



I FORO DE INVERSIÓN EUROPEA EN URUGUAY
EUROPEAN INVESTMENT FORUM IN URUGUAY

FROM URUGUAY TO MERCOSUR
Hotel Radisson / Montevideo
June 21st and 22nd, 2017

Tuesday, June 20

- 15:00 to 19:00** **Pre-registration** – Radisson Hotel
- 19:00** **Welcome Cocktail** – The “Cumparsita” Museum – Palacio Salvo.
Liliam Kechichián, Minister of Tourism

Wednesday, June 21

- 08:00 to 9:00** **Registration**
Plenary Session– Ballroom
- 09:00 to 09:20** **Welcome remarks**
Juan Fernández Trigo, Ambassador of the European Union to Uruguay
Official opening
Danilo Astori, Minister of Economy and Finance
Carolina Cosse, Minister of Industry, Energy and Mining
Tabaré Aguerre, Minister of Livestock, Agriculture and Fisheries
- 09:20 to 09:50** **The significance of the relations between Latin America and the European Union**
Enrique V. Iglesias, President, ASTUR Foundation. Former Iberoamerican Secretary General. Former President of the Inter-American Development Bank
Lorella De La Cruz, General Directorate of Trade, Latin American Unit, European Commission

9:50 to 10:15

New Trends in foreign direct investment and LATAM opportunities in the global new scenario

Douglas van den Berghe, CEO, Investment Consulting Associates

10:15 to 11:00

Investment climate in LATAM, challenges and opportunities between UE and LATAM

Christian Volpe, Leader Economist, Integration and Trade Sector, IDB.

Christian Daude, Director for Economic and Social Research, CAF.

Monika Sztajerowska, Coordinator, OECD-LAC Investment Initiative, Investment Division, Directorate for Financial and Enterprise Affairs.

11:00 to 11:30

Coffee Break

11:30 to 12:00

Investment opportunities in Uruguay

Regional CEOs of global companies installed in Uruguay gives their vision of how it is to invest and work in the country

Danilo Astori, Minister of Economy, Uruguay.

Antonio Carámbula, CEO, Uruguay XXI.

Berthold Ebner, Regional CEO, BASF Americas.

Carlo Zorzoli, CEO LATAM, ENEL Green Power

Kurt Soland, CEO Regional, Bayer

12:00 to 12:30

European business sector's perspective in Mercosur

Strategies of the Euro Chambers to attract FDI and promote trade between the EU and Mercosur.

Raul Richero, Team Leader Eurosupport. "The Outlooks of incrementing the presence of EU investments in Uruguay and the MERCOSUR"

Representative (TBC), Eurochambers

Erwin Bachmann, President Eurochamber Uruguay

Ignacio Ibarra, President Eurochamber Paraguay

12:30 to 13:00

Opportunities for European companies in Mercosur

Uruguay XXI and Investment Promotion Agencies from countries in the region share their strategy to attract FDI.

Antonio Carámbula, CEO, Uruguay XXI.

Juan Carlos Procaccini, Executive Director. The Foreign Investment and Foreign Trade Agency of Argentina

13:00 to 14:30

Lunch

Parallel Sessions

14:30 to 15:15

Agribusiness - investment opportunities

Tabaré Aguerre, Minister of Livestock, Agriculture and Fisheries

Diego Wolheim, General Manager, Montes del Plata

Diego Paniagua, Crop Sciences Division Manager, Bayer

14:30 to 15:15

Global Services - investment opportunities

Pablo Ferreri, Ministry of Economy and Finance

Panel of entrepreneurs of regional corporate centers installed (Headquarters-Shared Services Centers, Technology, Trading-Regional Distribution Centers)

15:30 to 16:15

Infrastructure - investment opportunities

Authorities of the Ministry of Transport and Public Works

German Falco, CEO, Encofrados Alsina

Federico Gutiérrez, CEO Cementos Uruguay

Stéphane Jaumot, Managing Director, Auraxis

Representative (TBC), Grupo Santander

15:30 to 16:15

Energy - investment opportunities

Carolina Cosse, Minister of Industry, Energy and Mining of Uruguay

Jorge Cernadas, CEO Enel Green Power

Andrea Piñón, CEO AKUO Energy

16:15 to 16:45 Coffee Break

Parallel Sessions

16:45 to 17:15 EU tools and programs for supporting investment

Luis Cuervo, Principal Administrator for Latin America at European Commission

Representative (TBC), Latin America IPR SME Helpdesk

Lorella de la Cruz, , General Directorate of Trade, Latin American Unit, European Commission

16:45 to 17:15 Opportunities and challenges of Uruguay's Capital Market for financing private projects

Mario Bergara, President Central Bank of Uruguay

Jorge Polgar, President BROU (Uruguayan Republic Bank)

Lourdes Rodríguez Castellano, Deputy Head Division, European Bank of Investment

Antonio Alonso, CEO, BBVA Uruguay

18:30 - Bus departure from the Radisson Hotel

19:00 to 21:00 - Cocktail hosted by the European Union Delegation in Uruguay

Thursday, June 22

08:00 to 9:00 **Registration**

9:00 to 9:15 **Opening and introduction to the activities of the second day**

Antonio Carábula, Executive Director Uruguay XXI.

Andrea Nicolaj, Head Trade and Economic Section at EU Delegation to Uruguay

09:15 to 13:00 **B2B - Business meetings among European, Uruguayan and regional companies from the priority sectors**

Infrastructure
Logistic and transport
Agribusiness
Global Services

Information about Investment Promotional Schemes in Uruguay

Investment Promotion Law
Free Zone Regime
Free Port and Airport Regime, Tax Warehouses, others
Social housing

13:00 to 14:30 – Lunch

15:00 to 19:00 – Site Visits

Group 1 – Business Services and IT

Aguada Park, WTC, Zonamerica, Datacenter ANTEL

Group 2 – Logistics and Regional Distribution Centers

Free Port, Free Airport, Zonamerica, Parque de las Ciencias



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