

**MADE IN THE '19  
AMERICAS**

GLOBAL DIGITAL  
SERVICES SUMMIT

BUENOS AIRES, ARGENTINA

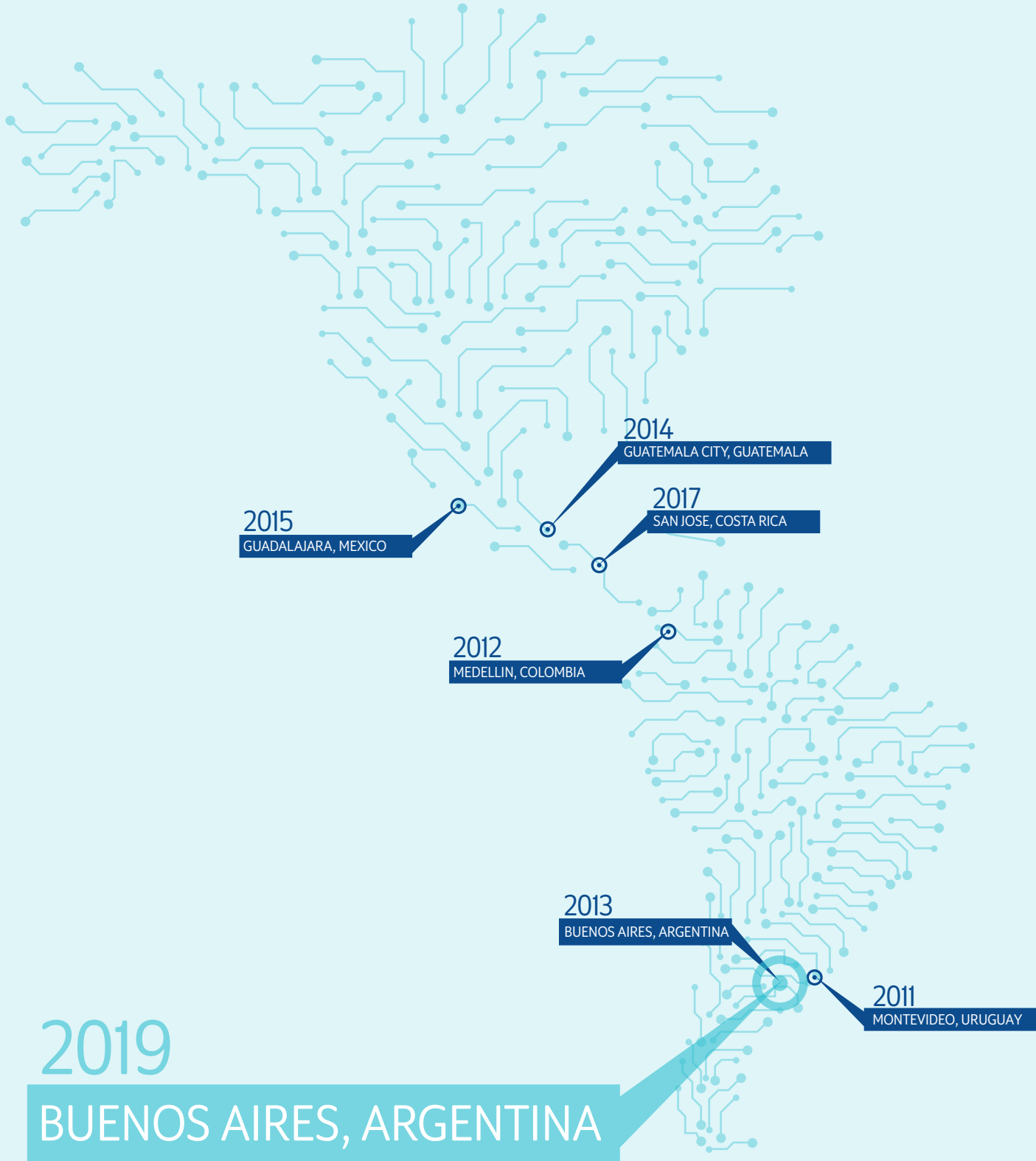
Powered by

**outsource2lac**



**SPONSORSHIP PACKAGES**

# PREVIOUS EDITIONS





Made in the Americas Global Digital Services Summit - The first global digital services summit leverages from the network of creative entrepreneurs created by the IDB through the last 6 editions of the Outsource2LAC forum (since 2012) and the ConnectAmericas' business community.

The forum aims to provide a space for the government, private sector and other organizations and associations in the region, to discover the latest trends and innovations in global services and digital technologies, learn about best practices, have access to experts, suppliers, start-ups and R&D firms of the industry, as well as to engage in business transactions through B2B and B2G one-on-one matchmaking meetings.



**ECONOMY AND DIGITAL TRANSFORMATION**



**BLOCKCHAIN SOLUTIONS**

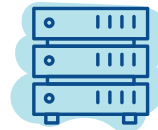


**ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING**

## EMERGING TECHNOLOGIES



**SOCIAL DATA ANALYSIS**



**BIG DATA**



**VIRTUAL AND AUGMENTED REALITY**



**INTERNET OF THINGS**



**COLLABORATIVE ECONOMY**



**CLOUD COMPUTING**

## SECTORS OF INTEREST

### BPO (Business Process Outsourcing)

- Contact Centers
- Automation
- Fintech
- Logistics
- ERP
- HRM Training, Recruiting & Talent Management
- Marketing

### ITO (Information Technology Outsourcing)

- Software
- APPs (Desktop & Mobile)
- E-Commerce Solutions
- Cloud & Network Management

### KPO (Knowledge Technology Outsourcing)

- R&D (Innovation, Design, Testing)
- Animation & Video Games
- Health Services
- Architecture & Engineering
- Educational services

## DETAILS OF THE LAST EDITION OF OUTSOURCE2LAC, SAN JOSÉ, COSTA RICA

- 33 participating countries of Asia, Europe, North America, and LAC
- 956 participants in total
  - \* 41 panelists
  - \* 716 participants in one-on one business matchmaking meetings
  - \* 44 export promotion agencies
  - \* 155 general assistants
- \* 250 followers by streaming
- \* +70 international buyers
- 3200 one-on-one matchmaking business sessions
- US\$82,5 Million in business deals projected deals in this edition

**Format:** Thematic Panels + Business Roundtables (face-to-face and virtual) and networking activities

**Results obtained:** In the six previous editions of the event, more than 8 thousand meetings (B2B) have been carried out with a turnover of approximately US\$ 229 million of projected future deals

**Profile of the participants:**

a) Global services SMEs from the 26 IDB member countries in Latin America and the Caribbean who belong to the global services sector (BPO, KPO, ITO, LPO, etc. , including suppliers of these services, subcontractors, specialized consultants, law firms and other firms that provide services in the outsourcing / offshoring industry).

b) Experience in international trade

c) International companies from Asia, Europe, and North America dedicated to importing global services (BPO, KPO, ITO, LPO, etc.)

d) International Promotion Agencies from LAC.

e) Representatives of Government Institutions, Chambers of Commerce and Business Associations related to the sector.

- The SMEs companies participating in the Business Matchmaking Sessions are carefully selected by the IDB and the host country, based on their potential; the degree of innovation of their products; certifications and international quality standards.
- International buyers are invited and carefully selected by the IDB and the host country, based on their relevance in the sector.
- “One-on-one” business meetings are scheduled online, directly by the participants and the meetings are generated based on the interest that exists between both parties, according to the percentage of compatibility calculated by the matchmaking software used by the IDB.
- Participants of the Business Matchmaking Sessions will be able to offer or request products/services, look for strategic partners in the region, invest in start-up companies or look for potential investors.



# SUMMIT OVERVIEW

## WEDNESDAY - July 10<sup>th</sup>

Participant Registration	Design Sprints 1 and 2 & Team Pitches	Cocktail Welcome Reception
--------------------------	---------------------------------------	----------------------------

## THURSDAY - July 11<sup>th</sup>

Inauguration and Remarks	<b>Plenary Session I:</b> Globalization and Disruption of Services: Opportunities for Latin America and the Caribbean	<b>Special Presentation:</b> “Argentina’s New Legal Framework for the Knowledge Economy”
	<b>Plenary Session II:</b> Deep Learning: Where will Artificial Intelligence take us next?	<b>Future Flash I:</b> Cloud as the “new normal” in public services
	<b>Plenary Session III:</b> Digital Ecosystems for Globalization	
	<b>Plenary Session IV:</b> Blockchain in Supply Chains: Transforming the way the public and private sectors facilitate trade and the departure from centralization	<b>Future Flash II:</b> Evolution of Cities in the Era of the Sharing Economy
Networking Lunch	<b>Plenary Session V:</b> Innovation Services in AG-TECH: A Great Investment for the Future of Farming	<b>Matchmaking Sessions</b> (1st Round)
Dinner with Gastronomic Showcase		

## FRIDAY - July 12<sup>th</sup>

	<b>Plenary Session VI:</b> The Future of Education and Employment in the Era of Automation	<b>Future Flash III:</b> Revolutionizing Transportation Corridors in 33 Industries: Hyperloop and Autonomous Vehicles - a cocktail of sensors, cloud platforms and deep-learning algorithms
	<b>Plenary Session VII:</b> Digitizing Growth in LAC: Regional competitiveness through digitization and transparency	<b>Future Flash IV:</b> Importance of Digital Diplomacy for LAC in Silicon Valley
	<b>Plenary Session VIII:</b> Servicification – Transformation of Industrial Manufacturing to Industrial Software (Rise of AR/VR)	
Networking Lunch		
	<b>Plenary Session IX:</b> Knowledge-Based Services and the next wave of economic development in LAC	<b>Matchmaking Sessions</b> (2nd Round)
Concert featuring local artist(s)		

## SPONSORSHIP PACKAGES:

	MEGA \$ 2.500	GIGA \$ 5.000	TERA \$ 10.000
Company logo in: <ul style="list-style-type: none"> <li>• Website of the event</li> <li>• Matchmaking notebooks</li> <li>• Back-panel of the event</li> <li>• Digital image displayed on forum screens</li> <li>• Main registration area</li> </ul>	✓	✓	✓
Company's logo in the inaugural video	✓	✓	✓
Mention as sponsor during the opening and closing speeches	✓	✓	✓
Exclusive matchmaking spaces with the branding of the company (tables with company logo).	✓	✓	✓
Exclusive matchmaking spaces with the corporate branding (tables with company logo).	✓	✓	✓
Reserved seating during the forum's panel presentations	✓	✓	✓
Webinar at ConnectAmericas	✓	✓	✓
Company merchandising in the welcome package		✓	✓
Support for interviews with the registered press		✓	✓
3 x 2m booth at Sheraton Hotel		✓	
6 x 4 m booth at Sheraton Hotel			✓
Corporate video shown during the luncheon			✓
Logistical support to schedule meetings with VIP participants* <small>*Subject to availability</small>			✓
Free hotel room accommodations		1 hab.	2 habs.
VIP preferred seating at the dinner (July 11)	1	2	3
Guest access to the closing event	3 invitados	5 invitados	10 invitados

• Amounts expressed in US Dollars

If you are interested in becoming a partner of the Summit, please contact Rodrigo Fontan at [rfontan@iadb.org](mailto:rfontan@iadb.org)



ORGANIZED BY:



Ministerio de Producción y Trabajo  
Presidencia de la Nación



Agencia Argentina  
de Inversiones  
y Comercio Internacional

SUPPORTED BY:

AL-Invest 5.0



This Project is financed  
by the European Union

