TIC AMERICAS 2019
Talent and Innovation Competition of the Americas

PRELIMINARY AGENDA

June 24 - 26, 2019
Centro Empresarial El Poblado
Cámara de Comercio de Medellín para Antioquia

Medellín, Colombia
**TIC Americas**

**Engine of Innovation and Youth Economic Empowerment**

*A program that supports business initiatives, accelerates innovative solutions and builds vibrant business communities for young entrepreneurs committed to the sustainable growth.*

The Talent and Innovation Competition of the Americas (TIC Americas) is a support program for social, economic and environmental businesses led by young entrepreneurs 18 to 34 years old, connecting them with opportunities to access markets, capitals, international visibility, contacts and investments; TIC Americas has become the most recognized support platform among a growing community of young entrepreneurs in the Western Hemisphere. Launched in 2007, the program is responsible for supporting more than 50,000 young people and 29,692 business and social initiatives that respond to different challenges in emerging sectors.

Learn more about TIC Americas, entering in: [www.ticamericas.net](http://www.ticamericas.net)

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**Youth participation in the 49th General Assembly of the Organization of American States (OAS)**

*“Innovating to Strengthen Hemispheric Multilateralism”*

Young leaders from the Americas, committed to actions to enrich the debate towards the 49th General Assembly of the OAS, will meet in Medellin as part of the Youth Participation Component. The Young Americas Dialogue results from a hemispheric process including face-to-face and virtual consultations, national dialogues and support of other youth-led events. Contributions and recommendations from young people related to the slogan “Innovating to strengthen hemispheric multilateralism”, will be gather to draft a youth declaration. This activity is part of the Young Americas Forum, a permanent, open and inclusive platform for the participation of young people in the Summits of the Americas, the OAS General Assemblies and similar policy-making fora in the region.

Concept note of the Youth Consultations: [DOWNLOAD (PDF)](http://example.com)
About
Young Americas Business Trust

The Young Americas Business Trust (YABT) is the implementing organization of TIC Americas and the Young Americas Dialogue, in partnership with the Organization of American States (OAS) and PepsiCo Beverages of Latin America. The YABT is an international non-profit organization founded in 1999 and working in cooperation with the Organization of American States (OAS), with the mission of promoting the social and economic development of young people around the world. While building entrepreneurial capacity and creating opportunities for future business leaders, the YABT community advances the global goals and strengthens youth-led initiatives for sustainable development.

YABT works with companies from different sectors, multilateral organizations, Member States and Permanent Observers to the OAS, creating deep and scalable relationships to invest in programs and initiatives that support the talent and capacity of young people, preparing them for the future of work and business.

Focus areas:

<table>
<thead>
<tr>
<th>Leadership</th>
<th>Business skills</th>
<th>Competitions</th>
<th>Resources and Alliances</th>
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<tbody>
<tr>
<td>+23,000</td>
<td>45,109</td>
<td>1,100</td>
<td>+100</td>
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<tr>
<td>Young people involved in the Summits of the Americas process and other policy-making fora</td>
<td>Young entrepreneurs registered in Innovation Competitions</td>
<td>Attendees in BootCamp training and mentoring sessions</td>
<td>Interns and professional trainees involved in global youth scenarios</td>
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Partnering with YABT means leveraging its expertise, positioning and ability to connect diverse stakeholders to generate a sustainable and inclusive impact on communities.

Learn more by visiting: www.yabt.net or contact us: info@yabt.net
### Agenda
**Monday, June 24th 2019**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Details</th>
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| 14:00 | Young Americas Dialogue: “Innovating to strengthen hemispheric multilateralism”  
Format: Dialogue  
Place: Universidad Eafit, Bloque 38, Auditorio, Medellín, Colombia |
|       | The Dialogue is a space where young people have the opportunity to exchange their opinions and ideas in order to nurture and adopt the Youth Declaration, which is the result of a region wide participation process developed in recent months. The Declaration will be presented by a youth spokesperson during the 49th Ordinary Period of Sessions of the General Assembly of the Organization of American States (OAS). |
|       | * Only for Youth Delegates |
| 14:00 | Welcome remarks  
Valerie Lorena, Executive Director, Young Americas Business Trust |
| 14:10 | Discussion Panel: Youth and Development  
Moderator: Eugenio Bidondo, Young Americas Business Trust  
Panelists:  
Alejandro De Bedout Arango, Youth Secretary of Medellin, Alcaldía de Medellín  
Valerie Lorena, Executive Director, Young Americas Business Trust |
| 14:25 | Introduction to the Working Groups  
Eugenio Bidondo, Cecilia Vilchis, Young Americas Business Trust  
Facilitators will explain the composition of the Working Table, the methodology and the timeline for the debate |
| 14:30 | Working Groups “Innovating to strengthen hemispheric multilateralism”  
Young people hold open debate to improve the draft declaration. The results are presented at the end of the Dialogue with the presence of special guests. During the dialogue, spokespersons are elected. |

**Orientation Session for finalists and judges**
Place: Centro Empresarial El Poblado, Cámara de Comercio de Medellín para Antioquia  
* Only for Finalists and Judges of TIC Americas 2019 |

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<tr>
<th>Time</th>
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| 17:00 | Finalists Orientation Session  
Format: Presentation / Discussion  
Sergio Camus y Rosario Díaz Garavito, Young Americas Business Trust |
| 18:00 | Judges Orientation Session  
Format: Presentation / Discussion  
Rafael Pinto y Diana Heredia, Young Americas Business Trust |
| 18:00 | Guided tour of the facilities |
| 18:30 | TIC Americas International Expo 2019 Setup |
Tuesday, June 25th 2019

8:00
9:00
Registration and networking

9:00
10:00
Welcome remarks
Moderator: Eugenio Bidondo, Young Americas Business Trust

Opening Remarks:
• Federico Gutierrez, Mayor of Medellin
• H.E. Nestor Mendez, Assistant Secretary General, Organization of American States*
• Luis A. Viguria, CEO, Young Americas Business Trust
• Lina Vélez de Nicholls, CEO, Cámara de Comercio de Medellín para Antioquia
• Karen Scarpetta, Country Manager, WeWork Colombia
• Gabriela de la Garza, Senior Director of Corporate Affairs PepsiCo’s Beverages Latin America / Citizenship and Sustainability

10:00
10:30
Evaluation Tour TIC Americas International Expo
The TIC Americas International Expo is the meeting point among innovation, creativity and business connections and collaboration, where Finalist teams exhibit their business ideas to participants and special guests of TIC Americas and the OAS General Assembly (Government, Private Sector, Investors, Banking, Press, international organizations and public in general). It is also a strategic and visibility space for public and private organizations.

10:30
13:30
TIC Americas Evaluations I Simultaneous Plenary Sessions

TIC Americas Evaluation Committees
Format: Presentation

TIC Americas Finalists will have their final presentation to the Evaluation Committee. They will present their projects and business proposal to a selected international judging committee composed of industry experts. The winners of TIC Americas in each of the categories, Eco Challenge, Startup Challenge, Caribbean Innovation Competition and TIC Colombia will be announced during the Closing and Awards Ceremony.

10:30
11:45
Simultaneous Plenary Sessions

1. The IV Industrial Revolution and the Role of Technologies in the Future of Employment
Format: Presentation - Place: Auditorium

A study by the International Monetary Fund indicates that new technologies displaced some jobs, but created new complementary tasks. And the associated increase in productivity contributed to higher incomes and aggregate demand, supporting the creation of jobs. The session will have short presentations by experts to raise awareness of the practical definitions and types of commercial activities that make up the fourth industrial revolution. In addition, he will discuss how the fourth industrial revolution responds to the challenges of investing in human capital, mainly young people, contributing to the formation of a generation with the ability to influence the changes demanded by new technologies and the future of work.

Moderator: Angela Bernal, Unified National Higher Education Corporation CUN
• Ignacio de León, CEO, IPPASSPORT
• Alejandro Franco Restrepo, General Director, Ruta N
• Sara Giraldo, Indie Level Studio / Finalist TIC Americas 2016

2. Entrepreneurial Ecosystems in Latin America and the Caribbean: Building Partnerships for Success
Format: Presentation - Place: Lounge 101 and 102

Programs and initiatives to stimulate entrepreneurial activity contribute to the competitiveness indexes of the region, considering that new technologies, innovation and differentiated business models are transforming industries. A study by the World Bank and the YABT highlights that a competitive environment motivates young people to change society in a positive way, facilitating the consolidation of ventures and the generation of new ideas that contribute to the well-being of a community. In this sense, beyond the Ecosystem of Support for Entrepreneurship, the region
must emphasize reforms, private capital and improvement of the productive environment. The panel of experts will address these and other issues from different angles and reflections, showing progress and pending issues to define new approaches, and concentrate efforts in response to the new demands and dynamics of the fast-growing enterprises.

Moderator: Eugenio Bidondo, Young Americas Business Trust
- Valerie Lorena, Executive Director, Young Americas Business Trust
- Lizette Huezco Ponce, Director, Regional Department of Entrepreneurship, Tecnológico de Monterrey
- Carlos Guedes, Founder, NEXU’S, Desenvolvimento Humano, Brazil
- María Liliana Gallego, General Director, Creame / Presidenta Red de Aceleradoras de la Alianza del Pacífico

11:45 Simultaneous Plenary Sessions
13:00

1. Women Entrepreneurs: Access to international markets through the use of technology
Format: Testimonial Panel - Place: Lounge 101 and 102

The economic empowerment of young women has positive ripple effects, not only at the individual level, but in their communities and countries. The McKinsey Global Institute (MGI) has estimated that the advancement of gender equality could add $12 trillion per year to the world economy by 2025. Meanwhile, the OECD notes that digital technologies can provide opportunities to "boost" the economic development of women. This session seeks to generate a discussion about new ideas and business models that Women Entrepreneurs are introducing in the electronic consumption market, given the growing penetration of the Internet and the opportunities offered by the digital economy to overcome market access barriers.

Moderator: Rubén Valencia, Cámara de Comercio de Medellín para Antioquia
- Johanna Molina, Co-Founder and Executive Director, The Intern Group - TIC Colombia Winner 2012
- Jorge Iván León Iza, Co-Founder and Commercial Manager, iKono Telecomunicaciones, TIC Americas Winner 2009
- Rosario Díaz Garavito, Directora Ejecutiva, The Millennials Movement

2. The Orange Economy: Innovation in Cultural and Creative Industries in the Inequality Reduction
Format: Presentation and Testimonial - Place: Auditorium

The creative economy is the symbol of inspiration, creativity and talent in so many sectors and activities, which become sources of new ventures, income and intellectual capital that quickly crosses borders. The orange economy has proven to be an engine of economic integration and an effective response within the development agenda. The session will provide multiple perspectives to diversify support resources and incentives to strengthen cultural and creative industries in emerging economies, a new commitment that contributes to welfare and social cohesion, and supports intellectual capital in cities and small communities.

Moderator: Jaime Echeverri, Vice President of Planning and Development, Cámara de Comercio de Medellín para Antioquia
- América Castiblanco, Vice President of Entrepreneurship and Acceleration of iNNpulsa Colombia
- María Fernanda Galeano, Secretary of Economic Development, Alcaldía de Medellín
- Ricardo Loyola Moraga, Consultant and Partner, Synapsia.cl, Chile
- Patricia Fuel, Corporación Interactuar
- Carol Pérez, Head of Public Affairs, WeWork LATAM

13:00 Break and Networking
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<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tr>
<td>16:00</td>
<td>Official visit to the TIC Americas Expo</td>
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<td>16:30</td>
<td>Main Speech: H.E. Luis Almagro Lemes, Secretary General, Organization of American States</td>
<td>Place: Auditorium</td>
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<tr>
<td>17:00</td>
<td>Official Opening Ceremony and Celebration of the 20th Anniversary of the Young Americas Business Trust</td>
<td>Place: Auditorium</td>
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<td>17:00</td>
<td>H.E. Carlos Holmes Trujillo, Minister of Foreign Affairs, Republic of Colombia</td>
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<td>17:00</td>
<td>H.E. Luis Almagro Lemes, Secretary General, Organization of American States</td>
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<td>17:00</td>
<td>Felipe Buitrago Restrepo, Counselor for Economic and Strategic Affairs of the Presidency of the Republic of Colombia</td>
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<td>17:00</td>
<td>Maria Paula Cano, Gerente de Asuntos Corporativos, PepsiCo Región Andina</td>
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<td>17:00</td>
<td>Yadira Soto, Chair, Board of Directors, Young Americas Business Trust</td>
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<td><strong>Celebration of the 20th Anniversary of the Young Americas Business Trust</strong></td>
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<td>Introduction: Rafael Pinto y Edgar Maestre, Young Americas Business Trust</td>
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<td>Testimony: Eduardo Molina, WeWork</td>
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<td></td>
<td>Remarks: Yadira Soto, Chair, Board of Directors, Young Americas Business Trust</td>
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<td></td>
<td>Main Speech: Roy Thomasson, Founder, Young Americas Business Trust</td>
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<td><strong>Wednesday, June 26th 2019</strong></td>
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<td>8:30</td>
<td>Registration and networking</td>
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<td>9:00</td>
<td>Expert Panel Discussion on Innovation, Entrepreneurship as tools for Peace and Development</td>
<td>Place: Auditorium</td>
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<td>10:00</td>
<td>Moderator: Luis Viguria, Young Americas Business Trust</td>
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<td>The Panel of Experts will hold an open discussion on the contribution of technology, entrepreneurship and peace, as proponents of integral development, democratic governance and human rights, improving the quality of life of people. In addition, they will show good practices on how from a multisectoral and multilateral approach, greater social cohesion, equal opportunities and strengthen the capacities of institutions in their different dimensions for the transformation of society.</td>
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<td>Santiago Pinzon, Vice President of Transformación Digital, ANDI</td>
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<td>Roberto Menéndez, Head of the OAS Mission to Support the Peace Process in Colombia</td>
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<td>Natalia León, Regional Director for Latin America, Streetfootballworld</td>
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<td>10:00</td>
<td>Report and Highlights from the 2019 Global Entrepreneurship Summit in the Netherlands</td>
<td>Format: Elevator Pitch - Place: Auditorium</td>
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<td>10:15</td>
<td>*Arie Pals, Summit Advisor, U.S. Department of State</td>
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<tr>
<td>10:15</td>
<td>Presentation – The Finalists of TIC Americas 2019</td>
<td>Format: Elevator Pitch - Place: Auditorium</td>
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<td>10:15</td>
<td>Facilitators: Rafael Pinto y Rosario Garavito, Young Americas Business Trust</td>
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<td>12:30</td>
<td>Expert Panel: Elisa Bustamante, CREAM, Santiago Pinzón, ANDI, Diana Narvaez, Impulsum Capital</td>
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TIC Americas finalist will challenge creativity, and will use their persuasive business skills to convince a diverse audience about the potential of scalability of their proposals. Using the format of the Elevator Pitch, entrepreneurs have the opportunity to present their proposals to a select panel of experts on innovation, entrepreneurship and investment, from the private, public and international organizations. Each entrepreneur will have a maximum of three minutes to present and receive immediate feedback from the panel.

12:30
Break and Networking

14:00
Special guest: Fanny Lu
Place: Auditorium
Present: Raiza De Luque, Presidential Adviser for Youth - Colombia Joven

14:30
Special Recognition to TIC Americas 2019 Juries
Place: Auditorium
Moderator: Rafael Pinto, Young Americas Business Trust

15:00
Plenary Session
A decade of the Eco-Challenge
Format: Discussion - Place: Auditorium

Gabriela de la Garza, Senior Director of Corporate Affairs PepsiCo’s Beverages Latin America / Citizenship and Sustainability
Luis A. Viguria, CEO, Young Americas Business Trust

The World Economic Forum points out - among other things - that the private sector can play an important role as an implementer, turning profits into sustained economic growth, social inclusion and environmental protection. Eco-Challenge has been a point of reference due to its long trajectory bringing innovative sustainable ideas to life.

16:00
The Benefits of Diversity and Inclusion for Economic Development
Format: Keynote Speech - Place: Auditorium

Cheryl Urban, Director General, South America and Inter-American Affairs, Global Affairs Canada

16:15
Official Private Visit to the TIC Americas Expo

Maria Juliana Ruiz, First Lady of the Nation*
Margarita Maria Gómez, First Lady of Medellin City*
Yadira Soto, Chair, Board of Directors, Young Americas Business Trust

16:30
Main Speech:
First Lady of the Republic of Colombia, Honorable María Juliana Ruiz
Place: Auditorium

17:00
Awards and Closing Ceremony
Award categories:
- Special Recognitions
- Eco-Challenge (Environment, Women and Nutrition)
- Startup Challenge
- Caribbean Innovation Competition
- TIC Colombia - National category

19:00
Official photo

www.ticamericas.net
Updated: June 24, 2019
Sponsors:

- PEPSICO
  Latin America

- THE WORLD BANK
  Latin America & the Caribbean

In collaboration with:

- Comfama
- WeWork
- INNPulsa Colombia
- OEA MAPP