

Preliminary Agenda

[Bourbon Conmebol Asunción Convention Hotel](#)

September 15-17, 2015

Tuesday, September 15th

- 17:00 - 19:00** **Registration** – Conmebol Convention Center / Foyer
- 19:00 - 21:00** **Welcome Reception** – Conmebol Convention Center / Foyer

Wednesday, September 16th

- 07:00 - 08:00** **Registration** – Conmebol Convention Center / Foyer
- 08:30 - 09:00** **Opening Ceremony** – Conmebol Convention Center / Sala JH IV
 - Opening remarks by the BID
 - Opening remarks by Gustavo Leite, Ministry of Commerce and Industry of Paraguay
- 09:00 - 09:30** **Keynote speech: “The boom of regional cuisine: Source of opportunity for producers in Latin America and the Caribbean”** – Chef Virgilio Martinez, Central Restaurante, Peru – Conmebol Convention Center / Room JH IV
- 09:30 - 10:00** **Workshop I: “Made in the Americas”** – ConnectAmericas. Speaker: Fabrizio Operti, Chief of the Trade and Investment Unit at the Inter-American Development Bank (IDB) – Conmebol Convention Center / Room JH IV
- 10:00 - 10:15** **Workshop II – 1st Part: “Funding schemes for small and medium enterprises (SMEs) in Latin America and the Caribbean”** – Speaker: Eduardo Almeida, IDB’s Representative in Paraguay – Conmebol Convention Center / Room JH IV
- 10:15 - 10:40** **Workshop II – 2nd Part: “Sustainable Brands: Adding value to the regional production”** – Speaker: Bernardo Guillamon, Manager at the Strategic Alliances Office at the Inter-American Development Bank (IDB) – Conmebol Convention Center / Room JH IV
- 10:40 - 11:25** **Workshop III: “Breaking Paradigms: Say yes to Certifications (Profitability Vs. Trend)”** – Speaker : Lucila Monreal, Quality Management Systems and Certifications Specialist, Mexico – Conmebol Convention Center / Room JH IV
- 11:25 - 11:45** **Coffee Break**
- 11:45 - 12:30** **Workshop IV: “New trends in international transport and logistics for the food and beverage industry: Road to competitiveness”** – Speaker: Leticia Telesca, Operations Manager, DHL Express Americas - Conmebol Convention Center / Room JH IV
- 12:30 - 14:00** Luncheon – Hotel Bourbon Conmebol / Lobby
- 14:00 - 19:00** **1st Round of Business Meetings** – Conmebol Convention Center / Ball Room (Rooms JH I – III)
- 19:30 - 21:00** Cocktail and Cultural Show – Conmebol Convention Center / Foyer

Thursday, September 17th

- 08:30 – 09:30** **Registration for local attendees**
- 09:30 – 13:00** **2nd Round of Business Meetings** – Conmebol Convention Center / Ball Room (Rooms JH I – III)
- 13:00 - 14:00** Luncheon – Hotel Bourbon Conmebol / Lobby
- 14:00 - 18:00** **3rd Round of Business Meetings** – Conmebol Convention Center / Ball Room (Rooms JH I – III)



18:30 - 19:30

Closing toast and Farewell remarks – **Conmebol Convention Center / Foyer**

