

## Summit Conference Schedule of Events

Updated: September 18, 2012

Thursday, September 20, 2012- Summit Conference: 8:00 a.m. to 4:30 p.m. | Networking Cocktail: 5:00 PM- 7:00 PM  
Conrad San Juan Condado Plaza

### 7:30 AM – 8:30 AM Registration

**Ponce de León A**

### 8:30 AM – 8:45 AM Welcome Remarks

- Mrs. Rosana M. Roig  
Chairperson, E-4 Summit of the Americas 2012
- Mr. Bob Leith  
President, Puerto Rico Chamber of Commerce  
Centennial Committee
- Mr. Pablo Figueroa, Arch., M.A.  
Chairman of the Board, Puerto Rico Chamber of Commerce

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### 8:45 AM – 9:30 AM Global Economic Perspectives and Outlook for the Region

#### Keynote Speaker:

- Dr. Irene Mia  
Regional Director, Latin America & The Caribbean,  
The Economist Intelligence Unit

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### 9:30 AM – 10:30 AM Workshop 1: Puerto Rico's Competitiveness in a Global Economy

*Puerto Rico, as any country wishing to trade successfully in a global economy, needs to know where it has been competitive and needs to also identify how it is currently positioned in terms of competitive skills to the rest of the world. This panel will discuss the results of Puerto Rico in The Global Competitiveness Report 2012-2013 and identify key areas of improvement.*

#### Keynote Speaker:

- Dr. Francisco Montalvo Fiol, MBA, DM  
Project Coordinator  
Puerto Rico 2000 - Partner Institute World Economic Forum

#### Moderator:

Alexis J. Rivera, Esq., Executive Director Economic Exchange Office  
Puerto Rico Department of State

#### Discussion Panel and Invited Panelists:

- Hon. José R. Perez-Riera, Secretary, Department of Economic Development and Commerce of Puerto Rico
- Dr. Jorge Crespo-Armáiz, Ph.D.  
Vice President for Planning and Academic Affairs  
Ana G. Méndez University System
- Mr. Javier Bravo  
President, Blue Ocean Trading, Inc.
- Mr. Jon Borschow  
Chairman of the Board, Foundation for Puerto Rico

### 10:30 AM – 10:45 AM Networking Coffee Break

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### 10:45 AM – 11:45 AM Workshop 2: Education and Knowledge: The New Commodities and Main Drivers

*The role of education is critical in developing the next wave of leaders, innovators and entrepreneurs. This workshop will discuss the technological and educational revolutions and how they can respond to the expectations of the young generations and boost markets into a decade of sustained growth.*

#### Keynote Speaker:

- Dr. Rafael Bras  
Provost & Executive Vice President for Academic Affairs,  
Georgia Institute of Technology

#### Moderator:

Dr. José Jaime Rivera, President, Sacred Heart University

#### Discussion Panel and Invited Panelists:

- Mr. Alfonso F. Ballester  
Chairman & CEO  
Ballester Hermanos, Inc.
- Dr. Carlos A. Colón De Armas  
Professor of Finance, Graduate School of Business  
University of Puerto Rico
- Dr. Manuel Ángel (Coco) Morales  
Chairman, Intelligence Forecasting, Corp.

### 12:00 PM – 2:00 PM

**Royal Room**

### LUNCH

#### Keynote Speaker:

- Honorable Kenneth McClintock  
Secretary of State of the Commonwealth of Puerto Rico

### 2:00 PM – 3:00 PM

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### Workshop 3: Entrepreneurship Economy

*This workshop will discuss the importance of Entrepreneurship on economic growth, market expansion, commercializing innovation and reducing unemployment. Governments must pursue policies that encourage and promote the culture of enterprise and entrepreneurship. In addressing this, the panel will identify the global trends that would be replicated to create the proper conditions for the implementation of these policies and will discuss what reforms are needed. To finalize, the panel will discuss the methods being utilized by the new generation of entrepreneurs to combine skills, innovation and capital.*

#### Keynote Speaker:

- Mr. José B. Carrión, III, CIC, ALM  
Principal Partner, Carrión Laffitte Casellas Insurance Brokers

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### Moderator:

**Dr. Marcos Menéndez**, Director, Institute for Puerto Rican Entrepreneurship Development, Inter American University of Puerto Rico

### Discussion Panel and Invited Panelists:

- **Mr. Francisco J. Uriarte**, CMAA, AVA  
Chairman of the Board of Grupo Guayacan and Principal of ESP Group
- **Dr. Edgar Torres, Ph.D.**  
Professor, Graduate School  
Engineering Management & Manufacturing Engineering Programs, Polytechnic University of Puerto Rico
- **Mr. Elí Sepúlveda, Jr.**  
Executive Vice President Commercial Banking Group  
Banco Popular de Puerto Rico

**3:00 PM – 3:15 PM**  
**Networking Coffee Break**

**3:15 PM – 4:15 PM**  
**Workshop 4: Export-Driven New Ventures and Economic Growth**

*Domestic new ventures, as well as export oriented new ventures, are both important strategies for achieving economic growth. This panel dwells on the fact that local entrepreneurs must enter into the global markets. It will discuss how, despite more than forty (40) Free Trade Zones in the region, Latin America's intraregional trade remains very low compared to that of Europe and Asia, as a means to illustrate the fact that opportunities within the region must be pursued and intraregional trade increased.*

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### Keynote Speaker:

- **Hon. Louise L. Léger**  
Consul General, Consulate General of Canada

### Moderator:

**Mr. José F. Burgos**, Director, U.S. Commercial Services-Puerto Rico & USVI, U.S. Department of Commerce

### Discussion Panel and Invited Panelists:

- **Mr. Guilherme Gatti**  
Managing Director of Marketing  
FedEx Express Latin America and Caribbean Division
- **Mr. Veny L. Marti**  
Partner and Vice President of Operations  
Martex Farms, Inc.
- **Mr. Ángel L. Pérez, PR, MBA**  
International Business Vice President  
Rock Solid Technologies, Inc.

**4:15 PM – 4:30 PM**  
**Closing Remarks**

- **Mrs. Rosana M. Roig**  
Chairperson, E-4 Summit of the Americas 2012

**Ponce de León A**

**5:00 PM – 7:00 PM**  
**Networking Cocktail**

**Ponce de León Foyer**

Investment\*: **PRCC Members: \$250 + Tax**

**Table of Ten(10): \$2,000 + Tax**

**Non Members: \$275 + Tax**

**Table of Ten(10): \$2,200 + Tax**

**Students: \$175 + Tax**

\*Tax not included. Includes: Continental Breakfast, Coffee Breaks, Lunch, Educational Material and a Networking Cocktail. Students must present student I.D. We accept: Mastercard, VISA, American Express, Discover and Checks. Our hours are Monday to Friday from 8 a.m. - 5 p.m.

**For more information about sponsorship, exhibitions and reservations:**  
**787-721-6060, Ext. 2209 and 2241 or visit [www.camarapr.org](http://www.camarapr.org).**

