

# Latin America and the Caribbean Outsourcing Summit Outsource2LAC

Westin Camino Real Hotel, Guatemala City  
November 11-13, 2014

## November 11<sup>th</sup>, 2014

- 14:00 – 21:00**     **Registration and check in** - Convention Center, Westin Camino Real and Lobby of Clarion Suite Hotel
- 9:00 – 17:00**     **Certified Outsourcing Professional (COP) Standards Workshop** – Pintores Room, Westin Camino Real Hotel  
An educational program developed by IAOP and part of the Certified Outsourcing Professional® (COP) training and certification program. In this introductory workshop, attendees will learn how to achieve desired outsourcing results by understanding each step of the outsourcing process, as described in the Outsourcing Professional Standards, and receive points towards certification. To see the complete program, [click here](#).
- 19:00 – 21:00**     **Welcome Cocktail** - La Terraza Salon, Westin Camino Real Hotel
- 

## November 12<sup>th</sup>, 2014

- 08:00 – 18:00**     **Registration and check in** – Convention Center, Westin Camino Real Hotel
- 08:30 – 9:15**     **Opening Ceremony** – Convention Center, Westin Camino Real Hotel
- **Otto Perez Molina**, President of Guatemala\*
  - **Juan Carlos Paiz**, Guatemala’s Presidential Commissioner for Competitiveness
  - **Fernando Quevedo**, Representative in Guatemala, Inter-American Development Bank (IDB)
  - **Estuardo Castillo**, President, Guatemalan Association of Exporters (Agexport)
  - **Claudia de Del Aguila**, Vice Minister of Investment and Competition, Guatemala
- 9:15 – 10:15**     **Plenary Session 1: Changing market dynamics, opportunities and implications for the region**  
The services industry is one of the most dynamic sectors in the global economy. Every day, multinationals make important decisions that reshape the global market. Emerging technologies, service innovations and a client-centered approach are leading to next generation enterprise models. This panel gathers top leaders to discuss global trends that are having an impact on the overall services outsourcing industry, and recommends strategies for the Latin

American and Caribbean countries to take full advantage of new opportunities.

Moderator

**Fabrizio Operti**, Chief, Trade and Investment Unit, Inter-American Development Bank

Panelists

- **Avinash Vashista**, CEO and Managing Director, Accenture, India
- **Sergio Paulo Gallindo**, President, BRASSCOM, Brazil
- **Jomari Mercado**, CEO and President, BPAP, Philippines
- **Stepen Sunn**, Executive Vice President, Devott Inc, China
- **Jeff Pappas**, Principal, Cresa, US

**10:15 – 11:30**

**Plenary Session 2: Upgrading the skills of the talent pool to stay competitive in the global outsourcing landscape.**

On one hand, new technologies are emerging as a threat to traditional low-cost outsourcing services. On the other, they represent a golden opportunity for service providers to offer innovative and higher value-added solutions. In order to take advantage of these opportunities, it is critical to develop a highly and “rightly” skilled talent pool. In this session, panelists will discuss case studies on human capital development for the service outsourcing industry to synthesize lessons from their challenges and successes.

Moderator

**Pablo Garcia**, Lead Specialist, Trade and Investment Unit, Inter-American Development Bank

Panelists

- **Alejandro Ferrari**, General Manager of the Global Services Program in Uruguay
- **Miro Batista**, President for Latin American Operations, Expert Global Solutions (EGS)
- **Ximena Cárdenas**, Talent Acquisition Manager, Unisys
- **Marco Baars**, Commodity Manager, Intel Corporation

**11:30 – 11:45**

**Future Flash: The Future of Work**

**Maria Silvina Moschini**, Co-Founder and President, Cloudsourcing.us

11:45– 12:45

**Plenary Session 3: Digital, the next wave of exponential growth (Social, Mobile, Analytics and Cloud)**

As individuals and enterprises become more adoptive of mobility, social networking platforms and cloud technology, SMAC presents an opportunity to increase productivity, enable interoperability and generate business intelligence on demand. SMAC has possibly been “top of the talk” across all business transformations. During this session the panel will explore the “next generation enterprise model” and discuss emerging opportunities that SMAC offers.

Moderator:

**Vikrant Khanna**, Principal, Tholons, India

Panelists

- **Atul Vashishta**, Chairman & CEO, NEO Group
- **Elliot Torres**, Manager System Integration, Deloitte.
- **Juan Pablo Nuñez**, VP Software Factory, Infocorp
- **Luis Ahumada**, Director, MediaStream
- **Rogelio Monteiko**, Head of Special Sales Channels, Google

12:45 – 13:00

Future Flash: **ConnectAmericas**: the services gateway to the Americas  
**Fabrizio Operti**, Chief, Trade and Investment Unit, IDB

13:00 – 14:15

Business Lunch - Los Lagos Room, Westin Camino Real Hotel  
**Keynote: Debi Hamill**, Chief Executive Officer, IAOP

14:15 – 15:15

**Plenary Session 4: Creative industries: film, videogames, and animation**

The global market for creative services offers a diversity of opportunity for both technical and artistic outsourcing. The animation and videogame segments have led the sector to date, taking a trajectory that predicts doubling from 2010 to 2016, to around \$250 billion in revenues. While much of the outsourced work in creative segments is so far in technical aspects, the bulk of the creative work is still done close to the client markets of New York, Los Angeles, and Nashville. With the cultural vitality of Latin American and Caribbean countries combined with diaspora audiences in client countries, is LAC also well positioned to extend its participation in the value chain to creative aspects like storyboarding, musical composition, and character design?

Moderator

**Karla Ruiz Cofiño**, Interactive Communication & Social Media Strategist

Panelist

- **Gabriela Fuster**, International Digital Manager, Cartoon Network Latin America at Turner Broadcasting.
- **Joseph Olin**, Executive Director, International Digital Media & Arts Association (iDMAa)
- **Wayne Sinclair**, CEO, GSW Animation.
- **Patrick Heffernan**, Practice Manager and Principal Analyst, Technology Business Research
- **Santiago Pinzón**, Head of ITO and BPO, National Business Association of Colombia - ANDI

- 15:15 – 15:30**      **Future Flash: Conquering Hollywood** with Latin American talent  
                         **Carlos Arguello**, CEO, Studio C, Guatemala
- 15:30 – 16:30**      **Plenary Session 5: Diversification and specialization: new frontiers in legal and medical process outsourcing**  
With continued globalization, consolidation, and diversification of various industries, the outsourcing sector is becoming more complex, and nearshore locations have more opportunities than ever before to focus on niche market segments. A deep understanding of client needs and a unique value proposition are key to success in higher value-added segments. Such specialization also ensures a diverse service offering on a regional level. This session will cover new frontiers in legal and medical services and how the Latin American region is taking advantage of new and emerging opportunities.  
Moderator  
                         **Jaime Granados**, Lead Specialist, Trade and Investment Unit, Inter-American Development Bank  
Panelist  
                         - **Jorge Cortés Rodríguez**, President, PROMED Council, Costa Rica  
                         - **Hugo Naya**, Head of Bioinformatics, Institut Pasteur International, Uruguay  
                         - **Jeff Williams**, Assistant Vice President, Corporate Services, Cognizant Philippines  
                         - **Keith Johnson**, President, Stop-Loss Brokerage, US
- 16:30 – 16:45**      **Future Flash: Legal Process Outsourcing**  
                         **Nadia Mariscalchi**, Legal Consultant, Radiant Law, South Africa
- 16:45 – 17:30**      **Plenary Session 6: Understanding investors to capitalize on financial opportunities**  
Attracting venture capital and angel investors is an incredibly challenging and time-consuming process even for experienced entrepreneurs. However, those who achieve it not only have access to significant financial resources that would not be possible through bank loans or other conventional channels, but VCs and angels also offer expertise and industry connections that can be extremely valuable for rapid growth. This panel will provide key insights on the advantages of venture capital financing and tips to attract investors' attention.  
Moderator  
                         **Isabel Mejia Rivas**, Trade and Investment Specialist, Inter-American Development Bank  
Panelist  
                         - **Jennifer Jordan**, Vice President, Mass Ventures  
                         - **Alejandro Burato**, Partner, Enzyme Venture Capital  
                         - **Gabriel Rozman**, CEO, Tokai Venture  
                         - **Ann Harts**, President and Founder, HartsGroup
- 17:30 – 17:45**      **Future Flash: The power of information in the services sector**  
                         **Javier Peña Capobianco**, Executive Secretary, Latin American Services Exporters Association (ALES)

20:00 – 23:00 Dinner and cultural show - Azaria Room, Paseo Cayalá

---

## November 13th, 2014

8:30 – 13:30 Business Matchmaking Meetings - Convention Center, Westin Camino Real Hotel

10:30 – 11:00 Coffee Break

13:30 – 14:30 Business lunch offered by (sponsor TBD)

14:30 – 17:00 Business Matchmaking Meetings - Convention Center, Westin Camino Real Hotel

Tuesday, November 11th, 2014

Pintores Room, Westin Camino Real, Guatemala City

Instructor: TBC

Time	TOPIC
9:00 – 9:15	<b>Opening Session</b> Introductions and Agenda Review
9:15 – 10:00	<b>Module # 1</b> – Defining and Communicating Outsourcing as a Management Practice
10:00– 10:15	<b>Break</b>
10:15 – 10:45	<b>Module # 2</b> – Developing and Managing an Organization’s End-to-End Process for Outsourcing
10:45 – 11: 30	<b>Module # 3</b> – Integrating Outsourcing into an Organization’s Business Strategy and Operations
11:30 – 12:00	<b>Module # 4</b> – Creating, Leading and Sustaining High-Performance Outsourcing Project Teams
12:00 – 12:30	<b>Module # 5</b> – Developing and Communicating Outsourcing Business Requirements
12:30 – 13:30	<b>Lunch</b>
13:30 – 14:00	<b>Module # 6</b> – Selecting Outsourcing Service Providers
14:00 – 14:45	<b>Module # 7</b> – Developing the Outsourcing Financial Case and Pricing
14:45 – 15:00	<b>Module # 8</b> – Negotiating and Contracting for Outsourcing
15:00 – 15:15	<b>Break</b>
15:15 – 15:45	<b>Module # 8 Continued</b> – Negotiating and Contracting for Outsourcing
15:45 – 16:15	<b>Module # 9</b> – Managing the Transition to an Outsourced Environment
16:00 – 16:45	<b>Module #10</b> – Outsourcing Governance
16:45 – 17:00	Wrap Up and Q&A