

'Economy+Education+Entrepreneurship+Exports=Competitiveness'

E⁴ Summit of Americas kicks off Sept. 20 at Condado Conrad hotel to help region benefit from challenges, opportunities in new global reality

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The 2012 E⁴ Summit of the Americas, to be held Sept. 20 at the Conrad San Juan Condado Plaza Hotel, seeks to combine components of the economy, education, entrepreneurship & exports in an effort to help the region proactively benefit from the challenges and opportunities posed by Puerto Rico's interdependent global reality.

"Many problems persist and prevail despite many, and sometimes well-intended actions...such as incomplete or incorrect information, or lack of understanding of the nature and root causes of the problem," said Chairperson Rosana M. Roig, chairwoman of activity. "Ironically,

it is precisely when the root causes of a problem aren't understood that we can contribute to solve it. Not necessarily by acting, using quick fixes or silver-bullet solutions, but rather by understanding the problem in depth. In no small measure, we are convinced this is the added value of our summit," she added.

The Puerto Rico Chamber of Commerce (CofC) is ranked No. 6 among 7,000 U.S. CofC's and will be celebrating its 100th anniversary in 2013. "The summit, which centers on 'Economy+Education+Entrepreneurship+Exports=Competitiveness,' aspires to be a premier policy forum not only for Puerto Rico, but also for the countries in the Western Hemisphere, because we have the great fortune that this unique event

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is the preamble to the forthcoming Centennial Celebration of the Puerto Rico Chamber of Commerce in 2013," said P.R. CofC chairman Pablo L. Figueroa.


The E⁴ formula proposes developing the export capacity of goods and services; however, to export, one must first be an entrepreneur.

To become an entrepreneur, there must be a vibrant economy and one must have excellent education with a 360-degree global perspective.

The summit kicks off with welcoming remarks from Roig, followed by P.R. CofC President Bob Leith and Figueroa. Dr. Irene Mia, regional director for Latin America & the Caribbean for the Economist Intelligence Unit, will lead off a discussion of global economic perspectives for the region.

Throughout the day, workshops will be held on topics ranging from Puerto Rico's competitiveness in a global economy; education & knowledge; the new commodities & main drivers; the entrepreneurship economy; and new export-driven ventures & economic growth. ■

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