

Tuesday, March 14	
16:00 - 19:00	Registration (<i>'Foyer' - Hotel Intercontinental</i>)
19:00 - 22:00	Welcome Reception (<i>Room 'Real I' - Hotel Intercontinental</i>)
Wednesday, March 15	
09:00 - 09:30	<p>Opening Session (<i>Rooms 'Real II & III' - Hotel Intercontinental</i>)</p> <p>Welcome remarks by:</p> <ul style="list-style-type: none"> ● Fabrizio Operti, Division Chief, Trade and Investment Division, Inter-American Development Bank ● Alexander Mora, Minister of Foreign Trade, Costa Rica's Ministry of Foreign Trade (COMEX) ● Helio Fallas, Vice President of Costa Rica
9:30 - 10:15	<p>Plenary Session I: <u>Services Disruption: Artificial Intelligence and Virtual Reality</u></p> <p><i>(Rooms 'Real II & III' - Hotel Intercontinental)</i></p> <p>Artificial Intelligence and Virtual Reality technologies promise to harness today's computing power to achieve scale, accuracy, and speed improvements at an exponential rate. There are efficiency and quality improvements to be made, but what are the trade-offs? On this panel, experts from cutting edge companies weigh in: what are the sectors in which these new technologies are currently being implemented and what are the challenges and opportunities that they are presenting? How can providers keep up with the computing advances (machine vision, speech recognition, natural language processing, machine learning) that may require substantial technology upgrades and replacements. How can we accelerate up-skilling of labor to keep up with rapid technology development? Evidently, as automated processes learn and adapt to change, so must Latin American and Caribbean service providers.</p> <p>Moderator: Vitaly Golomb, Investor & Global Startup Evangelist, HP Tech Ventures</p> <p>Speakers:</p> <ul style="list-style-type: none"> ● Frank Casale, Founder & CEO, The Institute for Robotic Process Automation ● Dr. Carolina Cruz-Neira, Director of the Emerging Analytics Center, University of Arkansas at Little Rock ● Avinash Vashistha, Chairman and CEO of Tholons Inc. and Former Chairman and Country Managing Director- India of Accenture Services
10:15 - 10:45	<p>Future Flash I: <u>The IDB and Global Services</u></p> <p>Featuring a special presentation of ConnectAmericas: "<u>The online network for SMEs and entrepreneurs</u>"</p> <p><i>(Rooms 'Real II & III' - Hotel Intercontinental)</i></p> <p>The IDB has been a key partner in the development of the global services sector in Latin America and the Caribbean. On the one hand, IDB's programs and partnerships that have supported the sector's rapid growth in the region will be highlighted, with a focus on targeted human capital development initiatives known as 'finishing schools'. On the other hand, the role of ConnectAmericas will be underlined as the first social network for small and medium sized enterprises (SMEs) in the Americas, which includes a 'Global Services' networking community that promotes outsourcing and offshoring business opportunities and assesses trends and information for SMEs specialized in the ITO/BPO/KPO industry sectors in the region.</p> <p>Speaker and Moderator: Fabrizio Operti, Division Chief, Trade and Investment Division, Inter-American Development Bank</p> <p>Speakers:</p>

	<ul style="list-style-type: none"> • “Finishing Schools” Business Case #1: Ximena Stawsky, Head of Andean Cluster & Demand Planning Latam, Merck Group Uruguay • “Finishing Schools” Business Case #2: Manuel Gordo Juliá, CEO of Allied Global Guatemala
<p>10:45- 11:00</p>	<p>Future Flash II: <u>The Future of the Digital Economy in Latin America and the Caribbean</u></p> <p><i>(Rooms ‘Real II & III’ - Hotel Intercontinental)</i></p> <p>Mr. Molano is best known for transforming technology utilization in Colombia with the ‘Vive Digital’ policy. His forward-looking perspective on technology dissemination and inclusive ICT holds best practices for the region in leveraging technology to promote job creation and poverty reduction.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Diego Molano, Special Advisor to the IDB and Colombia’s former Minister of Information Technologies and Communications.
<p>11:00 - 11:45</p>	<p>Plenary Session II: <u>The Future of the Sharing Economy and Implications for the services sector</u></p> <p><i>(Rooms ‘Real II & III’ - Hotel Intercontinental)</i></p> <p>The “sharing economy” is not a sector, but rather a new delivery model that will have an impact across all services. While typically services outsourcing previously required high-level outreach and negotiations to build a B2B relationship between companies, outsourcing of services can now be implemented nearly instantaneously and to individuals as well as businesses. The biggest successes in this space to date are among those early adopters who created the platforms on which resources and information are pooled and parceled out according to demand. These include, of course, notable market-makers Uber (in local transportation) and AirBnB (in housing rentals). Driving this trend is the push for operational efficiency and scalability, the rapid proliferation of mobile technology, and evolving labor practices. While new platforms spring up to implement the sharing model in seemingly every niche of the economy, perhaps the greatest new opportunities lie in partnerships, e.g., food delivery services that leverage the existing network of Uber transportation to fulfill deliveries. Understanding the role of sharing in the future economy is ‘key’ to ensuring value chain integration from initial software development to implementation in new locations.</p> <p>Moderator: Luiz Ros, Special Advisor for Innovation Digital Economy Initiative, Office of the Presidency, Inter-American Development Bank</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Shawn Sullivan, Public Policy lead for Central America and the Caribbean, AirBnB Inc. • Ivo Córrea, Policy Director for CA & Caribbean, Uber Technologies Inc.
<p>11:45 - 12:00</p>	<p>Future Flash III: <u>Costa Rica, a Prime Destination for Sustainable Outsourced Service Operations</u></p> <p><i>(Rooms ‘Real II & III’ - Hotel Intercontinental)</i></p> <p>Speaker:</p> <ul style="list-style-type: none"> • Alexander Mora, Minister of Foreign Trade, Costa Rica’s Ministry of Foreign Trade (COMEX)
<p>12:00 - 13:15</p>	<p>Networking Lunch <i>(Hotel Intercontinental)</i></p>

<p>13:15 - 13:45</p>	<p>Parallel Strategic Sessions I: (Rooms 'Real II & III' - Hotel Intercontinental)</p> <p>Session I: Health (NBIC - Nanotechnology, Biotechnology, IT and Cognitive Science)</p> <p>The globalization of healthcare and related services has had a wide-reaching impact on the global services sector. From records management to medical tourism, it is one of the most cross-cutting outsourcing fields, requiring a diversity of human resources and ripe for new innovations. Healthcare BPO, already a USD 170 billion market in 2016, continues to grow above 10% annually. Some of the most high-tech and promising emergent specialties are in the areas of nano- and biotechnology. Global pharmaceutical and medical device manufacturing companies increasingly rely on specialized clinical and preclinical research, and customized bio-manufacturing. As a result, the biotechnology services outsourcing market is expected to reach USD 92.9 billion by 2025 (Grand View Research). Breakthrough technologies like gene editing, immunotherapy, nanotechnology, and big data are all expected to have a big impact on the direction of this sector in the coming years. In this groundbreaking growth market, how is the LAC region developing and promoting its capabilities to deliver innovative, specialized, and secure health services?</p> <p>Moderator: Massimo Manzi, Executive Director of the Council for the International Promotion of Costa Rica Medicine - PROMED</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Gabriela Couto, CEO of Marketplaza and President of the CR Biomed Cluster • Ricardo Salazar, Head, Government and Public Affairs & Advocacy for Latin America, Sanofi • KP Bannanje, Senior Director - Consulting Services, Neusoft America
	<p>Session II: Finance and BPO</p> <p>Business Process Outsourcing (BPO) enables increased efficiencies through the externalization of non-core business processes to third-party providers. Areas of continued importance include human resources, finance, accounting, and customer service functions, across many market verticals. Finance and accounting outsourcing (FAO) continues to be one of the fastest growing segments; however, slower than expected growth in recent years has pushed CFOs to explore new optimization strategies like automation, new cost structures, and business process utility. Meanwhile, the Banking, Financial Services and Insurance (BFSI) segment continues to incorporate data analytics, improve customer service and client retention, and faces security challenges apace with the rate of technological change. This session takes an in-depth look at the state of Finance and BPO in the region, touching on growth areas and opportunities for Latin America, and its unique challenges.</p> <p>Moderator: Santiago Pinzón, Executive Director, Chamber of BPO/ITO/KPO, ANDI</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Brendan Quirk, Regional Leader, RSM Latin America • Gonzalo Gutiérrez Lorenzo, Director of Outsourcing Services, INDRA
<p>13:45 - 14:15</p>	<p>Parallel Strategic Sessions II: (Rooms 'Real II & III'- Hotel Intercontinental)</p> <p>Session I: Architecture & Engineering</p> <p>The architecture and engineering services sectors are rapidly globalizing, driven by traditional outsourcing advantages and the international market aspirations of the client base. An estimated 20% of U.S. architecture firms outsource a portion of their workload; a figure that is likely understated. The trend is on the rise due to advantages like workload smoothing, increased access to qualified and specialized professionals, cost reduction, and expedited delivery. Meanwhile, as architecture and engineering clients increasingly look to enter new international markets, the global service providers follow the demand, establishing new offices and captive centers in emerging destinations. Both the U.S. and India have demonstrated strong interest in Latin America in order to reach local and multinational clients, find local partners, and expand operations through captive centers and regional bases of operations. In light of this trend, this session will examine the particular strengths and challenges of Latin America as a base for regional and global ASO and ESO.</p> <p>Moderator: Gerardo Funes, Integration and Trade Consultant, Inter-American Development Bank</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Hilario Canessa, CEO, Studio 4D • Rahul Singh, Head of Global Delivery Center Operation, Administrations, Global Advocacy & Government Affairs, HCL Technologies

	<p>Session II: Animation & Video Games</p> <p>The rapid development and proliferation of personal computers, tablets, and mobile devices has made animation and gaming available to the masses, and as a result, this is one of the fastest growing market segments. While global Animation and Gaming achieved revenues of USD 122 billion in 2010, it was estimated to have nearly doubled (USD 243 billion) by 2016. Over that period, Gaming has been the fastest growing market year-on-year, registering annualized growth of nearly 14%, while Animation has achieved annualized growth of 12.5% from 2011 to 2016. In recent years, LAC became a leading player on the global market, registering higher growth than any other region in the world. In particular, the increase in demand for mobile games has bolstered LAC's success as a mecca for game developers and start-ups. This session reviews the latest trends, and explores the great potential of this dynamic segment for countries with strong creative industries and technical talent.</p> <p>Moderator: Sandra Quintero, Owner, SANQUI Digital</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Todd Ramsay, Owner & Creative Director, Yeti Farm Creative • María Martina Santoro, Co-Founder & CEO, Okam Studio
<p>14:30 - 18:00</p>	<p>B2B Meetings (1st Round): Rooms 'Real I' & 'Roble II' - Hotel Intercontinental</p>
<p>19:00 - 22:00</p>	<p>Dinner (Room 'Real II & III' - Hotel Intercontinental)</p>
<p>Thursday, March 16</p>	
<p>09:00 - 09:45</p>	<p>Plenary Session III: <u>Best Practices from Top Outsourced Cities and Regions</u> (Rooms 'Real II & III' - Hotel Intercontinental)</p> <p>Latin America and the Caribbean (LAC) global service providers comprise a maturing and multifaceted sector, long offering great promise and today manifesting impressive results. A region of great intrinsic opportunity, LAC participants in this global marketplace benefit not only from natural advantages like location, language and cultural affinity, but also an entrepreneurial spirit and many supportive governments determined to optimize their participation in a dynamic industry. Compared to more consolidated powerhouses like India and the Philippines, large players like China and Russia that offer unparalleled scale, and European platforms with human capital and business climate advantages, LAC has one underappreciated competitive advantage – its emergent status combined with high levels of global connectivity and access to information endows the region with the ability to learn from successes across the globe and adapt dexterously to a dynamic business landscape. The companies and clusters that have propelled those cities – notably San José as the top-ranked city in the Americas in 2016 – also provide noteworthy best practices to providers across the globe. This panel offers one such opportunity for productive dialogue and inter-regional comparison and learning.</p> <p>Moderator: John Biggs, East Coast Editor, TechCrunch</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Avinash Vashistha, Chairman and CEO of Tholons Inc. and Former Chairman and Country Managing Director- India of Accenture Services • B.V. Naidu, Chairman of Sagitaur and Co-Chairman of Karnataka ICT Group (Bangalore) • Charles Aird, Global Leader of the PwC Shared Services and Outsourcing Advisory and Business Transformation, PwC

<p>9:45 - 10:00</p>	<p>Future Flash IV: <u>The Internet of Me: Towards the Personalization of Internet Services</u></p> <p><i>(Rooms 'Real II & III' - Hotel Intercontinental)</i></p> <p>As the Internet of Things (IoT) continues to alter markets, it's clear that smart, connected products are the future. Personalization provides more meaningful and authentic uses of IoT, ensuring higher customer engagement and growth.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Scott C. Lemon, Founder, CEO, CTO at Wovyn, L.L.C.
<p>10:00 - 10:45</p>	<p>Plenary Session IV: <u>Women Empowerment in Global Services</u></p> <p><i>(Rooms 'Real II & III' - Hotel Intercontinental)</i></p> <p>High-quality IT and BPO jobs can be a means to women's economic empowerment – relatively high wages and benefits mean greater security and autonomy, and jobs in innovative industries provide training, unparalleled experience, and international exposure that yield competitive global employees. Strategies to increase women's leadership and empowerment in the sector include: training human resources on hiring strategies to equalize the imbalance; retaining women through competitive benefits; actively grooming women for promotion through training, clear career paths, and mentoring; publicly celebrating women's successes in the field; and embracing opportunities for networking and dialogue on gender balance, including ensuring that women are well-represented as expert speakers on all topics, not just women's issues. The esteemed panelists will offer not only their individual stories of perseverance and success, but thoughts on the most productive actions for both men and women, companies and governments, to improve the gender balance and women's empowerment from the ground floor to the C-suite of global services companies.</p> <p>Moderator: Jin Yi Hwang, Communications Advisor, Argentine Construction Chamber</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Isabel Mejia Rivas, Integration and Trade Specialist, Inter-American Development Bank • Kerry Hallard, CEO, Global Outsourcing Association UK • Mariana Costa, Co-Founder and CEO, Laboratoria
<p>10:45 - 11:30</p>	<p>Plenary Session V: <u>The Internet as the Main Enabler of Services Offshoring</u></p> <p><i>(Rooms 'Real II & III' - Hotel Intercontinental)</i></p> <p>The range of services that can be performed remotely has only increased over time, as new degrees of computing power (Big Data) and new technologies (like automation) have increased the variety, speed, quality, and efficiency of services performed remotely thanks to global internet connectivity. Now we ask, in what ways does use of the internet continue to evolve, and how does it impact services globalization? What technologies and new applications of existing models have enabled e-commerce to extend to the services sector, as in the case of Amazon Web Services? How has social networking impacted service delivery, customer service, and disintermediation? And how does the global reach of top social networking platforms (e.g. Facebook and Twitter) necessitate greater policy coordination among governments across the globe? How has government use of the internet to serve constituencies, including providing business services (business registration, customs, trade promotion, etc.) evolved with the times? What can be done to continue to increase access to the internet and its global business opportunities for small businesses? On this panel, business leaders share their experiences and expectations for the dynamic future of internet-enabled global service provision.</p> <p>Moderator: Ady Beitler, Integration and Trade Senior Specialist, Trade and Investment Unit, Inter-American Development Bank – IDB</p> <p>Speakers:</p>

	<ul style="list-style-type: none"> • Gabriel Recalde, Senior Policy Analyst, Google • Gonzalo Navarro, Executive Director of the Latin American Internet Association • Luis Loaiza, Co-Founder, Shippify.co • Otto Rivera-Valle, Executive Vice-President, Costa Rica Chamber of Information and Communication Technologies (CAMTIC)
11:30 – 11:45	<p>Future Flash V: Training as a key factor in the path of services exports (Argentina's 111K Success Model)</p> <p><i>(Rooms 'Real II & III' - Hotel Intercontinental)</i></p> <p>Advancement in the knowledge economy depends deeply on the pipeline of quality human capital. Mr. Pallotti shares Argentina's ambitious plan for the Tech sector, aiming to generate 111 thousand skilled individuals (100k programmers, 10k engineers and 1k entrepreneurs) in just four years.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Carlos Pallotti, Undersecretary of Technology Services and Products for Argentina's Ministry of Production
11:45 - 12:30	<p>Workshop: Inside the Mind of the CxO</p> <ul style="list-style-type: none"> - What are the priorities of buyers today (From an ITO & BPO Perspective) - How to segment the buyers? Who is looking for what? - How do I best manage the sales lifecycle? - What differentiates a LatAm partner? - Q&A <p><i>(Rooms 'Real II & III' - Hotel Intercontinental)</i></p> <p>Tutor and Moderator: Atul Vashistha, Chairman, Neo Group</p> <p>Tutors:</p> <ul style="list-style-type: none"> • Manjit Singh, Senior Vice President and Chief Information Officer, The Clorox Company • Marc Schwarz, Founder of Sanford Black & Co. and Former Senior Vice President of HP and Oracle
12:30 - 13:30	<p>Networking Lunch <i>(Hotel Intercontinental)</i></p>
13:30 - 18:00	<p>B2B Meetings (2nd Round): <i>Rooms 'Real I' & 'Roble II' - Hotel Intercontinental</i></p>
18:00	<p>End of the Program</p>