

SPEAKERS – WCF AMERICAS SUMMIT

Date: 8-10 May, 2024

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



Speaker Profiles WCF- Americas Summit Business Beyond Borders: MSMEs Going Global

- 1. Goal:** To learn about the different dynamics that are taking place in international markets and the measures and policies that both, countries and companies are implementing to facilitate access to international markets. Likewise, to make known the good practices and experiences that the World Chambers Federation carries out with our companies.
- 2. Profiles (organized according to their area of intervention)**

Welcoming Remarks:



Ovidio Claros Polanco
Presidente Ejecutivo – Cámara de Comercio de Bogotá

Mr. Ovidio Claros is a lawyer from the Universidad Libre. He has postgraduate studies in Public Law at the National University of Colombia, in Health Services Management at the Jorge Tadeo Lozano University, and in Environmental Law at the Universidad del Rosario. He also completed an executive master's degree in marketing management at the School of Industrial Organizations in Madrid (Spain).

He has served as a magistrate of the disciplinary chamber of the Superior Council of the Judiciary, the highest judicial authority in Colombia; as comptroller of Bogotá; a Member of the House of Representatives; and taught law in many universities.

On October 2, 2023, he became Executive President of the Bogotá Chamber of Commerce.

John Denton **Secretary General - International Chamber of Commerce (ICC)**

John W.H. Denton AO is the Secretary General of the International Chamber of Commerce (ICC). He is a global business leader, international policy advisor and legal expert on international trade and investment.

In 2022, Mr. Denton was appointed by the UN Secretary-General to represent the global private sector on the Steering Committee of the UN Global Crisis Response Group on Food, Energy and Finance. He currently serves on the Strategic Advisory Group of the WHO Foundation and the Global Task Force on Refugee Labor Mobility.



Mr. Denton is a member of the UN Global Compact Council and Co-Chair of the B20 Finance and Infrastructure Working Group, as well as a founding member of Business 20 (B20), Co-Founder of the Australia-China CEO Roundtable and a Patron of UNHCR in Australia.

He serves on the Board of IFM Global Investors, a leading institutional investment manager, and is Chairman of the Advisory Board of the Moeller Institute at Cambridge University. He also serves on the Boards of the United Nations Development Programme's Impact Investment Steering Group and UNICEF's global education initiative, GenU, and is a member of the Advisory Board of the African Green Infrastructure Investment Bank (AfGIIB) and the G7 Impact Investment Working Group. Former Diplomat.

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Mr. Denton co-led the Australian Government's 2012 White Paper on "Australia in the Asian Century" and previously chaired the APEC Finance and Economics Working Group. Prior to joining ICC, he worked for two decades as a partner and managing director of Corrs Chambers Westgarth, Australia's leading independent law firm. In 2015, Mr. Denton was appointed an Officer of the Order of Australia for his services to the business community, the arts and refugee rights, notably as founder of Human Rights Watch (Australia) and Teach for Australia.



Billy Escobar Pérez **Superintendente – Superintendencia de Sociedades.**

Lawyer from Universidad Externado de Colombia, Master in Business Administration from Universidad de los Andes, and Master in Management of Social Security Systems from Universidad de Alcalá de Henares (Spain). He has completed postgraduate studies at Salamanca and Externado Universities. He has received scholarships from the Universities of Udine and Bologna (Italy), Castilla-La Mancha (Spain) and Harvard (Massachusetts, USA).

He has more than 30 years of experience in the administration and management of higher education institutions and in the practice of teaching in the areas of Commercial Law, Labor Law, Social Security, Corporate Social Responsibility, Procedural Law and Evidence Law in national and foreign universities, among which stand out: Universidad Externado de Colombia, Universidad del Rosario, Universidad Central, Universidad Santo Tomás, Universidad de la Sabana, Institución Universitaria Politécnico Granacolombiano, Universidad de Guadalajara (Mexico), Universidad de Údine and Universidad de Modena (Italy).

Legal Advisor and Director of the Legal Office of the Universidad Externado de Colombia; General Secretary of the Universidad Central.

Legal Advisor and Director of the Law Department. Dean of Social Sciences and General Secretary of Politécnico Granacolombiano.

Has served as advisor to national and international, public and private companies, member of boards of directors. Executive for more than 30 years.

From the Superintendence of Companies he has led the adoption and reporting of good practices of corporate sustainability seeking to generate a greater social impact, promoting environmental, social and governance practices to strengthen the business fabric.

Another of its flags is business rescue, particularly of companies in insolvency, to create a sustainable business fabric that promotes business and employment.

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145 años

Rifat Hisarciklioglu

Chair – World Chamber Federation

M. Rifat Hisarcıkliođlu is the President of the Union of Chambers and Commodity Exchanges of Türkiye (TOBB), the largest business organization in Türkiye since 2001, covering 365 chambers and commodity exchanges with 1.5 million members. After a one-year vice-presidency period, Hisarcıkliođlu was elected as the President of TOBB in 2001 and was re-elected respectively in 2002, 2005, 2009, 2013, 2018 and 2023.

M. Rifat Hisarcıkliođlu earned his B.A. degree in Economics and Management from Gazi University in Ankara. As a prominent businessperson in Türkiye and in the surrounding region, currently he is the Chairman of Eskihisar Group of Companies, which operates in the fields of construction, construction materials, export and import, investments, land development, food industry and automotive sector.



Mr. Hisarcıkliođlu, who has been decorated with Merit Badges, Honor Medals and Outstanding Service Awards by many governments and international organizations in recognition of his work and contributions to international economic development, also holds honorary doctorates awarded by a number of universities. He has worked in numerous international organizations and chamber organizations and holds many titles in various organizations:

- Chair, World Chambers Federation (WCF) (2023 – 2025)
- Vice President of EUROCHAMBRES (2009-...)
- Vice President of the Islamic Chamber of Commerce, Industry and Agriculture (2009-...)
- Member of the Executive Board of ICC (2012 – 2018) and (2023 – 2026)
- Chair of B20 Türkiye (2015-...)
- Chair of ICC-Türkiye (2001-...)
- President of the Turkish Chamber of Commerce and Industry (2019-...)
- Vice President of the Confederation of Asia-Pacific Chambers of Commerce and Industry (2014-...)
- President of the Association of Balkan Chambers (2018)
- President of Economics Cooperation Organisation (ECO) Chamber of Commerce & Industry (2018-2020)
- President of D-8 Chambers of Commerce and Industry (2017-2019)
- Co-President, Turkish-African Chamber (2008-...)
- Co-President of the Turkish-Arab Chamber (2016-...)
- Honorary President of TOBB Women Entrepreneurship Council (2007-...)
- Honorary President of TOBB Youth Entrepreneurship Council (2009-...)
- Chair of the Board of Trustees of TOBB University of Economics and Technology (2003-...)
- Chair of the Economic Policy Research Foundation of Türkiye (2004-...)
- Co-Chairman of the EU-Türkiye Joint Consultative Committee (2016-...)
- Board Member of Türkiye Wealth Fund Management (2018 -...)
- Chair of Türkiye's Automobile Joint Venture Group-TOGG (2018-...)

Hisarcıkliođlu has been awarded the Dostlug Order of Azerbaijan Republic, State Order by the Federal Republic of Germany, the Legion of Honour by the the French Republic, Gold Medal of Merit by the Austrian Republic, the 'Commendatore' by the Italian Republic, Spanish Order of Civil Merit with degree of Encomienda, the Medal of Inspiration from Mongolia, Medal for Development of Friendship and Cooperation from Kazakhstan and the Mediterranean Leadership Award by the John Hopkins University, USA. Hisarcıkliođlu was also awarded with the Austrian Federal Economic Chamber Gold Medal, Medal of Honor by the Assembly of French Chambers of Commerce and Industry, Honorary Membership Award by the Chamber of Commerce and Industry of Romania, Medal of Honor by Ukrainian Chamber of Commerce and Industry, Honor Award from the Pakistan Federation of Chambers and Commerce, Medal of Honor by Georgian Chamber of Commerce and Industry and the Gratitude Award from the Islamic Chamber of Commerce and Industry.

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María Fernanda Garza

President – International Chamber of Commerce

Mexican, CEO of Orestia, business leader, strong advocate of business ethics, board member of several business organizations. She was VP of Employers at the 98th Session of the International Labour Organization.

She is currently Chair of the International Chamber of Commerce and is part of the group of advisors and leaders of the B20 and the United Nations Internet Governance Forum.

- Maria Fernanda Garza is a Mexican businesswoman, CEO of Orestia, a manufacturing home improvement-water solutions company, with exports to USMCA region, Latin-America and Asia.
- Her interest in improving the business environment, made her a prominent business leader at a young age. Board member of Mexico's leading business organizations such as COPARMEX, CCE, ALIARSE, among others.
- For ten years, Mexico's Employer Delegate to the International Labour Organization Conference, where she became appointed Employer's Vice Chair at the ILO's 98th Session.
- Maria Fernanda Garza was Chair of ICC México from 2014 – 2020.
- Regional Coordinator for the Americas 2012-2020.
- Member of the Governing Body of the International Court of Arbitration.
- She is currently, Chairwoman of the International Chamber of Commerce (ICC).
- Member of the Advisory Committee on Sustainable Urbanization of the President of the UN General Assembly's.
- Member of the International Advocacy Caucus of Indonesia B20 and Brazil B20
- She was appointed to serve on the United Nations Secretary-General's inaugural Internet Governance Forum (IGF) Leadership Panel for two years since 2022.
- Member of Advisory Board of the World Intellectual Property Organization (WIPO) Global Innovation Index 2024

Conference: Breaking Through Barriers: Leadership Lessons from a Global Entrepreneur

Andrés Moreno

Founder, Chair of the Board and CEO - Open English

As CEO of his company, has raised over US\$130 million in investment capital for the leading English learning platform in Latin America, achieving a global presence. Multifaceted entrepreneur involved in different projects with regional impact.

Co-founder and CEO of Escala (sales and marketing automation platform), Longevo (virtual counseling to improve the health and wellness of Latin Americans) and founder of Next University (online higher education institution).

He is also a founding board member of Endeavor Miami.

Awarded as "Latin American Entrepreneur of the Decade" by Babson College.



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Interview with Andrés Moreno:



Karen Carvajalino
CEO and co-founder – The Biz Nation

Karen Carvajalino is an entrepreneur, speaker, author and education activist in LATAM. She started her first company when she was 8 years old, 15 dollars and her two sisters. Since then she has been dedicated to transforming lives around the world through entrepreneurship training, youth empowerment and technology. She is a speaker, author of several influential books, and has over a decade of experience in the business world.

She and her sisters are considered some of the most influential leaders in Latin America, impacting more than 500,000 people in 20 countries. Karen has been on the cover of Forbes magazine as one of the 30 Promising Startups of Colombia and chairs the Board of Directors of the Chamber of Entrepreneurship and Innovation of ANDI.

Conference: Regional Value Chains: Challenges and Opportunities

Sergio Díaz-Granados
Executive President – CAF

Lawyer from the Externado University of Colombia, with postgraduate studies in Public Management for social development at INAP (Spain). He completed higher studies in Constitutional Law, taught by the University of Salamanca (Spain). He has an extensive career in public and private service, both nationally and internationally, with a special emphasis on development and regional integration issues.



He has held the positions of Minister of Commerce, Industry and Tourism of Colombia, Vice Minister of Business Development and President of the Boards of Directors of Bancoldex and ProColombia. He has also been a Congressman and Chairman of the Economic Affairs Committee of the House of Representatives.

Before joining CAF, he served between 2015 and August 2021 as Executive Director for Colombia and Peru at the IDB Group, which consists of the Inter-American Development Bank (IDB), IDB Invest and IDB Lab. He was the dean and chairman of the committee Coordinator of the Executive Board. He was part of the merger process of the Inter-American Investment Corporation in 2015. Likewise, he supported the approval of the second replenishment of the Multilateral Investment Fund (IDB LAB). As Executive Director, he chaired the IDB Policy and Evaluation Committee between 2016 and 2017, and the Board Committee of the Inter-American Investment Corporation (IIC / IDB Invest) between 2018 and 2019.

During his tenure as Minister of Commerce, Industry and Tourism of Colombia between 2010 and 2013, he was a member of CAF's Board of Directors, contributing to the strengthening of the Latin American dimension of the Institution, as well as his important role in promoting the sustainable development and regional integration. He led the trade and framework agreement negotiations that led to the creation of the Pacific Alliance and the entry into force of trade agreements with the United States and the European Union. He also completed trade negotiations with South Korea, Israel, Costa Rica, and Panama, and began negotiations with Japan.

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As deputy minister of business development between 2006 and 2008, he worked on the creation of the Banca de las Oportunidades program as an instrument for financial inclusion, as well as on reforms to improve the business environment in Colombia. He also served as Advisor to the Minister of Finance and Public Credit. He was a Congressman and president of the commission of economic affairs of the Congress. He was president of the Association of Travel and Tourism Agencies, the main union in the tourism sector. He has been president of the Boards of Directors of Bancóldex, ProColombia, the National Guarantee Fund, the National Tourism Fund FONTUR and "Marca País". On the academic level, he has been a professor at the Sergio Arboleda University in Colombia.

Panel 1: Connecting Cultures, Expanding Markets: Keys to Global MSME Success



Marcelo Elizondo

President of ICC Argentina - Director of the Argentine Chamber of Commerce

He holds an MBA from the Polytechnic University of Madrid -Spain-; a Law degree from the University of Buenos Aires; with a master's degree in Business Administration from UPM in Madrid, Spain. He completed master's programs at Harvard University -United States- and in Business Strategic Planning at the University of Chile. He completed the university teaching degree in Political Science at the University of Buenos Aires.

Since 2010, he has founded and directed the consultancy "DNI - International Business Development" and is a member of the Board of Directors of the Chamber of Commerce and Services of Argentina. He has served as a consultant for international organizations and companies in countries in the Americas and Europe and is an advisor and consultant for companies (Argentinian and foreign).

He has authored the book "La Argentina Estructural. Inserción Económica Internacional" and co-authored the book "Consortios de Exportación. La experiencia latinoamericana y española" (Buenos Aires; Editorial Araucaria, 2007) and the book "Argentina 2020" (Buenos Aires, Editorial Lummiere, 2007). He is also the author of several academic papers and articles in various newspapers, magazines, and specialized publications in Argentina and abroad.

- President of the Argentine Committee of the International Chamber of Commerce (ICC) and Continental Regional Coordinator for the Americas of the International Chamber of Commerce (ICC).
- Chairman of the Global Task Force on Corporate Sustainability at the World Chambers Federation.
- Director of the Master's in Strategic-Technological Management (DET) and Professor of International Competitive Strategies at the Buenos Aires Institute of Technology (ITBA).
- President of the Argentine Chapter of the International Society for Performance Improvement (ISPI).
- President of the international section of LIDE Argentina.
- Member of the Board of Directors of the Argentine Chamber of Commerce and Services (CAC).
- Director of the International Economy Committee of CARI
- Member of the Advisory Council of CIPPEC.
- Since 2010, he has founded and directed the consultancy "DNI - International Business Development", serving as an advisor and consultant for Argentine and foreign companies.

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Mondher Mimouni **Director - Market Development Division – ITC**

Director, Division of Market Development at the ITC. Mr. Mimouni has worked as Chief of Trade and Market Intelligence, Chief of Market Analysis and Research and as Senior Market Analyst at the International Trade Centre.

Mr. Mimouni has extensive experience in international trade, trade policy, economic research and in coordinating and executing large trade intelligence projects, including the development of market analysis and competitiveness tools and studies.



He is a member of several working groups, including the SDG development group, the United Nations Committee for the Coordination of Statistical Activities, and the GTAP board of directors at Purdue University.



Sheree Anne Kelly **President and CEO - Association of Chamber of Commerce Executives**

Sheree Anne is the head of the Association of Chamber of Commerce Executives (ACCE) representing more than 10,000 industry professionals worldwide. ACCE serves the community via professional development, innovative problem solving, best practices, and industry thought leadership. Under her leadership, the association has expanded services, grown membership, increased revenue and built dozens of new strategic partnerships.

Previously, Sheree Anne was senior vice president of the Public Affairs Council and executive director of their foundation. During her 16 years at the global association, she served as chief public affairs expert, and oversaw thought leadership, professional development, consulting and benchmarking. During her tenure, she opened the Council's first international office in Brussels.

Prior roles include positions in government affairs at the National Association of Home Builders, and on the corporate development and corporate relations teams at the U.S. Chamber of Commerce.

Sheree Anne holds an MBA from Georgetown, a Master of Arts in Government from Johns Hopkins and a Bachelor of Arts from Bucknell University. She is a member of the U.S. Chamber of Commerce's Chamber Committee of 100.

Rim Siam **Rim Siam, President – Economic Businesswomen Council, Alexandria Chamber of Commerce**

Egyptian businesswoman and a graduate of the Alexandria Business University, recognized for her diligence, proactivity and creativity. She stands out for her experience in international trade, marketing communications, youth training, mentoring and leadership. Among her most noteworthy roles are the following:



President of the Economic Businesswomen Council at the Federation of Egyptian Chambers of Commerce and at the Alexandria Chamber of Commerce. Founder and CEO of WEBB International Middle East Ltd., Regional Director of the Hot Mommas Project at the George Washington University Business School. Managing Director/Partner at Ibrahim Hassan Siam & Partners, an import/export company in Egypt and the United Arab Emirates.

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In addition to her outstanding business career, Rim is a mentor and is committed to giving back to the community. She was elected member of the General Council of the ICC World Chambers Federation for the 2023-2025 period.



Maria Teresa Bustamante **President – Chamber of Commerce and Federation of Industries, Brazil**

Bachelor's degree in Economics and a Master's and PhD in Business Administration. She has also actively participated in various national and international seminars, courses and workshops on Foreign Trade.

Currently, she serves as Chief of Staff of the Presidency and President of the Chamber of Foreign Trade at FIESC, where she also coordinates the SC Internationalization Ecosystem and leads internationalization programs, such as the Intercomp Program and the Competitiveness and Internationalization Intelligence Platform. In addition, she is a professor in several courses related to Law, Business Administration and Production Engineering in institutions such as GRUPO ÁNIMA (UNISOCIESC) and UNIPOSITIVO.

She was the Corporate Director of Foreign Trade and Institutional Relations at Whirlpool S.A. for almost four decades. She has been a speaker on international, political and humanist issues, as well as a Senior Fellow at the South America Nucleus of CEBRI.

In the academic field, she has published a book on Foreign Trade and another on Innovation, in addition to several opinion, journalistic and scientific articles. She has received awards such as the LIDE WOMAN SANTA CATARINA AWARD in 2021 and 2022.

Her career reflects solid knowledge in Foreign Trade, outstanding experience in leadership and teaching, as well as a commitment to research and the dissemination of knowledge in diverse areas of study.

Gennadiy Chyzykov. **President – Ukrainian Chamber of Commerce and Industry**

He graduated from high school with a gold medal, studied at the Donetsk Institute of Trade from 1981 to 1985 at the trade and economic faculty. After completing military service, he worked as an economist in the Trade Organization Department of the Donetsk company «Mebli», and from 1987 – at the Donetsk Institute of Trade, where he held the positions of Assistant and Associate Professor of the Faculty of Enterprise Economy.



In 1992 he defended his Master's thesis, in some time – a Doctorate with specialty in Foreign Economic Activity. He has over 80 published scientific and nonfiction articles. He completed fellowships at the Bradford School of Business, University College Cork (Ireland), Greater Pittsburgh Chamber of Commerce (USA).

Gennadiy Chyzykov has contributed to the development of the Chamber movement in Ukraine for over 20 years. From June, 2002 to February, 2014 he was President of the Donetsk Chamber of Commerce and Industry. From February, 2013 Gennadiy Chyzykov has held the position of President of the Ukrainian Chamber of Commerce and Industry. On May 19, 2015 he was re-elected as President of the Ukrainian Chamber of Commerce and Industry. In this period, the following have been created and founded at the UCCI - a network of Export Support Centers, the National Export Forum, bilateral Business Councils with partners from 30 countries.

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Conference: Weaving Business Ties: Exploring Global Business through Relations between China and the Americas



Yu Juanlong

Vicepresidente – Consejo Chino para la Promoción del Comercio Internacional

Vice Chairman, China Council for the Promotion of International Trade

Vice Chairman, China Chamber of International Commerce

Vice Chair, World Chambers Federation

Mr. Yu Jianlong worked successively as Deputy Division Director, Division Director and Deputy Director General of the Department of International Relations of China Council for the Promotion of International Trade (CCPIT).

In December 2014, he was appointed Director General of the Department of Economic Information. He then worked as Vice Chairman and Secretary General of the China International Economic and Trade Arbitration Commission (CIETAC) and President of the Arbitration Court of CIETAC, Vice Chairman of the China Maritime Arbitration Commission (CMAC) and President of the Arbitration Court of CMAC, and Secretary General of the China Chamber of International Commerce (CCOIC).

In January 2021, he was appointed Secretary General of the CCPIT. Mr. Yu started to serve as Vice Chairman of the CCPIT since August 2022. He began his role as Vice Chair of World Chambers Federation in January 2019.

Conference: Strategies for Maximizing Opportunities in the U.S. Market as MSMEs

Ron Busby

President and CEO -US Black Chamber of Commerce

As the President and CEO of the U.S. Black Chambers, Inc. (USBC), Ron Busby Sr. stands as a paragon of leadership and dedication to the progress of Black business and community advancement. His career, characterized by significant achievements as both a successful entrepreneur and an active community leader, reflects his deep commitment to these causes.



Ron's journey in entrepreneurship is highlighted by his tremendous success with USA Superclean, transforming it from a modest beginning with \$150,000 in annual revenue to a robust \$15 million in just ten years. This success not only demonstrates his exceptional business skills but also his capacity to generate significant economic impact. His leadership roles, including as Chairman of the Board and President of the Greater Phoenix Black Chamber of Commerce, further exemplify his commitment to uplifting and empowering Black businesses.

During his tenure of over 14 years leading USBC, Ron has guided the organization to become an influential global network of independent Black Chambers and business associations. He has played a crucial role in building strategic partnerships, delivering a range of services, and offering vital resources to Black businesses around the world.

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Ron's influence and contributions reach far beyond USBC. He holds positions on numerous esteemed boards such as the MBDA Business Advisory Board, Bowie State Board, Alabama A&M Sports Council Board, Bayou Classic Board, Pfizer Small Business Council, National Newspapers Publishers Association Foundation Board of Directors, and the White House African American Leadership Council. His previous involvement with the U.S. Small Business Administration's Council on Underserved Communities also highlights his dedication to promoting economic empowerment.

Recognized as one of the nation's foremost CEOs, Ron has rightly earned the title of the "Global Voice of Black Businesses." Under his stewardship, USBC has expanded to represent over 300,000 Black-owned businesses and 162 Black Chambers across Africa, Canada, Colombia, and Puerto Rico.

A respected thought leader, Ron has been featured in various high-profile media outlets including Forbes, Inc., PBS, The Washington Post, The Guardian, and on networks like CBSN, CNN, MSNBC, among others. His expert opinions on Black entrepreneurship, economic development, and mergers & acquisitions are greatly esteemed.

Ron's acumen extends beyond business development to advising elected officials and U.S. Presidents on Black business and economic development matters.

A proud graduate of Florida A&M and holder of an MBA from Clark Atlanta University, Ron's educational background underpins his deep understanding of the economic dynamics within the Black community.

Dubbed "America's Black CEO," Ron Busby Sr. remains a source of inspiration and a pivotal figure in championing Black business growth and community empowerment. His leadership at USBC and extensive contributions to various platforms exemplify his steadfast commitment to economic advancement and social equity.

Busby is a devoted father and avid golfer who cherishes his leisure time on the greens. He maintains a deep-seated passion for supporting HBCUs and organizations that are at the forefront of driving economic progress within the Black community.

Panel 2: Digital Tools for Success: Optimizing Technology for Global Growth

Julian Kassum

Director - Global Relations and Development - ICC

Julian Kassum has spent over 20 years building relationships with stakeholders and forging alliances between regions to drive collective policy agendas and help the private sector make a sustainable impact on society. He holds both French and British citizenship, with multicultural background and extensive work experience in Latin America, speaking four languages and leading interdisciplinary teams from multiple countries.



Throughout his career, he has communicated with different audiences and led collaboration between the public and private sectors, both globally and nationally, in complex political contexts. He has led collaboration efforts with international organizations, governments, trade associations, multinational companies, startups, NGOs, and the academic world.

His leadership profile has been valued as an "Energizer" by a top executive search firm, believing in the importance of making sense and leading by influence with collaborators, peers, and partners.

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Andres Gomez Becerra Senior Manager – Schneider Electric

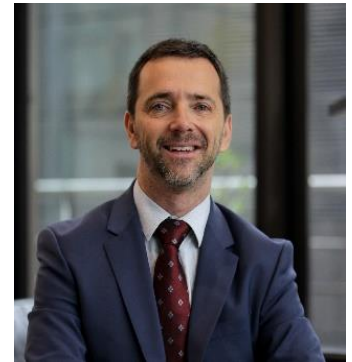


Andrés Gómez Becerra is the CS&Q Senior Manager at Schneider Electric for the six countries of the Andean cluster, specializing in Customer Experience, Innovation, and Corporate Transformation. His areas of expertise include Transformational Leadership, Innovation Strategy, and Organizational Change Management.

He has worked on notable projects such as open innovation system generation, innovation lab implementation, corporate transformation of organizations, and total customer experience management. Andrés is willing to forge collaborative ties in open innovation with other ecosystem actors.

Ramiro Andres Lopez Guio Representative - IDB Group Colombia

He is an economist from the National University of La Plata (Argentina), with a Postgraduate degree in Economics from Torcuato di Tella University (Argentina), a Master's degree in International Political Economy from the University of Warwick (UK), and a PhD from the Institute of Governance and Public Management at Warwick Business School (UK). Before joining the IDB, he was a consultant for the World Bank in the Public Sector Unit for Latin America and the Caribbean.



Previously, he worked in the Chief of Cabinet of Ministers and in the Presidency of Argentina on projects financed by the World Bank aimed at strengthening public management at various levels of government. In Argentina, he conducted research at the Federal Investment Council and the National Council of Scientific and Technical Research.

He has taught courses at various universities and published research papers in academic journals and editorials, including "Municipal interdependence in metropolitan regions. The case of the Bogotá Savannah" (IDB, 2018). Since 2008, he has worked as a specialist in the Fiscal and Municipal Management Division in Bolivia and Colombia, leading investment loan operations for subnational governments and as Coordinator of the Emerging and Sustainable Cities Program in Colombia. Since 2018, he has served as Chief of Operations of the IDB Representation in Colombia.*

Monica Patiño Presidente Servi-Información

President and co-founder of the Colombian company, Servinformación, she is recognized for her extensive experience in the technology and data analysis sector in Latin America. Currently, she is a member of the Board of Directors of Fedesoft, Tecnalia, and Saving the Amazon, where she contributes her knowledge and experience to strategic decision-making.



She holds a degree in Industrial Engineering from the Georgia Institute of Technology with a specialization in Senior Management and Marketing from the ICESI University. With over 30 years of experience leading projects, she brings leadership, knowledge, and expertise to the IT sector and supports technological ventures. She is a faithful follower of Cari Sandburg's idea "Nothing good happens that has not been a dream at some point," and she always motivates and drives entrepreneurship, leveraging experience as an important factor.

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Toki Mabogunje
Vice President – ICC Africa

Toki Mabogunje is Vice President for Africa of the World Chambers Federation. She is the former President of the Lagos Chamber of Commerce and Industry (LCCI), Nigeria, and is only the third woman in 135 years to hold that position. Toki is Honorary Consul of the United Republic of Tanzania in Lagos, Nigeria, and founder and principal consultant of business development company Toki Mabogunje and Co. (TMC), based in Lagos, Nigeria. She is a certified Business Development Services Provider (BDSP), who for over two decades has been dedicated to investing, establishing, growing and managing businesses on the African continent.

Toki has 40 years of legal experience, specializing in international trade law. As a business development consultant, Toki has led her company (TMC), to deliver critical projects for the Nigerian business sector; such as THE WORLD BANK MSME PROJECT (2005 - 2008) providing business development services to private sector companies, working with the Center for Private Enterprise (CIPE) in Washington DC. to create BUSINESS COALITIONS (2010-2014) in West, East and Southern Africa for the democratic process; as well as in the development and execution of a corporate planning and strategy process for public sector ministries in Lagos, Nigeria, to improve the efficiency of the public sector in addressing public and community needs business; and the USAID AGRICULTURE AS BUSINESS PROJECT (2013-2016), which provides business development services to Nigerian farmers, among many other commitments.

Tatiana Glad
Executive Director – Impact Hub Network

Tatiana Glad is an entrepreneur, sustainability practitioner and change strategist with a focus on impact entrepreneurship, social innovation, and sustainable business. Tatiana is Executive Director of the global Impact Hub network and co-founder of social enterprises Impact Hub Amsterdam and Waterlution.



She has a MSc in Responsible Business Practice, and has worked in various capacities to advance sustainability in SMEs and multinationals through innovation. She has previously served as an appointed expert to the City of Amsterdam's Social Entrepreneurship Action Program and currently is part of the WEF's Global Alliance for Social Entrepreneurship. Tatiana is Canadian, based in Amsterdam.

Panel 3: Global Bridges: Connecting the Americas, Africa and the Middle East to boost business between MSMEs



Gustavo González de Vega
Deputy Minister of Economy and Internationalization - Government of the Canary Islands

Gustavo holds a law degree from the University of La Laguna and a master's degree in International Maritime and Port Administration from the Menéndez Pelayo International University.

He is a civil servant of the Excmo. Cabildo Insular of the island of Tenerife, currently responsible for External Action. Previously, between 2003 and 2007, he served as Technical Coordinator of European Affairs. From 2007 to 2012, he held positions as Director General of Finance and General Coordinator of Economy, Finance, Personnel, and Resource Management of the Central

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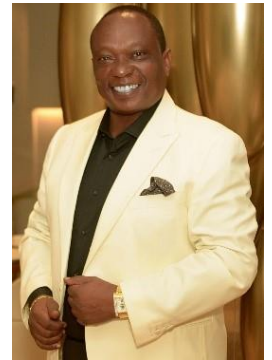
145 años

Services Area of the City Council of Santa Cruz de Tenerife. In February 2012, he joined the Tenerife Free Zone as Special Delegate of the Ministry of Finance and Public Administrations of the Spanish State, exercising the functions of President of the Executive Committee.

During the exercise of these functions, he was appointed Vice President of the Association of Free Zones of the Americas (AZFA) for the period 2016-2018. Currently, he is President of the Association for the period 2018-2020, participating on behalf of the TFE and the AZFA in numerous international conferences as a speaker in the field of international trade and the free zone regime. On June 28, 2019, he was appointed Member of the Board of Directors of the World Free Zones Organization (World FZO).*

Richard Ngatia **President** **East African Chamber of Commerce, Industry and Agriculture**

Richard Ngatia is the current President of the East African Chamber of Commerce Industry and Agriculture that holds 9 countries and in collaboration with other African countries including Seychelles, Mogadishu, Somalia he is the immediate President of Kenya National Chamber of Commerce and Industry where he served for 4 years,



He also sat as the Chairman of the International Conference of the Great Lakes Region (ICGLR) Private Sector Forum, an inter-governmental organization of 12 Member States of Africa. He is also the immediate former Chair of the IGAD Business Council, an eight African country trade bloc. Mr Ngatia also serves as a member Council of the World Chamber Federation/International Chamber of Commerce

Ngatia served as the Special Business Advisor to the Council of Governors in Kenya for 4 years, He is the Patron at Health Relief International Kenya and Deputy Patron at the Kenya National Federation of Jua Kali Associations. He is the MD & Founder of Megascop healthcare k ltd a leading company in the healthcare sector in kenya. He is a philanthropist and a family man.



Viviane Dewa **Board Member – Federation of Chambers of Commerce and Industry of Madagascar**

Successful professional with extensive experience in economic diplomacy, international trade, public relations, negotiation and promotion of the blue economy. She has a solid academic background, having obtained a BTS in Hotel Marketing and Management from the Academy of Montpellier, France, in 1995, and a BTS in Design and Marketing of Tourism Products from the same institution in 1997.

In November 2023, Viviane received a Certificate of Success in Economic Intelligence from the SME Trade Academy and ITC Geneva. She also holds a Certificate in Business with Chinese People from ITC Geneva, issued during the Congress of the World Chambers Federation in June 2023.

Her professional career includes significant achievements, such as:

- Having been President of the Federation of the 24 Chambers of Commerce and Industry of Madagascar (FCCIM) from 2017 to 2023.
- Being a member of the Board of Directors of the International Chamber of Commerce (ICC).
- Holding positions in various international chambers of commerce and industry, including the UCCI/OI, the Union of Chambers of Commerce and Industry of the Indian Ocean, and the Union of Chambers of Commerce, Industry, Agriculture and Professions of Africa.

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- Leading economic development initiatives in Madagascar and fostering trade relations with China.
- Viviane's contributions extend to promoting the blue economy in Madagascar, negotiating the return of regional flights with Air Austral, restructuring tourist offices and signing agreements to promote international trade with partners such as China, India and Kenya.

She is also an advocate for women entrepreneurs, having founded and served as national vice president of EFOI (Women Entrepreneurs of the Indian Ocean), promoting competitiveness and empowerment among women in business.

Jean Pierre Antelo

President - Chamber of Industry, Commerce, Services, and Tourism of Santa Cruz

Jean Pierre Antelo serves as the President of the Chamber of Industry, Commerce, Services, and Tourism of Santa Cruz, Bolivia - CAICO. He is an experienced entrepreneur with expertise in various sectors, including logistics, foreign trade, insurance, and healthcare.

Previously, he served as the director of the Bolivian Institute of Foreign Trade - IBCE, and currently holds the position of vice president of the Santa Cruz Trade Fair - Fexpocruz. Among his recent achievements, he has served as president of the Federation of Private Entrepreneurs of Santa Cruz and president of the International Chamber of Commerce - ICC Bolivia.



Throughout his career as a business leader, his vision has always been focused on regional and national development from the private sector. At the business level, he has aimed to promote the resilience of companies in adverse and challenging contexts like those of recent years. Regionally, he aspires to promote Santa Cruz in the 21st century through productive activities, which are crucial for its success. Nationally, his interest lies in promoting points of convergence amid differences while upholding the principles for building a prosperous and inclusive Bolivia with an active role for the private sector.

Professionally, he holds a degree in Business Administration and Entrepreneurship from the University of Florida (United States) and later obtained a Master's degree in Foreign Trade and International Business from the University of Barcelona (Spain). Likewise, in 2023, he completed the Certificate for Public Leadership (PLC) at the John F. Kennedy School of Government at Harvard University (United States).



Alberto Hoyos

International Vice-president- Grupo Nutresa

Mechanical Engineer from the Pontifical Bolivarian University and MBA with a focus on International Business from EAFIT University.

He has held positions such as Director of Purchasing and Manager of International Business at NOEL Compañía de Galletas in Colombia, and General Manager of Pozuelo Biscuit Company in Costa Rica. Since 2007, he has served as President of NOEL Compañía de Galletas S.A.S., President of the Biscuit Business, and International Vice President of Grupo Nutresa. Currently, he is the Leader of the

Talent Table of the CUEE 2.0 (University-Business-State Committee), and Member of the Boards of Directors of the Food Industry Chamber of the National Business Association of Colombia - ANDI and Bimbo de Colombia.

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Hassan Al Hashemi **Vice President - International Relations, Dubai Chamber**

Hassan Al Hashemi is Vice President of International Relations at Dubai Chambers, the emirate's engine of economic development and business growth that drives impact for its members while cementing Dubai's position as a leading global hub for business, trade, and investments.

Recognised internationally as a key representative of Dubai Chambers, Al Hashemi leads strategic engagement with the public and private sectors and fosters bilateral dialogue to strengthen cross-border partnerships and trade relations, drive high-level business networking programmes, and maximise the impact of inbound and outbound delegations and missions.



Al Hashemi has contributed to expanding Dubai Chambers' global reach by successfully developing its growing network of more than 30 international representative offices across five continents to support the expansion of member companies and attract businesses and investments to the emirate. He also played a leading role in establishing the Dubai Association Centre, a first-of-its-kind centre in the region that is instrumental in attracting non-profit international business and professional bodies to Dubai.

Al Hashemi holds a bachelor's degree in management and marketing from the University of Dubai and is a graduate of the Mohammed Bin Rashid Programme for Leadership Development. In addition to his role at Dubai Chambers, he serves as Vice-Chair of the World Chambers Federation for the MENA region and Secretary General of the International Chamber of Commerce – UAE Chapter (ICC-UAE) and sits on the boards of several local and international business organisations

Conference– Afternoon: Geopolitics, Global Supply Chains, and Colombia's Opportunity



Shannon K. O'Neil **Vice President at the Council on Foreign Relations,**

Vice President of Studies and Nelson and David Rockefeller senior fellow for Latin America Studies at the Council on Foreign Relations. She is an expert on global trade, supply chains, Mexico, Latin America, and democracy.

Dr. O'Neil is the author of *The Globalization Myth: Why Regions Matter* (Yale University Press, 2022), which chronicles the rise of three main global manufacturing and supply chain hubs and what they mean for U.S. economic competitiveness. She also wrote *Two Nations Indivisible: Mexico, the United States, and the Road Ahead* (Oxford University Press, 2013), which analyzes the political, economic, and social transformations Mexico has undergone over the last three decades and why they matter for the United States. She is a columnist for Bloomberg Opinion, and a frequent guest on national broadcast news and radio programs. Dr. O'Neil has often testified before Congress, and regularly speaks at global academic, business, and policy conferences.

Dr. O'Neil has lived and worked in Mexico and Argentina. She was a Fulbright scholar and a Justice, Welfare, and Economics fellow at Harvard University, and has taught Latin American politics at Columbia University. Before turning to policy, Dr. O'Neil worked in the private sector as an equity analyst at Indosuez Capital and Credit Lyonnais Securities. She holds a BA from Yale University, an MA in international relations from Yale University, and a PhD in government from Harvard University. She is a member of the board of directors of the Tinker Foundation.

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Interview with Shannon K. O'Neil:

Cameron McKenzie

Board Member - International Chamber of Commerce

Founder of McKenzie & Associates, LLC and Past Puerto Rico Chamber of Commerce President.

Cameron is an investment banker, investor and entrepreneur. He earned his undergraduate degree and an MBA from Babson College in the USA. He has been recognized as "40 under 40" by The National Association of Certified Valuers and Analysts and awarded as "Americas Rising Dealmaker" by the Global M&A Network.



He chaired the Puerto Rico Chamber of Commerce (2023-2024) and is currently a member of the ICC Executive Board. He also serves as Puerto Rico's honorary consul to Japan.

Cameron has extensive experience in acquisitions and mergers, capital raising, company valuations and corporate finance advisory, having represented public and private companies in various industries in the Americas.