

December 4 & 5
Buenos Aires, Argentina

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GLOBAL SERVICES FORUM
Buenos Aires, Argentina

A G E N D A

Tuesday, December 3rd

15:30 - 17:30

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

By invitation only

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.

19:00 - 21:00

Los Jardines room, Marriott Hotel, Buenos Aires

Welcome Reception – Networking Cocktail

Welcome remarks by:

Fabrizio Operti

Manager, Integration & Trade Sector, Inter-American Development Bank

Diego Sucalesca

Executive President, Argentine Investment and International Trade Promotion Agency (AAICI)

FORUM DAY 1

Wednesday, December 4th

09:00 – 09:30

Gran Panamericano room, Marriott Hotel, Buenos Aires

Inaugural Address

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

Fabrizio Operti

Manager, Integration and Trade Sector,
Inter-American Development Bank

Demian Reidel

Chairman of the Council of Advisors of the President of Argentina

09:30 – 10:15

Gran Panamericano room, Marriott Hotel, Buenos Aires

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.

Introductory Remarks and Moderation:

Fabrizio Operti

Manager, Integration and Trade Sector, IDB

Panelists:

Marcio Aguiar

Director of Enterprise Sales – Latin America, NVIDIA Corporation (U.S. / Brazil)

Marina Hasson

SMB & Corporate Scale Sales Director - Latin America and the Caribbean,
Microsoft (U.S. / Argentina)

Aline Oliveira Pezente

Co-Founder, Chief AI and Product Officer - Traive (Brazil)

Eleonora Rabinovich

Director of Government Affairs and Public Policy for Spanish Speaking
Latam, Google (U.S. / Argentina)

Fernando Montero Bolognini

Managing Director – Argentina, Uruguay, Paraguay and Bolivia, Globant
(Argentina)

Wednesday, December 4th

10:15 – 10:45

Fireside Chat I: 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.

Host:**Sergio Pardo**

Executive Director of Investments and International Trade, Argentine Investment and International Trade Promotion Agency (AAICI)

Panelists:**Nicolas Jodal**

Co-founder & CEO, GeneXus (Uruguay)

Juan Santiago

President and CEO, Santex (Argentina/U.S.)

10:45 – 11:30

Gran Panamericano room, Marriott Hotel, Buenos Aires

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.

Moderator:**Angel Melguizo**

Partner, ARGIA Green Tech & Economic Consulting (Spain)

Panelists:**Silvia Tenazinha**

Country Manager, Salesforce Argentina

Chandra Mouli

Vice President of Global Engineering, Qualcomm (U.S.)

Laura Alvarez Modernel

Business Development Manager for Generative AI in the Public Sector – Latin America, Amazon Web Services (U.S./Argentina)

Avinash Vashistha

Chairman & CEO, Tholons Inc. (U.S.)

Joaquim Campos

VP, IBM Technology Leader - Latin America (Brazil)

Wednesday, December 4th

11:30 - 11:45

Future Flash I: The Revolution of Generative Artificial Intelligence: Challenges and Opportunities

This session will explore the transformative potential of Generative Artificial Intelligence (AI) and its growing impact on industries worldwide. As AI technology continues to evolve, it presents both significant challenges and unprecedented opportunities for businesses and professionals. Attendees will gain valuable insights into how generative AI is reshaping automation, creativity, and decision-making processes, and how they can leverage these advancements for strategic advantage. Key discussions will address overcoming barriers such as ethical concerns, skill gaps, and integration complexities while maximizing AI's potential to innovate and drive business growth.

Speaker:**Diego Fernández Slezak**

Professor at the University of Buenos Aires, Researcher at CONICET and TEDx Speaker (Argentina)

11:45 - 12:30

*Gran Panamericano room, Marriott Hotel, Buenos Aires***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.

Moderator:**Massimo Manzi**

Executive Director, PROMED (Costa Rica)

Panelists:**Rodrigo Alvez**

Co-Founder, Doctari (Uruguay/Chile)

Alejandro de la Torre

Chief Scientific Officer - Hospitals, Grupo Quironsalud, (Colombia)

Michael Dowding

CIO, Health on Cloud, (Korea)

Marina Simian

CEO and Co-Founder, Oncoliq (Argentina)

Cristian Mazza

President, Latin American Association of Private Health Systems – ALAMI (Argentina)

Wednesday, December 4th

12:30 – 13:00

Fireside Chat II: Argentina's Strategy for Knowledge-Based Services

This session will delve into Argentina's strategic approach to fostering knowledge-based services, with a focus on how the country is leveraging its strengths in science, technology, and innovation to drive economic growth and competitiveness. Through a dynamic discussion, the panelists will explore key initiatives aimed at developing and scaling knowledge-driven industries, supporting small and medium-sized enterprises, and creating a robust ecosystem for talent and innovation. Emphasizing collaboration between government, industry, and academia, the conversation will highlight Argentina's vision for positioning itself as a regional leader in the knowledge economy, while addressing challenges and capitalizing on global opportunities in a rapidly evolving landscape.

Host:**Pablo García**

Unit Chief Regional Integration, Inter-American Development Bank

Panelists:**Marcos Martín Ayerra**

Secretary of Small and Medium-sized Enterprises, Entrepreneurs, and Knowledge-based Economy, Ministry of Economy of Argentina

Darío Genua

Secretary of Science, Technology and Innovation (Argentina)

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.

Speaker:**Francisco Estrazulas**

Sector Lead Specialist, Integration and Trade Sector, Inter-American Development Bank

FORUM DAY 1

Wednesday, December 4th

13:15 – 15:00

Patagonia Room, Marriott Hotel, Buenos Aires

Networking Lunch

15:00 – 18:30

Los Jardines room, Marriott Hotel, Buenos Aires

Matchmaking Sessions (1st Round):

B2B Matchmaking:

SME Suppliers + Buyers

BID for the Americas Matchmaking:

SME Suppliers + Public Sector Procurement

FORUM DAY 2

Thursday, December 5th

09:00 – 09:45

Gran Panamericano room, Marriott Hotel, Buenos Aires

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.

Moderator:

Santiago Pinzón Galán

Executive Director of the Chamber of Digital Industry and Services and VP Digital Transformation, National Business Association of Colombia – ANDI

Panelists:

Cristina Lorenzo

Managing Director, Oracle Argentina, Paraguay, Uruguay, and Bolivia

Carles Abarca

Vice President of Digital Transformation, Tecnológico de Monterrey (Mexico)

Giuliana Corbo

CEO, Nearsure, (Uruguay / U.S.)

Kathia Yacaman

Executive Vice President of the Marketing and Comercial Division, GK Global (Honduras)

Daniel Ibañez

Founder and Chief Business Officer, Kunan SA (Argentina)

FORUM DAY 2

Thursday, December 5th

09:45 – 10:30

Gran Panamericano room, Marriott Hotel, Buenos Aires

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.

Moderator:

Gonzalo Arauz

Principal Officer – Digital Economy, IDB Invest

Panelists:

Pablo Santos

Founder & CEO, Finaktiva (Colombia / U.S.)

Myriam Cosío

Chief External Affairs Officer, Clip (Mexico)

Amílcar Perea

President of the Uruguayan Chamber of Information Technologies – CUTI and General Manager at Inswitch (Uruguay)

Mark Harper

Chief Financial Officer, Ualá (Argentina)

10:30 – 10:45

Future Flash II: 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.

Speaker:

Alejandro Correa Bahnsen

AI Monetization Expert, Professor of AI and Digital Transformation at Tecnológico de Monterrey and ex-VP of AI at Rappi (Mexico)

FORUM DAY 2

Thursday, December 5th

10:45 – 11:30

Gran Panamericano room, Marriott Hotel, Buenos Aires

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.

Moderator:

Ana Carolina Lustosa

Senior Investment Officer, IDB Lab (Argentina)

Panelists:

Marta Cruz

Co-Founder & General Partner, NXTP Ventures (Argentina)

Damaris Mendoza

Partner, 500 Global (U.S./Mexico)

Mariano Mayer

Managing Partner & Co-Founder of Newtopia and President of ARCAP (Argentina)

Jaime Miller

Co-Founder, Capital Oriental (Uruguay)

FORUM DAY 2

Thursday, December 5th

11:30 – 12:15

Gran Panamericano room, Marriott Hotel, Buenos Aires

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, transitioning from basic back-office support to becoming Global Delivery Centers (GDCs) that drive core business functions, innovation, and AI-driven transformation. This shift enables companies to relocate key operations, develop cutting-edge technologies, and reinvent themselves by harnessing the power of AI. This transformation is driven by several factors, including the desire to reduce costs beyond simple savings, increase efficiency through optimized processes and technologies, and access specialized talent pools with expertise in areas such as AI and data analytics, as well as finance, legal, human resources, and accounting. When considering locations for GDCs, companies prioritize access to qualified professionals (particularly in AI/ML), reliable technological infrastructure, a stable business environment, and supportive government policies. The panel, composed of industry leaders, will delve into these factors and discuss how Latin American and Caribbean countries can attract GDC investments by fostering innovation and implementing policies that encourage companies to establish these centers. They will also share valuable insights on how to overcome challenges such as cultural differences and maintain consistent quality standards in global operations.

Moderator:

Santiago Pordelanne

Undersecretary for Knowledge Economy, Ministry of Economy of Argentina

Panelists:

Clara Mendiberri

Head of the Buenos Aires Corporate Center and Chief Administrative Officer for Latin America, J.P. Morgan Chase (U.S./Argentina)

Adriana Morteo

Operations Lead for the Hispanic South America region, Accenture (Ireland/Argentina)

Verónica Asla

GDS Latam Leader, EY (U.S./Argentina)

Alejandro Auditore

Vice President and Upstream Finance Manager - Buenos Aires Shared Service Center, Chevron (Argentina)

FORUM DAY 2

Thursday, December 5th

12:15 – 13:00

Gran Panamericano room, Marriott Hotel, Buenos Aires

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.

Moderator:

Laura Gagliesi

Manager, Animar Cluster (Argentina)

Panelists:

Mario Valle Reyes

Co-Founder & Managing Partner, Altered Ventures (U.S./Mexico)

Caiphus Moore

Creative Director of Coded Arts and Game Art Program Lead,
University of Trinidad and Tobago

Florencia Fole

President, Argentina's Video Game Developers Association – ADVA
(Argentina)

Renzo Sanchez

Founder & General Manager, ArtiGames (Peru)

FORUM DAY 2

Thursday, December 5th

13:00 – 13:50

Gran Panamericano room, Marriott Hotel, Buenos Aires

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.

Special remarks:

José Guilherme Reis

Associated Researcher, Center for Integration and Development Studies – CINDAS, and IDB Consultant (Brazil)

Moderator:

Christina Olsen

Director – Innovatech, Deutsche Sparkassenstiftung für internationale Kooperation e.V. (Germany)

Panelists:

Christine Gould

Founder & CEO, Thought For Food (Switzerland)

Pamela Chavez Crooker

Founder & CEO, Domolif Biotecnología (Chile)

Romina Casadevall

Partner – Scientific Explorer, GRIDX (Argentina)

Mirella Lisboa

Digital Solutions and Open Innovation Manager - Head AgroStart LatAm, BASF (Brazil)

13:50 – 15:00

Patagonia Room, Marriott Hotel, Buenos Aires

Networking Lunch

15:00 – 19:00

Los Jardines room, Marriott Hotel, Buenos Aires

Matchmaking Sessions (2nd Round):

B2B Matchmaking:

SME Suppliers + Buyers

BID for the Americas Matchmaking:

SME Suppliers + Public Sector Procurement

19:30 – 22:00

Gran Panamericano room, Marriott Hotel, Buenos Aires

Closing Remarks and Cultural Cocktail