

BUENOS AIRES, ARGENTINA
JULY 11-12, 2019

—
SHERATON BUENOS AIRES
HOTEL & CONVENTION CENTER
(Sheraton Retiro Hotel)

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MADE IN THE '19 **AMERICAS**

**GLOBAL DIGITAL
SERVICES SUMMIT**

BUENOS AIRES, ARGENTINA

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Wednesday, July 10TH | SUMMIT DAY 0

Location: Sheraton Retiro Hotel

The following sessions are by invitation only:

09:00-13:00

Design Sprint 1:

ConnectAmericas open
Source Community

Design Sprint 2:

Single Windows for
International Trade

**Boost
with
Facebook**

**How to sell
through
Amazon.com**

13:00-13:45

Lunch

13:45-15:30

Design Sprint 1

(continued)

Design Sprint 2

(continued)

Facebook

(continued)

Amazon.com

(continued)

15:30-15:45

Coffee Break

15:45-16:30

**How to increase your
effectiveness at business
matchmaking events**

16:00-19:00

**Participant
Registration**

(Open to All Participants)

16:30-17:15

**How to process and apply
market research in international
trade**

17:15-18:00

**How to apply corporate social
responsibility practices at your
firm**

19:00-21:00

Cocktail Welcome Reception

Thursday, July 11TH | SUMMIT DAY 1

Location: Sheraton Retiro Hotel

08:00 Registration Open

09:00 – 09:30

Inaugural Address

- Government of Argentina
- Inter-American Development Bank

09:40 – 10:30

Plenary Session I: Globalization and Disruption of Services: Opportunities for Latin America and the Caribbean

Today's global service providers accept disruption as the new normal. Having participated in, weathered, or arisen from the digital revolution, today's service companies are forward-looking and adaptable. Latin American businesses and governments continue to thrive and look to the future. As the revolution barrels onward, 2018 was defined by the "coming of age" of technologies including blockchain, voice-based virtual assistants, and AI deep learning. In an economy characterized by technological interconnectivity, increased globalization, and everything-as-a-service, there is a multitude of new opportunity for LAC. Further, LAC's diverse economies benefit from increased cross-sector innovation (e.g. FinTech and AgTech). But in addition to responding to opportunity, success in this age means avoiding key pitfalls – data security breaches, pricing issues, or any perceived inconvenience can mean customers move on to the next best thing. This opening session will provide a broad overview of the status of the global services sector, illuminating trends in the region and providing global context for the sessions to come.

MODERATOR & SPECIAL INTRODUCTION

Fabrizio Opertti,

Manager, Integration and Trade Sector, Inter-American Development Bank (USA)

SPEAKERS

Pablo Beramendi, *Director General Argentina, Google (USA)*

Juan de Antonio, *Founder & CEO, Cabify (Spain)*

María Paula Arregui, *Product SVP, MercadoPago, MercadoLibre (Argentina)*

Martín Migoya, *CEO, Globant (Argentina)*

Jordi Botifoll, *President Latin America & Senior Vice President in the Americas, Cisco (USA)*

10:30 – 10:45

Special Presentation: Argentina's Strategy for Knowledge-Based Services

Dante Sica, *Minister of Production and Labor, Government of Argentina*

Mariano Mayer, *Secretary for Entrepreneurs and Small and Medium Enterprises, Government of Argentina*

10:45 – 11:30

Plenary Session II: Deep Learning: Where will Artificial Intelligence take us next?

Deep Learning is an advancement in artificial intelligence (AI) in which machines use artificial neural networks – that is, processes that mimic the complex nonlinearity of a biological brain – to generate even more sophisticated predictive models from big data. Deep learning underlies recent advances in speech recognition and machine vision, which have propelled recent advances in tech services, such as improvements in Voice Search and the sudden ubiquity of voice-based virtual assistants. Machine vision is currently being tested for applications like industrial inspection and traffic management. It has even been used to identify molecules with the greatest potential for new medicines – just a peek into its potential impact on healthcare. Indeed, we see transformations underway not just in software and robotics, but communications, manufacturing, transportation, and medicine. The Watson computer has already conquered Jeopardy! What could humanity accomplish with a whole workforce of Watsons at our bidding?

MODERATOR

Federico Basañes,

Manager, Knowledge, Innovation and Communication Sector, Inter-American Development Bank (USA)

SPEAKERS

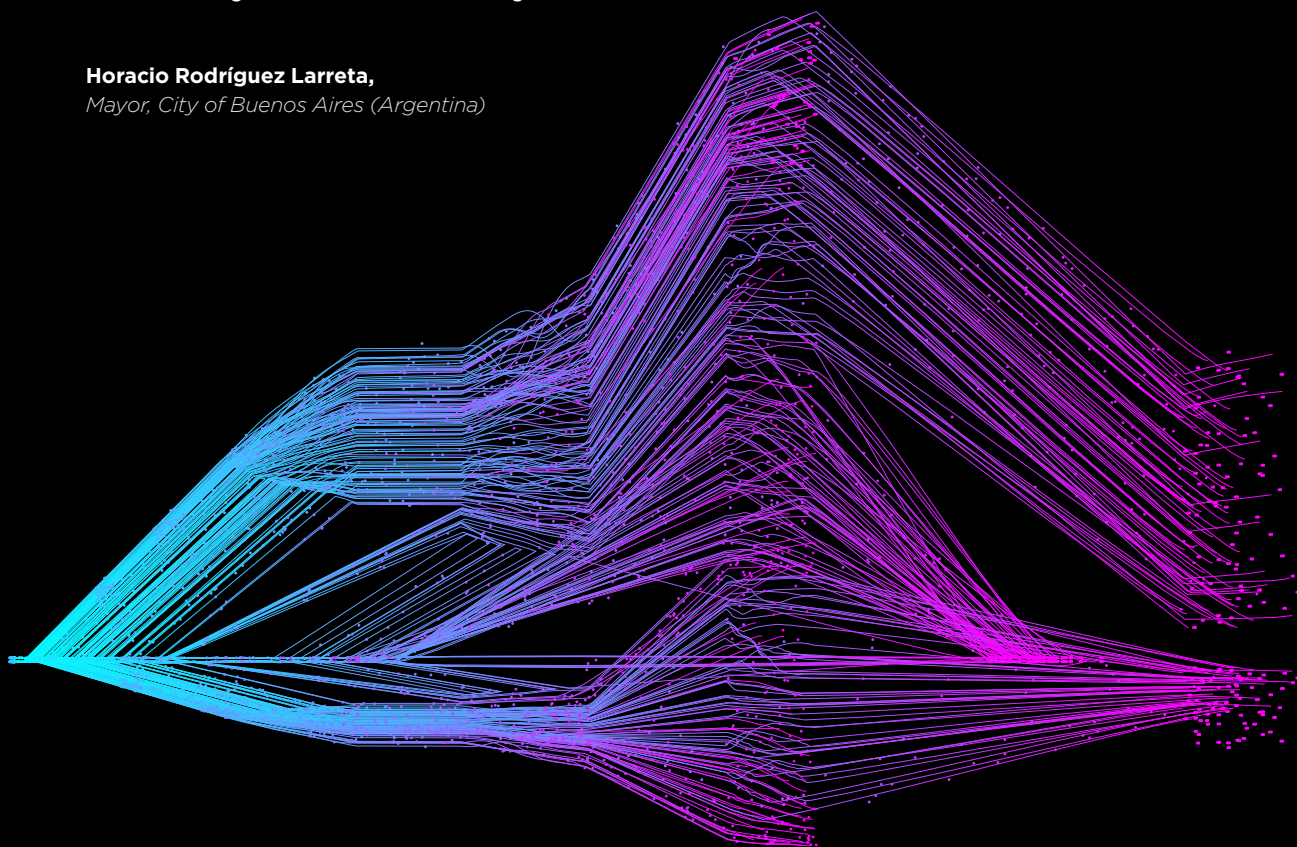
Diego Bekerman, *Director General, Argentina & Uruguay, Microsoft (USA)***Ana Salazar,** *Innovation Solutions Developer, Corporación Ruta N (Colombia)***Vicente Peirotén,** *Partner, Technology & Advanced Solutions, Everis (Spain)***Alex Winetzki,** *R&D Director, Stefanini (Brazil)*

11:30 – 11:45

Future Flash I: Buenos Aires: capital of talent, diversity and creativity

Horacio Rodríguez Larreta,

Mayor, City of Buenos Aires (Argentina)



11:45 – 12:35

Plenary Session III: Digital Ecosystems for Globalization

In the first wave of globalization, emerging economies including LAC developed the human capital to attract significant foreign investment, enabled by the simultaneous rise of digital communications. In the current wave of digitization in which we find ourselves, service provision is no longer a simple two-way street but rather a complex web of interconnected services. Think of the interplay between today's e-commerce, cloud computing, financial services, logistics, consumer electronics, communications, and entertainment services. These digital ecosystems are a boon to smaller players and economies, as greater specialization, lower switching costs and greater price transparency enable easier integration in global supply chains. It is no coincidence that as digitization took off in 2014-2016, 70% of the world's growth derived from emerging markets. To succeed in this era, tech leaders will need to expand the scope of their partnerships to an even broader group of countries. This panel will discuss the opportunities and challenges for LAC countries as they compete in the digital era.

MODERATOR & SPECIAL INTRODUCTION

Pablo García, Chief, INTAL, Integration and Trade Sector, Inter-American Development Bank (Argentina)

SPEAKERS

Rudi Borrmann, Undersecretary for Public Innovation and Open Government, Government of Argentina

Nicolás Jodal, CEO, Genexus (Uruguay)

Kerry Hallard, President, Global Sourcing Association; CEO, Global Sourcing Association UK (UK)

Jong Kap Kim, CEO, Born2Global Center (South Korea)

Alan Hofman, Latin America Collaborations Director, Israel Innovation Authority (Israel)

12:35 – 13:05

Plenary Session IV: Blockchain in Supply Chains: Transforming the way the public and private sectors facilitate trade and the departure from centralization

Blockchain is a distributed digital ledger that can securely and transparently record a payment or any exchange, agreement, or tracking information. While its application to financial services (e.g. Bitcoin) is most well-known to date, there are many potential implications for trade, specifically in the way that information is transmitted through a complex supply chain, involving many parties and requiring heavy documentation. For instance, the food and beverage industry would benefit from blockchain records of source and sell-by date. In natural resources and mining, blockchain could not only increase efficiency but also improve sustainability and corporate responsibility through greater transparency. Several supply chain management startups are using blockchain technology to improve inventory management, logistics analytics, on-demand procurement, and sustainability. This panel will discuss the potential of blockchain to increase the efficiency and transparency of supply chains, and specific challenges for its implementation in the public and private sectors in the LAC region.

MODERATOR & SPECIAL INTRODUCTION

Fabio Chesini, Research Director, Gartner (Spain)

SPEAKERS

Lucas Jolías, Head, Latam, OS.CITY (Argentina)

Virginia Cram Martos, CEO, Triangularity (Switzerland)

Lily Dash, CEO, Rexy (Barbados)

Anupam Govil, President, Avasense Inc; Partner, Avasant LLC (USA)

13:05 – 13:15

Future Flash II: Digital Transformation for Enterprises and Institutions

Avinash Vashistha, *Chairman and CEO, Tholons Inc.; Former Chairman & Country Managing Director- India, Accenture Services (India)*

13:15 – 14:15

Networking Lunch

14:15 – 15:00

Plenary Session V: Innovation Services in AgTech: A Great Investment for the Future of Farming

The disruption in the food value chain in the last decade, with new IPO incursions and acquisitions of food and beverage start-ups and supermarkets, is parallel to the agricultural value chain, driven by an increase in land turnover and a change in land use, a renewed focus on sustainability and, as in retail, a change in consumer preference. A continued decline in commodity prices has led to „Big Ag „falling margins and a wave of consolidation that has led to cost efficiency and a quest for innovation over the past three years. Incidentally, over the last decade, the AgTech investment landscape has exploded from a niche, opportunistic cladding of the venture capital investment class to a legitimate asset class that attracts concentrated and generalized funds with dedicated AgTech investment. In LAC, AgTech is an industry that is growing fast and encompassing diverse solutions to almost every step in the food production process.

MODERATOR

Tomás Peña, *Director, The Yield Lab Latam (Argentina)*

SPEAKERS

Cecilia Raimundo, *Head of Data and Technology, Indigo Ag (Argentina)*

Tatiana Malvasio, *COO & Co-Founder, Kilimo (Argentina)*

Luiz Tangari, *Co-Founder, Strider (Brazil)*

Guillermo de Vivanco, *Co-Founder & CEO, Space AG (Peru)*

15:00-15:10

Future Flash III: Cloud as the “New Normal” in Public Services

Marek Bute, *Strategic Engagements Business Development Manager, Latin America, Canada & Caribbean, Amazon Web Services (USA)*

15:30 – 18:30

Matchmaking Sessions (1st Round):**B2B Matchmaking:** Private Sector (SMEs + Procuring Companies)**B2G Matchmaking:** Private Sector + Public Sector

19:30 – 22:00

Dinner & Show#MITAGDS

Friday, July 12TH | SUMMIT DAY 2

Location: Sheraton Retiro Hotel

09:00 – 09:50

Plenary Session VI: The Future of Education and Employment in the Era of Automation

For every instance of automation replacing human work, there are higher-paid jobs created to design, build, and train the AI to complete the task. Indeed, a study by Metra Martech on the impact of employment of robots at work in 6 countries found the 1 million industrial robots at work in 2008 were responsible for creating or preserving 2-3 million new jobs and indirectly responsible for an additional 2-3 million downstream jobs in the same sectors. However, there is no question that these desirable “new economy” jobs require higher skill, thus putting increased pressure on our education systems to produce the pipeline of human capital required to sustain the projected advancements. If we succeed, the “marriage” of human and machine in the workforce is projected to raise productivity 40% and could double annual rates of economic growth by 2035. What must LAC do today in the spheres of education and employment to achieve this?

MODERATOR

Atul Vashistha,
Chairman, Neo Group (USA)

SPEAKERS

Nicolás Grosman, *Head of Economic Research and Reach & Relevance for Latin America, McKinsey & Company (USA)*

Carolina Aguerre, *Co-Director, CETyS, Universidad de San Andrés (Argentina)*

José Roberto de Paiva, *Country Managing Director Argentina, Bolivia and Uruguay, ABB (Argentina)*

Juan Bello, *VP Digital Solutions, GlobalLogic (Argentina)*

09:50 – 10:40

Plenary Session VII: Digitizing Growth in LAC: Regional competitiveness through digitization and transparency

To speak of digitization and competitiveness is, without a doubt, to bring together two concepts that nowadays result inevitably symbiotic. In other words, to create competitive business models it is necessary to integrate technology into the production process. However, there are other important elements that can either accelerate or impair this process, depending on the way in which they are leveraged. This panel will touch on how to reach greater levels of competitiveness through public policy that fosters the introduction of technology in the production stages of companies, and what this means to unlocking the scalability of businesses in the region.

MODERATOR

Gonzalo Navarro,
Executive Director, Latin American Association for Internet (ALAI) (Chile)

SPEAKERS

Aníbal Carmona, *President, CESSI (Argentina)*

Matías Fernández, *Senior Manager, Public Affairs, MercadoLibre (Argentina)*

Silvina Moschini, *Co-Founder, President & Chairwoman, TransparentBusiness (USA)*

Welby Leaman, *Senior Director, Global Government Affairs, Walmart (USA)*

10:40 - 10:55

Future Flash IV: Evolution of Cities in the Era of the Sharing Economy

Matías Casoy, *General Manager, Rappi (Argentina)*

10:55 - 11:50

Plenary Session VIII: What Drives Venture Capital Investments in LAC?

Venture capital (VC), also known as smart capital for combining financing with active hands-on support, is a form of Foreign Direct Investment and widely regarded as an important driver of economic growth. VC funds are in the business of high-risk investment for the long haul—they provide capital to firms that might otherwise have difficulty attracting financing for the disruptive nature of their products/services. In Latin America and the Caribbean (LAC), numerous public and private schemes exist that are meant to help speed up the development of VC-worthy opportunities. In fact, for the Latin American startup ecosystem, 2019 has already been a year of new unicorns and new records—Rappi, the on-demand delivery startup based in Bogota, secured a \$1 billion investment from Softbank's Innovation Fund, making this latest funding round the largest ever for a Latin American tech startup, a high point of the accelerating pace of innovation in the region and confirmation of international investor interest in LAC startups. So, as the region begins to attract more capital and produce more success stories, what is driving VC investments in the region and what should LAC startups and SMEs do to keep the momentum going?

MODERATOR

Juliano Seabra,
*Chief, Innovation and Creativity
Division, Knowledge, Innovation
and Communication Sector,
Inter-American Development
Bank (USA)*

SPEAKERS

Carlos Baradello, *Managing Partner, Sausalito Ventures; General
Partner, Alaya Capital (USA)*
Marta Cruz, *Co-Founder & Managing Partner, NXTP Labs (Argentina)*
Felipe Camposano, *Managing Partner, Taram Capital (Chile)*
Gabriela Ruggeri, *Managing Partner, Overboost (Argentina)*
Rodrigo Baer, *Partner, Redpoint eventures (Brazil)*

11:50 - 12:40

Plenary Session IX: Gaming – LAC's quest to success within the Knowledge-Based Services economy

Trade in services grows more than trade in goods, is more resilient and grows more in developing countries. The Knowledge Process Outsourcing industry in Latin America is projected to witness a substantial growth due to an increasing number of skilled workforce. The regional market is expected to attain USD 9.13 billion by 2025. Knowledge-based services (KBS)—services that use high technology and/or have the relatively highly qualified workforce required to fully benefit from technological innovations—play an important role in these development effects. This panel will discuss how to improve LAC's recognition in the KBS industry.

MODERATOR

Luis Galeazzi,
*Executive Director, Argencon
(Argentina)*

SPEAKERS

Andrés Chilkowski, *Co-Founder, NGD Studios (Argentina)*
Sofía Battagazzore, *Board Member, CAVI (Uruguay)*
Mauricio Navajas, *President, ADVA; CEO, 3OGS (Argentina)*
Jairo Nieto, *Co-General Manager, Jam City (Colombia)*

12:40 - 14:00

Networking Lunch

14:00 - 14:50

Plenary Session X: Financial Services as one of the fastest-growing areas in LAC

Startups using technological platforms to offer digital financial services are growing in several market segments. Latin America has seen impressive growth in the creation of new financial technology (fintech) firms as entrepreneurs see potential in the region's low levels of bank penetration. The expansion is part of a global trend. Most of the regional fintechs provide a single product or service. Around 50% of the firms focus on lending, crowdfunding, factoring and payments, while the other half focus on personal and business financial management, wealth management or insurance, or operate as digital banks. Governments and the development community see great potential in the fintech sector in terms of increasing financial inclusion and improving access to financing for the region's many micro, small and medium-sized enterprises (MSMEs). The panel will focus on how LAC's financial inclusion and financing gaps offer fintechs plenty of room for growth.

MODERATOR

Hanna Schiuma,
*Partner, PRACK Asset
Management (Argentina)*

SPEAKERS

Héctor Cárdenas, *CEO, Conekta (Mexico)*
Andrés Villaquirán, *Founder & CEO, Alkanza (Colombia)*
Sebastián Cadenas, *Founder, Increase (Argentina)*
Ignacio Blanco, *Head of Latin America and the Caribbean, SWIFT (USA)*

15:30 - 18:30

Matchmaking Sessions (2nd Round):

B2B Matchmaking: Private Sector (SMEs + Procuring Companies)

B2G Matchmaking: Private Sector + Public Sector