



Tuesday, March 17, 2015

8:30 am - 9:00 am

Registration

9:00 am - 9:05 am

Opening Remarks

9:05 am - 9:45 am

Presidential Address & Interview

9:45 am - 10:30 am

Keynote Panel: Making Innovation Happen In Latin America

Leaders in business and government will discuss what is being done – and what more needs to be done - in the policy and corporate spheres to drive innovation and growth across one of the most dynamic regions of the world.

Tarek Farahat, President, *Procter & Gamble Latin America*

Nizan Guanaes, Founder & Partner, *Grupo ABC*

Catalina Ortiz, President, *iNNPulsa*

Moderated by: **Jude Webber**, Mexico and Central America Correspondent, *Financial Times*

10:30 am - 10:45 am

How Digital Enables Meaningful Innovation

The internet of things is turning into reality, industry is starting to deliver on its digital promise to consumers – but how to ensure innovation remains meaningful? What are the challenges for existing business and innovation models?

Dennis McEniry, President, *Estee Lauder Online Division*

10:45 am - 11:00 am

How to Create a Successful Start-up Culture: Ten Dos & Don'ts

Lessons from 'Chilecon Valley' - the Silicon Valley of Latin America

11:00 am - 11:30 am

Networking Break

11:30 am - 12:15 pm

Big Data & The Cloud: Heralding a New Era of Innovation in Latin America

There is no doubt that cloud technology reduces IT costs, but its value to an organisation is potentially much greater than this. Companies across Latin America are migrating to the cloud in their hoards, enabling new technologies to be adopted, and radically changing the way they operate and serve customers. Our high-level panel of groundbreaking corporate cloud-users and cloud software experts will look at the pros and cons of the cloud, and the big data it houses, and the ways in these are being used to drive innovation.

Serge Elkiner, CEO, *YellowPepper*

Arthur Mazzini, Director of Strategy and Innovation, *AT&T*

12:15 pm - 12:45 pm

Corporate Keynote Address

Innovating across Latin America in an evolving digital age.

John Levis, Partner, *Deloitte*

12:45 pm - 2:00 pm

Lunch

2:00 pm - 2:45 pm

FT Innovate Latin America Emerging Technology: Pitching Session

5 x 3-minute pitches to showcase potentially game-changing technologies from across the region, followed by an extended Q&A session with the audience and an expert panel of venture capitalists and senior corporate executives.

2:45 pm - 3:00 pm

Keynote Address: Consumer-centric Innovation

3:00 pm - 3:15 pm

Corporate Innovation Spotlight

3:15 pm - 5:15 pm

Innovation Brainstorm

A dynamic, participant-led 2-hour session, hosted in small, mixed-sector groups with a maximum of 12 delegates per group. This is an opportunity for delegates to think freely around challenges, contribute to the debate, network and discuss the hottest, up-to-the minute topics of interest to those whose job it is to make innovation happen in their companies.

Suzana Pamplona Miranda, Strategic Insights Director, *Johnson & Johnson Consumer, Brazil*

Table topics to include:

- How to achieve innovation breakthroughs
- Immersive, personalized experiences: innovating for the digital consumer
- The challenges of innovating in a regulated industry
- Understanding and reaching the mobile first consumer
- How to solve your most complex challenges through open innovation

- Using social media channels to supercharge your innovation pipeline

5:15 pm - 5:45 pm

Day 1 Closing Talk

5:45 pm - 7:00 pm

Chair's Closing Remarks & Drinks Reception

Wednesday, March 18, 2015

8:30 am - 9:00 am

Registration

9:00 am - 9:10 am

Opening Remarks

9:10 am - 9:30 am

Opening Keynote Address

Dr. Jorge A. Motta, National Secretary, *National Secretariat of Science, Technology and Innovation, Panama*

9:30 am - 10:15 am

Panel: Innovation: A Spotlight on Panama

Leading policy-makers, senior corporate executives and heads of MNCs head-quartered in Panama discuss what needs to happen next to turn Panama into a regional hub for innovation.

Dr. Jorge A. Motta, National Secretary, *National Secretariat of Science, Technology and Innovation, Panama*

10:15 am - 10:30 am

Corporate Keynote: Picking the Innovation Lock

Alan Krause, Chairman and CEO, *MWH Global*

10:30 am - 11:00 am

Panel: The Mobile Consumer

Lower data prices, better infrastructure and telecom regulation reforms has meant smartphone use is exploding across Latin America (It is expected to reach 145.6 million this year). Around the globe, smartphones are transforming the way customers interact with companies and organisations. This panel discussion will take a close-up look at the mobile landscape in Latin America, give examples of the strategies companies are using to win customer engagement, the methods by which big data is being used to give customers what they want, and examine the best of the emerging mobile technologies.

Claudio Hidalgo, COO Caribe & Central America, *Digicel Group*

11:00 am - 11:15 am

Networking Break

11:15 am - 12:00 pm

Panel: Innovation in the Financial Services Sector

How are the region's financial services organisations responding to the changing demographic in Latin America, and the digital 'big bang'?

Roberto Brenes, CEO, *Panama Stock Exchange*

12:00 pm - 12:15 pm

Social Innovation Case Study

Through a strategic alliance with Prof. Muhammad Yunus, Nutrivida - the first social business in Central America - is finding innovative ways to eradicate under-nutrition in Central America and Haiti.

Gisela Sánchez Maroto, Corporate Affairs Director, *FIFCO* and Founder of *NUTRIVIDA*

12:15 pm - 1:00 pm

Panel: Future Trends

FT Innovate Latin America 2015 will end discussions with an opening out into what futurists, trend analysts and senior corporate executives think will be coming next, and the impact this will have on innovation and business practices.

Suzana Pamplona Miranda, Strategic Insights Director, *Johnson & Johnson Consumer, Brazil*

Kenneth G. Herd, General Manager, Brazil Technology Center, *GE Global Research*

1:00 pm

Closing Remarks