



The Puerto Rico Chamber of Commerce
and Babson College invite you to the...



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COLLEGE



PUERTO RICO CONFERENCE

2010 | Entrepreneurship for Growth

March 24, 2010 | Conrad San Juan Condado Plaza | 7:30 a.m. - 5:40 p.m.

Schedule of Events

7:30 - 8:20 AM

Registration

8:20 - 8:30 AM

Welcome Remarks

Ponce de León A

Master of Ceremony: **Mr. Francisco Cimadevilla**

- **Mr. Francisco Rodríguez-Castro**
Chairman, Puerto Rico Conference 2010
- **Dr. Daniel J. Isenberg**
Vice-Chairman, Puerto Rico Conference 2010
- **Mr. Jorge Galliano**
Chairman of the Board
Puerto Rico Chamber of Commerce

Plenary Sessions

Ponce de León A

8:30 - 9:15 AM

Puerto Rico Fiscal Reconstruction Progress Report

Moderator: **Mr. Francisco Cimadevilla**

- **Mr. Fernando Batlle**
Executive Vicepresident for Finance and
Treasury, Economic Development
Bank for Puerto Rico

Strategic Model for a New Economy

Moderator: **Mr. Francisco Cimadevilla**

- **Hon. José Ramón Pérez-Riera**
Secretary
Department of Economic Development
and Commerce of Puerto Rico

9:15 - 10:00 AM

The Puerto Rico Investment Climate

Moderator: **Mr. Francisco Cimadevilla**

- **Mr. Carlos Ubiñas**
CEO International & PR
UBS Financial Services Inc. of PR

10:00 - 10:45 AM

Entrepreneurial Thought, and Action and Economic Development

Moderator: **Mr. Francisco Cimadevilla**

- **Dr. Leonard A. Schlesinger**
President
Babson College

10:45 - 11:15 AM

The Benefits of Local Investment

Moderator: **Mr. Francisco Cimadevilla**

- **Mrs. María Eugenia Ferré Rangel**
President & CEO
El Nuevo Día
- **Mr. Renzo Casillo**
President & CEO
Wal-Mart Puerto Rico, Inc.

11:15 AM - 12:15 PM

Taking Advantage of the Public

Private Partnerships

Moderator: **Mr. Manuel A. Pietrantonio**

Partner, Pietrantonio Méndez & Álvarez, LLP

- **Mr. David Álvarez**
Executive Director
Puerto Rico Public
Private Partnerships Authority
- **Mr. José G. Arias**
Managing Director
Investment Banking
UBS Financial Services Inc. of PR
- **Mr. Benjamin Hellweg**
Vice President
Goldman Sachs

12:15 - 12:35 PM

Puerto Rico's Economy: "2010-2011 Outlook"

Moderator: **Mr. Francisco Cimadevilla**

- **Mr. José Joaquín Villamil**
Chairman of the Board
Estudios Técnicos, Inc.

12:35 - 12:55 PM

Washington Update: General Political and Public Policy:

What is Ahead for 2010-2011?

Moderator: **Mr. Francisco Cimadevilla**

- **Mr. John G. Savercool**
Managing Director
U.S. Office of Public Policy
UBS Americas, Inc.

12:55 - 2:00 PM

Lunch

Royal Room

Keynote Speaker:

- **Hon. Luis G. Fortuño Burset**
Governor of the Commonwealth of Puerto Rico

(cont.) Schedule of Events

2:00 - 3:00 PM

Puerto Rico's Global Competitiveness: Now and Into the Future Ponce de León A

Moderator: **Mr. Francisco Cimadevilla**

Law 73 Reform

- **Dr. Manuel Figueroa**
President
Puerto Rico Product Association

Real Estate Development Law and Regulation Improvements

- **Mr. Rafael Rojo**
Past Chairman of the Board
Home Builders Association of Puerto Rico

Energy Reform

- **Mr. Jossen Rossi**
Chairman of the Board
Puerto Rico Manufacturing Association

Labor Reform

- **Mr. Jorge Galliano**
Chairman of the Board
Puerto Rico Chamber of Commerce

Investment Climate

- **Mr. Francisco Rodríguez-Castro**
Managing Director
Institutional & Wealth Management
Business Development
UBS Financial Services Inc. of PR

Concurrent Sessions

3:00 - 4:00 PM

Service Sector: "Puerto Rico as an Economy Exporting Knowledge" Ponce de León A

Moderator: **William Riefkohl**, Executive
Vice President, Puerto Rico Manufacturing
Association

- **Mr. Javier Vázquez, Esq.**
Executive Director Puerto Rico Industrial
Development Company (PRIDCO)
- **Eng. Jorge L. Rodríguez**
President & CEO
PACIV
- **Mrs. Beatriz M. Galliano**
General Manager
GA Design and Sourcing, Inc.
- **Mrs. Maribelis Ruiz, PhD**
Advent-Morro Equity Partners
- **Mr. Miguel Barrales**
CEO, Flagstone Underwriters
Latin-America Limited A.I.

3:00 - 4:00 PM

Access to Capital: Venture Capital, Private Equity, Financing and Mutual Fund Industry Ponce de León B

Moderator: **Edgardo Bigas Valladares**

Executive Vice President, Puerto Rico
Chamber of Commerce

- **Mrs. Lizzie Rosso**
President
Economic Development Bank of Puerto Rico
- **Mr. Leslie Highley**
Managing Director
UBS Asset Management of Puerto Rico
- **Mr. Cyrill Meduña**
President
Advent-Morro Equity Partners
- **Mrs. Carmen Rocafort**
Senior Vice President Structured Finance
FirstBank

Plenary Sessions

4:00 - 5:00 PM

Puerto Rico Leading Entrepreneurs: Local Success Stories Ponce de León A

Moderator: **Mr. Francisco Cimadevilla**

- **Mr. Federico J. Sánchez Ortiz**
President
Interlink Group
- **Mr. Angel Santiago**
Chairman & CEO
Café Encantos de Puerto Rico
- **Mr. Jorge Colón Gerena**
President, Wendy's
- **Mr. Manuel Cidre**
President, Los Cidrines
- **Dr. Richard A. Shinto**
CEO, MMM Healthcare, Inc.

5:00 - 5:30 PM

Puerto Rico Credit Review Ponce de León A

Moderator: **Mr. Francisco Cimadevilla**

- **Mr. Horacio Aldrete**
Director-Public Finance Ratings
Standard & Poor's
- **Mrs. Emily Raimés**
Vice President
Moody's Investors Service

5:30 - 5:40 PM

Closing Remarks Ponce de León A

- **Mr. Francisco Rodríguez-Castro**
Chairman, Puerto Rico Conference 2010



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