

25—26.2018

ALES— 2018

Eighth Annual Convention



**How to
develop high
value-added
service exports**

**25—26 October
Santo Domingo
Dominican Republic**

El Embajador Hotel, Santo Domingo

ACTIVE SINCE 2012





25th & 26th OCTOBER, 2018,
EL EMBAJADOR HOTEL,
SANTO DOMINGO, DOMINICAN REPUBLIC

EIGHTH ANNUAL CONVENTION

How to develop high value-added
service exports



Thursday 25th October, 2018

AM

08.30 to 09.00 **Registration**

09.00 to 09.30 **Opening Ceremony**

09.30 to 10.30 **Which are the capacities to develop service exports with high added value?**

The global services sector has become one of the most dynamic segments of international trade, both for enhancing value creation in the global economy and for its impact on the quantity and quality of jobs created. It is essential to know which are the capacities, ecosystems and legal frameworks that must be promoted in order to evolve the sector into an icon of growth and development. Insights on the public policies aimed at promoting service exports with high added value, either through the promotion of SMEs and / or the attraction of FDI in the sector.

10.30 to 11.30 **Which are the most successful policies to correct the HR gap in STEM education?**

Knowledge-intensive services are one of the fastest growing sectors. Nevertheless, one of their most important challenges is the availability of qualified HR, which is caused by the drop in the number of graduate students in STEM careers, in developed and developing countries. Learn about the experience of leading countries in the implementation of policies and instruments capable of improving STEM education as a way to achieve economic development.

11.30 to 12.00 **Coffee & Networking**

12.00 to 13.00 **Which sectors and markets offer the best opportunities for the region?**

Several multinationals take advantage of multisourcing to develop and / or acquire part of their activities and / or processes in the region, at the same time many local companies export their services to remote locations, and even some dare to sell directly to end customers. Analysts and front-line entrepreneurs will discuss about the activities and regions with the highest growth expectations within the upcoming years; the most appropriate strategies to reach this demand; and how should Latin America position itself in front of the leading countries in service exports.

13.00 to 14.30 **Lunch**

PM

14.30 to 14.45 **Which are the keys to being successful in service entrepreneurship?**

14.45 to 15.30 **How does the 4th Industrial Revolution impact the BPO sector?**

The 4th industrial revolution is characterized by technological advances and its link with the cognitive aspect, which affects all aspects of human life. Robotics and artificial intelligence extend to different sectors of the economy generating impacts, both in productivity and in employment. Business leaders and public policy actors, who face these challenges every day in the Business Process sector, will share their experience and discuss how the region can take better advantage of these trends.

15.30 to 16.15 **Which are the challenges of the Digital Economy for the insertion in global value chains?**

As consumption in the Digital Economy increases, the amount of information generated grows, which entails the challenge of sending, protecting and transferring data in real time, as well as the availability of telecommunications channels. It is crucial to understand how leading companies consider facing these challenges to achieve their insertion in global value chains.

16.15 to 16.30 **Coffee & Networking**

16.30 to 17.15

What opportunities does the Global Health sector offer to the region?

Artificial Intelligence, 3D printing and simulation models are impacting seriously the global health sector. At the same time, William Baumol in "The Cost Disease"; considers it, as other personal services, "stagnant"; because costs increase more than inflation, which is the result of the difficulty in reducing the amount of work necessary to produce this type of services. In this framework, different emerging countries, from Asia and Latin America region have managed to provide health services for foreigners with success. Specialists will discuss strategies to promote this sector that will have more and more attention in the near future in budget of consumers and governments.

17.15 to 18.00

How to obtain financing and be successful in the creative industries sector?

The creative industries, also known as Orange Economy, is integrated by a wide spectrum of activities like videogames, audiovisual, music, design, among others. The sector has the capacity to generate income (USD 124,000 million) and employment (1.9 million people) in Latin America and the Caribbean (IDB, 2015), provide value to improve the productivity of other sectors of the economy, as well as how to promote regional identity. The incentives to be part of this dynamic sector are high. In any case, the challenges to overcome to be part of the club of the successful ones are also important, being one of them how to access financing. Experts and leaders who have an active role in financial support, will make known the available instruments, as well as the ways to access them.

18.00

Closing words

Friday 26th october, 2018

AM	VIII ALES Annual Convention Members only	B2B meeting for company
08.30 to 09.00	Welcome	<p>B2B meeting for company organized by Cei-RD</p> <p>8.30 to 18.00</p>
09.00 to 10.00	Advisory Board of Experts	
10.00 to 11.30	Normative harmonization, statistics and indicators Gender issue in services How to generate incomes	
11.30 to 11.40	Proposals to host IX Convention (2019)	
11.40 to 11.50	Annual Balance	
11.50 to 12.00	Authorities Elections 2018-2020	
12.30 to 13.00	Convention's minutes and family picture	
13.00 to 14.00	Lunch	
14.00 to 18.00	Social Activity	