



Agenda

SUNDAY, JUNE 10, 2007

6:30 - 8:00pm **Welcome Reception** Metro Atlanta Chamber of Commerce

Speakers:

- Dick Anderson, *Chairman, Metro Atlanta Chamber of Commerce*
 - Saxby Chambliss, *U.S. Senator for Georgia*
 - Carlos M. Gutierrez, *Secretary, U.S. Department of Commerce*
 - Franklin L. Lavin, *Under Secretary for International Trade, U.S. Department of Commerce*
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MONDAY, JUNE 11, 2007

8:30 - 9:15am **Opening Plenary: Welcome to the ACF** Marquis Ballroom B-D

Remarks by:

- Shirley Franklin, *Mayor, City of Atlanta*

Keynote Address by:

- Carlos M. Gutierrez, *Secretary, U.S. Department of Commerce*

Plenary Facilitator:

- Israel Hernandez, *Assistant Secretary for Trade Promotion and Director General of the U.S. and Foreign Commercial Service, U.S. Department of Commerce*

9:15 - 10:30am **Plenary Session: The State of Competitiveness in the Western Hemisphere** Marquis Ballroom B-D

Moderated by:

- Luis Alberto Moreno, *President, Inter-American Development Bank*

Speakers:

- Ana Vilma de Escobar, *Vice President, El Salvador*
- Hernando de Soto, *President, Institute for Liberty and Democracy*
- Eduardo Sólorzano Morales, *President and CEO, Wal-Mart Mexico*

10:30 - 11:00am **Plenary Session: Interactive Video Conference**
Marquis Ballroom B-D

NASA Space Program – Digital Learning Network

Moderated by:

- Dr. Robert E. Lindberg, *President, National Institute of Aerospace*



11am - 12:15pm **Concurrent Panel Discussions** *(Please select one)*

**Building A Bridge: The Link
Between Education and
Business (Education and
Workforce Development) A703**

Moderated by:

- **Wayne Johnson**, Vice President, University Relations Worldwide, Hewlett-Packard

Panelists:

- **Linda Claffin**, Senior Vice President, Asia/Pacific and Americas Region, Junior Achievement
- **Gary Gereffi**, Director, Center for Globalization, Governance and Competitiveness, Duke University
- **Henry Howard**, President & CEO, U.S. Education Finance Group
- **Noel Quiñones**, Operación Éxito

**Trends in Non-Traditional
Alternative Energy Technologies
(Innovation) A702**

Moderated by:

- **Alessandro Golombiewski Teixeira**, President, Export Promotion Agency, Brazil

Panelists:

- **Fernando Baratelli Jr.**, General Manager for Gas, Energy and Sustainable Development R&D, Petrobras
- **Dan Clarkson**, Vice President, Prometheus Energy
- **Larry Schafer**, CEO, Diamond Group LLC
- **James Taylor**, General Manager, Nova Scotia Power Inc.
- **Trey Taylor**, President, Verdant Power

**Trends in Traditional Alternative
Energy Technologies
(Innovation) A704**

Moderated by:

- **Claudio Pinto**, Partner, JCA Markets

Panelists:

- **Chuck Alsberg**, President, North American Hydro
- **Carlos Alvarez**, Executive Vice President, CORFO
- **Andy Kruse**, Vice President, Southwest Windpower
- **Ken Westrick**, CEO, 3Tier Environmental Forecast Group

**Energizing the Entrepreneurial
Environment in Your Country
(Small Business Development)
A706**

Moderated by:

- **Jerry Haar**, Associate Director, Knight Ridder Center for Excellence in Management, Florida International University

Panelists:

- **David Bohigian**, Assistant Secretary, International Trade Administration, U.S. Department of Commerce
- **Rodrigo Calderón**, Vice President, Public Affairs & Communication, Coca-Cola Latin America
- **Juan Malo**, President, Cuenca Leather Cluster
- **Larry Palmer**, President, Inter-American Foundation
- **Marcelo Salim**, Founder & CEO, Rava Sports

**The Unobstructed Supply Chain
(Supply Chain Strategies) A707**

Moderated by:

- **Steve Walton**, Interim Associate Dean of Full-time MBA Programs, Goizueta Business School, Emory University

Panelists:

- **Stephen Flowers**, President, UPS Americas Region, UPS
- **George Hearn**, Vice President and Managing Director, U.S. Southern Region, APL Limited
- **Henrique Rzezinski**, Senior Vice President for External Relations, Embraer
- **Lisa Schimmelpfening**, Vice President, Direct Imports Administration, Wal-Mart

**Regional Business
Opportunities: Target Market
– Southern Cone A708**

Moderated by:

- **Anthony Wayne**, U.S. Ambassador to Argentina

Panelists:

- **Alejandro Ferreiro**, Minister of Economy, Chile
- **José María Ibañez**, Minister of Industry and Commerce, Paraguay
- **Jorge Lepra**, Minister of Industry, Uruguay
- **Miguel Gustavo Peirano**, Secretary of Industry, Trade and Small and Medium Enterprises, Argentina
- **Ivan Ramalho**, Vice Minister of Development, Industry and Commerce, Brazil
- **Carlos Walde**, Minister, Special Advisor to the President, Paraguay



12:30 - 2:00pm

Luncheon Address: Innovation Marquis Ballroom B-D

Remarks by:

- John Roese, *Chief Technology Officer, Nortel*

Keynote Address by:

- Vinton G. Cerf, *Vice President and Chief Internet Evangelist, Google*

2:15 - 3:30pm

Concurrent Panel Discussions *(Please select one)*

Maximizing Public / Private Partnerships (Education and Workforce Development) A703

Moderated by:

- **Emily Stover DeRocco**, *Assistant Secretary, Employment and Training Administration, U.S. Department of Labor*

Panelists:

- **Ann Cramer**, *Director, IBM North America Corporate Citizenship*
- **Renato da Fonseca**, *Executive Manager for Research, Assessment and Development, National Confederation of Industries*
- **Jorge Nowalski**, *President, International Center for Human Development*
- **Miguel Ortiz de Zevallos**, *Servicio Nacional de Adiestramiento en Trabajo Industrial (SENATI)*
- **Wilfrido Perea Curiel**, *Director General, Colegio Nacional de Educación Profesional Técnica*

Financing: The Lifeblood of Small Business (Small Business Development) A706

Moderated by:

- **John A. Emens**, *Senior Vice President, Small Business, Export-Import Bank of the United States*

Panelists:

- **Steven G. Bastin**, *Global Treasury Management, PNC*
- **Jovita Carranza**, *Deputy Administrator, U.S. Small Business Administration*
- **Fernando Fabre**, *Director General, Endeavor Mexico*
- **Roberto Zamora**, *President, LAFISE Group*

Regional Business Opportunities: Target Market—Central America and the Dominican Republic A708

Moderated by:

- **Charles Ford**, *U.S. Ambassador to Honduras*

Panelists:

- **Yusuf Amdani**, *Presidential Advisor on Investment, Honduras*
- **Alvaro Baltodano**, *Presidential Commission on Investment Promotion, Nicaragua*
- **Yolanda Mayora de Gavidia**, *Economy Minister, El Salvador*
- **Marco Vinicio Ruiz**, *Minister of Foreign Trade, Costa Rica*
- **Emmanuel Seidner**, *Presidential Commission on Investment and Competitiveness, Guatemala*
- **Andres Van der Horst**, *Presidential Advisor on Competitiveness, Dominican Republic*

Partnerships Advancing Economic Growth and Living Conditions (Innovation) A704

Moderated by:

- **Charles Waters**, *Chairman and CEO, Dynasty International, LLC*

Panelists:

- **Terrence Heng**, *Chairman, Gridline Communications Holdings, Inc.*
- **Diana Hoffman**, *CEO, CREATE Tech Village*
- **Wayne Johnson**, *Vice President, University Relations Worldwide, Hewlett-Packard*
- **Juan F. Rada**, *Senior Vice President, Public Sector and Education Global Business Unit, Oracle Corporation*
- **Gonzalo Rivas**, *Senior Advisor, Education, Science and Technology, Inter-American Development Bank*

Facilitating Trade Movements Across Borders (Supply Chain Strategies) A707

Moderated by:

- **Chelsea (Chip) C. White III**, *Chair, Transportation and Logistics, School of Industrial and Systems Engineering, Georgia Institute of Technology*

Panelists:

- **Jesus Canahuati**, *President, Elcatex and President, Honduran Apparel Manufacturers Association*
- **Allen Gina**, *Executive Director, Container Security Initiative and Secure Freight Office, U.S. Customs and Border Protection*
- **Juan Carlos Paiz**, *CEO, Panifica*
- **Francisco Santeiro**, *Managing Director, Global Trade Services – Latin America and Caribbean Division, FedEx Express*
- **Kevin Smith**, *Director, Global Customs, General Motors*



3:45 - 5:15pm

**Town Hall with Government Ministers:
Competitiveness in Practice** Marquis Ballroom B-D
Interactive Moderated Question and Answer Session with Ministers from the Region

Moderated by:

- Carlos M. Gutierrez, *Secretary, U.S. Department of Commerce*

Speakers:

- Mercedes Araoz, *Minister of Foreign Trade and Tourism, Peru*
- Maxime Bernier, *Minister of Industry, Canada*
- Alejandro Ferreiro, *Minister of Economy, Chile*
- Alejandro Ferrer, *Minister of Commerce and Industry, Panama*
- Luis Guillermo Plata, *Minister of Industry and Commerce, Colombia*
- Eduardo Sojo, *Minister of Economy, Mexico*

5:15 - 5:30pm

Closing Remarks Marquis Ballroom B-D

Speakers:

- Jaime Morales Carazo, *Vice President, Nicaragua*
- Cecilia Velez White, *Minister of Education, Colombia*

7:00 - 10:00pm

Reception and Dinner The Georgia Aquarium

Remarks by:

- Lee Macenczak, *Executive Vice President, Delta Airlines, Inc.*

Keynote:

- Sonny Perdue, *Governor, State of Georgia*



TUESDAY, JUNE 12, 2007

8:00 - 9:15am

Opening Plenary Marquis Ballroom B-D

Speakers:

- Enrique García, *Executive President, Corporación Andina de Fomento*
- Robert Mosbacher, *President, Overseas Private Investment Corporation*

Keynote Address by:

- Henry M. Paulson, Jr., *Secretary, U.S. Department of the Treasury*

Introduced by:

- Carlos M. Gutierrez, *Secretary, U.S. Department of Commerce*

9:15 - 10:45am

Plenary Session: Supporting National and Regional Innovation for Economic Prosperity Marquis Ballroom B-D

Remarks by:

- William Jeffrey, *Director, National Institute for Standards and Technology,
U.S. Department of Commerce*

Moderated by:

- Deborah L. Wince-Smith, *President, Council on Competitiveness*

Speakers:

- Jose Tadeu Alves, *President, Latin America Human Health, Merck & Co., Inc.*
- G. Wayne Clough, *President, Georgia Institute of Technology*
- Jorge Gerdau Johannpeter, *President, Brazilian Competitiveness Movement*
- Marcos Kulka, *CEO, Fundación Chile*
- Roberto Newell, *CEO, Institute of Competitiveness of Mexico*



11am - 12:15pm **Concurrent Panel Discussions** *(Please select one)*

The Global Model: What Can We Learn from Other Regions? (Education and Workforce Development) A703

Moderated by:

- **Andrea Bosch**, Vice President, Education, International Youth Foundation

Panelists:

- **Bill Fowler**, Executive Director, 21st Century Schools Initiative, Cisco Systems
- **Leonard Haynes**, Director, Fund for Improvement in Post-Secondary Education, U.S. Department of Education
- **Joyce L. Winterton**, Assistant Administrator for Education, National Aeronautics and Space Administration (NASA)
- **Alex Wong**, Director, Global Education Initiative, World Economic Forum

Merging Public and Private Efforts for Supply Chain Capacity Building (Supply Chain Strategies) A707

Moderated by:

- **J. Luis Guasch**, Senior Regional Advisor, World Bank

Panelists:

- **Ivan Anderson**, Managing Director, National Road Operating and Constructing Company
- **Alasdair Cain**, Senior Research Associate, National Bus Rapid Transit Institute, University of South Florida
- **Robert DeHaan**, Deputy Assistant Secretary for Transportation Policy, U.S. Department of Transportation
- **Silvia Sagari**, Division Chief, Finance and Basic Infrastructure Division, Inter-American Development Bank

Regional Business Opportunity: Target Market – CARICOM and Caribbean A708

Moderated by:

- **Irwin LaRocque**, Assistant Secretary-General, CARICOM

Panelists:

- **Maggy Durce**, Minister of Commerce, Haiti
- **Timothy Harris**, Minister of Foreign Affairs, Int'l trade, Industry, commerce and Consular Affairs, St. Kitts and Nevis
- **Clifford Marica**, Minister of Trade and Industry, Suriname
- **Michael McGee**, Commercial Counselor for the Caribbean Region, U.S. and Foreign Commercial Service
- **Tiffany M. Moore**, Assistant U.S. Trade Representative, Intergovernmental Affairs and Public Liaison, Executive Office of the President
- **Mia Mottley**, Deputy Prime Minister of Economic Affairs and Development, Barbados
- **Louis Straker**, Deputy Prime Minister and Minister of Foreign Affairs, St. Vincent & the Grenadines

Policies Supporting Innovation for Economic Prosperity (Innovation) A704

Moderated by:

- **Hernando Jose Gomez**, President, Colombian Private Sector Competitiveness Council

Panelists:

- **Gregorio Cuevas**, President, Biocluster de Occidente
- **Andrés Franco Abascal**, Sub-Secretary for Foreign Investment and International Commerce, Nuevo Leon, Mexico
- **Christian Gibbons**, Director, Business/Industry Affairs, Littleton, Colorado
- **Randall Kempner**, Vice President, Regional Development, Council on Competitiveness
- **Pete R. Pizarro**, CEO, Telefónica USA, Inc.
- **Michael Ryan**, Director, Creative and Innovative Economy Center, George Washington University Law School
- **Valerio Veloso**, President, Porto Digital Management Unit

Shaping the Business Environment through Innovative Policies (Small Business Development) A706

Moderated by:

- **Arturo Condo**, President, INCAE Business School, Costa Rica

Panelists:

- **José Manuel de la Sota**, Governor of Córdoba, Argentina
- **Armando Jiménez**, Secretary of Economic Development, Aguascalientes, Mexico
- **Georgy Llorens Bueno**, Chief, Operations Management for Client Relations, Chile Compra
- **Roberto Vainrub**, Executive Vice President, IESA and Founder, Center for Entrepreneurship, IESA, Venezuela
- **Milton Vera**, Mayor, Yanahuara, Peru

12:30 - 2:00pm **Luncheon Addresses** Marquis Ballroom B-D

Introductory Remarks: Global Competitiveness

- **Susan L. Segal**, President and CEO, Council of the Americas



Keynote Address: Supply Chain Strategies

- Michael L. Eskew, *Chairman and CEO, UPS*

Plenary Facilitator:

- Ana M. Guevara, *Deputy Assistant Secretary for Services, U.S. Department of Commerce*

2:15 - 3:30pm

Concurrent Panel Discussions *(Please select one)*

Bringing Ideas to the Marketplace (Innovation) A704

Moderated by:

- Ned Ellington, *Director, Strategic Partners Office, Enterprise Innovation Institute, Georgia Institute of Technology*

Panelists:

- Pablo Chilibroste, *President, INIA*
- Stephen Fleming, *Chief Commercialization Officer, Georgia Institute of Technology*
- Diego Ibañez, *Acceleration Manager, Incubadora Octantis*
- Marc Lautenbach, *General Manager, IBM Americas, IBM*
- Kevin Taylor, *Vice President, Carrier, Nortel*
- Jorge G. Tezon, *Manager, S&T Development, CONICET*

The Quality of Education in the Americas (Education and Workforce Development) A703

Moderated by:

- Jeffrey Puryear, *Vice President, Inter-American Dialogue and Co-Director, Partnership for Education Revitalization in the Americas (PREAL)*

Panelists:

- Rachelle Cochrane, *Assistant Deputy Minister, Ministry of Education for Newfoundland and Labrador, Canada*
- Javier Luque, *Ministry of Economy and Finance, Peru*
- Juan Carlos Navarro, *Chief, Education Unit, Inter-American Development Bank*
- Emiliana Vegas, *Senior Education Economist, World Bank*

Sustainability (Innovation) A702

Moderated by:

- Charles Liotta, *Vice Provost, Research and Director, Institute for Sustainable Technology and Development, Georgia Institute of Technology*

Panelists:

- Mike Bertolucci, *Consultant to CEO, Interface*
- Chantal Line Carpentier, *Chef de Programme, Environnement, Economie, et Commerce, Commission de Coopération Environnementale*
- Tom Hicks, *Vice President, U.S. Green Building Council*
- Philippe Pommez, *Executive Advisor, Natura Cosméticos*

Regional Business Opportunity: Target Market – North America A706

Moderated by:

- Jose Ignacio Gonzalez, *Managing Partner, Hemisphere Trade Services*

Panelists:

- Bob Bathgate, *President, American Chamber of Commerce, Canada*
- Janice Corbett, *Senior Commercial Officer, Canada, U.S. and Foreign Commercial Service*
- Mario Ste-Marie, *Director General, Invest in Canada Bureau, Department of Foreign Affairs and International Trade, Canada*
- Eduardo Solis, *Chief, Office for Investment Promotion, Ministry of Economy, Mexico*
- Karen Zens, *Senior Commercial Officer, Mexico*

Building Resilience to Disasters through Public / Private Partnerships A707

Moderated by:

- William Jeffrey, *Director, National Institute for Standards and Technology, U.S. Department of Commerce*

Panelists:

- Carlos Fuller, *President, Regional Association IV, The World Meteorological Organization*
- D.L. Johnson, *Assistant Administrator for Weather Services, U.S. National Oceanic and Atmospheric Administration (NOAA)*
- Richard Marcogliese, *Executive Vice President, Operations, Valero Energy Corporation*
- David Whatly, *Home Depot (Retired)*

Regional Business Opportunity: Target Market – Andean Region A708

Moderated by:

- Charles S. Shapiro, *Principal Deputy Assistant Secretary, U.S. Department of State*

Panelists:

- Fabio Valencia Cossio, *Special Advisor to the President, Colombia*
- Jose Luis Chicoma, *Special Advisor to the Minister of Commerce, Peru*
- Everett H. Eissenstat, *Assistant U.S. Trade Representative for the Americas*
- Margaret Hanson-Muse, *Senior Commercial Officer, Peru, U.S. and Foreign Commercial Service*
- Sean Kelley, *Senior Commercial Officer, Venezuela, U.S. and Foreign Commercial Service*
- Raul Sagasti, *Minister of Industry and Competitiveness, Ecuador*



4:00 - 4:30pm

Plenary Session: Education Marquis Ballroom B-D

Remarks by:

- Hazel Manning, *Minister of Education, Trinidad and Tobago*

Keynote Address:

- Margaret Spellings, *Secretary, U.S. Department of Education*

Introduced by:

- Carlos M. Gutierrez, *Secretary, U.S. Department of Commerce*

4:30 - 5:00pm

Closing Session: A Framework for the Future

Marquis Ballroom B-D

Keynote Address by:

- Carlos M. Gutierrez, *Secretary, U.S. Department of Commerce*

6:00 - 8:00pm

Farewell Reception The Federal Reserve Bank of Atlanta

Keynote Address by:

- Dennis P. Lockhart, *President and CEO, Federal Reserve Bank of Atlanta*