



LA RED
DE INNOVACIÓN E IMPACTO

2019 La Red Summit
Oct. 22nd & 23rd, 2019 | Panama
Central Hotel Panamá, Casco Viejo
Small business. Great changes.

October 22nd, 2019

8.30 – 9.00 am

Welcome & Overview

Glenn Prickett,
CEO, World Environment Center

8.45 – 9.00 am

Opening Remarks

Roxanne Cabral, Embassy Panama City's Chargé d'Affaires

9.00 – 9.30 am

Pitch sessions of 2 La Red Members

- Gloria Herrera Reyes, Asoc. Cooperativa de Producción Agropecuaria Cacao Los Izalcos de R.L. (ACPACI) – El Salvador
- Ronald Fonseca, Centro de Producción más Limpia Nicaragua (CPmL – N) - Nicaragua

9.30 – 10.30 am

Integrated workshop

- TIPS for Proposal Writing by Baastel
- Follow up of indicators and project implementation by Christian Izquierdo, WEC

10.30 – 11.00 am

Networking & Coffee break

11.00 – 11.30 am

Pitch sessions of 2 La Red Members

- Abdiel Gaitán, Centro Nacional De Producción Más Limpia (CPmL) - Panamá
- Adrián Guerra, Cámara de Comercio, Industrias y Agricultura de Chiriquí (CAMCHI) - Panamá

11.30 am – 12.30 pm

Wakami Model: How micro enterprises become direct suppliers of international markets.

Hilda María Morales, CEO - Comunidades de la Tierra | Wakami

12.30 pm – 1.00 pm

Finance and key success factors in the value chain:

Successful cases of entrepreneurship and cooperatives in agriculture sector

Kira López, Programs Manager Centroamerica - Agora Partnerships



LUNCH

2.00 – 3.00 pm

Panel on *Financial inclusion and access to market for small enterprises.*

Facilitated by Ernesto Samayoa, WEC

- Kira Lopez, Programs Manager - Agora Partnerships CA & Nicaragua
- Esteban Vega, Multibank Assistant Vice President - Banca Agropecuaria.
- Michelle Pinedo, Credit Manager - Corporación Nacional de Créditos y Cobros, S.A. Panamá.
- Marco Mastellari, General Director - Instituto de Mercadeo Agropecuario. Panamá.

3.00 – 3.20 pm

Added value in SMEs from the agribusiness sector: Case of Compitemas to overcome hunger in poverty.

Rolando Chamy

Núcleo de Biotecnología, Pontificia Universidad Católica de Valparaíso (NBC-PUCV)

Fondo Chile, PNUD Chile, Agencia de Cooperación Internacional de Chile.

3.20 – 3.40 pm

Success stories from La Redin Agriculture and strategic alliances.

- Alvaro Camacho, Lutheran World Relief (LWR), Honduras & El Salvador
- Leonel Navas, Vista Volcanes, Guatemala & El Salvador

3.40 – 4.00pm

Networking & Coffee break

4.00 pm – 4.20 pm

Key Successes for Applying for U.S. Foreign Assistance

Thomas Jeffrey, US Department of State

4.30pm – 5.45 pm

Marketing, Communication, and the use of social media to reach the consumers .

A capacity building session providing tools and best practices to apply for funding.

Lucia Furlan, RioSlum Studio

6.00 pm

Wrap up & 1st day Closing



October 23rd, 2019

8.30 – 8.45 am

Opening remarks

Glenn Prickett, WEC CEO

8.45 – 10.00 am

Overview

Adrián Guerra, Cámara de Comercio, Industrias y Agricultura de Chiriquí (CAMCHI) – Panamá

Success stories. How micro businesses get to be part of an international value chain.

- Lácteos don Joaquín por María Gabriela de la Torre – Panama
- Javier Bolaños, Cooperativa Cuatro Pinos - Guatemala

Panel: *Development and strengthening of the value chain.*

How to develop micros, as suppliers, that can be part of an international supply chain.

Developing partnerships within small entities.

Facilitated by Abdiel Gaitán, ProduC y Cegygsa

- Javier Bolaños, Cuatro Pinos – Guatemala y Costco
- Martha Lucía de la Torre, Lácteos don Joaquín
- Maira Santos & Rupilio Abrego, Cocabo - Cacao Cooperative, Panama

10.00 - 10.45 am

Pitch session of 3 La Red Members

- Hilda María Morales, Comunidades de la Tierra | Wakami
- Michelle Jimenez, Cámara de Exportadores de Costa Rica (CADEXCO)
- Isabel Ramirez, FUNDES

10.45 – 11.10 am

Networking & Coffee break

11.10 – 11.35 am

PROPANAMA Presentation

Carmen Gisela Vergara, Ambassador

PROPANAMA CEO

11.35 am – 12.10 pm

Keynote: *National and international trade regulations and how microenterprises can meet supply-chain quality standards and metrics.*

Gerardo Escudero, Instituto Interamericano de Cooperación para la Agricultura (IICA) - Panama

12.10 pm – 1.00 pm

Pitch session of 3 La Red Members

- Verónica Alvarez Batres, Fundación del Centavo (FUNDACEN)
- Suyapa Saldivar Hernández, Fundación Solidaridad
- Joe Villafranco, Toledo Institute for Development and Environment (TIDE)



1.00 - 2.00 pm

LUNCH

2.00 – 2.30 pm

Keynote: Policies for the development of resilient agricultural processes. Regional trends and strategies.

David Morales, FAO Mesoamérica

2.30 – 3.30 pm

Panel on Resilient agricultural processes & sustainable development

Facilitated by Elba Vivanco, NBC

- **Felipe Ariel Rodriguez, President - Center of Competitiveness of Western Region of Panama (CECOMRO) Panama Agriculture Master Plan.**
- **Nelson Larrea, CAF Panamá (Banco de Desarrollo de América Latina)**
- **Ricardo Koyner, Café Kotowa - Panamá**

3.30 – 4.30 pm

Workshop on Digital Enterprises

CREDICORP BANK - Comunidad Digital Credicorp

Martha Janeilla Castroverde Mendieta & Octavio Denis

4.30 – 5.00 pm

Closing remarks

Isabel Riojas-Smith

U.S. Embassy Panama City Economic Counselor

5.00 – 5.45 pm

Panel Looking forward to the sustainability of La Red. Cases of success within La Red members. Showcasing projects of la Red that continue after the funding

Moderated by Pato Breuer, WEC

- **Rolando Chamy, CompiteMAS NBC-PUCV**
- **Abdiel Gaitán, CompiteMAS & SIMAPRO - Panama**
- **Ronald Fonseca, CPmL Nicaragua**
- **Leonel Navas, Vista Volcanes - Guatemala**
- **Alvaro Camacho, LWR - Nicaragua**

5.45 – 6.00 pm

Final Closing and wrap up

Glenn Prickett - CEO, WEC

EVENING – Regional contest

LA RANA DORADA

