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## P.R. Chamber of Commerce, Babson College join forces for Puerto Rico Conference 2010

BY JOSÉ L. CARMONA

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The Puerto Rico Chamber of Commerce and Boston's Babson College are teaming up to promote and nurture local entrepreneurship and investment in the island through the Puerto Rico Conference slated for next month in San Juan.

The annual Puerto Rico Conference will be held March 24 at the Conrad San Juan Condado Plaza Hotel & Casino, Puerto Rico Chamber of Commerce (PRCC) President Jorge Galliano and Francisco Rodríguez-Castro, organizer and chairman of the Puerto Rico Conference, announced Wednesday.

This year's event is titled "Entrepreneurship for Growth."

"This conference will be one of the tools we will use to promote investment opportunities in different sectors and entrepreneurship," Rodríguez-Castro told CARIBBEANBUSINESS. "The event targets an international audience of investors and is planned, organized and promoted in alliance with one of the most prestigious institutions of higher education in business."

Galliano, Babson College President Leonard Schlesinger and Rodríguez-Castro will host the event, and the conference program has been elaborated by the PRCC in conjunction with Daniel Isenberg, professor of management practice of the academic division of entrepreneurship of the Arthur M. Blank Center for Entrepreneurship at Babson College.

According to Rodríguez-Castro, the conference will target international, high-profile participants and sponsors and will encourage a dialogue among local industry representatives, government and international investors.

"The conference will position the island as an ideal destination for international investment and the development of large-scale business projects," Rodríguez-Castro said.

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**"The event targets an international audience of investors and is planned, organized and promoted in alliance with one of the most prestigious institutions of higher education in business."**

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— Francisco Rodríguez-Castro



*Francisco Rodríguez-Castro, organizer and chairman of the Puerto Rico Conference*

Galliano said that holding an event of this magnitude in direct collaboration with Babson College is an important step in positioning Puerto Rico as an economic powerhouse, as well as developing local business enterprises.

"We are excited to have an opportunity to display our competitive advantages to the world and meet face-to-face with potential investors," he said.

Historically, the entrepreneurial sector in Puerto Rico has been underemphasized and underdeveloped, according to Isenberg, vice chairman of the Puerto Rico Conference 2010.

"Yet, there are increasing numbers of Puerto Rican entrepreneurs who are taking advantage of Puerto Rico's numerous assets such as excellent universities, highly skilled human resources, presence of multinationals, access to the mainland U.S. market and production expertise, to identify business opportunities and realize them," he said.

Keynote speakers will include: Schlesinger, a former vice chairman and COO of Limited Brands (operators of Victoria's Secret and Bath and Body Works stores); Carlos Ubiñas, CEO of UBS International & Puerto Rico; and Puerto Rico Gov. Luis Fortuño, who will deliver the luncheon address.

Topics to be discussed during the conference include: government properties available for the development of potential projects; labor reform; the new permits law; energy reform; and public-private partnerships. ■