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The Puerto Rico Chamber of Commerce, UBS, El Nuevo Día, Foundation for Puerto Rico and MIT invite you to the...



PUERTO RICO CONFERENCE 2012 | Revitalizing Innovation

March 28, 2012 | Conrad San Juan Condado Plaza

Conference: 7:30 a.m. -6:00 p.m. | Closing Cocktail: 6:00 p.m. - 7:30 p.m.

Schedule of Events

Posted on: March 15, 2012

7:30 - 8:20 AM

Registration

8:20 -8:30 AM

Welcome Remarks

Ponce de León A

- **Mr. Francisco Rodríguez-Castro**
Chairman, Puerto Rico Conference, 2012
- **Mr. Jon Borschow**
Chairman of the Board
Foundation for Puerto Rico
- **Mr. Salvador Calaf**
Chairman of the Board
Puerto Rico Chamber of Commerce

Plenary Sessions

8:30 -9:10 AM

2012 Global Market Outlook

Ponce de León A

Keynote Speaker:

- **Mr. Michael P. Ryan**
Chief Investment Strategist, UBS

9:10 - 9:50 AM

**High Impact Entrepreneurial
Development in Puerto Rico**

Ponce de León A

Introduction: **Mr. Jon Borschow**

Chairman of the Board
Foundation for Puerto Rico

Keynote Speaker:

- **MIT Prof. Richard M. Locke**,
Director - MIT Puerto Rico Project
Political Science Dept. Chairman and
Class of 1922 Professor of Political
Science and Management
- Puerto Rican Companies:**
 - Abarca Health LLC**
 - **Mr. Jason Borschow**
President & CEO
 - Wireless Idea**
 - **Mr. David Melchor**
Chief Executive Officer
 - Acrecent Financial**
 - **Mr. Raúl Cacho**
President

10:00 -10:35 AM

Ponce de León A

Keynote Speaker:

- **Hon. Luis G. Fortuño Burset**
Governor of the Commonwealth of
Puerto Rico

10:35 - 11:30 AM

Ponce de León A

Revitalizing Puerto Rico:

A Discussion with two Governors

Moderator: **Mr. Carlos V. Ubiñas**

Chief Executive Officer

UBS Financial Services of Puerto Rico

- **Former Governor**
Rafael Hernández-Colón, Esq.
- **Former Governor**
Carlos Romero Barceló, Esq.

Concurrent Sessions

11:30 AM -12:30 PM

Ponce de León A

**Section 933A of the Federal Internal
Revenue Code**

Moderator: **Mr. José Joaquín Villamil**

Chairman of the Board, Estudios Técnicos, Inc.

Discussion Panel and Invited Panelists:

- **CPA Jorge M. Cañellas-Fidalgo**
Tax Counsel , Fiddler, González &
Rodríguez, PSC
- **Mr. Pedro Watlington**, Chairman of
the Board, PR Manufacturing Association
- **Mr. Carlos Bonilla**
Eli Lilly Tax Advisor

Puerto Rico is the Answer

- **Mr. Miguel A. Ferrer**, Chairman UBS
Financial Services Incorporated
of Puerto Rico
- **Mr. Gabriel Hernández, CPA**,
Partner Scherrer, Hernández & Co.

11:30AM -12:30PM

Ponce de León B

**Reinventing the Family Business in
Puerto Rico**

Moderator: **Mr. Manuel Cidre**

President, Los Cidrines

Discussion Panel and Invited Panelists:

- **Mr. Carlos A. Trapaga Fonalledas**
CEO & President, TraFon Group, Inc.

9:50 -10:00 AM

Networking Coffee Break

Ponce de León Foyer

- **Mr. Federico Stubbe Jr.**, President, PRISA Group
- **Mrs. Camalia Valdés, Esq.**, President & CEO, Cervecera de Puerto Rico
- **Mr. Gualberto Rodríguez**, FPR Board of Directors, President, Caribbean Produce Exchange, Inc.
- **Mr. Carlos López-Lay**, President & CEO, Bella International Corporation
- **Mr. Carlos J. Rovira**, President & CEO, Rovira Biscuits Corporation

12:30 - 2:00 PM **Lunch**
Royal Room

Keynote Speaker:

- **Ms. María Eugenia Ferré Rangel**, CEO of GFR Media / El Nuevo Día and Primera Hora

Plenary Sessions

2:00 - 2:30 PM
Ponce de León A

Manufacturing and Production in the Innovation Economy (PIE Project)

Introduction: **Mr. William Lockwood**

Foundation for Puerto Rico

Invited Keynote Speaker:

- **MIT Prof. Suzanne Berger**, Co-chair MIT PIE Project, Past Chair MIT Political Science Dept., Raphael Dorman-Helen Starbuck Professor of Political Science

2:30 - 3:15 PM
Ponce de León A

Skills for Growth in Puerto Rico

Introduction: **Mr. William Lockwood**

Foundation for Puerto Rico

Invited Keynote Speaker:

- **MIT Prof. Paul Osterman**, Nanyang Technological University (NTU) Professor of Human Resources and Management, Author of Good Jobs America: Making Work Better for Everyone

3:15 - 3:30 PM

Networking Coffee Break Ponce de León Foyer

3:30 - 4:30 PM
Ponce de León A

A Conversation on Sectoral Strategies

Overview and Introduction:

Mr. Francisco J. Uriarte, CMAA, AVA, Chairman of the Board of Grupo Guayacan and Principal, ESP Group

Moderator: **MIT Prof. Michael J. Piore**, David W. Skinner Professor of Political Economy

- Manufacturing and Pharmaceutical Sector: **Ms. María Victoria del Campo**, MIT Ph.D Candidate in Urban Studies and Planning
- Agriculture:

Mr. Gustavo Setrini, Ph.D, Political Science, MIT, Director of Research, Puerto Rico Economy Project

4:30 - 5:55 PM
Ponce de León A

The New Reality of the Financial Sector in Puerto Rico

Moderator: **Mr. José G. Arias**

Managing Director, Investment Banking UBS Financial Services Incorporated of Puerto Rico

Discussion Panel and Invited Panelists:

- **Mr. Juan Carlos Batlle**, President, Government Development Bank for Puerto Rico
- **Mr. Aurelio Alemán**, President & CEO, FirstBank Puerto Rico
- **Mr. Leslie Highley**, Managing Director, UBS Asset Managers of Puerto Rico
- **Mr. Peter Bessey**, President & CEO, Scotiabank de Puerto Rico
- **Mr. Francisco Javier Hidalgo-Blázquez**, President & CEO, Santander Puerto Rico
- **Mr. Rafael Saldaña**, Chief Executive Officer, Banesco USA
- **Mr. Jorge A. Junquera Diez**, Senior Executive Vice President and Chief Financial Officer of Popular, Inc.

5:55 - 6:00 PM
Ponce de León A

Closing Remarks

- **Mr. Francisco Rodríguez-Castro**, Chairman, Puerto Rico Conference 2012

6:00 - 7:30 PM

Closing Cocktail Ponce de León Foyer

For more information, sponsorship and reservation: www.camarapr.org
Call 787-721-6060, Ext. 2241 and 2301



Investment*:

- PRCC Members: **\$250 + Tax***
- PRCC Members: Table of Ten(10): **\$2,000 + Tax***
- Non-Members: **\$275 + Tax**
- Non-Members Table of Ten: **\$2,200* + Tax***
- Students: **\$175** + Tax***

* Tax not included. Includes: Continental Breakfast, Lunch, Coffee Breaks, Educational Material and Cocktail. **Must present student ID. Notify upon registering. We accept: Mastercard, VISA, American Express and Discover. \$10 surcharge for participants not pre-registered.

