

ANDI | **MÁS PAÍS**



**5th COLOMBIAN
BUSINESS CONGRESS**
76th ANDI'S GENERAL ASSEMBLY

**OPPORTUNITIES
FOR AN OPTIMISTIC
FUTURE IN
COLOMBIA**

24TH - 28TH
AUGUST
2020



DAY 1 MONDAY AUGUST 24TH

Economy and Geopolitics:

Retaking the Path of
Growth

DAY 2 TUESDAY AUGUST 25TH

Employment:

Labor Regime to Formalize
and Create New Jobs

Health:

The New Axis of the
Global Agenda

DAY 3 WEDNESDAY AUGUST 26TH

Education:

The Forced Revolution

Innovation and Digital Transformation:

A Boost for the Fifth Industrial Revolution

DAY 4 THURSDAY AUGUST 27TH

Environmental sustainability:

Circular Economy
and Smart Cities

Social investment:

Investment at the Core of
the Business Agenda

DAY 5 FRIDAY AUGUST 28TH

The new regional context:

Latin America
Presidential Dialogue

Value Chains for
Latin American Integration



AGENDA

Monday, 24th of August

Opening – Economic Outlook and Geopolitics

8:00 a.m. - 8:20 a.m.

Rafael del Castillo, Board of Directors President, ANDI
Bruce Mac Master, President, ANDI

8:30 a.m. - 9:00 a.m.

Luis Alberto Moreno, President, Inter-American Development Bank, IDB

9:00 a.m. - 9:45 a.m.

Bruce Mac Master, President, ANDI

9:45 a.m. - 10:15 a.m.

Alberto Carrasquilla, Minister, Ministry of Finance and Public Credit

Opening – Economic Outlook and Geopolitics

10:30 a.m. - 11:40 a.m.

Panel

Retaking the path of growth

Panelists:

Juan Carlos Echeverry, Analyst and Economist, Former Minister of Finance and Public Credit

Richard Francis, Director of Sovereign Ratings in Colombia, Fitch Ratings

Kathryn Rooney Vera, Head of Global Macro & Chief Investment Strategist, Bulltick

Moderator: **Ricardo Ávila**, Senior Analyst, El Tiempo

2:00 p.m. - 3:00 p.m.

Moises Naím, Distinguished Fellow, Carnegie Endowment. Syndicated Columnist, Author and Host of Efecto Naím



AGENDA

3:00 p.m. - 3:30 p.m.

Felipe Bayón, President, Ecopetrol

3:30 p.m. - 4:00 p.m.

Mario Cimoli, Deputy Executive Secretary, ECLAC

4:00 p.m. - 4:30 p.m.

Alejandro Ruelas-Gossi, Professor, University of Miami and Expert in Business Strategy and Innovation

4:30 p.m. - 4:50 p.m.

Marta Lucía Ramírez, Vice President of Colombia

4:50 p.m. - 5:20 p.m.

Dialogue

Marta Lucía Ramírez, Vice President of Colombia

Alejandro Ruelas-Gossi, Professor, University of Miami and Expert in Business Strategy and Innovation

Alejandro Santos, Director, Semana

Employment and Health

8:00 a.m. - 8:30 a.m.

Stefano Scarpetta, Director for Employment, Labour and Social Affairs, OECD

8:30 a.m. - 8:45 a.m.

Guy Ryder, Director-General, ILO

8:45 a.m. - 9:15 a.m.

Ricardo Hausmann, Director, Growth Lab at Centre for International Development, Harvard University

9:15 a.m. - 9:45 a.m.

Mónica Flores, President, ManpowerGroup for Latin America

10:00 a.m. - 11:00 a.m.

Panel
Employment:
Labour regime to
formalize and create new
jobs

Panelists:

Ali Karami-Ruiz, Senior Director, Strategic Engagement and Communications, Business at OECD (BIAC)

Bettina Schaller Bossert, Director Public Affairs Group, Adecco Group AG

Renate Hornung-Draus, Managing Director of BDA, The Confederation of German Employers and Chair of the BIAC's ELSA Committee.

Angel Custodio Cabrera, Minister, Ministry of Labour

Alberto Echavarría, Legal Affairs Vice President, ANDI

Moderator: **Ricardo Ospina**, Director of Information Services, Blu Radio



AGENDA

11:00 a.m. - 11:30 a.m.

Roberto Suárez, Secretary-General, OIE

11:30 p.m. - 12:10 p.m.

Sven Smit, Chairman and Director, McKinsey Global Institute, and member of McKinsey's Shareholders Council

2:00 p.m. - 2:20 p.m.

Tedros Adhanom, Director-General, WHO

2:20 p.m. - 3:00 p.m.

Austen El-Osta, Director of the Self-Care Academic Research Unit (SCARU) & Primary Care Research Manager, School of Public Health, Imperial College London

3:00 p.m. - 4:00 p.m.

Panel
Health: The New Axis of the
Global Agenda

Panelists:

Martha Ospina, Director, National Health Institute

Juan Fernando Vesga, Research Associate, Department of Epidemiology of Infectious Diseases, Imperial College London

Carlos Alvarez, Infectologist and National Coordinator on Covid-19 Studies, WHO

Moderator: **Ramiro Guerrero**, Dean, Icesi University School of Economics and Member of the Advisory Committee for Covid-19

4:00 p.m. - 4:30 p.m.

Gabriel Jaramillo, Director, Private Sector Coalition for the Acquisition of Future Vaccines Against Covid-19

4:30 p.m. - 5:00 p.m.

Fernando Ruiz Gómez, Minister, Ministry of Health and Social Protection



AGENDA

Wednesday, 26th of August

Digital Transformation, Innovation and Education

8:00 a.m. - 8:30 a.m.

Dialogue

Stavros Yiannouka, Chief Executive Officer, Qatar Foundation
World Innovation Summit for Education (WISE)
Matthew Swift, Co-founder and CEO, Concordia

8:45 a.m. - 9:45 a.m.

Panel

Education: The Forced
Revolution

Panelists:

María Victoria Angulo, Minister, Ministry of Education
Alejandro Gaviria, Principal, Universidad de Los Andes
John Jairo Arboleda, Principal, Universidad de Antioquia
Tomás Escobar, CEO, Acámica

Moderator: **Juan Lozano**, News Director, RCN Television

10:00 a.m. - 10:30 a.m.

Jeff Maggioncalda, CEO, Coursera

11:00 a.m. - 12:30 p.m.

Private Assembly

José Manuel Restrepo, Minister, Ministry of Commerce,
Industry and Tourism



AGENDA

2:00 p.m. – 2:40 p.m.

Karalee Close, Managing Director & Senior Partner, Global Leader, Technology Advantage Practice, BCG

2:40 p.m. – 3:20 p.m.

Luis Arnal, Co-CEO, Fjord, Accenture Interactive

3:20 p.m. - 3:50 p.m.

Dialogue

Bruce Mac Master, President, ANDI
Brad Smith, President, Microsoft Corporation

3:50 p.m. - 4:30 p.m.

Marco Muñoz, Senior Director, Strategic Initiatives, MIT Corporation

4:40 p.m. - 5:40 p.m.

Panel
Digital transformation: A boost for the 5th Industrial Revolution

Panelists:
Marcela Londoño, President, Eficacia
Miguel Cortes, President, Grupo Bolívar
Ricardo Andres Sierra, President, Celsia
Blanca Treviño, President, Softtek

Moderator: **Juan Roberto Vargas**, Caracol Tv

5:40 p.m. - 5:55 p.m.

Karen Abudinen, Minister, Ministry of Information Technology and Communications

5:55 p.m. - 6:10 p.m.

Ranking Release and
Enterprise Creation Merit

Innovation Ranking & ADF – Andi del Futuro



AGENDA

Thursday, 27th of August

Environmental and Social Sustainability

8:00 a.m. - 8:30 a.m.

Séverine LÈBRE-BADRÉ, Head of Communications, Citeo

8:30 a.m. - 8:45 a.m.

Ricardo Lozano, Minister, Ministry for the Environment and Sustainable Development

8:45 a.m. - 9:30 a.m.

Panel
Business alliances in the construction of a circular model of containers and packaging

Panelists:

César Caicedo, President, Colombina

Miguel Escobar, President, Postobón

Daniella Souza Miranda, Plastics & Packaging Commercial Vice President, Dow Latam

Moderator: **Fernando Quijano**, Director, Diario La República

9:45 a.m. - 10:45 a.m.

Panel
Smart Cities: Post Covid-19 challenges and opportunities

Panelists:

Rodrigo Perpétuo, Executive Secretary for South America, ICLEI

Daniel Quintero, Mayor, Medellín

David Miller, Director of International Diplomacy, C40-Cities

Luca Meini, Head of Circular Economy, ENEL Holding

Moderator: **Manuel Felipe Olivera Ángel**, Regional Leader for Latin-America, C40 Group

11:00 a.m. - 12:00 m.

Panel: Justice, a necessary condition for the economy

Panelists:

Hernando Yepes, Former Magistrate, Supreme Court of Justice

Alfonso Gómez, Former Minister of Justice

Juan Carlos Esguerra, Former Minister of Justice

Hernando Herrera, Director, Excellence in Justice Corporation

Moderator: **Juan Lozano**, News Director, RCN Television

2:40 p.m. - 3:00 p.m.

OECD Public Integrity Handbook

Julio Bacio Terrocino, Acting Head of Division, Public Governance Directorate, OECD

3:05 p.m. - 3:20 p.m.

Release Inspiring Companies 2020

3:20 p.m. - 4:20 p.m.

Bruce Mac Master, President, ANDI

Raj Sisodia, Co-founder, Conscious Capitalism Inc.

Panelists:

Jorge Mario Velásquez, President, Grupo Argos

Roberto Junguito, President, Organización Corona

Sylvia Escovar, President, Terpel

Bernardo Vargas, President, ISA

4:20 p.m. - 5:20 p.m.

Panel: Investment as the core of the business agenda

Moderator: **Francisco Miranda**, Portafolio



AGENDA

Friday, 28th of August

The New Regional Context

8:00 a.m. - 9:00 a.m.

Bruce Mac Master, President, ANDI
Esther Duflo, Nobel Laureate in Economics 2019,
Co-founder & Director, Abdul Latif Jameel Poverty Action Lab (J-PAL), MIT

9:00 a.m. - 9:30 a.m.

Klaus Schwab, Founder, WEF

9:30 a.m. - 10:10 a.m.

Panel: 21st Century Capitalism

Bernardo Toro, Director in Colombia, Fundación Avina
Moisés Wasserman, Member, Misión de Sabios en Ciencia
Tecnología e Innovación.
Thierry Ways, Columnist, Businessman and Finance Specialist
Brigitte Baptiste, Principal, Universidad EAN

Moderator: **Roberto Pombo**, El Tiempo

10:25 a.m. - 11:25 a.m.

Closure
Order of Business Merit

Bruce Mac Master, President, ANDI
Iván Duque Márquez, President, República de Colombia