

**December 4 & 5**  
Buenos Aires, Argentina

# outsourc2lac

**20**  
**24**

**GLOBAL SERVICES FORUM**  
Buenos Aires, Argentina

**A G E N D A**

Tuesday, December 3<sup>rd</sup>

15:00 - 17:00

**Workshop for Latin American and Caribbean Trade and Investment Promotion Organizations: “A deep dive into the BID for the Americas Initiative”**

This workshop aims to enhance the capacity of trade and investment promotion organizations in Latin America and the Caribbean by providing an in-depth understanding of the BID for the Americas Initiative. Participants will explore the program's objectives, benefits, and resources available to support their trade and investment promotion efforts. Through interactive sessions and collaborative discussions, attendees will gain valuable insights into leveraging the initiative to foster regional trade partnerships and drive economic growth.

17:30 - 20:00

**Welcome Reception – Networking Cocktail** *By invitation only*

# FORUM DAY 1

Wednesday, December 4<sup>th</sup>

09:00 – 09:30

## Inaugural Address

Led by the Inter-American Development Bank and the Government of Argentina

09:30 – 10:15

## Plenary Session I: *Adapting to the New Era: Embracing Disruption and Globalization in LAC Services*

This session will delve into the evolving landscape of global services amid rapid technological advancements. The panel will explore how Latin America and the Caribbean are leveraging emerging technologies such as AI, machine learning, and edge computing to unlock unprecedented opportunities for service exports. The discussion will highlight how these innovations are transforming the LAC region, crucial for promoting sustainable growth and enhancing efficiency in the services sector. Industry experts will provide insights on current trends, challenges, and prospects for both major players and SMEs, emphasizing strategies for digital adaptation and fostering an ecosystem that encourages innovation and collaborative progress.

10:15 – 10:30

## Keynote Presentation

10:30 – 11:00

## Fireside Chat I: *Argentina's Strategy for Knowledge-Based Services*

11:00 – 11:45

## Plenary Session II: *AI Infrastructure: Fueling the Next Wave of Digital Services Exports*

This session will explore the transformative impact of AI infrastructure on the digital services landscape, focusing on the strategies and operational frameworks that support this evolution. The panel will spotlight how investments in AI infrastructure not only enhance computational capabilities for AI-driven innovation but also demand robust IT alignment and strategic integration across business functions. Speakers will discuss the role of organizational strategy, IT performance management, and governance in building competitive advantages and operational readiness for the global digital market. Insights will cover the myriad opportunities that robust AI infrastructure and cohesive IT strategies present for exporting digital services, highlighting essential approaches to leveraging these advancements for sustainable digital transformation.

Wednesday, December 4<sup>th</sup>

11:45 - 12:15

## **Fireside Chat II: *Innovating for Tomorrow: Navigating the Future of Tech in Latin America***

This session will explore the transformative potential of technology and innovation in Latin America, focusing on the region's unique strengths and opportunities in the global market. Key themes will include the role of digital transformation, talent development, and collaboration in driving competitiveness. The discussion will highlight how local tech ecosystems can leverage emerging trends to foster growth, address challenges, and enhance connectivity. By embracing innovation, Latin America has the chance to position itself as a leader in the tech industry, expanding its influence and improving access to cutting-edge solutions for diverse communities. Industry leaders will provide insights into actionable strategies for harnessing the region's potential in a rapidly changing environment.

12:15 - 13:00

## **Plenary Session III: *Digital Health Frontiers: Innovations and Opportunities in Telemedicine***

This session will delve into the transformative impact of telemedicine on global healthcare, showcasing innovations such as AI-driven personalized care, virtual pharmaceutical services, and remote surgical procedures. While highlighting the groundbreaking potential of these technologies, the discussion will also address challenges such as digital access and connectivity, emphasizing the critical importance of high-speed internet. The session will spotlight significant opportunities for Latin America and the Caribbean to become key players in the global telemedicine market. By exporting telemedicine services, the region can expand its reach, reduce costs, and improve care delivery to underserved populations, positioning itself as a leader in this rapidly evolving field.

13:00 - 13:15

## **Special Presentation: *BID for the Americas App: Your Gateway to Service Procurement in Latin America and the Caribbean***

This session will showcase an IDB program aimed at strengthening economic ties between Latin America and the Caribbean and key international markets across North America, Europe and Asia. Participants will learn about new program tools, such as the BID for the Americas App – an AI-powered mobile and desktop app – that helps international firms engage in IDB-funded projects in LAC and connect with local companies and an investment platform to connect global investors with soft-landing and critical local suppliers in specific industries such as Tourism, Food & Beverage and Technology.



## FORUM DAY 1

Wednesday, December 4<sup>th</sup>

13:15 – 15:00

Networking Lunch

15:00 – 18:30

Matchmaking Sessions (1st Round):

**B2B Matchmaking:**  
*SME Suppliers + Buyers*

**BID for the Americas Matchmaking:**  
*SME Suppliers + Public Sector Procurement*

## FORUM DAY 2

Thursday, December 5<sup>th</sup>

09:00 – 09:45

**Plenary Session IV: Talent Transformation in the AI Era:  
Building a Future-Ready Workforce**

The panel will explore strategies for equipping talent with the skills needed to thrive alongside generative AI, focusing on the importance of creativity and collaboration. The discussion will highlight how Latin American and Caribbean startups can position themselves as talent hubs for global tech giants by nurturing a workforce adept in AI and digital technologies.

09:45 – 10:30

**Plenary Session V: Adapting Fintech to High-Interest  
Environments: Innovations and Revenue Models**

This session will delve into the challenges and opportunities fintech startups face in high-interest rate environments. It will discuss strategies for pivoting revenue models towards the most profitable products and optimizing margins. The panel will also highlight how Latin American and Caribbean fintech startups can leverage these insights to develop robust services that appeal to global markets, emphasizing the importance of adaptability in changing economic conditions.

## FORUM DAY 2

Thursday, December 5<sup>th</sup>

10:30 – 10:45

### **Future Flash III: Navigating the AI Monetization Landscape: Strategies for Sustainable Growth**

This presentation will focus on the various pathways and strategies companies can employ to harness AI's potential for enhancing and monetizing digital services, especially those aimed at international markets. This discussion is particularly relevant given the rapid expansion and innovation within AI, which presents a unique set of opportunities and challenges for businesses in the digital export sector.

10:45 – 11:30

### **Plenary Session VI: Funding the Future: Insights into the VC industry in Latin American and the Caribbean**

This session will explore the allure of venture capital for startups in Latin America, emphasizing the region's innovative prowess and the 2024 investment boost in sectors such as climate tech and AI. It addresses the current venture capital climate, highlighting challenges like funding access and the importance of diversity in fostering a vibrant startup ecosystem. Industry experts will offer insights valuable to entrepreneurs, investors, and supporters of Latin American and Caribbean innovation.

11:30 – 12:15

### **Plenary Session VII: Shared Services Reimagined: From Cost Centers to Global Capability Hubs - Unlocking Innovation and the Next Frontier in Shared Services in Latin America and Caribbean**

Shared services have undergone a dramatic evolution, shifting from basic back-office support to becoming vital Global Capability Centers (GCCs) that drive core business functions, innovation, and AI-powered transformation. This shift empowers companies to relocate key operations, develop cutting-edge technology, and reinvent themselves using the power of AI. This transformation is fueled by several factors, including the desire to reduce costs while going beyond simple savings, increase efficiency through streamlined processes and technology, and tap into specialized talent pools with expertise in areas like AI and analytics. When considering locations for GCCs, companies prioritize access to skilled professionals (especially in AI/ML), reliable technology infrastructure, a stable business environment, and supportive government policies. The panel, featuring industry leaders, will delve into these factors and discuss how countries can attract GCC investments by fostering innovation and implementing policies that encourage businesses to establish these centers. They will also share valuable insights on overcoming challenges such as cultural differences and maintaining consistent quality standards across global operations.

## FORUM DAY 2

Thursday, December 5<sup>th</sup>

12:15 - 13:00

### **Plenary Session VIII: Cross-Media Expansion: Video Games to Film and TV**

Highlighting the rising trend of game adaptations into films and TV, this session will explore how startups can leverage their IP for cross-media projects. It will offer insights into collaboration with media companies, rights negotiation, and the potential for Latin American and Caribbean game developers to expand their reach and revenue through film and TV adaptations.

13:00 - 13:45

### **Plenary Session IX: From Seeders to Sensors: Accelerating Technological Adoption in Agtech**

This session will highlight how innovations in automation and AI are poised to revolutionize farming practices, enhancing efficiency, sustainability, and productivity. Participants will explore the latest trends in Agtech, understand the pivotal role of knowledge-based outsourcing in driving adoption, and discuss strategies for integrating these advancements to capitalize on the burgeoning opportunities in global agricultural markets.

13:45 - 15:00

### **Networking Lunch**

15:00 - 19:00

### **Matchmaking Sessions (2nd Round):**

**B2B Matchmaking:**  
*SME Suppliers + Buyers*

**BID for the Americas Matchmaking:**  
*SME Suppliers + Public Sector Procurement*

19:30 - 22:00

### **Closing Remarks and Cultural Cocktail**