

Latin American Business Forum

Friday 1 June 2007

London Business School



Objectives for the Latin America Business Forum

Following from the success of the inaugural Latin America Forum in 2006, this year's event will not only showcase the best business, political and academic minds from the region, but will also prove itself as the networking and intellectual hub for Latin America in Europe.

Objectives:

- **Debate** business issues relevant to Latin America and its place in the global economy
 - **Share** examples of successful entrepreneurship, management practices and public policy in Latin America
 - **Network** among Latin American top business school students and professionals in Europe
 - **Connect** the wider Latin American business community to London Business School
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Overall Forum Structure

Session	Title	Type	Key Topics
Keynote 1	Latin America: Advancing in the Global Context	Interactive Interview	<ul style="list-style-type: none"> ➤ Potential in Latin America for Business ➤ Political Situation
Panel 1	Investing in Latin America	Panel Discussion	<ul style="list-style-type: none"> ➤ Financial Support; Government incentives ➤ Region capabilities ➤ Market Needs
Panel 2	Latin America's Response to growth of China and India	Panel Discussion	<ul style="list-style-type: none"> ➤ Comparative advantages; Potential areas for collaboration ➤ Extension for global services ➤ Trading with China & India from LatAm (areas, markets)
Keynote 2	One Hundred Years of VITRO	Presentation	<ul style="list-style-type: none"> ➤ Case Study of VITRO
Panel 3	Success Stories from Latin America	Panel Discussion	<ul style="list-style-type: none"> ➤ Major challenges; Critical Strategies ➤ International Support ➤ Minimum requirements
Keynote 3	Lessons and Opportunities: An Overview	Closing Remarks	<ul style="list-style-type: none"> ➤ Overview of lessons learnt from the Conference

Interactive Interview
Latin America: Advancing in the Global Context

Andrés Pastrana Arango
Former President of the Republic of Colombia
Interviewed by
Greg Brown, Editor-In-Chief, Latin Trade

Investing in Latin America

Latin America is still a confusing region for international investment. It boasts sound economic growth, but there are also several areas that still need improvement, such as education and income distribution. The reality is that current prospects in Latin America are brighter than any time in the past and the continued increase in global needs for commodities has helped to expand its economies by more than 5% in the past year. Local context and knowledge makes all the difference when companies decide whether to invest in Latin America. Higher risks call for higher returns, and investments must be evaluated carefully. In this panel, we will hear from the experts what they think the key areas are that need to be considered when investing in Latin America.

Objectives

- Identify the key factors to evaluate when investing in Latin America
- Highlight investment opportunities in the region
- Create synergies and facilitate networks to foster new investments in the region

MAIN TOPICS

Financial Support

- Primary Investors in the region; Local Financial Support and current FDI rankings and flows.

Government incentives

- Current Government Initiatives; Cluster Creation (countries or regions?) and Institutions supporting investment in Latin America

Region capabilities

- Specific talents (i.e. by country or specific region); Education levels for specific industries and Resources cost Analysis and Availability (Labour, Infrastructure, Communications)

Market Needs

- Regional markets under development (i.e. Telecommunications, education, services, products); Markets Size (Brazil, Mexico, etc) and Potential niches of opportunities

- ❑ Guillermo Felices, Economist, The Bank of England
- ❑ Jesús González Nieto-Márquez, Managing Director, LATIBEX
- ❑ Michael Mortimore, Chief, Investment and Corporate Strategies, ECLAC (UN Economic Commission for Latin America and the Caribbean)
- ❑ Michael Reid, America's Editor, The Economist

Moderated by:
**Professor Andrew Scott, Professor of Economics, London Business School
and Managing Editor, The Economic Journal**

Latin America's Response to the Growth of China and India

The successful growth of China and India is seen with admiration but also concern about the effects that these economies may have on Latin America. The truth is that despite the threat, there are increasing opportunities that are overseen by both the public and the private sector. This panel will explore the key growth drivers, similarities and differences between Latin America versus China and India. It will also debate on the role and initiatives of the public and private sectors along with future trends that business leaders need to be aware of.

Objectives

- Understand the real threats and opportunities that the growth of China and India represent to Latin America

MAIN TOPICS

- China and India's growth compared to Latin America**
 - Main growth drivers
 - What are the similarities
 - What are the differences
- Government and politics**
 - What is the role of Latin American economic policy in order to maximize the opportunities and minimize threats related to China and India's growth?
 - Current Governments initiatives
- Private sector**
 - Current actions taken by corporations in response to China and India
 - Latin America competitive advantages
 - Future expectations in light of the current trends

- ❑ **Greg Brown, Editor-In-Chief, LatinTrade**
- ❑ **Lucio Castro, Senior Economist, Maxwell Stamp PLC,** (specialising in the economic relationship between China and Latin America)
- ❑ **Will Ollard, Editor, Latin America – Asia Review and Head of Economics, Latin America Newsletters**
- ❑ **Javier Santiso, Deputy Director and Chief Economist, Development Centre**
- ❑ **Javier de Santos, Chief Executive Officer, The Mind Company**

Moderated by:

Dr Simon Commander, Senior Adviser, European Bank for Reconstruction and Development and Director, Centre for New and Emerging Markets, London Business School

Presentation

100 Years of VITRO: The Turnaround of an International Glassmaker

Federico Sada Gonzalez

Chief Executive Officer

VITRO

Objectives

In this panel discussion, we will look at some of Latin America most successful companies. We will analyse how they have leveraged on the region's specific business environment to become global players. Looking into the future, we will discuss Latin America's competitive advantages and possible strategies to overcome the regions particular disadvantages and create opportunities.

MAIN TOPICS

Success stories

- Successful and sustainable strategies
- Running a successful business in Latin America

Latin America's business environment

- Region's particular competitive advantages and disadvantages
- Political and economic instability
- Capitalization and risk management
- The opportunities in the region's development and Latin America market size

Latin America going global

- Taking advantage form current position in Latin America
- Creating opportunities in the region
- The future of Latin America corporations

- Horacio Forjaz, Executive Vice President, Corporate Communications, EMBRAER**
- Eduardo Luppi, Innovation Vice President, NATURA**
- Ignacio Ortiz, President, CEMEX UK**
- Federico Sada Gonzalez, Chief Executive Officer, VITRO**
- Luis Schiriak, Chief Financial Officer, Votorantim**

Moderated by:

Dr Don Sull, Associate Professor of Management Practice in Strategic and International Management, London Business School

**Closing Remarks:
Lessons and Opportunities: An Overview**

**Dr Carlos Salinas de Gortari
Former President of Mexico**