



ARGENTINA BUSINESS & INVESTMENT FORUM

12-15 SEPTEMBER 2016 - BUENOS AIRES
ARGENTINA



Presidencia
de la Nación



Argentina
Investment + Trade
Promotion Agency



ARGENTINA
200 AÑOS DE
INDEPENDENCIA

Confirmed Speakers:

Bob Dudley, Group Chief Executive, BP, United Kingdom
Fred P. Hochberg, Chairman & President, Export-Import Bank of the United States, United States
Joe Kaeser, President & CEO, Siemens, Germany
Muhtar Kent, Chairman & CEO, The Coca-Cola Company, United States
Andrew N. Liveris, Chairman & CEO, The Dow Chemical Company, United States
Juan Luciano, Chairman & CEO, Archer Daniels Midland, United States
Gonzalo Ramírez Martiarena, Group CEO, Louis Dreyfus Company, Switzerland
Paolo Rocca, Chairman & CEO, Techint Group, Argentina
Sir Martin Sorrell, CEO, WPP, United Kingdom

Kerry Adler, President & CEO, SkyPower Global, Canada/United States
Daniel Burman, CEO, Oficina Burman, Argentina
Wences Casares, Founder & CEO, XAPO, United States
Pedro Faria, Global CEO, BRF, Brazil
Marcos Galperin, Founder & President, MercadoLibre, Argentina
Jaime García-Legaz, Secretary of State of Commerce, Ministry of Economy and Competitiveness, Spain
Maurice R. Greenberg, Chairman & CEO, C.V. Starr & Co. and Starr Insurance Holdings, United States
Tom Hodgson, CEO, Lithium Americas Corp., Canada
Martín Migoya, Co-Founder & CEO, Globant, Argentina
Alec Oxenford, Co-founder, OLX and letgo, Argentina
Luis Pagani, Chairman, Grupo Arcor, Argentina
Nicolas Rohatyn, CEO, The Rohatyn Group, United States
Naguib Sawiris, Executive Chairman, Orascom TMT Holding, Egypt
James Scriven, CEO, Inter-American Investment Corporation, United States
Roberto Souviron, Founder & CEO, Despegar.com, Argentina

Cate Ambrose, President and Executive Director, Latin American Private Equity & Venture Capital Association, United States
Jordi Botifoll, President of Latin America, Senior Vice President of the Americas, Cisco, United States
Bruno Di Leo, SVP, Global Sales & Distribution, IBM, United States
Román Escolano, Vice President, European Investment Bank
Jorge Familiar, Vice President, Latin America and Caribbean, World Bank
Claudio Fernández-Aráoz, Senior Advisor, Egon Zehnder, Argentina
Jane Fraser, CEO of Latin America, Citigroup, United States
Andrés Graziosi, Head of Pharma for Latin America and Canada, Novartis, United States
David Herranz, CEO, Adecco LATAM, Argentina
Michel Hourcard, President & CEO, Total E&P Americas, United States
Donna Hrinak, President, Latin America, Boeing, Brazil
Miguel Kozuszok, President, Latin America, Unilever, Argentina
Martin Marron, CEO, Latin America, JPMorgan Chase, United States
Francis Mauger, Group Development and Real-Estate Executive Director, Carrefour, France
Luiz Meisler, Executive Vice President for Latin America, Oracle, Brazil
Claudio Muruzabal, President of Latin America, SAP, Germany
Marc Nachmann, Head of the Global Financing Group and Latin America, Goldman Sachs, United States
Bill Neuenfeldt, Regional Managing Director of the Americas, Bain & Company, United States
Peter Orszag, Managing Director and Vice Chairman of Investment Banking, Lazard, United States
Juan Rosell, President, CEOE, Spain
Steve St. Angelo, CEO of Latin America & Caribbean Region, Toyota, Japan
Rafael Santana, President & CEO of Latin America, General Electric, United States
Christian Scherer, Head of Airbus Group International, France
Ian Smith, Managing Director, Allen & Co, United States
Toni Townes-Whitley, Corporate Vice President, Public Sector, Microsoft, United States
Cesare Trevisani, Co-Vice Chairman, Trevi Group, Italy
Dimitris Tsitsiragos, Vice President, Global Client Services, International Finance Corporation

Participating Argentine Public Officials:

Mauricio Macri, President of Argentina
Gabriela Michetti, Vice President and President of the Senate
Marcos Peña, Chief of the Cabinet of Ministers
Rogelio Frigerio, Minister of the Interior, Public Works and Housing
Susana Mabel Malcorra, Minister of Foreign Affairs
Julio César Martínez, Minister of Defense
Alfonso Prat-Gay, Minister of Economy and Public Finance
Francisco Adolfo Cabrera, Minister of Production
Ricardo Buryaile, Minister of Agriculture
José Gustavo Santos, Minister of Tourism
Guillermo Javier Dietrich, Minister of Transportation
Germán Carlos Garavano, Minister of Justice and Human Rights
Patricia Bullrich, Minister of Security
Jorge Alberto Triaca, Minister of Labor, Employment and Social Security
Carolina Stanley, Minister of Social Development
Dr. Jorge Daniel Lemus, Minister of Health
José Esteban Bullrich, Minister of Education and Sports
José Lino Salvador Barañao, Minister of Science, Technology, and Innovation
Alejandro Pablo Avelluto, Minister of Culture
Rabbi Sergio Alejandro Bergman, Minister of Environment and Sustainable Development
Andrés Horacio Ibarra, Minister of Modernization
Juan Jose Aranguren, Minister of Energy and Mining
Oscar Raul Aguad Beily, Minister of Communications
Omar Gutierrez, Governor, Neuquen Province
Juan Manuel Utubey, Governor, Salta Province
María Eugenia Vidal, Governor, Buenos Aires Province
Horacio Rodríguez Larreta, Mayor, City of Buenos Aires
Ricardo Lorenzetti, President, Supreme Court
Emilio Monzó, President, Chamber of Deputies
Federico Sturzenegger, President, Central Bank of Argentina
Miguel Braun, Secretary of Commerce, Argentina

Confirmed Moderators:

José del Río, Director, La Nación, Argentina
Patricia Janiot, Senior Anchor, CNN en Español, United States
Gonzalo Lissarrague, President, Global Growth Organization, Thomson Reuters, Argentina
Fiona Mackie, Regional Editor for Latin America, Economist Intelligence Unit, United Kingdom
Benedict Mander, Southern Cone Correspondent, Financial Times, United Kingdom
Andres Martinez, Argentina Bureau Chief, Bloomberg, United States
Kieran Murray, News Editor, Latin America, Reuters, United Kingdom
María O'Donnell, Radio Continental, Argentina
Erik Schatzker, Editor-at-Large, Bloomberg TV, United States
Susan Segal, President and CEO, Americas Society/Council of Americas, United States

Argentina Business & Investment Forum

From Argentina to the World

September 12-15, 2016

Centro Cultural CCK

Sunday, September 11th

9:00-19:00 **Registration**
Centro Cultural CCK

Monday, September 12th

8:00-19:30 **Registration**
Centro Cultural CCK

19:30-22:00 **Opening Reception**
Teatro Colón

Hosted by Horacio Rodríguez Larreta, Mayor, City of Buenos Aires
Cocktail reception and musical performance

Note: all registered participants to the Forum are invited

Tuesday, September 13

Centro Cultural CCK

- 7:00-20:00 **Registration**
- 8:00-9:00 **Welcome Breakfast**
- 8:00-20:00 **Marketplace**
A meeting place for participants to interact informally with Argentina Forum Partners, government bodies and officials
- 9:00-9:15 **Official Opening**
Welcome Address: Vision for Argentina

Mauricio Macri, President, Argentina
- 9:15-10:10 **Investing in Argentina – The Global Perspective**
Leaders from global corporations look at where Argentina stands in their investment priorities. How do they evaluate one of Latin America’s largest economies as economic and investment reforms are being adopted by the new government? Which sectors present the major opportunities?
- 10:10 -11:00 **The New Investment Climate**
Determining the action agenda for improving the investment climate in Argentina. The new government is intent on attracting significant new investment. What are the key reforms that are likely to change the playing field? What remains to be done?
- 11:00-11:30 **Networking Coffee Break**
- 11:30-13:00 **Sectoral Roundtables I**
Sector-level sessions will include an overview from Government Ministers, presentation of specific opportunities by Knowledge Partners, and input from private sector participants.

 1. Industrial, Capital Goods and Value-Added Services
 2. Agribusiness
 3. Power and Renewable Energy
 4. Transportation Infrastructure: Roads, Ports, Airports & Rail
- 12:00-13:00 **PPP Workshop**
Public-Private Partnership Workshop with Multilateral Institutions
- 13:00-14:30 **Lunch: Networking organized by sectors**
- 14:30-16:00 **Sectoral Roundtables II**

Sector-level sessions will include an overview from Government Ministers, presentation of specific opportunities by Knowledge Partners, and input from private sector participants.

- 5. Oil & Gas
- 6. Federal Infrastructure and Public Works
- 7. Telecommunications and High Technology
- 8. Urban Development and Real Estate

16:00-16:30

Networking Coffee Break

16:30-17:10

The Innovation Imperative

A look ahead to injecting further dynamism, entrepreneurship and innovation into the Argentine economy. How can we strengthen the innovation ecosystem? What lessons can be learned from Buenos Aires and the world's other most innovative regions?

17:10-17:30

In Conversation

1:1 with a visionary leader

17:30-18:10

The Business Agenda

For global businesses, what are the key issues on the agenda in Argentina's economic transformation? What policies have they seen succeed in other economies? What policies have failed?

18:10-18:30

In Conversation

1:1 with a visionary leader

18:30-19:10

The Wealth of Argentina's Regions

What opportunities do the regions in Argentina's federal structure provide investors? How do regional Governors, from a variety of political parties, work together in the country's ongoing transformation?

19:10-19:50

From the World to Argentina

How do public figures from around the world see the ongoing transformation of Argentina? What vision do they share for the future of the country?

19:50-20:00

Cultural event

7:00-20:00

Registration

8:00-20:00

Marketplace

A meeting place for participants to interact informally with Forum Partners, Government bodies and Officials

8:00-9:00

Networking Breakfast

9:00-9:15

Keynote Address

The Macroeconomic Vision for Argentina

Alfonso Prat-Gay, Minister of Economy and Public Finance, Argentina

9:15-9:55

Inclusive Growth for Job Creation

What will be the engines of inclusive, job-creating growth? How will new investments translate to quality jobs for large numbers of Argentines? What can the government do to encourage job-creating growth?

9:55-10:15

In Conversation

1:1 with a visionary leader

10:15-10:55

Establishing the Rule of Law

How can Argentina become a model of transparency, institutional quality and compliance? How can we strengthen Argentina's institutions for the long term?

10:55-11:10

In Conversation

1:1 with a visionary leader

11:10-11:40

Networking Coffee Break

11:40-13:10

Sectoral Roundtables III

Sector-level sessions will include an overview from Government Ministers, presentation of specific opportunities by Knowledge Partners, and input from private sector participants.

9. Financial Services

10. Mining

11. Pharma and Biotech

12. Tourism

12:00-13:00

CABA City Plan

Presentation from City of Buenos Aires

13:00-14:15

Lunch: Networking organized by sectors

14:15-14:55

Building Argentina's Green Economy

How can Argentina's strong commitment to a green economy offer real business and investment opportunities? What will be the extent of the green revolution? What are the best models globally?

14:55-15:35

Trade and Openness

What role can trade and a commitment to openness play in Argentina's growth? What benefits can Argentina expect from further integration with the world?

15:35-15:55

In Conversation

1:1 with a visionary leader

15:55-16:35

Building Human Capital for the Future

One of Argentina's key strengths is the strong pool of highly educated workers. But what changes are needed to respond to the demands of the 21st century? What existing strengths can be built upon and what weaknesses need to be addressed?

16:35-16:50

In Conversation

1:1 with a visionary leader

16:50-17:30

Financial Investment and Private Equity

How do leaders from private equity and major financial institutions view investment opportunities in Argentina?

17:30-17:50

Argentina's Investment Roadmap

An overview of the outcomes of the Sectoral Roundtables

17:50-18:20

Argentina's Global Influence

What role does culture, sports, and science play in Argentina's economic transformation? How can "soft power" make a global impact?

18:20-18:45

Closing Session

Conclusions, signings of MOUs

Mauricio Macri, President, Argentina

Innovation Day

Thursday, September 15

Centro Cultural CCK

7:30-18:00

Registration

8:30-18:00

Marketplace

A meeting place for participants to interact informally with Forum Partners, Government bodies and Officials

8:30-9:30

Welcome Breakfast

9:30-9:45

Official Opening: Setting the Stage for an Innovation Economy

How Argentina's government is bridging the gap between science and production, and following the example of the world's most innovative economies.

Francisco Cabrera, Minister of Production, Argentina

Lino Barañao, Minister of Science, Technology and Productive Innovation, Argentina

09:45-10:20

Keynote: The View from Silicon Valley

One of the leading venture capitalists from Silicon Valley uncovers the secrets of the region that has transformed the world through technology.

10:20-11:05

Innovation: from the World to Argentina

A look at how other countries are creating the right conditions for innovation and entrepreneurship. What lessons can be learned and applied to Argentina's innovation ecosystem?

11:05-11:35

Networking Coffee Break

11:35-12:20

Making Policy Work

A look at how the different Ministries are addressing Argentina's innovation ecosystem.

12:20-12:30

Innovators Transforming Argentina's Regions I

Pitch from a Region

12:30-14:00

Networking Lunch

14:00-14:45

Venture Capital in Argentina

What's the current state of Argentina's domestic venture capital sector? What are the key challenges for the future?

14:45-15:05

Innovators Transforming Argentina's Regions II & III

Pitch from a Region

15:05-15:55

The Up-and-Comers

Which are the brightest stars in Argentina's current crop of start-ups?

15:55-16:05

Innovators Transforming Argentina's Regions IV

Pitch from a Region

16:05-16:55

Bringing Argentine Innovation to the World I

What can we learn from some of Argentina's most successful non-ICT start-ups?

16:55-17:05

Innovators Transforming Argentina's Regions V

Pitch from a Region

17:05-18:00

Bringing Argentine Innovation to the World II

Argentina's "four unicorns" discuss the strengths of the innovation ecosystem and what remains to be done.

18:00-18:15

Closing Session

Mauricio Macri, President of Argentina