



THE AMERICAS COMPETITIVENESS FORUM IV

Promoting Prosperity and Economic Opportunity | NOVEMBER 14 -16, 2010 | ATLANTA, USA

SUNDAY, NOVEMBER 14

9:00 a.m. – 6:00 p.m.

Registration
Atlanta Marriott Marquis Hotel

12:00 p.m. – 2:00 p.m.

Meeting of the Inter-American Competitiveness Network

6:00 p.m. – 7:30 p.m.

Welcome Reception
Atlanta Marriott Marquis Hotel Atlanta

MONDAY, NOVEMBER 15

8:00 a.m. – 5:00 p.m.

Registration
Atlanta Marriott Marquis Hotel

9:00 a.m. – 9:30 a.m.

Welcome to the ACF 2010

9:30 a.m. – 11:00 a.m.

The 2020 Competitiveness Agenda for the Americas

11:00 a.m. – 11:15 a.m.

Coffee Break

11:15 a.m. – 12:30 p.m.

Breakout Discussions

INNOVATION AND GREEN TECHNOLOGIES

Renewable Energy

This panel will examine the role that renewable energy technologies (such as solar, wind, biomass, geothermal, hydro, ocean, advanced vehicles and batteries) play in the area of competitiveness. The renewable energy market potential and efforts to embrace smart grid and energy efficiency technologies will be discussed. Panelists will share best practices, success stories, lessons learned, and examples of how barriers and obstacles can be overcome.

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| <p>EDUCATION AND WORKFORCE DEVELOPMENT</p> <p><i>The Role of Technology in Academic Performance</i></p> | <p>Over the last decade, we have seen a substantial increase in the integration of technology in the classroom. Some might argue that computers and internet technology have transformed the field of education. This session will focus on some of the most creative and engaging examples of computer technology being used to increase student attentiveness and performance as well as the impact of online education and distance learning at the post-secondary and continuing education levels.</p> |
| <p>ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT</p> <p><i>Social Inclusion through Entrepreneurship</i></p> | <p>This panel will explore the potential of entrepreneurship programs to increase the standard of living for historically underserved populations. By creating economic opportunities for women, youth, and minority groups, entrepreneurship programs can transform communities into prosperous economic centers. Panelists will focus on best practices from the region, including the Pathways to Prosperity women’s entrepreneurship mentoring program; and the Young Americas Business Trust entrepreneurs’ network.</p> |
| <p>SUPPLY CHAIN CONNECTIONS</p> <p><i>Keeping Connections Fast: Ensuring the Security and Stability of the Supply Chain</i></p> | <p>The reliable and secure movement of goods is critical to meeting the expectations of 21st century consumers. The business community and customs officials have worked collaboratively to facilitate the secure movement of goods across borders. Based on programs initiated as a result of ACF I, this panel will share what countries and businesses learned as they implemented Authorized Economic Operator (AEO) programs in their respective markets.</p> |
| <p>1:00 p.m. – 2:15 p.m.</p> | <p>Keynote Luncheon</p> |
| <p>2:30 p.m. – 3:45 p.m.</p> | <p>Breakout Discussions</p> |
| <p>INNOVATION AND GREEN TECHNOLOGIES</p> <p><i>Energy Efficiency</i></p> | <p>This panel will look at the importance of energy efficiency. Energy efficiency offers more potential for cost-effective greenhouse gas emissions reductions than any other major abatement strategy. Benefits also include lower energy costs, less localized pollution, and greater energy security. Panelists will share best practice policies and successful implementation strategies.</p> |
| <p>EDUCATION AND WORKFORCE DEVELOPMENT</p> <p><i>The Growing Influence of Community Colleges in the Americas</i></p> | <p>Most community colleges are designed to serve a myriad of missions and objectives. However economic development has emerged as one of the most prominent and strategic factors in developing competitive academic disciplines that are responsive to the current global job market. This panel will present some of the most innovative models of community colleges in the Hemisphere. Presenters will highlight how these institutions are overcoming the challenges to attract students and to dispel the myth that two-year technical programs are limited to vocational degrees that have limited earning potential.</p> |
| <p>ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT</p> <p><i>SME Export Readiness</i></p> | <p>Market opportunities are boundless when firms can export. Preparing SMEs for international trade can drastically improve business, but for many it can be a challenging or confusing process. Capacity building programs, export promotion agencies, and favorable government policies can turn small operations into sophisticated global traders. Panelists will focus on best practices from the region, including the Inter-American Investment Corporation’s FINPYME <i>ExportPlus</i> program; the California-Chile Partnership for the 21st Century; the U.S. Minority Business Development Agency’s regional enterprise development centers, and numerous programs and policies of federal and state export promotion agencies across the hemisphere.</p> |

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| SUPPLY CHAIN CONNECTIONS <i>Delivering Goods Fresh: Special Handling Considerations in Complex Supply Chains</i> | Attendees will learn how to maintain their supply chain speed while dealing with ever-increasing special handling considerations, including the movement of temperature sensitive goods through a cold storage supply chain, or the transport of high-tech products that are highly sensitive to their environment. |
| 4:00 p.m. – 5:00 p.m. | Market Opportunity Session |
| 5:30 p.m. – 6:30 p.m. | Market Opportunity Session |
| 8:00 p.m. – 10:00 p.m. | Official Dinner Atlanta Marriott Marquis Hotel |
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| TUESDAY, NOVEMBER 16 | |
| 9:00 a.m. – 10:30 a.m. | Presidential Plenary |
| 10:30 a.m. – 10:45 a.m. | Coffee Break |
| 11:00 a.m. – 12:15 p.m. | Breakout Discussions |
| INNOVATION AND GREEN TECHNOLOGIES <i>Green Energy Workforce</i> | This panel will discuss the clean technology needs of the energy industry and how schools, universities, training centers, and the private sector can work together to help fulfill those needs. A fundamental component of the region's success will be the ability to prepare, train and re-train workers to meet the diverse and rapidly changing energy sector. The goal will be to share best practices on developing and implementing a renewable energy curriculum as well as increasing research and collaborating with industry so that firms across the region will be able to hire the skilled labor needed to develop and deploy large-scale clean energy solutions. |
| EDUCATION AND WORKFORCE DEVELOPMENT <i>Shaping the Talent Pipeline to Sustain Economic Growth</i> | In order to sustain economic growth, local communities must be more aggressive in thinking about the state of their talent pipelines in 10 or even 20 years. This panel will look at a variety of ways to impact the pipeline including communicating with students still in grammar and high schools and investing time and resources in local strategic partnerships between the public and private sectors. |
| ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT <i>Regional Innovation Clusters</i> | Innovation is the driver of competitiveness. This panel will explore successful regional innovation clusters, where cooperation between research institutions and private firms leads to practical applications of scientific innovations. These regional clusters commercialize new technologies and create an immense competitive advantage. Panelists will focus on best practices from the region, including the technology clusters of San Jose, Costa Rica, Porto Alegre, Brazil, Silicon Valley, California, and Cordoba, Argentina. |

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| <p>SUPPLY CHAIN CONNECTIONS</p> <p><i>Financing the Supply Chain: Making Good Economic and Strategic Decisions</i></p> | <p>Experts will discuss how maintaining efficient global supply chains can help companies to manage credit shortages as well as reduce the need to maintain large inventories. Panelists will also share strategies for finding trade financing in this time of limited access to capital.</p> |
| <p>12:30 p.m. – 1:45 p.m.</p> | <p>Keynote Luncheon</p> |
| <p>2:00 p.m. – 3:15 p.m.</p> | <p>CEO Plenary</p> |
| <p>3:15 p.m. – 3:30 p.m.</p> | <p>ACF 2010 Closing Ceremony</p> |
| <p>4:00 p.m. – 6:00 p.m.</p> | <p>Meeting of Ministers of Economy, Industry, and Commerce of the Americas and the Caribbean</p> |
| <p>4:00 p.m. – 6:00 p.m.</p> | <p>Meeting of Mayors of the Americas and the Caribbean</p> |
| <p>6:30 p.m. – 8:00 p.m.</p> | <p>Closing Reception</p> |