



# PROGRAMME

## AS OF 06.06.2019

### DAY 1

#### OPENING CEREMONY

Wednesday 12 June, 9:00-10:30

#### Welcome remarks:

- **Hamad Buamim**, Chair, ICC World Chambers Federation (Paris); President and CEO, Dubai Chamber of Commerce and Industry (United Arab Emirates)
- **John W.H. Denton AO**, Secretary General, International Chamber of Commerce (Paris)
- **George Teixeira Pinheiro**, President, Brazilian Confederation of Trade and Business Associations - CACB (Brazil)

#### Keynote address:

- **Jair Bolsonaro**, President, Federal Republic of Brazil (Brazil) *[invited]*

#### On stage:

- **Marcelo Crivella**, Mayor, Rio de Janeiro (Brazil)
- **Julian Dominguez**, President, Confec amas; President, Ibero-American Association of Chambers of Commerce - AICO (Mexico)
- **Wilson Jos  Witzel**, Governor of the State, Rio de Janeiro (Brazil) *[invited]*

#### Cultural presentation:

Performance by the Rio de Janeiro Youth Symphonic Orchestra

#### Master of ceremony:

- **Ludmilla Bottas**



## EXHIBITION INAUGURATION

*Wednesday 12 June, 10:30-11:00*

The exhibition area will be formally inaugurated by leaders from ICC, WCF, CACB as well as authorities from the city and state of Rio de Janeiro. This will be the occasion to greet and thank the many sponsors and exhibitors joining us and supporting us for the Congress.

With the participation of:

- **Marcello Crivella**, Mayor, Rio de Janeiro (Brazil)
- **Monica de Greiff**, Vice-Chair, ICC World Chambers Federation President, Chamber of Commerce of Bogota (Colombia);
- **John W.H. Denton AO**, Secretary General, International Chamber of Commerce (Paris)
- **George Teixeira Pinheiro**, President, Brazilian Confederation of Trade and Business Associations - CACB (Brazil)
- **Wilson José Witzel**, Governor of the State, Rio de Janeiro (Brazil) *[invited]*

## Plenary session 1: A world disrupted: pioneering new paths for a shared future

*Wednesday 12 June 11:00-12:30*

Description:

The global institutional architecture is facing its biggest test in the last 50 years, with traditional approaches being challenged and the geopolitical order being redesigned. At the same time, public trust in institutions is dramatically declining, with one global survey finding that only 15% of the general population believes the present system is working. In this age of unprecedented disruptions, emerging from the digital revolution and new societal shifts, how can we make sense of economic and geopolitical trends and help business leaders chart a new course?

Opening statement:

- **Alan Wolff**, Deputy Director-General, World Trade Organization (Geneva)

Panellists:

- **Arancha González**, Executive Director, International Trade Centre (Geneva)
- **Yu Jianlong**, Secretary General, China Chamber of International Commerce (China)
- **Sergey Katyrin**, President, Chamber of Commerce and Industry of the Russian Federation (Russia)

Closing statement:

- **Marcos Prado Troyjo**, Deputy Minister of Economy, Federal Republic of Brazil (Brazil)

Moderator:

- **John W.H. Denton AO**, Secretary General, International Chamber of Commerce (Paris)

## Plenary session 2: Envisioning a digitally-enabled world

*Wednesday 12 June 13.30-15.30*

Description:

Part 1: The future of trade (45 minutes)

Emerging technologies are fundamentally transforming the global economy and the way we trade. Explosive e-commerce growth has the potential to bring a far greater number of small and medium-sized enterprises (SMEs) into the international trading system. At the same time, ground-breaking digital technologies such as blockchain, artificial intelligence and 3D printing

represent a huge opportunity for forward-looking chambers of commerce. From digitising existing trade tools such as letters of credit, Incoterms and certificates of origin, to improving supply chain and sustainability, how can chambers and businesses stay abreast of these technologies and capitalise on their potential gains?

Panellists:

- **Dorjee Sun**, Co-Founder, Perlin (Singapore)
- **Emmanuelle Ganne**, Senior Analyst, World Trade Organization (Geneva)

Part 2: The future of cities (75 minutes)

Today, around half the world population lives in cities - a proportion likely to increase to 68% by 2050. Such demographic shifts pose enormous challenges to city government leaders and other urban stakeholders, yet also provides the opportunity to use emerging technologies in innovative and more sustainable ways. How are local authorities re-thinking transport, energy and infrastructure in ways that foster economic growth and protect the environment? What does it mean to be a smart city in 2019? And what role are chambers playing in urban economic development around the world?

Opening remarks:

- **Marcelo Crivella**, Mayor, Rio de Janeiro (Brazil)

Panellists:

- **Kirill Ilichev**, CEO, ANPO Moscow Export Center (Russia)
- **Fernanda Laranja**, Government Relations Manager, Grow Mobility (Brazil)
- **Pablo Rivadeneira**, Chief of Staff to the Mayor, Municipality of Santiago (Chile)
- **Vincent Subilia**, Director General, Geneva Chamber of Commerce, Industry and Services (Switzerland)

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Moderator:

- **Nikolaus Schultze**, Global Policy Director, International Chamber of Commerce (Paris)

<b>Workshop: Today's toolkit for developing a dispute management plan</b>
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*Wednesday 12 June 16.00-17.30*

Description:

Considering the increase in the complexity of commercial relations today, parties to commercial transactions should be aware of the different dispute resolution mechanisms they have at their disposal, their advantages and disadvantages and, eventually, how these mechanisms could be combined to resolve dispute in the most efficient manner.

Panellists:

- **Xavier Coronas**, Secretary General, Chamber of Commerce of Barcelona (Spain)
- **Carlos Macarena Letelier**, Vice-President, Arbitration and Mediation Center of Santiago Chamber of Commerce - CIAC (Chile)
- **Henrique N6ra Sotomayor Teixeira**, Criminal Law and Compliance Partner, Todde Advogados (Brazil)
- **Gustavo Scheffer da Silveira**, Counsel at the International Court of Arbitration, International Chamber of Commerce (Brazil)

Moderator:

- **Gustavo Scheffer da Silveira**, Counsel at the International Court of Arbitration, International Chamber of Commerce (Brazil)

## Workshop: Discover Ibero-America's business opportunities with AICO

Wednesday 12 June 16.00-17.30

### Description:

This panel will offer an analysis of the strategies that Ibero-America has been driving to promote international business, attract investment, boost productive diversity and encourage entrepreneurship, taking into account the leading role of Chambers of Commerce in this process.

### Panellists:

- **Ángel Asensio Laguna**, President of Madrid Chamber of Commerce (Spain)
- **Monica de Greiff**, President, Chamber of Commerce of Bogota (Colombia)
- **Peter Hill**, President, Santiago Chamber of Commerce (Chile)
- **Jorge País**, President, Portalegre Region Entrepreneurship, NERPOR (Portugal)
- **Sergio Segovia**, President, Apex-Brasil (Brazil)

### Moderator:

- **Paulo Protasio**, Chairman, R3ZIS; President, Brasil Marketing International (Brazil)

## Workshop: Everything you wanted to know about blockchain but were afraid to ask

Wednesday 12 June 16.00-17.30

### Description:

Blockchain is increasingly being heralded as a game-changing technology by many sectors of the global economy. Studies show that 69% of banks, for instance, are already experimenting with blockchains and that the global blockchain market could be worth US\$60 billion by 2024. Nevertheless, the blockchain remains widely misunderstood. This session will offer an accessible overview of blockchain technology and some of its most promising applications.

### Part 1: Introduction to Blockchain

#### Panelist:

- **Gerrie Smits**, Digital strategy and blockchain consultant (Belgium)

### Part 2: Blockchain experts' insights

#### Panellists:

- **Ali Abdalla Al Jari**, Senior Executive, Sharjah Exports Development Center (United Arab Emirates)
- **Emmanuelle Ganne**, Senior Analyst, World Trade Organization (Geneva)
- **Stella Loiacono**, CTO, IBM Argentina (Argentina)
- **Bernardo Schucman**, Co-founder, Youppie; CEO, OR Blockchain Investments (Brazil)
- **Dorjee Sun**, Co-Founder, Perlin (Singapore)
- **Desmond Tay**, CEO, vCargo Cloud (Singapore)

#### Moderator:

- **Maria Teresa Aarão**, Innovation Director, Certisign Certificadora Digital (Brazil)

## WORLD CHAMBERS COMPETITION: Best Unconventional Project

*Wednesday 12 June 16.00-17.30*

### Description:

Recognising chambers that have developed unique and innovative projects in an activity not typically associated with their mission and objectives, while increasing job creation to enhance local economies.

### Finalists:

- Gaziantep Chamber of Commerce (Turkey)
- Moscow Chamber of Commerce and Industry (Russia)
- NSW Business Chamber (Australia)
- Qatar Chamber (Qatar)
- SEBRAE/PA – Serviço de Apoio as Micro e Pequenas Empresas do Estado do Para (Brazil)

## WELCOME RECEPTION

*Wednesday 12 June 19.00-22.00*

After an action-packed first day of plenaries and workshops, relax and enjoy a fun-filled evening in Rio de Janeiro's *Cidades das Artes* ("City of Arts") museum. The Congress' welcome reception gives delegates the opportunity to connect with peers in casual setting. Mix and mingle with a diverse and international crowd to get involved and inspired in one not-to-be-missed event.

### **ICC at 100**

Founded in 1919 following aftermath of the First World War, ICC was built on the conviction that strong commercial ties between nations would ultimately reduce the risk of war and armed conflict. Since that time, ICC has been at the forefront of advancing peace and prosperity globally. Today, that mission includes making business work for everyone, every day, everywhere. By providing solutions for economic growth, we help spur opportunity for all.

From trade finance and international arbitration to climate change and digital transformation, we bring the expertise of business into global discussions and decision-making processes at the international level.

Join us in marking ICC's centenary.

# DAY 2

## Plenary session 3: Building fair and transparent markets for all

*Thursday 13 June 9.00-10.30*

### Description:

Corruption imposes devastating economic and social costs around the world, barring innovative new ideas from the marketplace and distorting competition. 68% of countries worldwide have identified corruption as a “serious problem”. What role can companies and chambers play in promoting fair and transparent markets? What are the key steps governments and institutions should take to make this possible?

### Panellists:

- **Nicola Bonucci**, Director for Legal Affairs, Organisation for Economic Co-operation and Development - OECD (Paris)
- **Michael Freitas Mohallem**, Head of the Center for Justice and Society, Fundação Getulio Vargas (Brazil)
- **María Fernanda Garza Merodio**, President and CEO, Orestia; Chair, ICC Mexico
- **Kiprono Kittony**, National Chairman, Kenya National Chamber of Commerce and Industry (Kenya)
- **Pedro Parente**, Global CEO, BRF (Brazil)

### Moderator:

- **Carlo de Lima Verona**, Partner, Demarest (Brazil)

## Workshop: SMEs to the world: chambers as facilitators and partners

*Thursday 13 June 11.00-13.00*

### Description:

Micro, small and medium-sized enterprises (MSMEs) represent a whopping 95% of companies and yet remain sorely underrepresented in world trade. For many MSMEs, the process of expanding into foreign markets still seems too cumbersome, stopping communities and economies around the world from enjoying the many benefits that come from greater MSME growth. What role can chambers and other actors play in expanding the gains of world trade to MSMEs? This session will discuss emerging trends and innovations, from the ICC-WTO Small Business Champions initiative to global policy efforts.

This session will be dedicated to presenting innovative projects/platforms led by Chambers and other bodies to help SMEs grow their international activities and connect with clients/suppliers globally.

### Introduction:

- **Amb. José Luis Cancela**, Permanent Representative of Uruguay, World Trade Organization (Geneva)

### Panellists:

- **Khalid Klefeekh Al Hajri**, Board Member, Qatar Chamber of Commerce and Industry; Chairman, Qatar International Center for Conciliation and Arbitration Committee (Qatar)

- **Reinaldo Manoel de Lima**, Deputy Manager, Trade Finance Unit of Banco do Brasil (Brazil)
- **Fernando Hurtado**, President, Santa Cruz Chamber of Industry, Commerce, Services and Tourism - CAINCO, representing AI-Invest (Bolivia)
- **Mathieu Loridan**, Market Analyst, International Trade Centre (Geneva)
- **Renata Malheiros Henriques**, Senior Manager of the Entrepreneurship Department, SEBRAE - Brazilian Service of Assistance to Micro and Small Enterprises (Brazil)
- **Volker Treier**, Deputy CEO, DIHK - Association of German Chambers of Industry and Commerce (Germany)

Conclusion:

- **Aranca González**, Executive Director, International Trade Centre (Geneva)

Moderator:

- **Emmanuelle Ganne**, Senior Analyst, World Trade Organization (Geneva)

<p><b>Workshop: ATA Carnet: boosting international business with your passport for goods</b></p> <p><i>Thursday 13 June 11.00-12.30</i></p>
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Description:

ATA Carnets greatly facilitates trade by unifying customs forms and replacing guarantee requests different from country to country on temporary importation. Over 185 000 Carnets are issued every year for goods valued over US\$ 26 billion. During this session, we will discuss the main issues that need to be addressed when introducing the ATA System in any given country, and recent development of the ATA System: (1) General benefits of the ATA Carnet System; (2) Overview of ATA Carnet risk management scheme (3) Carnet Digitisation; (4) How to implement the ATA Carnet system; (5) User experiences.

Panellists:

- **Cyrille Bernard**, Information System Architect, International Chamber of Commerce (Paris)
- **Yuan Chai**, ATA Carnet Manager, International Chamber of Commerce (Paris)
- **Christophe Coulie**, Legal Affairs Manager, Federation of Belgian Chambers of Commerce (Belgium)
- **Ralf Kronberger**, Head of Financial, Fiscal and Tax Policy Department, Austrian Federal Economic Chamber (Austria)
- **Wilson Maragno**, International Logistics Executive Supervisor, TV Globo (Brazil)
- **Felipe Spaniol**, ATA Coordinator, National Confederation of Industry (Brazil)
- **Henk Wit**, Deputy Chair of the World ATA Carnet Council, ICC World Chambers Federation (Paris); ATA Carnet Manager, Netherlands Chamber of Commerce and Industry (Netherlands)

Moderator:

- **Ruedi Bolliger**, Chair, World ATA Carnet Council, ICC World Chambers Federation (Paris); Executive Director, Alliance of Swiss Chambers of Commerce (Switzerland)

## WORLD CHAMBERS COMPETITION: Best Education and Training Project

Thursday 13 June 11.00-12.30

### Description:

Acknowledging chambers who are proving that investing in education and training can be crucial to the establishment, advancement and success of small-and medium-sized enterprises (SMEs), and foster economic development and job creation.

### Finalists:

- Abuja Chamber of Commerce and Industry (Nigeria)
- Camara de Industrias, Produccion y Empleo de Cuenca (Ecuador)
- Cebu Chamber of Commerce and Industry (Philippines)
- Chamber of Commerce in Styria (Austria)
- Gaziantep Chamber of Industry (Turkey)

## Workshop: The e-commerce revolution: making digital trade work for small business

Thursday 13 June 14.00-15.30

### Description:

Recent e-commerce growth has been nothing short of breath-taking and has immense potential for small and medium-sized businesses (SMEs). SMEs that use online platforms are over five times more likely to export than those in the traditional economy. How can chambers capitalise on the e-commerce revolution and maximise the benefits for SMEs?

### Panellists:

- **Juliet Azedi Ajaab**, Founder, Zedi; Google competition winner “Small Businesses Going Global Video Challenge” (Ghana)
- **Sebastian Ferrari**, International Project Coordinator, Argentina Chamber of Commerce and Services (Argentina)
- **Anna Kompanek**, Director of Global Programs, Center for International Private Enterprise (United States)
- **Samir Modi**, President, Confederation of Asia Pacific Chambers and Industry
- **Fernando Pierri**, Head of Global Trade Services, Santander (Brazil)
- **Eduardo Rodrigues de Rezende**, National Coordinator for Commerce and Services, ABDI (Brazil)

### Moderator:

- **Eduardo Diogo**, Director of Administration and Finances, SEBRAE - Brazilian Service of Assistance to Micro and Small Enterprises (Brazil)

## Workshop: Inclusive infrastructure in emerging economies

Thursday 13 June 14.00-15.30

### Description:

It is estimated that approximately US\$57 trillion in infrastructure will be needed to achieve the UN Sustainable Development Goals by 2030. As governments look to the private sector to finance and implement inclusive infrastructure projects, what role can chambers play in mobilising investment and sharing best practices?



Panellists:

- **Eliane Aleixo Lustosa de Andrade**, Investment Director, BNDES (Brazil) *[invited]*
- **Vanessa Basseto**, Managing Director Multinationals - Santander Brasil (Brazil)
- **Antonio Henrique Pinheiro Silveira**, Corporate Vice-President of Infrastructure, CAF - Development Bank of Latin America (Venezuela)
- **Dorjee Sun**, Co-Founder, Perlin (Singapore)
- **John Zemko**, Regional Director for Latin America and the Caribbean, Center for International Private Enterprise (United States)

Moderator:

- **Adam Marshall**, Director General, British Chambers of Commerce (United Kingdom)

**WORLD CHAMBERS COMPETITION: Best SME and Entrepreneurship  
Development Project**

*Thursday 13 June 14.00-15.30*

Description:

Rewarding exceptional chamber initiatives that are either helping SMEs and entrepreneurs to innovate and develop their business or are strengthening job creation in their respective communities.

Finalists:

- Afghanistan Women Chamber of Commerce and Industry (Afghanistan)
- Camara de Comercio de Cali (Colombia)
- Camara de Comercio de Quito (Ecuador)
- Istanbul Chamber of Commerce (Turkey)
- Konya Chamber of Industry (Turkey)
- National Confederation of Industry (Brazil)

**THE LEADERSHIP TALK: CHANGING THE WORLD, FOR GOOD**

*Thursday 13 June 16.00-17.00*

Description:

A new generation of creative entrepreneurs is seeking to change the world, for good. Chambers and more established companies would do well to listen. In a world of constant transformation, how can we foster agile companies that continually innovate and adapt? What are the values that should guide a new generation of business leaders?

Keynote address:

- **Cyrill Gutsch**, Founder, Parley for the Oceans (United States)

Moderator:

- **Susanna Zeko**, Secretary General and CEO, ICC Sweden (Sweden)

*Parley for the Oceans is the global network where creators, thinkers and leaders from the creative industries, brands, governments and environmental groups come together to raise awareness for the beauty and fragility of the oceans and collaborate on projects that can end their destruction. The organization has formed alliances with major corporations including adidas, Anheuser Busch InBev (Corona), American Express; the United Nations; the Maldives and collaborators spanning the worlds of science, art, fashion, design, entertainment, sports, and space and ocean exploration. To know more: [www.parley.tv](http://www.parley.tv)*

# DAY 3

## Plenary session 4: The Sustainable Development Goals and climate change: thriving in a low carbon economy *Friday 14 June 9.00-10.30*

### Description:

Businesses must be prepared to face the challenges and opportunities presented by climate change and put the SDGs at the heart of their operations. As the world shifts toward a low-carbon economy, there are new opportunities for competition and innovation. Renewable energy, waste management, sustainable transport, and other 'green economy' sectors are on the rise. At the same time, traditional emitters of greenhouse gases, such as oil and gas companies, are reinventing their business models and developing technologies aimed at capturing carbon emissions. Now more than ever, climate change is everyone's business. What can government, business, and society do to confront it?

### Keynote address:

- **Luis Alfonso de Alba**, UN Secretary General's Special Envoy for the 2019 Climate Summit, United Nations (New York)

### Panellists:

- **Sandip Lalli**, President and CEO, Calgary Chamber of Commerce (Canada)
- **Keyvan Macedo**, Manager for Sustainability, Natura (Brazil)
- **Mami Mizutori**, Assistant Secretary General and Special Representative of the Secretary General for Disaster Risk Reduction, United Nations Office for Disaster Risk Reduction (Geneva)
- **Heerad Sabeti**, CEO, Fourth Sector Group (United States)
- **Dorjee Sun**, Co-Founder, Perlin (Singapore)

### Moderator:

- **Andrew Wilson**, Director, Permanent Observer to the United Nations, International Chamber of Commerce (New York)

## Plenary session 5: Rethinking education: skills for the global economy of the future *Friday 14 June 11.00-12.30*

### Description:

Teach a man to fish and... keep teaching him new skills? An estimated 50% of current work activities could be transformed or rendered obsolete by new technologies. More than ever before, populations need to engage in lifelong learning, gaining new skills to adapt to emerging markets and business models. How can chambers play a leading role in developing a dynamic and effective global workforce?

### Panellists:

- **Tânia Cosentino**, CEO, Microsoft Brazil (Brazil)
- **Olivier Crouzet**, Head of Pedagogy, école 42 (France)
- **Victor Dosoretz**, CFO, Argentine Chamber of Commerce (Argentina)
- **Gustavo Leal**, Director of Operations, National Service of Industrial Training - SENAI, National Confederation of Industry – CNI (Brazil)

- **Christoph Leiti**, President, Eurochambres (Belgium)

Moderator:

- **Daniel Kok**, Managing Director, ICC Academy (Singapore)

**Workshop: Origin: charting the future for trade documents in a transforming global economy**

*Friday 14 June 13.30-15.00*

Description:

Origin in trade has rarely had such a high profile – partly as a result of the proliferation of free trade agreements and also because uncertainty in the global trading system now regularly causes businesses to call for verification in their cross-border transactions. How should chambers—whose role in determining origin is unique and vital—react to this changing environment on behalf of their members and customers? What new trade facilitation services should they develop and what are the right technologies to partner with in the delivery of certificates of origin and trade documents?

Panellists:

- **Thalis Rafael Figueiredo Silva**, Foreign Trade Analyst, Undersecretariat of International Negotiations of the Secretariat of Foreign Trade, Ministry of Economy (Brazil)
- **Juliana Kämpf**, CEO, Brazilian Confederation of Trade and Business Associations - CACB (Brazil)
- **Tingting Sun**, Trade Facilitation Specialist, China Council for the Promotion of International Trade (China)
- **Martin Van der Weide**, Policy Manager on Origin, The Netherlands Chamber of Commerce (Netherlands)

Moderator:

- **Peter Bishop**, Deputy Chief Executive, London Chamber of Commerce and Industry (United Kingdom)

**Workshop: Adapting chambers of commerce to digital transformation**

*Friday 14 June 13.30-15.00*

Description:

As digital technologies transform every aspect of business operations and the global economy, how are chambers of commerce adapting their practices and business models? A plethora of digital tools promise to facilitate membership relations and provide chamber services for the 21st century. This session will discuss the different challenges and opportunities of digital transformation and allow a selection of especially innovative chambers to share their experience.

Panellists:

- **Stephen Cartwright**, CEO, NSW Business Chamber (Australia)
- **Adolfo Díaz-Ambrona**, Secretary General, Chamber of Commerce of Spain (Spain)
- **Sheree Anne Kelly**, President and CEO, Association of Chamber of Commerce Executives (United States)
- **Wouter Van Gulck**, General Manager, Federation of Belgian Chambers of Commerce (Belgium)
- **Joost Visser**, CEO and Co-founder, Tiao (Belgium)

Moderator:

- **Hans-Jörg Schmidt-Trenz**, Former CEO and Counsellor, Hamburg Chamber of Commerce (Germany)

**Workshop: New frontiers in trade facilitation** *Friday 14 June 13.30-15.00*

Description:

With the implementation of the WTO's Trade Facilitation Agreement, new opportunities are opening up to make trade transactions easier, faster and cheaper. This session will examine the critical role of the private sector in easing cross-border trade in developing and least developed countries. We will discuss innovative ways in which the private sector is bringing knowledge, new technologies and best practices, and partnering with governments to tackle trade bottlenecks and ways forward for business-driven trade facilitation.

*This session is organised by the Global Alliance for Trade Facilitation.*

Introduction:

- **Valérie Picard**, Deputy Director of the Global Alliance for Trade Facilitation, International Chamber of Commerce (Paris)

Panellists:

- **Anne Chappaz**, Chief of Institutional Strengthening for the Division of Enterprises and Institutions, International Trade Center (Geneva)
- **Lucas Ferraz**, Executive Secretary of Foreign Trade, Ministry of Economy (Brazil)
- **Emmanuelle Ganne**, Senior Analyst, World Trade Organization (Geneva)
- **John Edwin Mein**, Executive Coordinator, Instituto Aliança Procomex (Brazil)
- **Constanza Negri Biasutti**, Manager of Trade Policy, National Confederation of Industry (Brazil)

Moderator:

- **Jose Raul Perales**, Deputy Director of Trade, Center for International Private Enterprise (United States)

**Workshop: Beyond banks? How is alternative finance transforming advanced and emerging economies?** *Friday 14 June 15.30-17.00*

Description:

An increasing share of financial transactions is taking place outside of traditional banking institutions both in advanced and emerging economies, with vast implications for how the global economy works. In 2015, a total of US\$242 million in online alternative finance funds was raised across both Africa and the Middle East. How are different forms of alternative finance and 'fintech' transforming business operations and models and how are chambers facilitating change?

Panellists:

- **René Abe**, President and CEO, Rakuten Brazil (Brazil)
- Louangela Bianchini Colquhoun, General Counsel and Government relations officer, CIELO (Brazil) [invited]
- **Jimmy Chiang**, Associate Director-General, InvestHK (Hong Kong)
- **Alexandre Guerra**, Manager and Analyst of the MSME Financial Access Unit, SEBRAE - Brazilian Service of Assistance to Micro and Small Enterprises (Brazil)
- **Timothy Murphy**, General Counsel, Mastercard (United States)

Moderator:

- **Adrian Ng**, Chairman of Philippine-Brazilian Business Council, Co-Founder and CFO, PearlPay (Philippines)

**Workshop: Chambers and start-ups**

*Friday 14 June 15.30-17.00*

Startups represent an enormous opportunity to expand innovation and growth throughout economies that can also act as a powerful force for social good. At the same time, many entrepreneurs fail to connect with chambers of commerce that could provide vital assistance in their path to growth. This session will highlight inspirational startup stories and discuss how chambers can engage with next generation entrepreneurs and companies.

*This session is co-organised with the Junior Chamber International (JCI).*

Suggested panellists:

- **João Kepler Braga**, Angel Investor; Partner Bossa Nova Investments (Brazil)
- **Luis Lane**, Engagement Director for the Americas, Junior Chamber International (United States)
- **Manizha Wafeq**, CEO, Afghanistan Women Chamber of Commerce and Industry (Afghanistan)

Moderator:

- **Argenis Angulo**, 2019 JCI Executive Vice President for the Americas, Junior Chamber International (United States)

**Gala Dinner and World Chambers Competition  
Award Ceremony**

*Friday 14 June 19.30-00.00*

The 11th World Chambers Congress will finish on a high note with a gala dinner at the Windsor Convention & Expo Center.

Keynote address:

- **Paulo Guedes**, Minister of Economy, Federal Republic of Brazil (Brazil) *[invited]*

The winners of the World Chambers Competition will be announced on this occasion.

A handover ceremony will also take place. The city of Rio will pass the baton on to Dubai for the 12<sup>th</sup> World Chambers Congress, as delegates enjoy an evening of fine food, drinks and good music.