

ICC World Chambers Federation
Executive Committee & General Council
Americas Summit & Business Matchmaking
Bilateral Meetings

"BUSINESS BEYOND BORDERS: MSMEs GOING GLOBAL"

GENERAL AGENDA

Date: May 8, 9, and 10, 2024

Venue: -Salitre Headquarters Bogotá Chamber of Commerce - Av. El Dorado # 68D - 35 Auditorium – Chapinero Headquarters Bogotá Chamber of Commerce - Calle 67 # 8-32

DAY 1 AGENDA
May 8, 2024

Venue: Salitre Headquarters Bogotá Chamber of Commerce – Av. El Dorado # 68D – 35

Objective: To understand the different dynamics taking place in international markets and the measures and policies that both countries and companies are implementing to facilitate access to international markets. Additionally, to showcase best practices and experiences started by the World Chambers Federation with our businesses.

8:30 a.m. – 9:00 a.m.	Attendee Registration	
9:00 a.m. – 9:15 a.m.	Opening Show	
09:15 a.m. – 9:50 a.m.	Welcoming Remarks	<p>Ovidio Claros Polanco Executive President - Bogotá Chamber of Commerce</p> <p>John Denton Secretary General – International Chamber of Commerce</p> <p>Billy Escobar Perez Superintendent- Superintendency of Companies</p> <p>Rifat Hisarciklioğlu Chair of the World Chambers Federation</p> <p>Maria Fernanda Garza Chair - International Chamber of Commerce</p>
9:50 a.m. – 10:30 a.m.	Breaking Through Barriers: Leadership Lessons from a Global Entrepreneur	<p>Andrés Moreno Founder, Chairman of the Board, and CEO of Open English</p> <p>Interviewer Karen Carvajalino CEO And Co-Founder at The Biz Nation</p>
10:30 a.m. – 11:00 a.m.	Regional Value Chains: Challenges and Opportunities	<p>Sergio Díaz-Granados (TBC) Executive President - CAF</p>

11:00 a.m.-12:15 p.m.	<p>Panel Connecting Cultures, Expanding Markets: Keys to Global MSME Success</p>	<p>Moderator Marcelo Elizondo President of ICC Argentina Director of the Argentine Chamber of Commerce</p> <p>Panelists Mondher Mimouni Director, Division of Market Development- International Trade Centre</p> <p>Sheree Anne Kelly President and CEO at Association of Chamber of Commerce Executives</p> <p>Rim Siam President of Economic Business Women Council, Alexandria Chamber of Commerce</p> <p>Maria Teresa Bustamante President – Chamber of Commerce and Industries Federation, Brazil</p> <p>Gennadiy Chyzhykov President – Ukrainian Chamber of Commerce and Industry</p>
12:15 p.m -12:30p.m.	Weaving Business Ties: Exploring Global Business through Relations between China and the Americas	<p>Yu Jianlong Vice Chairman - China Council for the Promotion of International Trade</p>
12:30 p.m. -2:00 p.m.	Free Lunch and lunch at Floor 8	
2:00 p.m. – 2:25 p.m.	Strategies for Maximizing Opportunities in the U.S. Market as MSMEs	<p>Ron Busby President and CEO of the U.S. Black Chambers, Inc. (USBC)</p>
2:25 p.m. – 3:15 p.m.	Digital Tools for Success: Optimizing Technology for Global Growth	<p>Moderator Julian Kassum Director, Global Partnerships & Development and ICC World Chambers Federation</p> <p>Panelists Andrés Gomez Becerra Senior Manager – Schneider Electric</p> <p>Ramiro López-Guio Representative IDB Group Colombia</p> <p>Monica Patiño President Servi-Informacion</p> <p>Toki Mabogunje Vice Chair - Africa ICC World Chamber Federation</p> <p>Tatiana Glad Executive Director – Impact Hub Network</p>
3:15 p.m. – 4:00 p.m.	Global Bridges: Connecting the Americas, Africa and the Middle East to boost business between MSMEs	<p>Moderator Gustavo González de Vega Vice-Minister of Economy and Internationalization - Canary Islands Government</p> <p>Panelists</p>

		<p>Richard Ngatia President – East African Chamber of Commerce, Industry and Agriculture</p> <p>Viviane Dewa Board Member - Federation of Chambers of Commerce and Industry of Madagascar</p> <p>Jean Pierre Antelo President- Chamber of Industry, Commerce, Services and Tourism of Santa Cruz</p> <p>Alberto Hoyos Lopera Vicepresidente Internacional - Grupo Nutresa</p> <p>Hassan Al Hashemi Vice President – International Relations, Dubai Chambers</p>
<p>4:00 p.m. – 4:15 p.m.</p> <p>4:15 p.m. – 4:45 p.m.</p>	<p>Geopolitics, Global Supply Chains, and Colombia's Opportunity</p> <p>Interview</p>	<p>Shannon K. O'Neill Vice President of the Council on Foreign Relations</p> <p>Interviewer</p> <p>Cameron McKenzie – International Chamber of Commerce, Board Member</p>
<p>4:45 p.m. – 5:15 p.m.</p>	<p>Networking</p>	
<p>7:30 p.m.</p>	<p>Welcome Dinner</p>	<p>Members of the General Council – WCF Special Guests</p>

DAY 2 AGENDA
May 9, 2024

Event 1: Business Matchmaking for Entrepreneurs with over fifty (50) International Buyers

Venue: Auditorium – Salitre Headquarters Bogotá Chamber of Commerce – Av. El Dorado # 68D – 35

Objective: To participate in the business matchmaking proposed within the framework of the Americas Summit of the WCF to ensure business appointments and take advantage of the presence of over fifty (50) international buyers.

8:00 a.m. – 8:15 a.m.	Buyers Readiness	
8:15 a.m. – 12:00a.m.	Business Matchmaking	Entrepreneurs, buyers, investors, and other interested parties.
12:00 p.m. – 2:00p.m.	Lunch	
2:00 p.m. – 5:00 p.m.	Business Matchmaking	Entrepreneurs, buyers, investors, and other interested parties.

Event 2: WCF Executive Committee – WCF General Council

Venue: Auditorium – Chapinero Headquarters Bogotá Chamber of Commerce - Calle 67 # 8 – 32

Objective: Attend the General Council and Executive Committee of the World Chambers Federation (WCF) to review progress on the organization's strategy.

9:00 a.m. – 9:30 a.m.	Arrival and Reception	Members of the Executive Committee – WCF
9:30 a.m. – 12:00p.m.	Executive Committee - WCF	Members of the Executive Committee – WCF
12:00 p.m. -2:00 p.m.	Lunch: WCF - Women Council session	
2:00 p.m. – 5:00 p.m.	General Council - WCF	Members of the General Council – WCF

DAY 3 AGENDA
May 10, 2024

Event 1: General Council Meetings

Venue: Chapinero Headquarters Bogotá Chamber of Commerce-Calle 67 # 8-32

Objective: Conduct 1-on-1 meetings among members of the General Council to address bilateral issues and specific projects. Participate in the planned tourist activity for the summit's conclusion.

9:00 a.m. – 12:00p.m.	One-on-One Meeting Space	Members of the General Council – WCF
12:00 p.m. – 2:00p.m.	Lunch	
2:00 p.m. – 6:00 p.m.	Exploring Bogotá: An Andean Experience Tourist Activity	Members of the General Council – WCF Chambers Leaders Special Guests
7:00 p.m.	Closing Dinner	

Event 2: ICC Colombia Annual Meeting

Venue: Salitre Headquarters Bogotá Chamber of Commerce – Av. El Dorado # 68D – 35

Objective: Attend the Annual meeting of ICC Colombia to address the predetermined agenda.

9:00 a.m. – 12:00p.m.	ICC Colombia Annual Meeting	Members of ICC Colombia
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Event 3: ICC Parallel Meetings

Venue: Salitre Headquarters Bogotá Chamber of Commerce – Av. El Dorado # 68D – 35

Objective: Attend the ICC Americas Regional Consultative meeting and the Task Force meetings to address the predetermined agendas

9:00 a.m. – 10:30 a.m.	ICC Americas Regional Consultative Group Meeting	ICC Americas Members
10:30 a.m. – 11:00 a.m.	Free	
11:00 a.m. – 12:00 p.m.	ICC WCF Sustainability Task Force Meeting	ICC/WCF Members