



Sumaq Summit

International Business Strategies in Latin America

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May 4-5, 2005

OMNI Hotel. Atlanta, GA.



Organized by **Sumaq Alliance**

EGADE - Tecnológico de Monterrey, Mexico

FGV- EAESP, Brazil

IE - Instituto de Empresa, Spain

IESA, Venezuela

INCAE Business School

Pontificia Universidad Católica de Chile

Universidad de los Andes, Colombia

Universidad de San Andrés, Argentina

Sumaq Summit

International Business Strategies in Latin America



Dr. Roberto Artavia

Rector, INCAE

President of the Sumaq Alliance

The **Sumaq Alliance**, formed by the leading business schools in Latin America and Spain, is proud to present its flagship program: **Sumaq Summit 2005**.

Launched last year, the Sumaq Summit brings together some of the most outstanding business professors, international experts and executives of Iberoamerica and the United States. This unique event enables participants to update their knowledge, understand the key challenges faced by corporations operating in this highly diverse environment, and network with major players and companies that can help them define strategies and improve productivity and competitiveness.

Based on extensive experience, the Sumaq Summit is finely-tuned to meet the needs of companies active in the Latin American and the US markets or in the process of expanding their international operations to the Americas.

Sumaq Summit 2005 will be proud to welcome you as one of our distinguished participants.



Dr. José Luis Álvarez

Vice Dean, IE - Instituto de Empresa

Program Director, Sumaq Summit 2005

It is my pleasure to offer you a specialized program designed to help you do business in Latin America. Sumaq Summit 2005 equips you with a **privileged insight into Latin American markets** and institutional and social environments, all of which play a pivotal role in the region. You will also explore Latin America's most interesting management practices in key areas.

To make this happen the Sumaq Alliance brings together practitioners and academicians, all experts in their respective fields, to share their extensive knowledge with program participants.

The program is structured to offer a range of simultaneous conferences in such a way that you may select those most suited to your needs. At the same time, you will have a unique opportunity to establish a **highly valuable network** comprised of leaders in Latin America's corporate, social and political arenas.

I look forward to seeing you in Atlanta.



Program Objectives

Sumaq Summit 2005 is designed to expand horizons, deepen knowledge, broaden mindsets, and challenge stereotyped perception. In particular, participants will:

- Explore innovative business concepts and best-practice strategies.
- Gain insight into critical business practices that will help them achieve strategic objectives and facilitate growth and long-term profitability.
- Understand and interpret Latin American markets, so that they can identify and seize opportunities.
- Appreciate cultural and organizational differences among regions.
- Identify best practices for managing international companies, both globally and locally.
- Connect with peers and benefit from sharing successes, failures and lessons learned.
- Create a top level international network.

The great additional benefit for you here in Atlanta is the accumulated understanding of business in the Latin American region. For decades, Sumaq Alliance partner schools have studied economic and business conditions, cultures and human behaviour and political and industrial fundamentals among the vast diversity of peoples from the various regions in Latin America.

Participant Profile

Given the focus on key aspects and techniques for investing and operating in different Latin American countries, the program is aimed at senior executives of firms, from the US and worldwide, with current or potential interests in the region. Chief Executive Officers, General Managers, Directors of Area, Vice Presidents for Latin America or Divisional Directors would glean maximum benefit from the program. There is also distinct added value for professionals from sectors like investment banking, consulting and similar services, who can acquire a clear and accurate snapshot of the Latin American continent.

Sumaq Alliance: The Global Learning Network & Your Partner in Executive Education

The Sumaq Alliance comprises 8 business schools from different countries in Europe and Latin America, all leaders in their respective markets (IE - Instituto de Empresa in Spain, INCAE in Central America; FGV-EAESP in Brazil, EGADE - Tecnológico de Monterrey in Mexico; Universidad de los Andes in Colombia; IESA in Venezuela; Pontificia Universidad Católica in Chile; and Universidad de San Andrés in Argentina).

The Sumaq Alliance is the only entity of its kind in the Latin American marketplace that trains corporate leaders, interacts with top-level national decision-makers in their respective countries, and prepares corporations for the global economy. Sumaq schools share more than 500 experts in executive education, 100.000 alumni in 90 different countries and nine operating campuses.

Program Length: 2 days

Registration Fee: \$1,300

Cocktails, luncheons, coffee breaks and all materials are included

Dates and Location:

May 3, 2005, Early Registration and Welcome Cocktail

May 4 - 5, 2005, Program

Omni Hotel at CNN Center, Atlanta, GA.

Benefit from a 20% discount by registering before Feb. 1, 2005



Program Overview

Latin America is one of the most dynamic business regions in the world. Existing markets are still full of opportunities. New markets are being created all the time.

The globalization of the world economy is a powerful reality that requires agility. In order to become better integrated into the global arena, rapidly expanding regions like Latin America must learn to respond to the radical changes that are constantly transforming the economy.

Participants develop the management capabilities and leadership skills they need to understand and interpret Latin American markets, gaining exposure to the economic, political and social forces transforming Latin America.

Sumaq Summit 2005 is structured along two main lines. The first day is centred on the current scenario, including the macroeconomic, political, cultural and social situations of the different countries. During the second day, experts from the different partner schools coordinate a series of panels where corporate leaders, politicians, and academics provide different insights and points of view on burning issues: governance challenges, diversity, social sustainability, low income markets, remittances, investments, all from a Latin American perspective.

The luncheons form a core part of the program, given that participants have the opportunity to share the successful experiences of prominent business leaders from different countries currently operating in different parts of Latin America. The program also features different social activities that serve to exchange opinions and permit participants to extend their networks throughout the continent.

During the course of the program participants have access to an exhibition area where sponsor firms have the opportunity to present their products and services to the rest of the business community.

Ultimately, **Sumaq Summit** helps executives to formulate and execute better business initiatives through the latest management techniques, relevant analysis of critical business issues, and winning strategies for investing and operating in Latin America, through extensive use of Latin American case studies and examples, challenging participants to consider fresh approaches.

Sumaq Summit 2005 is a key event in the corporate calendar, equipping business leaders with an unparalleled insight into business in Latin America.

We aim to support the development of Latin American economies and corporations through the transfer of solid knowledge of relevant Latin American business issues to key US markets and business leaders.

The aggregate economies of the countries where Sumaq partner schools are based account for close to 3 trillion dollars, constituting the world's third largest economy and doubling the US in terms of population.

In May 2004, the Sumaq Alliance was recognized as the biggest alliance in the educational sector and the largest virtual think tank on Latin American management issues. Sumaq Summit 04 represented the first time ever that non-U.S. business schools had organized an event of such magnitude in the U.S. marketplace, attracting over 300 participants, 40 top-level experts on executive education, and 35 leading speakers from both corporate and political sectors.



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Schedule

	Socio-Economic and Political Update	Specialized Panels	
	May 4	May 5	
7:30-8:00 am	Registration		
8:00-9:00 am	Opening Session		
9:00-10:30 am	Brazil	Why Latin America: A Multinational Perspective	
10:30-11:00 am	Coffee Break	Coffee Break	
11:00-12:30 pm	Southern Cone	Marketing for Low Income Consumers	Investments and Remittances in Latin America
12:30-2:00 pm	Luncheon with Business Leaders	Luncheon with Business Leaders	
2:00-3:15 pm	Central America & The Caribbean	Managing Diversity in Latin America	Governance Challenges in Latin America
3:15-4:30 pm	Andean Region	US Hispanic Markets	Social Sustainability
4:30-5:00 pm	Coffee Break	Coffee Break	
5:00-6:15 pm	Mexico	Final Plenary Session	
6:15-7:00 pm	Cocktail		

May 4-5, 2005. OMNI Hotel. Atlanta, GA.



Keynote Speakers

Bill Abraham

General Manager, Intel Costa Rica*

José María Álvarez-Pallete

Executive President, Telefonica Latin America*

Celia de Anca

Director, Center for Diversity in Global Management,
IE - Instituto de Empresa

Roberto Artavia

Rector, INCAE

Emilio Azcárraga

Chairman and CEO, Televisa*

Patrick Barron

First Vice President and COO, Federal Reserve Bank of Atlanta*

Gabriel Berger

Professor, Universidad de San Andrés

María Eugenia Boza

Professor of Marketing, IESA

Federico Castellanos

Vice President, Human Resources, Global Sales & Distribution,
IBM Corporation*

Antonio Celia

CEO, Promigas*

Jonathan Coles

President, IESA

Arturo Condo

Associate Dean, Latin American Center for Competitiveness and
Sustainable Development, INCAE

Leticia Costa

President, Booz Allen Hamilton Brazil

María de Lourdes Dieck

Undersecretary for Economic and International Cooperation, Mexico

Jorge Forteza

Chairman of the Board, Universidad de San Andrés

Claudio V. Furtado

Professor of Finance, FGV-EAESP

Gonzalo Garland

Professor and Director External Relations, IE - Instituto de Empresa

Andrés Gluski

Senior Vice President, AES Corporation. President, Electricidad de Caracas

Jaime Alonso Gómez

Dean, EGADE -Tecnológico de Monterrey

Larry Harrington

Former U.S. Executive Director, Inter-American Development Bank

Santiago Íñiguez de Onzoño

Dean, IE - Instituto de Empresa

Edward Jardine

President, Procter & Gamble, Venezuela and Andean Region

Glenn G. Jordan

Executive Vice President, Coca-Cola Latin America and Director,
Latin America Group Operations, The Coca-Cola Company*

Matko Koljatic

Dean, Business School, Pontificia Universidad Católica de Chile

Julio Lage

Executive Vice President, La Caixa*

Felipe Larraín

Professor of Economics, Pontificia Universidad Católica de Chile

Fernando Lefort

Director, Center for Corporate Governance,
Pontificia Universidad Católica de Chile

Jorge Londoño

President, BanColombia*

Guillermo Luksic

Chairman, Quiñenco*

Fernando Meirelles

Dean, FGV-EAESP

Julio Moura

President, GrupoNueva*

Vitalino Nafría

Managing Director, BBVA America

Ricardo Obregón

President, Bavaria*

Fernando Oris de Roa

President, Orígenes y Destinos

Sonny Perdue

Governor, State of Georgia

Juan Quirós

President, Brazilian Export Promotion Agency (APEX-Brazil)

Rodrigo de Rato

Managing Director, International Monetary Fund*

Richard M. Riccobono

Deputy Director, U.S. Office of Thrift Supervision

Michael de Rhodes

CEO, Quala*

Mauricio Rodríguez

Vice President, Casa Editorial El Tiempo and Director, Portafolio

Lorenzo Servitje

Founder and Honorary President, Grupo Bimbo

Eugenio Staub

President and Chairman, Gradiente

Harry Strachan

Managing Partner, Bain & Company.

Don Terry

Manager, Multilateral Investment Fund,
Inter-American Development Bank*

Álvaro Uribe

President of the Republic of Colombia*

Rafael Vesga

Professor, School of Management, Universidad de los Andes

Gustavo Julio Vollmer

President, Corporación Palmar

Alberto Vollmer M.

Executive President, Ron Santa Teresa

Lorenzo H. Zambrano

Chairman and CEO, CEMEX*

* To be confirmed

REGISTRATION FORM

For on-line registration, please go to www.sumaq.org
Alternatively, please complete this form and fax to
Sumaq Alliance: +34 91 745 21 48

Delegate

Title _____ First Name _____ Surname _____
Nationality _____ Date of Birth _____ / _____ / _____ Male Female
Department _____ Job Title _____
Which of the Sumaq Alliance business schools did you attend? _____

Organization

Direct Telephone _____ Mobile Telephone _____
Direct Fax _____ E-mail _____
Organization _____ Address _____
Town _____ State _____ Country _____ ZIP Code _____
Primary Industry Sector _____ Parent Company Name _____

PAYMENT METHOD (tick as appropriate)

Credit card. Please charge my Visa _____ Mastercard _____ American Express _____ Discover _____ Diners Club _____ JCB _____
Card Number: _____ Expiration Date: _____ Amount \$: _____
Cardholder's Name: _____ Cardholder's Signature: _____
 Bank Transfer to Chase Bank, New York, NY.
Bank ABA # 021000021
Account Name Instituto de Empresa Fund, Inc.
Account Number 668-5033868-65
Reference SS05 + name of the person wiring the transfer
Amount \$ _____

Please invoice my organization. Is a Purchase Order Number required on the invoice? No Yes

If yes, PO No. _____

Name and address to which the invoice should be sent if **different from the delegate's**:

Send to delegate Send to different address, details given below.
Title _____ Initial (s) _____ First Name _____ Surname _____
Job Title _____ Organization's Name _____
Address _____
State _____ Country _____ ZIP Code _____
Person in charge of training/development in your company:
Title _____ Initial (s) _____ First Name _____ Surname _____
Address _____
Town _____ State _____ Country _____ ZIP Code _____
Telephone Number _____ Fax Number _____

Accommodation

There is an agreement with the hotel where the program is to be held whereby rates for participants stand at \$159 plus taxes, for a limited number of rooms. Participants who wish to take advantage of this offer must reserve by April 2, calling the hotel at the toll free number 1-800-400-1700 (please refer to Sumaq Summit 2005) or reserve on-line at www.sumaq.org

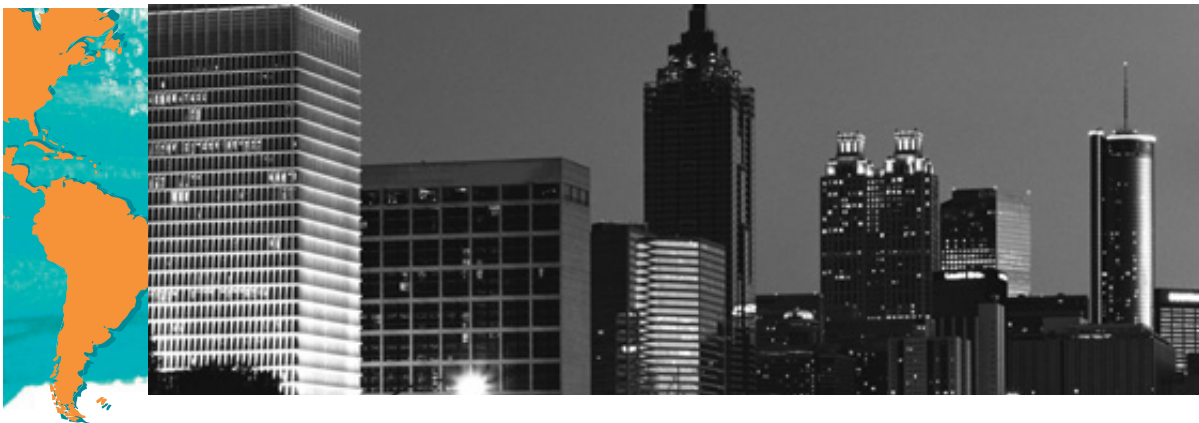
Cancellation Policy

After registration, 90% refunds will be made if notice of cancellation is received in writing at least five weeks prior to the start date of the program. A registered participant may be substituted by another from the same firm up to the day before the start date of the program.

The program organizers reserve the right to alter the content, speakers or schedule of the sessions, in case of unforeseen circumstances. Any modifications will respect program objectives.



Sumaq Summit 2005 with the support of the IE Fund



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Instituto de Estudios
Superiores de Administración



Sumaq

For sponsorship information and corporate group rates, please contact:

Ana Toro

Tel. 678 714 89 85
Ana.Toro@sumaq.org
1503 Mulberry Creek Court
Dacula, GA 30019
United States

Marcos Gorgojo

Tel. +34 91 745 34 80
Marcos.Gorgojo@sumaq.org
Pinar 7, bajo
28006 Madrid
Spain

For general information on the Sumaq Summit 2005 please call toll free number (800) 319-3367, or visit www.sumaq.org