

## Edinburgh Latin American Forum II edition - 04/04/2013

The following information was last updated in April 2013.

### Speakers

#### José Neif Jury Fabre – *Trade Commissioner of Mexico in the UK, ProMéxico*

Is in charge of ProMéxico, the trade and investment promotion agency of the Federal Government of Mexico in the UK and Middle East, with offices in London and Dubai. Before joining ProMéxico, José Neif was a Private Banker (since 1987) and his experience has been centered in wealth management for clients in all Latin America.

José Neif worked in Banorte, which is the largest Mexican owned bank in his country. In addition to his day to day job, José Neif enjoys teaching and has been professor of Finance and Operations Research in several universities in México and a guest professor in universities in the U.S., Europe, South America and the Middle East.

- Lead the panel session: *The Mexican financial market*

#### Michael Reid – *Chief Americas Editor, The Economist*

Michael Reid joined The Economist in 1990 as Mexico and Central America Correspondent and in 1994 changed to cover consumer industries. In 1996, he moved to Sao Paulo to be the Bureau Chief and in 1999 returned to London as Americas Editor.

Prior to this, he was based in Lima, Peru working for The Economist, the Guardian and the BBC. His book "Forgotten Continent: The Battle for Latin America's Soul" was published by Yale University Press in November 2007. Mr Reid has been interviewed on the BBC World Service and BBC Radio 4 "PM", amongst others.

- Lead the panel session: *Outlook, Latin America-Europe, opportunities and obstacles*

#### Piero Franceschi – *Head of Whisky, Wines and Liquors, Diageo Brazil*

Mr. Franceschi developed a career in marketing management in leading multinational companies in Brazil such as Kimberly-Clark, Danone and Diageo.

He holds a Bachelor degree in Marketing from ESPM-SP, a Master in Business Administration from Insper-SP and Master in Psychoanalytic Semiotic from PUC-SP.

- Lead the panel session: *Case study of Diageo and the Brazilian Scotch whisky market*

#### Boris Hirmas Said – *Chairman Entrepreneur throughout Latin America, Tres Mares Group*

Boris Hirmas Said is a prominent and innovative Latin American entrepreneur, investor and philanthropist with over 20 years of experience in the region.

He is currently the Chairman of Tres Mares, S.A. (Chile) an innovation driven holding company that invests and retains interests alongside successful Venture Capital / Private Equity funds and multilateral organizations throughout Latin America and the USA. Tres Mares, S.A. seeks to foster a culture of innovation and encourage a new generation of entrepreneurs in support of the region's development.

Mr. Hirmas is the Chairman of YellowPepper México, a company poised to seize the mobile banking/wallet leadership in Latin America. He is also working as the driving force to develop the Knowledge@Wharton High

School edition with the Wharton School at the University of Pennsylvania. This Spanish language electronic newsletter will help make the world class thought leadership of the Wharton School accessible to hundreds of thousands of high school students throughout the region.

Mr. Hirmas is ViceChairman of Ideame, Latin America's crowdfunding platform. Ideame helps talented Latin creators to accomplish their ideas through crowdfunding, social networks and value added services.

Currently Mr. Hirmas is a Visiting Scholar holding the position of Entrepreneur-in-Residence at Florida International University, Pino Global Entrepreneurship Center.

In 1995, Mr. Hirmas moved to Chile to be part of Lan Chile, which represented a significant portion of the Hirmas Group's holdings. During his tenure there, he lead the tours division, closed a number of groundbreaking deals and created a special fare class within the revenue management system that allowed Lan Chile to maximize revenue. He was also involved in its pre-IPO process and the communications with both the Wall Street investment community as well as investors worldwide.

In 2000 Mr. Hirmas joined the Board of Lan Chile. In addition to his business interests, Mr. Hirmas is heavily involved in a variety of social and philanthropic organizations, Mr. Hirmas holds a bachelors degree in Law from the Universidad Panamericana (Mexico) and an MBA from IPADE (Mexico).

- Lead the panel session: *Miami, bridging Europe with Latin America*

### Alexis Karklins-Marchay – *Emerging Markets Center Leader, Ernst & Young*

Alexis Karklins-Marchay is the Emerging Markets Center Leader at Ernst & Young. He notably supervises E&Y economic publications in relation with emerging markets. In parallel, as a transaction specialist, he advises various international companies and investors on strategic acquisitions, purchase price allocations, impairment of assets and intangible assets valuation. Alexis has been the Global and EMEA Valuation & Business Modelling Leader from 2005 to 2010. He is also visiting professor in different European business schools and regularly participates to TV and radio broadcasts on economics and finance. Alexis Karklins, who has written over ca. 50 articles and a book on economic history, lives in Paris and London.

Twitter at @alexiskarklins

Emerging Markets: <http://emergingmarkets.ey.com>

- Lead the panel session: *Putting Latin American emerging economies into context*

### Domingo Cavallo – *Former Minister of Economy and of Foreign Affairs of Argentina, Current Senior Fellow in Global Affairs at Yale University*

Domingo Felipe Cavallo is currently Senior Fellow in Global Affairs at Yale University, Chairman and CEO of DFC Associates, LLC, a consultancy firm and Honorary President of Fundación Mediterránea. He is also a Member of the Group of Thirty.

He was Minister of Economy (1991-1996 and 2001) and Minister of Foreign Affairs (1989-1991) of Argentina. He was elected National Congressman in two opportunities (1987-1991 and 1997-2001). He also served as Chairman of the Central Bank of Argentina in 1982. He was Professor of Economics at the National University of Córdoba; Visiting Professor of Economics at the Stern Business School at NYU, and Robert F. Kennedy Visiting professor of Latin American Studies at Harvard University. Mr. Cavallo holds several honorary degrees and is the author of several books written in Spanish.

He graduated with honors in Accounting and in Economics from the National University of Córdoba. He also holds a doctorate in Economics from Harvard University.

- Lead the panel session: *The European financial crisis, lessons from Latin America*

## Sergio Gullo – *EMEA Head, BM&FBovespa (Brazilian stock exchange)*

Sérgio Gullo began his career in the financial markets in Brazil at Lloyds TSB in 1985 (Corporate & Wholesale Markets) which was followed by a move to the UK in 1998 where he started several senior sales and management positions in the Debt Capital Markets (Brazil/LATAM and Russia/CIS) at Banco Votorantim and Renaissance Capital covering Institutional Investors in the UK, Europe and Middle East.

Before joining BM&F BOVESPA in 2011 as Chief Representative EMEA Sergio has worked at BGC Partners as a Business Development Manager exploring business opportunities in the IDB space. Sérgio is graduated in Business Administration and Post-Graduated in Economic Engineering. In 2011, Sérgio was appointed Deputy Chairman of the Brazilian Chamber of Commerce in Great Britain.

At BM&FBOVESPA Sérgio covers the EMEA region developing business with Institutional Investors with interest in the Brazilian capital Markets.

- Lead the panel session: *Case study of BM&FBovespa and the Brazilian financial market*

## Juan Diego Stacey – *Trade Commissioner of Ecuador in the UK, ProEcuador*

Juan Diego Stacey has been the Trade Commissioner of Ecuador in the United Kingdom since January 2007. Additionally, he has been a representative of Ecuador to the International Cocoa Organization and International Coffee Organization. His career in the diplomatic service started in 2004 and his experience is mainly in the fields of trade promotion and trade negotiation.

He has a Bachelor in Economics from the University of Maryland and two Masters, one in Public Policy and one in Economics, both from the University of Michigan.

- Lead the panel session: *Investing in Ecuador*

## H.E. Ambassador Werner Matías Romero – *Ambassador of El Salvador to the UK*

Ambassador Werner Matías Romero was appointed resident Ambassador of El Salvador to the United Kingdom of Great Britain and Northern Ireland on September 1, 2009, and presented his letters of credence to HM Queen Elizabeth II on March 16, 2010. Ambassador Romero was also designated concurrent Ambassador of El Salvador to the Republic of Ireland by Foreign Affairs Minister Hugo Martínez on June 10, 2010, and presented his letters of credence to President Mary McAleese on November 17, 2010.

Prior to these designations, Ambassador Romero was Director General for Foreign Policy at the Foreign Affairs Ministry of El Salvador, and as such he was in charge of drafting, substantiating, implementing and disseminating the bilateral, regional, and multilateral foreign policy of El Salvador, as well as coordinating the Offices of Integral Social Development and Economic Affairs at the Ministry.

Before heading the Bureau of Foreign Policy, Ambassador Romero was Chief of Staff and was in charge of effectively coordinating the guidelines from the Office of the Minister with the work of the different Bureaus and Units of the Foreign Ministry, as well as of the Salvadoran Diplomatic Missions and Embassies abroad, and in particular he headed the 2008-2009 Program to identify and implement priority foreign policy and cooperation projects at the Foreign Affairs Ministry.

Before returning to the Foreign Ministry headquarters, Mr. Romero served as Minister Counselor at the Salvadoran Embassy in Washington. During this period, he was in charge of legal and political affairs. Among other responsibilities, Minister Counselor Romero jointly with other Salvadoran officials advocated for the approval of a comprehensive immigration reform before Congress that would bring Salvadorans living in the U.S. a permanent immigration relief, and was part of the team implementing a government campaign to assist Salvadorans register (and re-register) in the Temporary Protected Status (TPS) program granted to Salvadoran citizens in 2001.

Prior to this position, Mr. Romero served as Counselor for Economic Affairs at the Embassy of El Salvador in Washington, D.C. since 1997. As Economic Counselor, Mr. Romero actively and effectively participated in negotiations held with the U.S. Congress, the Administration and civil society coalitions to urge approval of the U.S.

– Caribbean Basin Trade Partnership Act (CBTPA). This legislation enhanced the trade benefits granted to Salvadoran goods exported to the U.S. under the Caribbean Basin Initiative (CBI). Counselor Romero has promoted trade and investment with the U.S. and was an active member of the team of Salvadoran officials in Washington that advocated for the approval and implementation of the Free Trade Agreement between Central America, the Dominican Republic, and the U.S. (DR-CAFTA) in the U.S. Congress. DR-CAFTA was implemented for El Salvador and the U.S. on March 1, 2006.

Before being posted in Washington, Mr. Romero was the head of the Trade Regulations Division at the Trade Policy Office and the Ministry of Economy in San Salvador, where he was responsible for international trade negotiations on investment, competition policy, air transport and dispute settlement; and legal and technical advisor to the Minister of Economy. In that position, he was the delegate of El Salvador to the FTAA Working Groups on Investment and Competition Policy. He was also advisor to the Chairman of the FTAA Market Access Working Group, when El Salvador held the chair.

Mr. Romero holds a Law Degree from the “Universidad Centroamericana José Simeón Cañas” (UCA) in San Salvador, El Salvador. He was awarded a Fulbright Scholarship to pursue advanced international policy studies and as such obtained a Master of Arts in International Policy Studies from the Monterey Institute of International Studies (MIIS) in Monterey, California, USA.

- Lead the panel session: *The benefits of the 2012 EU-Central America trade agreement*