



Forum: Analysis and Recommendations of Project Puerto Rico 2025

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REACTION: Entrepreneurial Viewpoint

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REACTIONS

- PPR 2025 was a very wide and comprehensive study
 - I applaud Governor Sila M. Calderon for the initiative of having a long term economic planning. However, due to political aspects, the study didn't even reach first base.
 - At that time, GNP growth was over 2%
- At present, our situation is a lot tighter. There is significantly LESS room for maneuvering. We have significantly less resources and NO time to access “economic oxygen.”
 - In addition, there is a governance crisis and a lack of consensus within the political parties to implement sustainable reforms



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REACTIONS

- . It is important to emphasize that these major findings and recommendations are aligned with other relevant studies before and after PPR 2025
- . Implementing these recommendations is required BUT, they MUST give us a competitive advantage.
 - However, A VERY SIMILAR action list can be found in the strategic direction of other countries.
 - Executing them will definitively give our economic vehicle a much better engine to attack the road, but it WILL NOT by itself provide us a faster route to success.
 - I think these suggested COMMISSIONS and TASKFORCES will play a key role in being different to other countries.



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SUGGESTIONS – Agree with Main Points

I definitely agree with the main points and suggestions made. However, these short and mid term solutions require:

- 1. We need a Strategic Focus, we need BRANDING, we need to be seen.
 - Economía del Visitante
 - Exportación de conocimiento,.
 - In DB, my branding is based on solutions and not on products. We need to provide better visibility and clearer positioning in this global market.
- 2. Political and Social unification behind a common strategy (an example is “Juntos por Puerto Rico”) We need everybody behind the same strategy.
- 3. In addition, we need cooperation and connection of all players within the economic regions and sectors, in between them. This will allow a better use of resources to develop more jointly competitive strategic, marketing and operational options.
- 4. “On the market ground” export support to small and medium sized players for both manufacturing and services is a must – we need to provide qualified leads and be a REAL facilitator for these players.
- 5. DRASTICALLY easier and faster routes from “idea to market”. We do not want money from the government, we want them to clear the road ahead and stay out of the way. We need to eliminate bureaucracy . An example is
 - How much employment do we have in the inventory of permits. We need to be more agile and to eliminate bottleneck.
- 6. Prioritize small and medium organizations in all of the above strategies. We need a stronger local economy.

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- Longer term but “start today” solutions require:
 - EDUCATION, EDUCATION, EDUCATION
 - INNOVATION (solutions focused in creativity) with VALUE
 - Imagine the creativity with the jokes in Facebook and transform them to ideas with values
 - Entrepreneurship
 - We learn to be employees, not entrepreneurs
 - Productivity (quality, lean...)
 - EARLY 0-K!!!
 - Education at ALL levels, even beyond schooling
 - High emphasis (culture) in human value and growth as essential to BOTH social and economic growth.
 - Solidarity based economic development (“Economía Solidaria”) - human capital needs to be the most important asset
 - Eradicate employment dis-incentives
 - Develop a completely transparent, agile, LEAN, open and highly effective governmental execution



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SUGGESTIONS – Agree with Main Points

- We need to **MANAGE & EXECUTE**
 - For the last 20 years we have had the recommendations and the solutions for a long range economic and social planning, then why are we where we are?
 - We need leaders who believe that Puerto Rico is more important than its political parties.
 - We need leaders, but we need to **MANAGE** and **EXECUTE** for Puerto Rico
 - My conclusion:
 - Or we are not capable of implementing recommendations-which I doubt it;
 - Or our political parties are more important than Puerto Rico
 - Lately we have seen a positive unification of different sectors and political parties
 - As I mentioned before, “Juntos por Puerto Rico”
 - Coalition of Medicare and Reinforcement Parity
 - Federal Bankruptcy unification in the Congress
 - Our most important asset is our Human Resources – our **PEOPLE**, and I know that we will be able to stand up and grow our economy. Private sector needs to step up and exercise the **LEADERSHIP**.



Thank You
Thank You

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