



ATLANTA  
2010



THE AMERICAS  
**COMPETITIVENESS FORUM IV**

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



## WHAT

United States Secretary of Commerce Gary Locke and Atlanta Mayor Kasim Reed are co-hosting the Fourth Annual Americas Competitiveness Forum (ACF) on November 14-16, 2010 in Atlanta, Georgia. The ACF is the Western Hemisphere's preeminent event for government and business leaders to discuss innovative methods to achieve economic competitiveness and for corporations to learn about new trade and investment opportunities in the Americas.

The idea for the Americas Competitiveness Forum was born of a commitment made by the U.S. Government following the 2005 Summit of the Americas to convene a high-level, sustained regional dialogue on competitiveness issues. The City of Atlanta and the US Department of Commerce signed an agreement to implement the ACF and in 2007 the inaugural Forum was held in Atlanta.

ACF 2007 and 2008 were hosted by the U.S. Department of Commerce and the City of Atlanta, with logistical support from CIFAL Atlanta. The 2009 ACF was hosted by Chile's Ministry of Economy, being the first Forum hosted outside the United States. The Executive Secretariat for Integral Development (SEDI) of the Organization of American States (OAS) formally joined ACF in 2009 to coordinate the actions of the Public and Private Competitiveness Councils of the region through the recently launched Americas Competitiveness Network. Every year the Forum brings together influential and high level government and business leaders in the Western Hemisphere.

## WHO

The 2010 ACF is expected to attract more than 1,000 leaders from the 34 nations in the Americas, including Heads of State, cabinet members, business executives, trade delegates, academics, and representatives from the region's public and private competitiveness councils, non-governmental and international organizations. The ACF provides a platform for dialogue on ways to enhance the region's ability to compete more successfully in the current economic context.

## WHERE

The ACF 2010 will be held in Atlanta, Georgia, United States. As the capital of Georgia, Atlanta is one of the major business and cultural centers of the nation. Founded in 1837, Atlanta is a city built on bold ideas, timeless icons and unrestrained spirit. The epicenter of the Civil Rights Movement, Atlanta possesses a rich history of determination and drive. Metro Atlanta encompasses more than 5 million people and it is a hub of private enterprise, an engine of growth and a wellspring of dynamism. Economic leaders like the Coca-Cola Company, Delta Air Lines, The Home Depot, UPS, the Southern Company and CNN are established here. Fortune 500 companies and small business entrepreneurs call Atlanta home.

## WHEN

Join us in the most relevant dialogue on the future of our region **November 14-16, 2010**

## WHY

ACF promotes innovative approaches to economic competitiveness and enables private and public sector representatives to take advantage of creative opportunities to explore new business models and expand their businesses:

- Promotes cooperation among the countries in the Western Hemisphere on economic issues of mutual interest.
- Facilitates the development of public-private partnerships through meetings between the business community and foreign government officials.
- Provides one-on-one export counseling sessions to businesses interested in pursuing new trade and investment opportunities in the Hemisphere.
- Supports small businesses interested in trade and investment opportunities in the Americas by enabling connection and networking opportunities. All together, over 200 meetings take place during ACF.
- Introduces participants to innovative practices and experiences that enhance productivity.
- ACF helps formulate public policies that expand opportunities for entrepreneurs and foster job creation in all of the Americas.

## HOW

The ACF website provides the information for participants and sponsors.

[www.competitivenessforum.org](http://www.competitivenessforum.org)

## ORGANIZERS



**cifal**  
Atlanta