

# Agenda

## Outsource2LAC Global Digital Services Summit – Jamaica 2023

Montego Bay Convention Centre

Tuesday, June 13 <sup>th</sup> (Arrival and Registration)	
09:00 - 16:00	<b>Arrival</b>
16:00 - 19:00	<b>General Participant Registration</b>
19:00 - 21:00	<b>Cocktail - Welcome Reception</b>
Wednesday, June 14 <sup>th</sup>	
08:00 - 09:00	<b>General Participant Registration</b>
09:00 - 09:30	<p><b>Inaugural Address</b></p> <p><i>Opening remarks by:</i></p> <ul style="list-style-type: none"> <li>• <b>Tariq Alli</b>, General Manager, Country Department Caribbean Group and Country Representative in Jamaica, Inter-American Development Bank</li> <li>• <b>The Most Honourable Andrew Holness</b>, Prime Minister, Jamaica</li> </ul>
09:30 - 10:15	<p><b>Plenary Session I: <u>Disruptive and Transformational Forces for Services Globalization in LAC</u></b></p> <p>This session will examine the game-changing role of digital acceleration, bolstered by the most recent global advances in generative AI. The focus of our discussion will be the impact of these technologies on the digital transformation of the LAC region, which is crucial for fostering sustainable development and productivity in the knowledge-based services industry. In this mind-blowing era of technological advancements, a panel of experts from various fields will discuss the most recent trends, challenges, and opportunities for both large corporations and small and medium-sized enterprises. Our panelists will discuss strategies for adapting to the ever-changing digital landscape and how businesses and governments may promote innovation, collaboration, and development by enabling a business-friendly environment.</p> <p><i>Introductory Remarks and Moderation by: Fabrizio Opertti</i>, Manager, Integration and Trade Sector, Inter-American Development Bank</p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> <li>• <b>Carolina Dolan</b>, Chief Digital Officer, Globant (Argentina / U.S.)</li> <li>• <b>Addie Cooke</b>, Global AI Policy Lead, Google Cloud (U.S.)</li> <li>• <b>Mariana Franza</b>, Chief Operating Officer (COO), Ualá (Argentina)</li> <li>• <b>Lynda Langford</b>, Senior Director, and Country Lead, CONDUENT (Jamaica)</li> <li>• <b>Daniel Castro</b>, Director of Value Advisory for LAC North, SAP (Colombia)</li> </ul>
10:15 - 10:45	<p><b>Fireside Chat I: <u>Unlocking Jamaica's Potential: A Strategy for Knowledge-Based Services</u></b></p> <p>This one-on-one conversation will delve into the opportunities and challenges facing Jamaica's knowledge-based services sector and examine how strategic investments and initiatives can help unlock the country's potential as a leader in this area. Speakers will explore the role of education, entrepreneurship, and innovation in driving productive transformation and diversification and share insights and best practices from their own experiences in the industry. Whether you are a government official, business leader, academic, or entrepreneur, this session is a must-attend event for anyone interested in shaping the future of Jamaica's knowledge-based services sector and advancing the country's economic growth and development.</p> <p><i>Host: Shullette Cox</i>, President, Jamaica Promotions Corporation-JAMPRO</p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> <li>• <b>Hon. Aubyn Hill</b>, Senator and Minister of Industry, Investment and Commerce of Jamaica</li> <li>• <b>Anand Biradar</b>, President, Global services Association of Jamaica- GSAJ</li> </ul>

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<p>10:45 - 11:30</p>	<p><b>Plenary Session II: <u>The ever-evolving BPO Industry in LAC</u></b></p> <p>This session will explore the current state and future direction of the Business Process Outsourcing (BPO) industry in Latin America and the Caribbean. It will examine the latest trends, such as automation and AI adoption, and their impact on the workforce and economy. The session will also look at the strategies and best practices being adopted by leading BPO companies in the region to stay ahead of the competition. Industry experts and business leaders will engage in a lively and thought-provoking discussion on the future of the BPO industry in LAC.</p> <p><b>Moderator:</b> Alex Irwin-Hunt, Global Markets Editor, fDi Intelligence, Financial Times (U.K.)</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"><li>• <b>Fabiana Corredor</b>, Vice President of Marketing, Auxis (U.S. / Costa Rica)</li><li>• <b>Anupam Govil</b>, Managing Partner Avasant LLC &amp; President, Avasense Inc. (U.S./India)</li><li>• <b>Yoni Epstein</b>, Founding Chairman &amp; CEO, ITEL (Jamaica)</li><li>• <b>Leslie Lee Fook</b>, Director AI, Automation &amp; Analytics, INCUS Services LTD (Trinidad &amp; Tobago)</li></ul>
<p>11:30 - 11:45</p>	<p><b>Future Flash I: <u>Unleashing the Power of AI: Transforming Our World for the Better</u></b></p> <p>This presentation will provide an overview of two emerging trends in artificial intelligence (AI): large language models (LLMs) such as ChatGPT, and the use of readily available satellite imagery for geospatial analysis. These new technologies can empower startups exporting digital services to develop innovative solutions. By integrating geospatial analyses, startups can gain valuable insights into location-based data, trends, and patterns, enabling them to make more informed decisions and better understand their target markets. AI-powered chatbots like ChatGPT can revolutionize customer service by providing 24/7 customer service and promptly responding to customer inquiries, allowing startups to provide excellent customer experiences. AI can automate repetitive tasks, freeing up resources and boosting productivity for startups. By analyzing extensive datasets, AI can predict customer behavior, allowing startups to stay ahead of the curve and make data-driven decisions. The integration of AI into startups' operations can help them streamline processes, improve customer experiences, and expand, making them more competitive in the global market.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"><li>• <b>Rahul Dodhia</b>, Deputy Director, AI for Good Research Lab, Microsoft (U.S.)</li></ul>
<p>11:45 - 12:30</p>	<p><b>Plenary Session III: <u>Exporting Fun: The Untapped Potential of Latin American and Caribbean Video Game Studios</u></b></p> <p>The gaming industry is one of the world's fastest growing, and Latin America and the Caribbean have the potential to be significant players in the global gaming arena. The region is poised to take the world by storm with its innovative and culturally rich game development, thanks to a growing pool of talented developers, a vibrant culture, and a growing demand for engaging and fun content. The discussion will focus on the challenges and opportunities that Latin American and Caribbean game studios face, highlighting their strengths and areas for development. Industry experts and game developers will discuss how to build successful gaming studios and promote their games globally. The session will include a discussion about the future of the gaming industry in the region, as well as the role that government, investors, and the larger community can play in fostering the growth of this exciting industry.</p> <p><b>Moderator:</b> Mario Valle Reyes, Co-Founder &amp; Managing Partner, Altered Ventures (Mexico / U.S.)</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"><li>• <b>Martin Spinetto</b>, Founder &amp; CEO, Widow Games (Argentina)</li><li>• <b>Fernanda Contreras Stange</b>, Co-Founder &amp; Head of Studio, Gamaga- Kongregate Studio (Chile)</li><li>• <b>Juan de Urraza</b>, CEO and Founder, Posibillian Tech (Paraguay)</li><li>• <b>Gastón Pedrani</b>, Founder, Golden Dog Interactive (Uruguay)</li></ul>

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<b>12:30 - 13:15</b>	<p><b>Plenary Session IV: <u>Fintech Resurgence: Transforming the Landscape with Innovative Business Lines and Strategic Enterprise Partnerships</u></b></p> <p>Fintech is undergoing an unprecedented transformation. Fintech startups are navigating challenging terrain, having to adjust their strategies to operate in the current market environment. Many are capitalizing on this opportunity to explore new avenues, offering solutions for enterprises, and broadening their horizons. The session will drill down into the most recent trends in fintech, as well as how technology is helping in the creation of new business lines and opportunities for growth. The session will bring together fintech experts to discuss how innovation is driving change and transformation in the industry and how strategic partnerships with enterprise buyers assist in introducing new solutions. The session will provide attendees with valuable insights into how they can leverage the latest technologies to transform their businesses and create new growth opportunities, focusing on the potential for fintech to drive positive change in the financial sector.</p> <p><b>Moderator:</b> <b>Gonzalo Arauz</b>, Investment Management Lead Officer, IDB Invest</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"><li>• <b>Leandro Elduayen</b>, CEO, Koibanx (Argentina)</li><li>• <b>Daniel Martínez</b>, Director of External Affairs, Clip (Mexico)</li><li>• <b>Mariame McIntosh Robinson</b>, Managing Director, Qenta (Jamaica / U.S.)</li><li>• <b>Sebastián Pertiné</b>, Commercial Director LATAM, Bankingly (Uruguay)</li></ul>
<b>13:15 - 14:30</b>	<b>Networking Lunch</b>
<b>14:30 - 18:30</b>	<b>Matchmaking Sessions (1<sup>st</sup> Round)</b>
<b>Thursday, June 15<sup>th</sup></b>	
<b>08:30 - 09:15</b>	<p><b>Plenary Session V: <u>Disrupting the Retail Landscape: Navigating the Future of E-Commerce in a Post-Pandemic World</u></b></p> <p>The COVID-19 pandemic has influenced consumer behavior, resulting in increased spending on e-commerce. While this still accounts for a small portion of global retail spending, there is significant room for growth. Global retailers are investing in logistics and point-of-sale technology to modernize their physical stores as digitally savvy post-pandemic consumers continue to drive e-commerce growth. This provides an excellent opportunity for players with a focus on technology to stand out from the crowd. This session aims to investigate the pandemic's seismic shift in the retail world. It will go over the explosive growth of e-commerce and its implications for startups and digital solution developers. It will also examine the retail industry's current and future state and how digital solutions can help businesses stay ahead of the curve in this ever-changing landscape. Attendees will better understand how digital innovations are changing the retail industry, as well as the opportunities available to those who can develop the right solutions, by the end of the session.</p> <p><b>Moderator:</b> <b>Jaime Granados</b>, Chief, Trade and Investment Division, Inter-American Development Bank</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"><li>• <b>Pablo Larguia</b>, Founder &amp; CEO, SenseiNode (Argentina)</li><li>• <b>Daniela Cadena</b>, Director of Corporate Development, Chiper (Colombia / U.S.)</li><li>• <b>Kadion Preston</b>, Founder &amp; CEO, Caribshopper (Jamaica / U.S.)</li><li>• <b>Anabel Pérez</b>, CEO &amp; Co-Founder, NovoPayment (U.S.)</li><li>• <b>Germán Montoya</b>, CEO, Wao! (U.S.)</li></ul>
<b>09:15 - 09:30</b>	<p><b>Future Flash II: <u>Beyond Borders: The convergence of Emerging Markets and Opportunities for LAC Startups in the Global Digital Landscape</u></b></p> <p>This enlightening presentation will explore the significance of innovation for Latin American and Caribbean (LAC) businesses aiming to expand their global service exports. With the convergence of emerging markets such as India, Eastern Europe, and LAC, the session will demonstrate how LAC startups can leverage innovation to remain ahead of the competition and fuel global market growth. It will highlight the most recent digital advancements in areas such as artificial intelligence, automation, e-commerce, and fintech, as well as how startups in Latin America and the Caribbean can use</p>

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	<p>these technologies to create innovative products and services to meet the changing needs of their customers. The presentation will provide valuable insights into best practices, demonstrating how LAC entrepreneurs can distinguish themselves in a competitive market and succeed in the global digital economy. Prepare to be inspired and educated on the infinite potential of LAC entrepreneurs in the ever-changing digital landscape.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"><li>• <b>Avinash Vashistha</b>, Author, and CEO, Tholons (U.S.)</li></ul>
09:30 - 10:15	<p><b>Plenary Session VI: <u>The Talent Revolution: Rethinking Development Strategies to Export Services</u></b></p> <p>The need for tech talent that can help businesses transition, expand their hybrid cloud capabilities, and build applications to drive development and separate them from the competition is critical. Currently, in the U.S., there are around 200,000 vacant technology positions that cannot be filled due to a lack of qualified applicants. In 2023, one in every three tech managers will have to look outside of their usual technology provider partners to meet their needs and acquire the skills they need. Latin America faces a similar challenge in reintegrating its workforce into this new world of work. Digital skills that our countries require are being delivered through various public-private initiatives supported by the IDB, intending to prepare and reconvert human capital, connecting the needs of people and companies to enable digital transformation, and developing digital skills in the short term. This requires collaboration with the global services ecosystem and private sector demand, as well as optimal design and updating of digital needs and labor intermediation. For instance, in the case of Uruguay, Finishing Schools have trained over 4,500 people connected to global services. In Chile, the Digital Talent program is expected to train 15,000 workers and 1,000 entrepreneurs.</p> <p><b>Moderator: Santiago Pinzón Galán</b>, Executive Director of the Chamber of Digital Industry and Services and VP Digital Transformation, National Business Association of Colombia - ANDI</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"><li>• <b>Ximena Duque</b>, Executive President, Fedesoft (Colombia)</li><li>• <b>Patrick Cohen</b>, Founder &amp; CEO, Caprock Solutions Inc. (U.S. / Jamaica)</li><li>• <b>Felipe Cuadra</b>, Co-Founder, Rankmi.com (Chile)</li><li>• <b>Hon. Dana Morris Dixon</b>, Minister without Portfolio (<i>Skills Development and Digital Transformation</i>), Office of the Prime Minister (Jamaica)</li><li>• <b>Jesus López</b>, CMO/CPO, CodersLink Talent (U.S.)</li></ul>
10:15 - 11:00	<p><b>Plenary Session VII: <u>Discovering the Next Generation of Innovators: A Look at Venture Capital Priorities in Latin America and the Caribbean</u></b></p> <p>This panel will discuss the current state of venture capital in Latin America and the Caribbean, as well as its priorities for supporting the next generation of innovators. Venture capital and investment experts will discuss the region's current investment climate and the types of innovative ideas and startups that are attracting interest. They will also talk about the challenges that entrepreneurs in the region face, such as access to funding and mentorship, and how venture capital can help them overcome these obstacles. Furthermore, the panelists will discuss the importance of diversity and inclusion in the startup ecosystem, including promoting gender, race, and ethnic diversity, and how this can lead to a more vibrant and successful startup culture. The panelists will share their experiences and insights on the regional investment landscape, providing valuable insights for entrepreneurs, investors, and anyone interested in supporting the next generation of Latin American and Caribbean innovators.</p> <p><b>Moderator: Jini Hwang</b>, Digital Communications Advisor &amp; Media Influencer (Argentina)</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"><li>• <b>Josefa Marzo Pons</b>, Portfolio Director, Kalonia Venture Partners (Spain)</li><li>• <b>Jocelyn Cortez-Young</b>, Managing Partner &amp; Founder, Minerva Capital Group (U.S.)</li><li>• <b>Christine Chang</b>, Venture Partner, Ralicap Ventures (U.S.)</li><li>• <b>David Johnson</b>, Partner, PAG Law (U.S.)</li><li>• <b>Matías Barbero</b>, Head of Operations &amp; Partnerships, Mana Tech (U.S.)</li></ul>

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<p>11:00 - 11:35</p>	<p><b>Keynote Session: <u>Driving Impactful Growth - The IDB President's Vision for Latin America and the Caribbean and the Role of the Digital Economy and Knowledge-Based Services</u></b></p> <p>Join us for Outsource2LAC's 2023 keynote session featuring the Inter-American Development Bank (IDB) President as he shares his vision for the Latin America and Caribbean (LAC) region. In this session, President Goldfajn will share his ideas on LAC companies' challenges and opportunities in the digital and services economy and examine the key role for public goods and the IDB. Topics of discussion will include the digital infrastructure gap and opportunity for the region, the need for market access opportunities and key negotiations, creating a favorable business climate for the digital economy, and the role of public-private dialogue for smart regulations and training programs, among others.</p> <p><b>Interviewer:</b> Dr. Terri-Karelle Reid, Award- winning Media and Communications Specialist (Jamaica)</p> <p><b>Keynote Speaker:</b></p> <ul style="list-style-type: none"><li>• <b>Ilan Goldfajn</b>, President, Inter-American Development Bank</li></ul>
<p>11:35 - 11:50</p>	<p><b>Future Flash III: <u>Redefining Supply Chain &amp; Logistics Optimization: Embracing Digital Innovations for a Better Future</u></b></p> <p>With a wide range of expertise and experiences, the presenter will provide a well-rounded examination of how digital innovations are redefining supply chain and logistics optimization for a better future. This presentation will focus on the ever-evolving field of supply chain and logistics and the impact of digital innovations on its optimization. It will explore the various aspects of digital transformation, including automation, data analysis, and predictive analytics, and how they can enhance efficiency, reduce costs, and improve the overall customer experience. Additionally, it will share experiences and insights on implementing digital services in the supply chain and logistics industry and offer their perspectives on the future of the field.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"><li>• <b>Alan Bebchik</b>, Country Manager-U.S., Nowports (México / U.S.)</li></ul>
<p>11:50 - 12:35</p>	<p><b>Plenary Session VIII: <u>Automation and Digital Services: Innovating the Enterprise</u></b></p> <p>In today's business landscape, companies are turning to automation to tackle rising labor costs and inflation pressure. Digital CIOs lead the charge, harnessing automation to achieve new business goals. The session will expand on the latest automation trends, including process mining, automated testing, and low-code, which have become essential tools for driving enterprise-wide automation. Learn about the exciting AI-powered innovations that are expanding the boundaries of automation even further. As businesses look to upskill their workforce, rounding out digital skills has become a hot topic for HR and IT leadership. This session will provide an opportunity to gain insights and strategies for leveraging automation to innovate your enterprise.</p> <p><b>Moderator:</b> Atul Vashistha, Founder &amp; CEO, Supply Wisdom (USA)</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"><li>• <b>Steve Rudderham</b>, Head of Global Business Services, Carrier (U.S.)</li><li>• <b>Manjit Singh</b>, SVP/GM Knock, RealPage Inc. (U.S.)</li><li>• <b>Vishal Ahluwalia</b>, Founder &amp; CEO, KeeperAI (U.S.)</li></ul>
<p>12:35 - 13:20</p>	<p><b>Plenary Session IX: <u>Sowing the Seeds of Change: Harnessing the Power of Regenerative Agtech for a Sustainable Food Supply in Latin America and the Caribbean</u></b></p> <p>As consumers demand more environmentally friendly products, significant corporations and retailers are establishing aggressive targets to reduce emissions and embrace more beneficial ecological practices for obtaining essential</p>

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	<p>agricultural outputs such as cotton and grain — industrial farming, on which many brands and retailers rely, is estimated to account for approximately 30% of global carbon emissions, 70% of freshwater use, and 60% of biodiversity loss. Regenerative agriculture is one solution that is gaining popularity. The session will provide a platform for discussion and exploration of the impact of technology on agriculture and its role in ensuring regional food security. Panelists will focus on the potential of regenerative Agtech and other solutions to transform traditional agriculture practices, resulting in a more sustainable and resilient food supply. This panel will provide valuable insights into the critical success factors, best practices, and implementation roadmap for innovative Agtech solutions in Latin America and the Caribbean.</p> <p><b>Moderator:</b> <b>Bernardo Guillamón</b>, Advisor, Office of the Presidency, Inter-American Development Bank</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• <b>Camila Petignat</b>, Partner, The Yield Lab (Argentina)</li> <li>• <b>Maricruz Larrea</b>, Founder &amp; CEO, Farmtastica (Chile)</li> <li>• <b>Mariana Vasconcelos</b>, Co-Founder &amp; CEO, Agrosmart (Brazil)</li> <li>• <b>Daniel Russek</b>, Founder &amp; CEO, Atarraya Inc. (U.S. / Mexico)</li> <li>• <b>Yaron Sfadyah</b>, CEO at Believer Meats &amp; Chairman of the Foodtech Advisory Board, Israel Export Institute (Israel)</li> </ul>
<p>13:20 - 13:50</p>	<p><b>Fireside Chat II: <u>Breaking the Mold: Investing in High Value-Added Services in Latin America and the Caribbean</u></b></p> <p>Join us for a fireside chat that will explore the IDB's work in Uruguay, Chile, and Argentina to create innovative programs and initiatives that promote the development of digital and knowledge-based services exports. The panel of experts will discuss the successful blended learning program in Uruguay, created in partnership with MIT, which has resulted in over 80 program graduates in data science, machine learning, innovation, and software development, launching 37 new businesses in high-value-added sectors. In addition, we will hear about Chile's Digital Talent Program, which has provided export training to over 300 companies and skills training to over 1,600 employees in the services sector. And we are going to learn about the ambitious plan that the Province of Salta in Argentina is developing to position itself as a destination of excellence in the knowledge-based services sector. These programs, developed with the support of the IDB, have been catalysts for growth and innovation in the region, creating new opportunities for prosperity and development. Be part of this engaging conversation about the transformative power of investing in high-value-added services in Latin America and the Caribbean.</p> <p><b>Host:</b> <b>Fabrizio Operti</b>, Manager, Integration and Trade Sector, Inter-American Development Bank</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• <b>Roberto Dib Ashur</b>, Minister of Economy and Public Services of the Salta Province (Argentina)</li> <li>• <b>Carola Moreno</b>, Head of Financial and International Affairs, Ministry of Finance (Chile)</li> <li>• <b>Ignacio González</b>, Consul General of Uruguay in San Francisco, Ministry of Foreign Affairs of Uruguay</li> </ul>
<p>13:50 - 15:00</p>	<p><b>Networking Lunch</b></p>
<p>15:00 - 19:00</p>	<p><b>Matchmaking Sessions (2nd Round)</b></p>
<p>19:00 - 22:00</p>	<p><b>Cultural Cocktail + Concert Featuring a Local Artist</b></p>