

# Made in the Americas Global Digital Services Summit 2019

Powered by the Oustource2LAC Network

Buenos Aires, Argentina

Monday, July 15 <sup>th</sup> (Arrival and Registration)	
08:00- 17:00	<b>Design Sprint 1: Optimize Government Systems for Trade Facilitation</b> Location: INTAL
08:00- 17:00	<b>Design Sprint 2: Optimize a Digital Transformation System for the Public Sector</b> Location: INTAL
16:00 - 19:00	<b>Participant Registration (Sheraton Hotel Retiro)</b>
18:00 – 19:00	<b>Design Sprint 1 &amp; 2 Team “Pitches”</b> Location: INTAL
19:00 - 22:00	<b>Cocktail Welcome Reception (Sheraton Hotel Retiro)</b>
Tuesday, July 16 <sup>th</sup> (Hotel Sheraton Retiro)	
09:00 – 9:45	<b>Inaugural Address</b>
9:45 - 10:20	<b>Plenary Session I: <u>Globalization and Disruption of Services: Opportunities for Latin America and the Caribbean</u></b>  Today's global service providers accept disruption as the new normal. Having participated in, weathered, or arisen from the digital revolution, today's service companies are forward-looking and adaptable. Latin American businesses and governments continue to thrive and look to the future. As the revolution barrels onward, 2018 was defined by the “coming of age” of technologies including blockchain, voice-based virtual assistants, and AI deep learning. In an economy characterized by technological interconnectivity, increased globalization, and everything-as-a-service, there is a multitude of new opportunity for LAC. Further, LAC's diverse economies benefit from increased cross-sector innovation (e.g. FinTech and AgriTech). But in addition to responding to opportunity, success in this age means avoiding key pitfalls – data security breaches, pricing issues, or any perceived inconvenience can mean customers move on to the next best thing. This opening session will provide a broad overview of the status of the global services sector, illuminating trends in the region and providing global context for the sessions to come.
10:20 – 10:30	<b>Special Presentation: <u>“Argentina’s New Legal Framework for the Knowledge Economy”</u></b>

10:30 – 11:00	<p><b>Plenary Session II: <u>Deep Learning: Where will Artificial Intelligence take us next?</u></b></p> <p>Deep Learning is an advancement in artificial intelligence (AI) in which machines use artificial neural networks – that is, processes that mimic the complex nonlinearity of a biological brain – to generate even more sophisticated predictive models from big data. Deep learning underlies recent advances in speech recognition and machine vision, which have propelled recent advances in tech services, such as improvements in Google Voice Search and the sudden ubiquity of voice-based virtual assistants. Machine vision is currently being tested for applications like industrial inspection and traffic management. It has even been used to identify molecules with the greatest potential for new medicines – just a peek into its potential impact on healthcare. Indeed, we see transformations underway not just in software and robotics, but communications, manufacturing, transportation, and medicine. IBM's Watson computer has already conquered <i>Jeopardy!</i> What could humanity accomplish with a whole workforce of Watsons at our bidding?</p>
11:00 – 11:15	<p><b>Future Flash I: <u>Cloud as the “new normal” in public services</u></b></p>
11:15 – 11:45	<p><b>Plenary Session III: <u>Digital Ecosystems for Globalization</u></b></p> <p>In the first wave of globalization, emerging economies including LAC developed the human capital to attract significant foreign investment, enabled by the simultaneous rise of digital communications. In the current wave of digitization in which we find ourselves, service provision is no longer a simple two-way street but rather a complex web of interconnected services. Think of the interplay between today's e-commerce, cloud computing, financial services, logistics, consumer electronics, communications, and entertainment services. These digital ecosystems are a boon to smaller players and economies, as greater specialization, lower switching costs and greater price transparency enable easier integration in global supply chains. It is no coincidence that as digitization took off in 2014-2016, 70% of the world's growth derived from emerging markets. To succeed in this era, tech leaders will need to expand the scope of their partnerships to an even broader group of countries. This panel will discuss the opportunities and challenges for LAC countries as they compete in the digital era.</p>
11:45- 12:15	<p><b>Plenary Session IV: <u>Blockchain in Supply Chains: Transforming the way the public and private sectors facilitate trade and the departure from centralization</u></b></p> <p>Blockchain is a distributed digital ledger that can securely and transparently record a payment or any exchange, agreement, or tracking information. While its application to financial services (e.g. Bitcoin) is most well-known to date, there are many potential implications for trade, specifically in the way that information is transmitted through a complex supply chain, involving many parties and requiring heavy documentation. For instance, the food and beverage industry would benefit from blockchain records of source and sell-by date. In natural resources and mining, blockchain could not only increase efficiency but also improve sustainability and corporate responsibility through greater transparency. Several supply chain management startups – such as Ecovadis, Elementum, Global Ranger, Flexe, and Cloud Logistics – are using blockchain technology to improve inventory management, logistics analytics, on-demand procurement, and sustainability. This panel will discuss the potential of blockchain to increase the efficiency and transparency of supply chains, and specific challenges for its implementation in the public and private sectors in the LAC region.</p>
12:15 – 12:30	<p><b>Future Flash II: <u>Evolution of Cities in the Era of the Sharing Economy</u></b></p>
12:30 - 13:45	<p><b>Networking Lunch</b></p>

14:00 – 15:00	<p><b>Plenary Session V: <u>Innovation Services in AG-TECH: A Great Investment for the Future of Farming</u></b></p> <p>The disruption in the food value chain in the last decade, with new IPO incursions and acquisitions of food and beverage start-ups and supermarkets, is parallel to the agricultural value chain, driven by an increase in land turnover and a change in land use, a renewed focus on sustainability and, as in retail, a change in consumer preference. A continued decline in commodity prices has led to "Big Ag" falling margins and a wave of consolidation that has led to cost efficiency and a quest for innovation over the past three years. Incidentally, over the last decade, the AgTech investment landscape has exploded from a niche, opportunistic cladding of the venture capital investment class to a legitimate asset class that attracts concentrated and generalized funds with dedicated AgTech investment. In LAC, AgTech is an industry that is growing fast and encompassing diverse solutions to almost every step in the food production process.</p>
15:30 - 18:30	<p><b>Matchmaking Sessions (1st Round):</b></p> <p>B2B Matchmaking: <i>Private Sector (SMEs + Procuring Companies)</i></p> <p>B2G Matchmaking: <i>Private Sector + Public Sector</i></p>
19:30 - 22:00	<b>Dinner with Gastronomic Showcase</b>
<b>Wednesday, July 17<sup>th</sup> (Hotel Sheraton Retiro)</b>	
09:00 - 09:45	<p><b>Plenary Session VI: <u>The Future of Education and Employment in the Era of Automation</u></b></p> <p>For every instance of automation replacing human work, there are higher-paid jobs created to design, build, and train the AI to complete the task. Indeed, a study by Metra Martech on the impact of employment of robots at work in 6 countries found the 1 million industrial robots at work in 2008 were responsible for creating or preserving 2-3 million new jobs and indirectly responsible for an additional 2-3 million downstream jobs in the same sectors. However, there is no question that these desirable "new economy" jobs require higher skill, thus putting increased pressure on our education systems to produce the pipeline of human capital required to sustain the projected advancements. If we succeed, the "marriage" of human and machine in the workforce is projected to raise productivity 40% and could double annual rates of economic growth by 2035. What must LAC do today in the spheres of education and employment to achieve this?</p>
9:45 - 10:00	<p><b>Future Flash III: <u>Revolutionizing Transportation Corridors in 33 Industries: Hyperloop and Autonomous Vehicles - a cocktail of sensors, cloud platforms and deep-learning algorithms</u></b></p>
10:00 - 10:45	<p><b>Plenary Session VII: <u>Digitizing Growth in LAC: Regional competitiveness through digitization and transparency</u></b></p> <p>The Americas Business Dialogue (ABD) provides a space to facilitate high-level public-private dialogue in Latin America and the Caribbean and an opportunity to work with the business community on a shared agenda for the development of the region. Leading Multinationals and public-private institutions will present their views on the most critical policies that the public sector needs to implement to attract new investors and retain existing one</p>

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10:45 - 11:30	<p><b>Future Flash IV: <u>Importance of Digital Diplomacy for LAC in Silicon Valley</u></b></p> <p>This session will highlight the need to increase networking and collaboration in the digital economy between Silicon Valley and the countries of Latin America and the Caribbean. "Techplomacy," as it has been nicknamed, extends the traditional diplomatic role of nurturing bilateral relationships to technology and the digitization agenda.</p>
11:30 – 12:15	<p><b>Plenary Session VIII: <u>Servicification – Transformation of Industrial Manufacturing to Industrial Software (Rise of AR/VR)</u></b></p> <p>Manufacturing firms buy, utilize, produce, sell, and export more services than ever before. "Servicification" refers to the expanding role of services as critical inputs and outputs in the production of goods. The added value from services accounts for almost a third of manufacturing exports in developed countries versus a quarter in developing economies, implying opportunity for increased industrial productivity in LAC as well as opportunity for its dynamic service sector. One of the most exciting trends in the integration of services in production is the use of augmented and virtual reality (AR/VR) in the manufacturing process. In fact, one in three U.S. factories was already implementing AR/VR by 2015, or planned to by 2018. The most common uses include product design, safety and skills training, maintenance and repair of equipment, and remote collaboration. But the potential for industrial software to increase productivity in manufacturing is seemingly endless. Warehouse workers could wear smartglasses to read contents and origin/destination info at a glance. A repair technician could instantly communicate an issue to remote colleagues and access a virtual repair manual. Farmers could use data collected from drones to check crop health. This panel will discuss the intersection between services, new technology, and industrial manufacturing, and how to position LAC for success.</p>
12:30 - 13:45	<p><b>Networking Lunch</b></p>
14:00 – 14:30	<p><b>Plenary Session IX: <u>Knowledge-Based Services and the next wave of economic development in LAC</u></b></p> <p>Trade in services grows more than trade in goods, is more resilient and grows more in developing countries. The Knowledge Process Outsourcing industry in Latin America is projected to witness a substantial growth due to an increasing number of skilled workforce. The regional market is expected to attain USD 9.13 billion by 2025. Knowledge-based services (KBS)—services that use high technology and/or have the relatively highly qualified workforce required to fully benefit from technological innovations—play an important role in these development effects. This panel will discuss how to improve LAC's recognition in the KBS industry.</p>
14:30 – 15:00	<p><b>Plenary Session X: <u>Financial Services as one of the fastest-growing areas in LAC</u></b></p> <p>Startups using technological platforms to offer digital financial services are growing in several market segments. Latin America has seen impressive growth in the creation of new financial technology (fintech) firms as entrepreneurs see potential in the region's low levels of bank penetration. The expansion is part of a global trend. Most of the regional fintechs provide a single product or service. Around 50% of the firms focus on lending, crowdfunding, factoring and payments, while the other half focus on personal and business financial management, wealth management or insurance, or operate as digital banks. Governments and the development community see great potential in the fintech sector in terms of increasing financial inclusion and improving access to financing for the region's many micro, small and medium-sized enterprises (MSMEs). The panel will focus on how LAC's financial inclusion and financing gaps offer fintechs plenty of room for growth.</p>
15:00– 18:30	<p><b>Matchmaking Sessions (2nd Round):</b></p> <p>B2B Matchmaking: <i>Private Sector (SMEs + Procuring Companies)</i></p> <p>B2G Matchmaking: <i>Private Sector + Public Sector</i></p>
20:00 – 22:00	<p><b>Concert featuring local artist</b></p>