

2023 CONVENTION

PUERTO RICO  
**INNOVATION**  
**EXPO**  
POWERED BY PRCC



May 16–17, 2023  
Coca Cola Music Hall



[camarapr.org](http://camarapr.org)



# THANK YOU

## EVENT SPONSORS



CERVECERA DE PUERTO RICO



## INSTITUTIONAL SPONSORS







# PROGRAM



# PROGRAM

## Tuesday, May 16<sup>th</sup>

8:00am – 8:30am

### Registration

8:30am – 5:00pm

### Expo & Networking

8:30am – 9:00am

### Ribbon Cutting Ceremony and Welcome Remarks



**Master of Ceremony:**

- **Mrs. Liza M. García-Vélez, Esq.**  
Executive Director, PRCC



- **Hon. Cameron McKenzie-Hertell**  
President & Chairman of the Board,  
PRCC and Honorary Consul of Japan

9:00am – 9:30am

### Fireside Chat Breakfast: Topic I: Government's Perspective on Improving Puerto Rico's Economy



**Invited Keynote Speakers:**

- **Hon. Manuel Cidre**  
Secretary, Puerto Rico Department of  
Economic Development & Commerce
- **Hon. Rafael "Tatito" Hernández**  
President, House of Representatives of  
Puerto Rico



9:30am – 9:45am

### Special Message

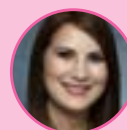


**Invited Keynote Speaker:**

- **Hon. Pedro R. Pierluisi**  
Governor of Puerto Rico

9:45am – 10:45am

### Fireside Chat Breakfast: Topic II: Roadmap for Economic Growth after Bankruptcy



**Moderator: Mrs. Denisse Flores, CPA,**  
Co-President PRCC Tax Affairs  
Committee and PwC Managing Partner



**Invited Keynote Speaker:**

- **Mr. Robert F. Mujica Jr.**  
Executive Director, Financial Oversight  
and Management Board for Puerto Rico



**Reaction Panel:**

- **Hon. Omar J. Marrero-Díaz**  
Secretary of State and Executive  
Director of the Puerto Rico Fiscal  
Agency and Financial Advisory Authority  
(AAFAF)



- **Hon. Manuel Cidre**  
Secretary, Puerto Rico Department of  
Economic Development & Commerce



- **Hon. Rafael "Tatito" Hernández**  
President, House of Representatives of  
Puerto Rico

10:45am – 11:30am

### Disruption of the Tourism Industry



**Moderator: Mr. Mickey J. Espada**  
President PRCC Municipal Affairs  
Committee and President of Mabudeg  
Marketing & Business Developing Group



**Discussion Panel and Invited Panelists:**

- **Mr. Carlos Mercado**  
Executive Director, Puerto Rico Tourism  
Company

# PROGRAM



• **Mr. Carlos García**  
CEO & Co-Founder, Trip Ventures



• **Mr. Gustavo R. Pecunia**  
Co-Founder and Chief Technology Officer at Quibble



• **Mrs. Gillian Morris**  
Software Product Manager at Jupe and Founder of Hitlist

11:30am – 12:00pm

## Invest Puerto Rico: Goals, Success Stories, and Initiatives



**Invited Keynote Speaker:**  
**Mrs. Ella Woger**  
CEO of Invest Puerto Rico

11:30am – 12:10pm

## Start-Ups Presentations

12:15pm – 1:30pm

## Luncheon Fireside Chat: Sports as an Economic Model



**Moderator: Mrs. Adriana Sánchez Parés, Esq.**, Former Secretary of the PR Department of Sport & Recreation and Private Practice Attorney



### Discussion Panel and Invited Panelists:

• **Mr. Raúl Rodríguez, CPA**  
Owner & CEO of Droguería Betances LLC and Luis Garratón, LLC, and President of the professional baseball team Criollos de Caguas



• **Mr. José Alberto Silva, CPA**  
Managing Partner of Silva CPA Group, PSC and Major League Baseball Player Manager



• **Mr. Pedro Zorilla**  
CEO of GFR Media



• **Mrs. Anaymir "Tuti" Muñoz Grajales**  
Vice-President Sales & Marketing of Muñoz Holdings, Inc. and Vice-President of Sales & Marketing of MB Sports, Inc.



• **Mrs. Maria Elena (Mari) Batista Santaella**  
Entrepreneur and Sports Business, Professor and Athletic Director



• **Mr. Ricardo Dalmau, CPA, MBA**  
President at BSN (Professional Basketball League)

1:30pm – 2:30pm

## Futureproofing your Tech & Data Investments: Artificial Intelligence, Web 3 and Emerging Technologies



**Moderator: Mrs. Lorena Molina-Irizarry**  
Senior Advisor for Puerto Rico Strategy & Implementation, U.S. Department of Commerce



### Discussion Panel and Invited Panelists:

• **Mr. Jascha Stein**  
CSO & Board of People Centered Internet, Lead Puerto Rico Prosperity Initiative (PRPI), Co-Founder & CEO OmniBot.ai, World Economic Forum Global Innovator



• **Mr. Bryan Lane**  
Chief, Business Intelligence at FDIC, Co-Founder of AI Center of Excellence at GSA, Tech Speaker & Writer



• **Mrs. Nannette Martínez-Ortiz**  
CIIO at Government of PR / Executive Director at Puerto Rico Innovation and Technology Service (PRITS)

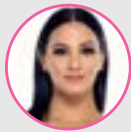
# PROGRAM



- **Mrs. Keiko Yoshino**  
Executive Director of the Puerto Rico  
Blockchain Technology Association

2:30pm – 3:15pm

## The Future of Energy Systems

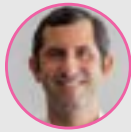


- Moderator: Mrs. Limarys Suárez,**  
Executive Political Anchor, "Directo y Sin  
Filtro", ABC PR

### Discussion Panel and Invited Panelists:



- **Mr. Guillermo de Saint Malo**  
CEO of Grupo Eleta



- **Mr. Roberto Herrera**  
Board Director, and Country Manager  
of Interenergy Group for the Dominican  
Republic



- **Mr. Rafael Vélez Domínguez, CPA**  
President at Atabey Capital  
Management



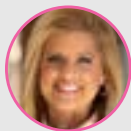
- **Mr. Iván Báez**  
Vice President, Government & Public  
Affairs Genera PR



- **Mr. Jesús Bolinaga**  
President of AES Puerto Rico

3:15pm – 4:15pm

## Latinas Leading

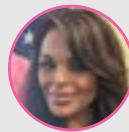


- Moderator: Hon. Mara Candelaria  
Reardon**  
Deputy Director of Public Engagement,  
Presidential Appointee, NTIA/US  
Department of Commerce

### Discussion Panel and Invited Panelists:



- **Hon. Christina Hale**  
Associate Administrator for the Office of  
Communications and Public  
Liaison, U.S. Small Business  
Administration



- **Hon. Jessica G. Cavazos**  
Deputy Under Secretary of Commerce  
for Minority Business Development, U.S  
Department of Commerce



- **Mrs. María Monica Conde-Barragán**  
Vice President of International Affairs  
Bogota Chamber of Commerce



- **Mrs. Sol Angel Ortega**  
Senior Advisor for Public Engagement,  
The White House



- **Mrs. Amy Mercado**  
Orange County Property Appraiser of  
Orange County Florida, and Founder of  
Direct Ops

4:15pm – 04:30pm

## Signing of Collaborative Agreement with the Economic Development Bank for Puerto Rico (EDB)



- Message by Mr. Luis Alemañy-González**  
President, EDB, in support of Start-Up  
Businesses

4:30pm – 5:30pm

## Start-Ups Presentations

4:30pm – 9:30pm

## Cocktail Celebration

**Dress Code:** Elegant Casual

# PROGRAM

## Wednesday, May 17<sup>th</sup>

8:00am – 8:45am

### Registration and Networking

8:30am – 5:00pm

### Expo & Networking

8:45am – 9:00am

### Welcome Remarks



- **Mrs. Liza M. García-Vélez, Esq.**  
Executive Director, PRCC



- **Hon. Cameron McKenzie-Hertell**  
President & Chairman of the Board,  
PRCC and Honorary Consul of Japan

9:00am – 9:05am

### Special Video Message



- Invited Keynote Speaker:**  
**Hon. Jenniffer A. González Colón**  
Resident Commissioner for Puerto Rico in  
Washington

9:05am – 10:20am

### Fireside Breakfast: Topic I: Update: Federal Funds in Puerto Rico



- Moderator: Mr. Carlos Otero**  
Associate Director at El Vocero

- Invited Keynote Speakers:**
  - **Mr. Manuel A.J. Laboy, PE, MBA**  
Executive Director at COR-3, Central  
Office of Recovery, Reconstruction and  
Resiliency



- **Mr. Edwin E. González-Montalvo, PhD, PE**  
Executive Director, Puerto Rico  
Highways and Transportation Authority

10:20am – 10:45am

### Fireside Chat Breakfast: Topic: II: Roosevelt Roads as Economic Development for Puerto Rico



- Invited Keynote Speaker:**  
**Arq. Nilda Marchán**  
Executive Director, Roosevelt Roads  
Redevelopment Authority

10:45am – 11:15am

### ILE – Puerto Rico Competitiveness



- Invited Keynote Speaker:**  
**Mr. Jorge Luis Rodríguez, PE**  
Founder & CEO at Instituto de Libertad  
Económica para Puerto Rico (ILE-PR)

11:15am – 12:00pm

### Networking



# PROGRAM

12:00 – 2:00pm

## Luncheon CATO Presentation: What Puerto Rico Needs to do to Become Competitive



**MC: Mr. Jorge Rivera Nieves**  
Anchor Journalist for Telemundo  
Puerto Rico



**Moderator: Mr. Carlos Dalmau, Esq.**  
Strategist, UPR Law School Professor,  
Media & Public Policy Advisor

### Topic I: Public Private Partnerships

#### Keynote Speaker:



• **Mr. Marc Joffe**  
State Policy Analyst at Cato Institute

#### Reaction Panel:



• **Mr. Joel Pizá, Esq.**  
Executive Director, Puerto Rico Ports  
Authority



• **Mr. Iván Báez**  
Vice President, Government & Public  
Affairs Genera PR

### Topic II: Education Reform in Puerto Rico

#### Keynote Speaker:



• **Mr. Neal McCluskey**  
Director of Center for Educational  
Freedom at The Cato Institute

#### Reaction Panelist:



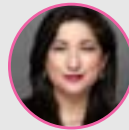
• **Mr. Luis A. Ferrao-Delgado, PhD**  
President of the University of  
Puerto Rico

### Topic III: Jones Act

#### Keynote Speakers:



• **Mr. Colin Grabow**  
Research Fellow at the Cato Institute's  
Herbert A. Stiefel Center for Trade  
Policy Studies



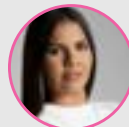
• **Mrs. Sara Fuentes**  
Vice President for Government Affairs  
at Transportation Institute



**Reaction Panelist:**  
• **Mrs. Clarivette Díaz**  
Presidente  
Puerto Rico Shipping Association

2:00pm – 3:00pm

## How Diversity and Inclusion Improves Overall Performance and Corporate Social Responsibility Practices



**Moderator: Mrs. Glorymar Rivera Báez, Ph.D.**, President, PRCC Committee on  
Quality of Life and Corporate Social  
Responsibility

### Special Video Messages:



**Hon. Cory Booker**  
U.S. Senator  
for New Jersey



**Mr. Jaime Romano**  
Partner Responsible for  
Sustainability Plenary  
Member of the Chamber of  
Commerce, Industries and  
Services of Madrid, Spain



**Mr. Javier Pollán**  
Marketing Director,  
Chamber of Commerce  
Industries and Services of  
Madrid, Spain

### Discussion Panel and Invited Panelists:



• **Hon. Michael A. Blake**  
Founder & CEO, Atlas Strategy Group  
President, Next Level Sports &  
Entertainment, Former NY Assembly  
Member & DNC Vice Chair



• **Mrs. Le'Kiesha M. French**  
President & CEO of PRENEUROLOGY  
Global



• **Mrs. Natalie Madeira Cofield**  
National Small Business Advisor,  
Presidentially Appointed SBA  
Executive, Executive-in-Residence,  
Award winning 4x CEO, Entrepreneur  
and Advocate for Women Philanthropist



# PROGRAM



- **Mr. Ron Busby, Sr.**  
President/CEO of the U.S. Black Chambers, Inc.



- **Ms. Milly Silva**  
Executive Vice President of 1199 SEIU



- **Mrs. Melinda Woods**  
CEO/Founder of EaaS Consulting and Expert Tech Advisor

3:00pm – 3:45pm

## Innovation in Education and its Role for the Future



- Moderator: Mr. Israel Berríos**  
Co-President of PRCC Education Committee and President at Modern Hairstyling Institute



- Special Video Message:**
  - **Mr. Stephen Spinelli Jr., PhD**  
President of Babson College

### Discussion Panel and Invited Panelist:



- **Hon. Eliezer Ramos Parés**  
Secretary of Education of Puerto Rico



- **Mr. Joaquín Bacardí**  
Executive Chairman Board for Hacienda Santa Ana, LLC, Owner of Edmundo B. Fernandez, Inc., Chairperson of The Baldwin School of Puerto Rico and Member Deans Advisory Council of MIT Sloan School of Management



- **Mr. Greg MacGilpin, Jr.**  
Head of School, The Baldwin School of Puerto Rico



- **Mrs. María de los Angeles Pagán**  
Co-President of PRCC Education Committee and President of Automeca Technical College



- **Mr. Michael Fernández-Frey, Esq., M.P.A.**  
Founder and Executive Director of Caras con Causa

3:45pm – 4:30pm

## How U.S. Embassies are a Tool for Economic Growth



- Moderator: Mr. Javier Cuebas**  
President of Grupo 21



### Discussion Panel and Invited Panelists:

- **Hon. Robin Stein Bernstein**  
Former U.S. Ambassador to the Dominican Republic



- **Hon. Hans H. Hertell**  
Former U.S. Ambassador to the Dominican Republic



- **Mr. José F. Burgos**  
Director U.S. Department of Commerce for Puerto Rico and the U.S. Virgins Islands

7:00pm – 11:00pm

## Dance Celebration



- MC: Mr. Jorge Rivera Nieves**  
Anchor Journalist for Telemundo Puerto Rico

**Music:** DJ King Arthur and Limi-T21

**Dress Code:** Elegant Casual



DJ KING ARTHUR



Limi-T21

# PROMOTE

your products and services!

**BE PART OF THIS GREAT EVENT AS AN EXHIBITOR**  
and build your business by promoting your company!

**\$2,500**  
Exhibit cost



## SHOWCASE YOUR BUSINESS

EXHIBIT & REACH  
lots of BUSINESS  
OWNERS



## NETWORK & CONNECT

Connect with decision  
makers and GROW  
YOUR BUSINESS



## EXPOSE YOUR BRAND

Promote your Exhibitor  
Booth. MARKET SMARTLY  
your products and services  
to other businesses.

### Description:



Exhibit measurements:  
10 foot wide x 6 feet deep x 8 ft high



Includes 110 - 120 electrical connection volts  
or 5 amps



More than five (5) amps is required. Decoration,  
handling and storage of samples, will be provided in  
the exhibit contract.



### Booth Assembly:

To be determined



### Exhibit Hours:

To be determined



### Booth Disassembly

To be determined



For Exhibit information, call our Sales & Marketing  
Department: **787-721-6060**



**May 16 & 17**



**Coca Cola Music Hall**



787-721-6060, Ext. 2241



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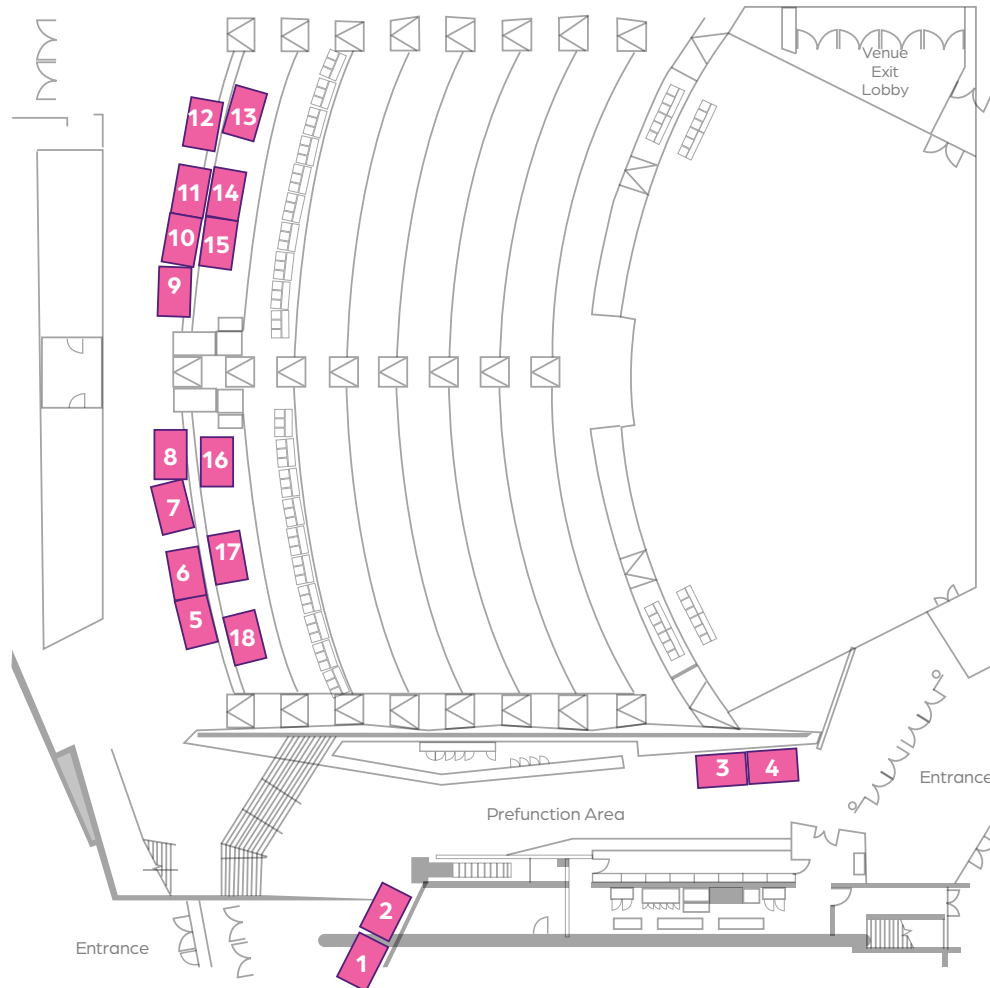


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## EXHIBITS

Be part of this great event as an exhibitor  
 and build your business by promoting your company!



10x6  
 \$2,500

1. Banco de Desarrollo Económico para Puerto Rico
2. WindMar Home PR
3. Kevane Grant Thornton
4. Compañía de Turismo de Puerto Rico
5. Cervecera de Puerto Rico
6. Cervecera de Puerto Rico
7. Fuller Group
8. Destilería Serrallés

9. Coca Cola Puerto Rico Bottlers
10. PRSBTDC
11. Automeca Technical College
12. NotiUno 630
13. LIUNA y Emergent 3-D
14. Fulcro Insurance
15. Fulcro Insurance
16. Pura Energía
17. MCS
18. Lease Option Company



May 16 & 17



Coca Cola Music Hall



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# SPONSORSHIP OPTIONS & CATEGORIES

## Sponsorship options:

		Non-exclusive	Exclusive
 <p><b>EDUCATIONAL</b> Events &amp; Forums:</p>	• Fireside Chat Breakfast (Tuesday or Wednesday)	\$5,000	\$10,000
	• Luncheon Keynote (Tuesday or Wednesday)	\$10,000	\$15,000
	• Forums / Conferences (Tuesday or Wednesday)	\$5,000	\$10,000
	.....		
 <p><b>SOCIAL</b> Events</p>	• Awards & Cocktail Celebration (Tuesday)	\$10,000	\$15,000
	• Awards & dance Celebration (Wednesday)	\$5,000	\$10,000
.....			
 <p><b>SPECIAL</b> Opportunities</p>	• Registration (Tuesday & Wednesday)	\$5,000	\$10,000
	• Goodie Bags	\$5,000	\$10,000
	• Nametags with Barcode	\$10,000	\$15,000
	• Event Program	\$4,000	\$6,000

## Sponsorship Categories:

- Emerald** \$15,000 – \$19,999
- Gold** \$10,000 – \$14,999
- Silver** \$5,000 – \$9,999



For more information, please contact our Marketing & Sales Department:  
**787-721-6060, Ext. 2225**

\*Price per activity:

After reading the sponsorship options, select the activities you wish to sponsor. The total amount of activities you select to sponsor will determine your sponsorship category.



**May 16 & 17**



**Coca Cola Music Hall**



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## RESERVATION FORM

✉ Please fill out the following information and send to  
fmartinez@camarapr.net

### Contact Information:

Date: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Postal Address: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Guest's name: \_\_\_\_\_  
 Sales representative: \_\_\_\_\_

### Package Cost (DOES NOT include tax (IVU) or stay in the hotel)

**\$900.00\***

\*Regular price per person when purchasing individual tickets for all Convention events

**\$699.00\*\***

\*\* Special price per person: 22% discount price when purchasing Two-Day Convention Package

**IMPORTANT: \*\* Package per person include the following events:**

**TUESDAY:** • Expo • 1 Fireside Chat Breakfast • 6 Forums/Educational Activities • 1 Luncheon Keynote  
• 1 Awards & Cocktail Celebration

**WEDNESDAY:** • Expo • 1 Fireside Chat Breakfast • 6 Forums/Educational Activities • 1 Luncheon Keynote  
• 1 Awards & Dance Celebration

**IMPORTANT:**

- Package price per person does not include tax(IVU).
- WILL NOT BE BILLED
- Tax (IVU) will be included in all events and charged when processing payment.
- There will be no refunds for cancellations made after April 28, 2023.
- **All activities are exclusively for adults (over 18 years old.)**

### Payment Form:

Credit Card:	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> American Express			
Credit Card number:				
Expiration date:		#Seguridad:	Total:	\$
Name on credit card:			Firma:	
Other payment method:	<input type="checkbox"/> Cheque <input type="checkbox"/> Money Order (MO) <input type="checkbox"/> Efectivo			
# Check or Money Order	Total:	\$	Fecha:	

**Check or Money Order to:** Puerto Rico Chamber of Commerce  
 Tel. 787-721-6060 | Email: [fmartinez@camarapr.net](mailto:fmartinez@camarapr.net)



May 16 & 17



Coca Cola Music Hall

## TICKETS

✉ Please fill out the following information and send to  
 fmartinez@camarapr.net

Contact Information			
Date		PRCC representative:	<input type="checkbox"/> Flor Martínez
Name			
Company Name			
Postal Address			
Phone number		Fax:	
Email:			

Event	Day	Time	# Tickets	Total amount		ID number by PRCC
				+Tax		
Fireside Chat Breakfast	T	09:15am-10:45am		\$125.00	\$	
Fireside Chat Breakfast (Table for 10)	T	09:15am-10:45am		\$1,000.00		
Luncheon with Keynote Speaker	T	12:15pm-01:30pm		\$150.00		
Luncheon with Keynote Speaker (Table for 10)	T	12:15pm-01:30pm		\$1,200.00	\$	
Awards & Cocktail Celebration	T	06:00pm-09:30pm		\$100.00	\$	
Fireside Chat Breakfast	W	09:05am-10:45am		\$125.00	\$	
Fireside Chat Breakfast (Table for 10)	W	09:05am-10:45am		\$1,000.00		
Luncheon – Conference	W	12:00pm-02:00pm		\$150.00	\$	
Luncheon – Conference (Table for 10)	W	12:00pm-02:00pm		\$1,200.00	\$	
Awards & Dance Celebration	W	06:00pm-9:30pm		\$250.00 per couple	\$	
Awards & Dance Celebration (Table for 10)	W	06:00pm-9:30pm		\$1,250.00		

**IMPORTANT:**

- For more information, please call 787-721-6060
- WILL NOT BE BILLED
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- There will be no refunds for cancellations made after April 28, 2023.
- All events are exclusively for adults (over 18 years old)

**Payment Form:**

Credit Card:	<input type="checkbox"/> Mastercard				<input type="checkbox"/> Visa		<input type="checkbox"/> American Express	
Credit Card number:								
Expiration Date:		#Seguridad:		Total:	\$			
Name on credit card:					Firma:			
Other payment method:	<input type="checkbox"/> Check		<input type="checkbox"/> Money Order (MO)			<input type="checkbox"/> Cash		
# Check or Money Order	Total:		\$	Date:				

Check or Money Order to: Camara de Comercio de Puerto Rico



May 16 & 17



Coca Cola Music Hall





## VOICE AND ACTION OF THE PRIVATE ENTERPRISE

### MISSION

*To strengthen the development of our members by providing knowledge, multi-sector representation and protecting the values and foundations of free enterprise. Foster the sustainable economic development of Puerto Rico's and a better quality of life.*

### VISION

*To create sustainable socioeconomic conditions that energized Puerto Rico's competitiveness, promoting innovation and the entrepreneurial spirit.*

### VALUES

*We believe in...*  
*Free Enterprise,*  
*Competitiveness,*  
*Economic Development,*  
*Multi-sector Dialog,*  
*Development of Our Human Resources,*  
*Team work,*  
*Knowledge,*  
*Integrity,*  
*Excellence,*  
*Planning,*  
*Innovation,*  
*Communication and the Need to Adopt Changes.*



Accredited State Chamber



# VOICE & ACTION OF THE PRIVATE ENTERPRISE

POSTAL ADDRESS:

P.O. Box 364106, San Juan, PR 00936 - 4106

PHYSICAL ADDRESS:

Miramar Plaza Building, 954 Ponce de León Ave.  
Suite 406 - Fourth Floor, Miramar, San Juan, Puerto Rico 00907

 787-721-6060

 [camarapr@camarapr.net](mailto:camarapr@camarapr.net)

 [www.camarapr.org](http://www.camarapr.org)

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