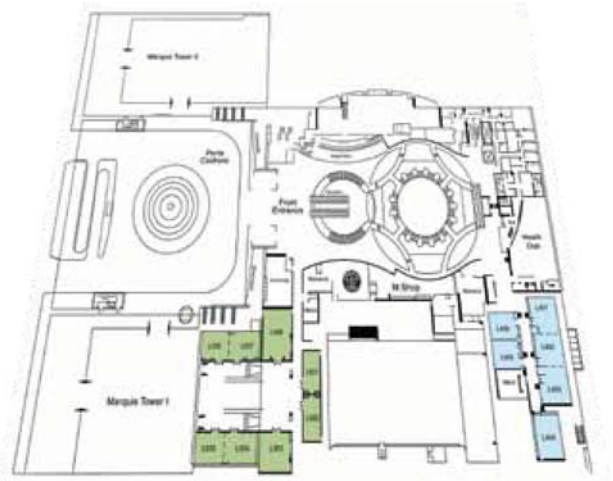
T: (404) 521-0000

[www.marriott.com/Atlanta](http://www.marriott.com/Atlanta)



**Atrium level (AL)**

**Lobby level (LL)**



**Marquis level (ML)**

**International level (IL)**



## Atlanta's attractions

### Around Town

Filled with a wealth of attractions and activities, Atlanta offers something for everyone. The city features exciting interactive venues, historical sites and beautiful performing arts facilities. To find out what's happening around town, **visit [www.atlanta.net](http://www.atlanta.net)**.



### Georgia Aquarium

225 Baker Street  
Atlanta, GA 30313  
Phone: 404-581-4000  
**[www.georgiaaquarium.org](http://www.georgiaaquarium.org)**

The Georgia Aquarium is the world's largest and most engaging aquarium experience! With more than eight million gallons of fresh and marine water and the largest collection of aquatic animals, you are sure to see things you've never seen before!

### Atlanta Botanical Garden

1345 Piedmont Avenue  
Atlanta, GA 30309  
**404.876.5859**

This 15-acre oasis bordering Piedmont Park features one of the world's largest permanent displays of tropical orchids and the Fuqua Conservatory, home to rare and endangered tropical and desert plants.

### Inside CNN Atlanta

1 CNN Center  
Atlanta, GA 30303  
Phone: 404-827-2300  
**[www.cnn.com/studiotour](http://www.cnn.com/studiotour)**

Take a tour behind-the-scenes of the global headquarters of CNN. Advance reservations are recommended and tour times subject to change.

### World of Coca-Cola

121 Baker St., NW  
Atlanta, GA 30313-1807  
Phone: 800-676-2653  
**[www.woccatlanta.com](http://www.woccatlanta.com)**

The World of Coca-Cola, next to the Georgia Aquarium, is the only place you can explore the complete story-past, present and future- of the world's best-known brand. Thrilling 4D cinematic experience, largest collection of Coke memorabilia ever assembled & a World of Coca-Cola favorite- the tasting experience with over 70 different products to sample- await you!





## Zoo Atlanta

800 Cherokee Avenue, S.E.  
Atlanta, GA 30315  
Phone: **404-624-5600**

Located in historic Grant Park, minutes from downtown Atlanta and Turner Field, Zoo Atlanta is one of Georgia's most loved institutions. Founded in 1889, it is one of the 10 oldest zoos in continuous operation in the United States and it is the home to 200 species.

## Stone Mountain Park

Highway 78 East - P.O. Box 778  
Stone Mountain, GA 30086  
Phone: **770-498-5600**

Georgia's #1 attraction offers fun for the whole family. Features the world's largest exposed granite w/ Confederate Carving. Attractions include: Crossroads (1870s town w/entertainers & skilled crafters), Georgia's 1st 4D Theater, Great Barn, Summit Skyride, Scenic Railroad, Lasershow Spectacular, Ride the Ducks, shopping, dining & more!

## Georgia Dome

One Georgia Dome Drive  
Atlanta, Ga. 30313-1591  
**404.223.4636 • www.gadome.com**

The Georgia Dome, the largest cable-supported domed stadium in the world, opened in 1992. Located in downtown Atlanta, the Dome is the home venue for the Atlanta Falcons, host to Super Bowl XXVIII and XXXIV, host of the gymnastics and basketball events for the 1996 Olympic Games and host to both a Men's and Women's NCAA Final Four.

## Underground Atlanta

50 Upper Alabama Street  
Suite 007  
Atlanta, Georgia 30303  
Phone: **404-523-2311**  
**www.underground-atlanta.com**

Located in the Heart of Downtown, Underground Atlanta is bustling with activity, day or night. Enjoy daily entertainment by Atlanta's talented residents, caricature drawings and fortune telling, homemade candy, delicious dining and souvenir shopping. Learn of Atlanta's past on our guided history tour, From Civil War to Civil Rights. After dark, enjoy our clubs and restaurants in Kenny's Alley for a night of pure entertainment. Experience it all on the original streets of Atlanta. Over six blocks of shopping, dining, history and entertainment!

## Centennial Olympic Park

265 Park Ave West N.W.  
Atlanta, Georgia 30313-1591  
Phone: **404.223.4412**  
**www.centennialpark.com**

Less than two decades ago, Centennial Olympic Park's neighborhood was a run-down part of town. That all began to change on the day Atlanta Committee for the Olympic Games CEO Billy Payne gazed out his office window and a brilliant inspiration came to him - to convert a multi-block eyesore into a glorious gathering spot for visitors and residents to enjoy during the 1996 Centennial Olympic Games and for years to come.



## Atlanta's attractions

### Atlanta History Center

130 West Paces Ferry Rd.  
Atlanta, GA. 30315

**404.814.4000 • [www.atlantahistorycenter.com](http://www.atlantahistorycenter.com)**

The center includes the Atlanta History Museum featuring permanent and travelling exhibits museum, the 1928 Swan House, the 1845 Tullie Smith House, a research library/archives and 33 acres of garden.

### Fernbank Museum of Natural History

767 Clifton Road, N.E.  
Atlanta, GA 30307-1221

**404-929-6300**

Encounter prehistoric creatures, cultural treasures, hands-on science, exotic shells, activities for children and the world's largest dinosaurs. Enjoy Martinis & IMAX on Friday nights (Jan-Nov) with live music, cocktails, cuisine and films.

### Jimmy Carter Presidential Library

441 Freedom Parkway  
Atlanta, GA 30307

**404-865-7100**

The only Presidential Library in the southeast United States features an exact replica of the Oval Office, the Nobel Peace Prize awarded to President Jimmy Carter, exquisite State Gifts and fascinating special exhibitions.

### Martin Luther King, Jr. National Historic Site

450 Auburn Avenue, N.E.  
Atlanta, GA 30312

**404-331-5190**

Tour Dr. King's Birth Home and historic Ebenezer Church. View films and exhibits, and reflect at King's gravesite.

### Fox Theatre

660 Peachtree Street  
Atlanta, GA 30308

**404.881.2100 • [www.foxtheatre.org](http://www.foxtheatre.org)**

Listed on the National Register of Historic Places, this 1929 Moorish/Egyptian/Art Deco fantasy hosts a wide range of live performances (Broadway shows, concerts, operas, and ballets), a summer movie series, and is home to "Mighty Mo," the second-largest theater organ in the world.

### High Museum of Art

Woodruff Arts Center, 1280 Peachtree Street  
Atlanta, GA 30309

**404.733.4400 • [www.high.org](http://www.high.org)**



The premier art museum in the South, the High Museum of Art attracts more than half a million visitors each year, hosts world-renowned exhibits with works by Van Gogh, Norman Rockwell and Michelangelo, and has a permanent collection of more than 11,000 works of art. The High recently opened expanded facilities that will double the museum in size and, in fall of 2006 the High began a three-year partnership with the Louvre.

### Museum of Design

Peachtree Center, Marquis Two Office Tower,  
285 Peachtree Center Ave.

Atlanta, GA 30303

**404.979.6455 • [www.museumofdesign.org](http://www.museumofdesign.org)**

An affiliate of the Smithsonian Institution, The Museum of Design exhibits the art and design of the world's collective artistic heritage and strives to enrich the spirit through the power of art.

### Woodruff Arts Center

1280 Peachtree Street  
Atlanta, GA 30309

**404.733.4200 • [www.woodruffcenter.org](http://www.woodruffcenter.org)**

The Woodruff Arts Center is the largest performing and visual arts center in the nation, encompassing the Alliance Theatre, the Atlanta College of Art, the Atlanta Symphony Hall, the High Museum of Art, Young Audiences, the 14th Street Playhouse, and the recently added restaurant, Table 1280.