

Chamber of Commerce, Babson College team up to boost business

Hosting Puerto Rico Conference 2010 on March 24 to promote entrepreneurship, investment

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The Puerto Rico Chamber of Commerce (PRCC) has signed an agreement with Babson College in Boston to promote investment, the growth of businesses and the private sector on the island through the Puerto Rico Conference 2010 in San Juan in March.

Francisco Rodríguez-Castro, organizer and chairman of the Puerto Rico Conference 2010, said the PRCC formed this strategic alliance with Babson College to promote and nurture entrepreneurship and investment in Puerto Rico.

"This conference will be one of the tools we will use to promote investment opportunities in different sectors and entrepreneurship," Rodríguez-Castro told CARIBBEAN BUSINESS. "We are announcing an event that targets an international audience of investors and is planned, organized and promoted in alliance with one of the best and

most prestigious institutions of higher education in business."

The conference, titled "Entrepreneurship for Growth," will be held March 24 at the Conrad San Juan Condado Plaza Hotel. PRCC Board Chairman Jorge Galliano, Babson College President Leonard Schlesinger and Rodríguez-Castro will host the event, along with Daniel Isenberg, professor of management practice at the Arthur M. Blank Center for Entrepreneurship at Babson College.

Rodríguez-Castro said the conference will target international, high-profile participants and sponsors, and will encourage 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," added Rodríguez-Castro.

Galliano said celebrating 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 help develop local business enterprises.

Historically, the entrepreneurial sector in Puerto Rico has been underemphasized and underdeveloped, said 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," Isenberg said.

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

Banco Popular

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offering advanced capabilities often with PC-like functionality that runs a special operating system software or platform.

For example, smartphones such as Apple's iPhone runs on Safari, HTC's G-1 My Touch uses Android and Blackberry runs on its own Blackberry proprietary platform.

"We at Banco Popular have launched new optimized versions specifically for smartphones to

improve users' experiences. With the new application, users can now check their balances, see recent transactions, make payments, transfers and see their billing statements on their mobile phone," Burckhart told CARIBBEAN BUSINESS. "We even added a locator application using the mobile unit's global positioning system (GPS) that tells the user the location of the nearest ATM machine or bank branch."

The Banco Popular executive said the financial institution first focused on improving the applications for the most-used smartphones, but

remains committed to expanding mobile banking capabilities by adding more applications and functionalities as these become available in the local market.

Unlike other Internet banking websites that create a different Internet address to allow access to the mobile content, Banco Popular's Internet banking website automatically identifies a mobile phone and opens the mobile application, shortening the access time. In addition, users can download the bank's icon for even faster loading of the mobile site, Burckhart said. ■



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