



**LA RED**  
DE INNOVACIÓN E IMPACTO

**2018 Summit and  
Ceremony  
Hotel Camino Real  
Antigua, Guatemala**

*Pequeños negocios. Grandes cambios.*

**October 29, 2018**

9am – 12pm      Welcome & Overview

9:00

Welcome

Gwen Davidow, Vice President, Programs & Operations, **World Environment Center**

9:20 – 10:15    La Red Overview and Expected Results

Ernesto Samayoa, Latin America Director, **World Environment Center**

*Ernesto will provide an overview of the next two days, the team will introduce themselves and describe their roles, and the members will briefly introduce themselves.*

10:15 – 11:00    Presentation of Certificates to the Incoming Class

Thomas Jeffrey, Program Officer, Bureau of Western Hemispheric Affairs, **U.S. Department of State**

11:00 – 12:00    The Importance of Micro, Small & Medium Enterprises in National Economic Competitiveness

Francisca Cárdenas, Executive Director, **PRONACOM**

*Lic. Cárdenas will discuss the role that Micro and SMEs play in a competitive national economy as well as the roles of other stakeholders in that ecosystem, such as the government, multinational corporations, and non-profit organizations, among others.*

12:00pm – 1pm Lunch

1pm – 3:30pm    Workshops & Training

1:00 – 2:00      M&E Overview and Current Situation

**Baastel** will present on the overarching Logic Framework and expected reporting requirements from the incoming class. This information will inform the following session wherein each class member will determine how to integrate the M&E activities with their partnered alumnus.

2:00 – 3:30      Incoming Class and Alumni Partner Breakout Sessions

Using the preceding sessions as preface, the incoming member will work with their alumni partner on further aligning their activities, ensuring that the indicators and deliverables are integrated, and roles and responsibilities are clearly defined.

3:30pm – 3:45pm      Coffee Break

3:45pm – 4:30pm      Working in Collaboration with the United States Department of State

Thomas Jeffrey, Program Officer, Bureau of Western Hemispheric Affairs, **U.S. Department of State**

4:30pm – 5:30pm      Networking Activity Among La Red Members





## World Environment Center Business Roundtable in partnership with La Red de Innovación e Impacto

**October 30, 2018**

**9am – 10am** Looking Forward – What Does the Future of La Red Look Like?

La Red members and stakeholders discuss their visions for the sustainability of La Red and the activities.

**10am – 11am** Keynote: MNC & SME Linkages in Latin America

Carlos M. Parra, PhD, Information Systems & Business Analytics Clinical Professor, Florida International University College of Business will share the findings of the white paper on MNC & SME linkages that he recently co-authored in partnership with the Americas Society/Council of the Americas.

**11am – 11:15am** Coffee Break

**11:15am – 12:30pm** Investing in Growth Strategy Q&A Session

Guest speakers from Social Impact and Impact Investments organizations will discuss what they consider to be the trends in the field, particularly among the micro-enterprise segment, and what should be important for La Red members as they work with their micro-enterprise beneficiaries.

- Richard Ambrose, Co-Founder, Pomona Impact
- Manfred Bauer, Director of Cultivation, Alterna
- Jorge del Castillo, Fund Manager, PymeCapital

**Moderator:** Cristian Campomanes, Manager of Development Incubator, Incubatec UFRO

**12:30pm – 1:30pm** Lunch

Susana Asencio, Mayor of Antigua

**1:30pm – 2:45pm** Building the Bridge in Access to Markets

- Iván Buitrón, Director of Development Division, AGEXPORT
- Alefia Merchant, Acting Director, Economic Growth Office, U.S. Agency for International Development
- Margaret Juan, Charge d'Affaires / Head of Mission, Embassy of Belize
- Richard Grinnell, Regional Director for Market Development, Latin America, Global Alliance for Clean Cookstoves

**Moderator:** Patricia Breuer Moreno, Project Network Manager, World Environment Center



### 2:45pm – 3:45 pm Impact of Small Business in Global Supply Chains

- Gloria Elena Polanco, Founder, **Frutesa Exportadores**
- Ana Chan, Corporate Affairs Director, **Walmart México y Centroamérica**
- María Pacheco, Founder, **Wakami**
- Hipólito López and Fredy Marroquín, **Caso Nativo - Ron Zacapa**

**Moderator:** Elba Vivanco, Strategic Director, Núcleo de Biotecnología de Curauma, PUCV

### 3:45pm – 4pm Coffee Break

### 3:45pm – 5pm Lessons and Leading Practices Across the Value Chain

- Javier Zepeda, Executive Director, **Guatemala Chamber of Industries**
- Ing. Carlos Mendieta, Director de Sustentabilidad, **PetStar México**
- Jorge Guzman, Co Funder, **Antigua Cerveza.**

**Moderator:** Alexandre Daoust, **Baastel**

### 5pm – 6pm Regional CONTEST

A treasured La Red tradition of bringing a representative ‘treat’ from your country. There will be a judging of the best one.

**EVENING – Visit to Antigua Cerveza facilities ([www.antiguacerveza.com](http://www.antiguacerveza.com)), tasting and closing celebration.**

*(\*) As a government funded project, we are unable to host this event. However, Antigua Cerveza is providing this activity to anyone who would like to attend for 100 quetzals including transportation.*

