



# Business opportunities in the new era of Global Services

24 September 2021, 10 a.m.-1 p.m. AST, 4-7 p.m. CEST

## Background

Services exports grew rapidly in many developing countries, 8 per cent annually between 2005 and 2018. Additionally, services' direct contribution to exports in developing countries grew from 14 to 17 per cent in the same period. This may give developing countries the opportunity to improve their international position and achieve sustainable economic development. The services sectors also offer significant opportunities in terms of increased exports which can enhance the competitiveness of the region and stimulate economic development.

The Latin American Association of Services Exporters (ALES) is an international organization consisting of 30 public and private institutions from 17 countries. The objective of the organization is to promote Latin America and the Caribbean as a knowledge exporter region and outsourcing destination.

Over the past few years, Caribbean Export Development Agency has participated in the ALES conventions. In 2018, the ALES conference focused on "How to develop high value-added exports". It helped CARIFORUM firms to be more competitive and provided them with the opportunity to network with CEOs and leaders of international businesses looking for outsourcing opportunities. In 2019, the ALES IX Annual Convention focused on "How to develop high value-added service exports". The event provided an opportunity to propel CARIFORUM position in the services sector and for CARIFORUM participants to know the latest market trends and to identify business and investment opportunities in the sector.

## Objectives

The objectives are to promote the Latin America and the Caribbean region globally, to further advance the relationship between Latin America and the Caribbean, to increase trade in services opportunities between these regions and to foster partnerships and collaborations to export more and higher valued-added services.

### Specific objectives:

- To increase the knowledge of the Latin American and Caribbean market.
- To identify opportunities that exist in these markets and abroad.
- To showcase the services available in the Caribbean.
- To expose regional service providers to market trends.
- To allow regional service exporters to network and gain contacts pertinent to their sector.
- To build relationships among CARIFORUM service providers.

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Unedited



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## Logistics

**Venue:** The event will be held online. The link to join will be provided upon registration.

**Date and time:** 24 September 2021, 10 a.m.-1 p.m. AST, 4-7 p.m. CEST.

**More information and registration:** The event requires prior registration [here](#)

**Languages:** English, Spanish and International Sign.

## Programme

### Opening

- **Mr. Víctor O. Bisonó Haza**, Minister, Ministry of Industry, Commerce and MSMEs, Dominican Republic
- **Mr. Deodat Maharaj**, Executive Director, Caribbean Export Development Agency, Barbados
- **Ms. Yolanda Torrealán**, President, Latin American Association of Services Exporters, Peru

**First panel:** The future of services. What are the best opportunities for nearshoring?

#### *Moderator:*

- **Ms. Ninoshka Linde**, Director, BPO Commission, AGEXPORT, Guatemala

#### *Panellists:*

- **Ms. Kerry Hallard**, CEO and Chairperson, Global Technology & Business Services Council, United Kingdom of Great Britain and Northern Ireland
- **Mr. Atul Vashistha**, Chairman, Neo Group, United States of America
- **Mr. Steve Taplin**, Chief Executive Officer, Sonatafy Technology, United States of America
- **Mr. Arturo López Valerio**, Founder, Tabuga, Dominican Republic

**Book launch:** “The New Era of Global Services”

- **Mr. Javier Peña Capobianco**, Secretary General, Latin American Association of Services Exporters, Uruguay

**Second panel:** Information and communications technology applied to traditional sectors to export value added activities

#### *Moderator:*

- **Mr. Santiago Pinzon**, Vice President, Digital Transformation, National Business Association of Colombia, Colombia

#### *Panellists:*

- **Mr. Anupam Govil**, Partner, Avasant, United States of America
- **Mr. Mario Bustamante**, Chief Executive Officer, INSTACROPS, Chile
- **Mr. Ramiro Montealegre**, Professor, University of Colorado, United States of America
- **Mr. Richard Silvera**, Chief Executive Officer, Modo, Uruguay
- **Ms. Maria Daniel**, Partner, Strategy & Transaction Advisory, Ernest and Young, Trinidad and Tobago



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### Co-organizers

#### United Nations co-organizers



#### Other co-organizers

