THE AGENDA

8:00 AM
Doors Open

9:00 - 9:30
Welcoming Remarks
Luis Alberto Moreno
President, Inter-American Development Bank
Richard C. Blum
Chairman, Blum Capital Partners & Founder and Trustee
Blum Center for Developing Economies

9:30 - 9:45
Sci-fi Vision of the future
Keiichi Matsuda
Hyper Reality Guru

9:45 - 10:00
The incredible power of soft power
Jose Miguel Sokoloff
Global President, MullenLowe Group
10:00 - 10:20
The future of fashion is recycling the past
Mariano Breccia & Mechi Martínez
Creative Directors, 12-na

10:20 - 11:00
BREAK

PANEL
11:00 - 11:15
Cities as creative hubs
Bruce J. Katz
Centennial Scholar, Brookings Institute
Sebastián Errázuriz
Artist and designer

11:15 - 11:45
Merging the world of innovation with imagination
Daan Roosegaarde
Artist & designer

11:45 - 12:00
Interaction with audience through Slido

12:00 - 2:00
LUNCH BREAK

2:00 - 2:15
The Minecraft of the music industry
Craig Swann & Braulio Flores
Founders, Looplabs
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>2:15 - 2:30</td>
<td>Art outside the museum</td>
<td>Sebastián Errazuriz</td>
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<td>Artist, designer &amp; activist</td>
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<td>2:30 - 2:45</td>
<td>Fashion and the ownership of creativity</td>
<td>Johanna Blakely</td>
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<td>Director at USC Annenberg, Norman Lear Center</td>
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<td>2:45 - 3:00</td>
<td>Gastronomy to empower people</td>
<td>Nicola Gryczka</td>
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<td>Head, Gastromotiva International</td>
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<td>3:00 - 3:15</td>
<td>PANEL</td>
<td>Elías López</td>
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<td>Editorial Director, The New York Times en Español</td>
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<td>Maite Rico</td>
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<td>Deputy VP, EL PAIS</td>
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<td>3:15 - 3:45</td>
<td>BREAK</td>
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<td>3:45 - 4:00</td>
<td>Hollywood-Bollywood-Latinwood</td>
<td>Adrian Suar</td>
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<td>Producer, Pol-Ka</td>
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4:00 - 4:15
The Bolivian Wall-E
Esteban Quispe
Innovator

4:15 - 4:30
CLOSING REMARKS

4:30 - 5:00
MINGLING AND WARM-UP
Transition from Demand Solutions to Venture Night

5:00 - 8:00
VENTURE NIGHT

5:00 - 6:30
STARTUP PITCHES

6:30 - 6:40
SPECIAL GUEST SPEAKER

6:40 - 7:30
AWARDS CEREMONY

7:30 - 8:00
COCKTAIL & NETWORKING