

LATIN AMERICAN BUSINESS AND POLITICAL OUTLOOK

Luncheon/Webcast • May 4, 2017 • Penn Club

Free Webcast for ACS National Members – Register at www.cmeacs.org

Abstract

A dynamic renewal process in politics and economics is driving Latin America into a new era for business and growth. With a combined population and gross national product similar to that of Brazil, the Pacific Alliance trade block that boasts investor-friendly policies, is recalibrating its strategy to leverage its valuable resources and face formidable geopolitical forces.

After asserting the strength of its democracy and young demographics, Brazil, the largest member of Mercosur, is carrying out a fundamental policy shift to attract re-investment and business in the medium and long term as the country blooms into the fifth economy in the world by 2030. In addition, Asia and Europe may continue to increase their positions as two of South America's salient marketers and investors in a region critical for growth and resources.

Don't miss the expert analysis of changes that savvy strategists and investors can use to identify the opportunities created by the new trade dynamics and the promise of a growing Latin American population estimated to reach one billion people by mid-century.

JOHNSON
Cornell University

Lourdes S. Casanova, PhD, a Senior Lecturer and Academic Director of the Emerging Markets Institute at the Johnson School of Business at Cornell University. Appointed in 2014 as one of the 50 most influential Iberoamerican intellectuals by Esglobal. A Fulbright Scholar, she worked at leading universities such as UC Berkeley, Cambridge, Oxford, and Zurich. Directed executive programs at INSEAD including the Goldman Sachs 10,000 women initiative. Author of books such as 'Global Latinas: Latin America's emerging multinationals' and articles in business and academic journals. Member of Latin America Global Agenda Council and the Competitiveness in Latin America taskforce of the World Economic Forum, Advisory Committee European Union/Brazil. Member of the Boyce Tompson Institute Board, and Tompkins Public Library Advisory Council among others.

COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

Marcos Troyjo, PhD, co-founder and co-director of BRICLab at Columbia University, where he teaches international affairs with emphasis on Brazil, Russia, India and China. He is an op-ed columnist for *Folha de S. Paulo*, Brazil's biggest circulation newspaper, and a regular commentator for *CNN en Español*, *Huffington Post* and *Financial Times*. He is also the founder of the Center for Business Diplomacy, a global advisory firm. He is a Visiting Professor at the Russian Presidential Academy (Ranepa), Professor Troyjo authors books on economic development and global affairs, including *Trading Nation: Power & Prosperity in the 21st Century*. His latest book, *Desglobalization: Chronicle of a Changing World*, appeared in 2016.

Event Schedule

Location:

Penn Club
30 W 44th Street, NYC

Event Times: (ET)

11:15 am - 12:00 noon
Registration-Network
12 noon-1 pm Luncheon
1 - 2pm Talk-Webcast

Luncheon Fees

\$120 for non-members
\$90 for members
Check for Early-bird savings**Webcast** : \$30. Free webcast recording for ACS members

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Danil Kerimi is Director of the Center for Global Agenda at **World Economic Forum USA**. Prior to joining the WEF in 2008, Danil Kerimi worked with the United Nations and other international organizations. From 2008 to 2011, Danil led WEF's engagement with governments and business leaders in Europe and Central Asia. Since 2011, he has been in charge of data, digital ecosystem, ICT and competitiveness, and hyperconnectivity. Raised in Turkmenistan, Danil earned his bachelor of laws from Shandong University in China. He holds a master's degree in advanced international studies from the Diplomatic Academy of Vienna and an executive master in global leadership.



George Rodriguez (moderator), a growth strategy and sustainable innovation advisor. Latin American expertise in sales, marketing, M&A and operations. Served in senior executive roles at Nagase America, a technology and intelligence Japanese firm, managing chemicals, plastics, electronics, biopharma, bioplastics, biofuels and biochemicals. Served at Asahi Glass, Pfizer and Union Carbide. Past CME Chair and ACS NY director. He propelled CME into the largest local section group at ACS. Co-founder of the ACS NASA Symposium on the Journey to Mars. Highest honors in both B.S. Chemical Engineering, UNI, and M.S. Industrial Management, Georgia Tech.

