

2024 CONVENTION
PUERTO RICO
**INNOVATION
EXPO**



POWERED BY PRCC

May 7-8, 2024

Puerto Rico Convention Center



**PUERTO RICO CHAMBER
OF COMMERCE**

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THANK YOU



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May 7 & 8



Puerto Rico Convention Center



787-721-6060, Ext. 2225



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program



Tuesday, May 7th

8:00am - 8:30am

Registration

8:00am - 9:00am

Breakfast

8:30am - 5:00pm

Expo & Networking

9:00am - 9:15am

Welcome Remarks



Mr. Mickey Espada
President, PRCC 2024 Convention:
PR Innovation Expo



Mrs. Liza M. García, Esq.
PRCC Executive Director



Mr. Ramón Pérez Blanco, Esq.
PRCC President & Chairman
of the Board

9:30am - 10:00am

Introduction to Puerto Rico Demographic Challenges

Moderator:



Mr. Ramón Pérez Blanco, Esq.
PRCC President & Chairman
of the Board

Keynote Speakers:



Mr. Luis Ferrao, Ph.D.
President of the University of
Puerto Rico



Mr. Raúl Figueroa Rodríguez
Demographer, and author of the
books - The Elders' Colony and
Puerto Rico 2000-2010: Más Allá
del Censo

10:00am - 11:00am

Presentation of Demographic Studies: Out Migration (Diáspora) and Return Migration of Puerto Ricans

Keynote Speakers:



Ipsos Representatives

11:00pm - 12:00pm

Special Plenary Session

Keynote Speakers:



Hon. Manuel Cidre
Secretary of Economic Development
and Commerce of PR



Mr. Pedro Zorilla
CEO GFR Media & LinkActiv



Mr. Carlos Mercado
Executive Director
Puerto Rico Tourism Company

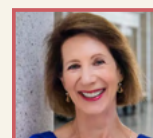
12:30pm - 1:30pm

Lunch

2:00pm - 3:00pm

Special Plenary Session on Energy Challenges

Keynote Speaker:



Mrs. Diana Furchtgott-Roth
Director, Center for Energy, Climate,
and Environment and The Herbert
and Joyce Morgan Fellow in Energy
and Environmental Policy at the
Heritage Foundation



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Tuesday, May 7th

Reaction Panel:



Mrs. Katuska Bolaños
Chief Regulatory Officer,
Genera PR



Mr. Jesús Bolinaga
President of AES Puerto Rico

3:00pm – 3:30pm

Special Plenary Session on Housing Challenges

Moderator:



Mr. Agustín Rojo
Managing Partner at VRM Companies
& President of Puerto Rico Builders
Association

Keynote Speaker:



Dr. Kimberly A. McClain
Assistant Secretary Congressional and
Intergovernmental Relations, U.S.
Department of Housing &
Urban Development

Reaction Panelist:



Mrs. Agnes Crespo, Esq.
Director PR Division, IBTS - Institute
for Building Technology and Safety

3:30pm – 4:00pm

Reaction Session on Health & Insurance Demographic Challenges

Reaction Panelists:



Mr. Carlos L. Rodríguez, Esq.
Chief Legal & Compliance Officer at
Triple-S Management



Mrs. Elaine Saldaña, Esq.
Chief Legal Officer
Optima Seguros

4:00pm – 4:30pm

Reaction Session on Education & Job Challenges

Reaction Panelists:



Mrs. Isabel Rullán
Executive Director of ConPRmetidos

Representative from

forte

4:30pm – 5:00pm

Reaction Session on Economic Development Challenges

Reaction Panelist:

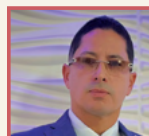


Mr. Luis Alemañy
President of Bank of Economic
Development for Puerto Rico

3:00pm - 5:00pm

CONCURRENT SESSIONS:

Forum I: Exports as Trade Policy and National Economic Defense Strategy



Moderator: Mr. Hugo Lasso,
President PRCC Exports Committee,
PRDEC Chair & Regional Exports
Director-Latin America, Avery
Products Corporation

Keynote Speaker (VIRTUAL PRESENTATION):



Mr. David F. Day, Esq.
NADEC Pacific South Representative,
Co-chair, Trade Policy Committee, and
Chairman of Global Risk Mitigation
Foundation



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Tuesday, May 7th

Discussion Panel and Invited Panelists:



Mr. Mariano Parlato
NADEC Representative, Business
Strategic Advisor



Honorable Cameron McKenzie
Founder & CEO McKenzie &
Associates, PRCC Former President,
Executive Board Member of the ICC
and Honorary Consul of Japan



Mr. José E. Ledesma Fuentes, CFA
EX PRDEC Chair, CEO of Discover PR
LLC and PRCC Former President



Mrs. Felicia Correa, MPA
PRDEC, Act Officer, and Vice President
& Senior Compliance Officer Banco
Popular de Puerto Rico

Success Stories:



Mrs. Joan D. Laureano
PRDEC Vice President and President of
Nosotras Boutique Fashion (Brands:
Krystalos/ Devozioni/TúniK)



**Mr. Alexis Omar Hernandez Arnaldy,
P.E.**
PRDEC Member, and President and
CEO of ePUMPS Solutions, LLC



Mr. Víctor Sánchez
PRDEC Member, and President and
CEO at Pharma-Bio Serv

Forum II: Opportunities for SMEs: Financing Alternatives, Innovation and Technology

Panel I: Financing Alternatives



Moderator: Mr. Braulio Nieves
Registered Investment Adviser,
Pariter Wealth Management Group,
LLC and President PRCC Members
Committee

Discussion Panel and Invited Panelists:



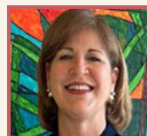
Mrs. Mariel Lama
Managing Director, Bluhaus Capital



Mr. Freddy Castejón
Managing Director, WorCaps



Mrs. Vivian M. Dolagaray López
Executive Vice President Commercial
Strategy and Financing at BDE



Mrs. Mayra Medina
VP of Credit, Cooperativa de Ahorro y
Crédito Oriental



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Tuesday, May 7th

Panel II: Innovation and Technology



Moderator: Mr. Juan Carlos Seguí
President PRCC SMEs Committee and
President of Seguí & Associates
Insurance Brokers



Mr. Asbertly Rosa, CFA
Portfolio Manager - Popular Impact
Fund, BPPR



Mr. Daniel Alvarado
Co-Founder & Principal Technical Lead
of CelerOps LLC

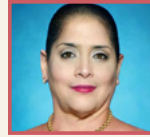


Mr. Emmanuel Oquedo
Co-Founder & CEO of BrainHi



Mr. Carlos Jiménez
Co-Founder, Young Entrepreneurship
Education System, Inc. (YEES!)

Forum III: Non-Profit Organizations: Formalization and Tax Aspects



Moderator: Mrs. Wilma Alejandro
PRCC Member of the Third Sector
and Board Member, and PR Relations
Officer at BPPR

Discussion Panel and Invited Panelists:



Mr. Luis E. Gierbolini, Esq.
Former PRCC President & President of
Gierbolini Consulting Group, LLC



Mr. Eddie Ríos
CEO & President of ATA-Accounting
Taxes & Advisors LLC and
PRCC Board Member

5:30pm - 8:00pm

Cocktail Celebration & Zenit Awards 2024



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Wednesday, May 8th

8:00am - 8:30am

Registration

8:00am - 9:00am

Breakfast

8:30am - 5:00pm

Expo & Networking

9:30am - 10:30am

Fireside Chat:

Quality of Life and Corporate Social Responsibility in PR

Keynote Speaker:



Mrs. Glorymar Rivera

President of PRCC Committee on Quality of Life and Corporate Social Responsibility, and President of United Way of Puerto Rico

Presentation: Puerto Rico and Sustainable Development Goals

Keynote Speaker:



Mr. Nelson I. Colón Tarrats, EdD.

President & CEO, PR Community Foundation (FCPR)

Reaction Panel:



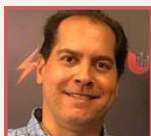
Mrs. Palmira N. Ríos González, PhD.

Member of the Advisory Board of FCPR, Member, Executive Council, President of INPAE, and Academic Researcher at UPR



Mrs. Ataveyra Medina Hernández, Esq.

CEO of Microjuris.com



Mr. Ricardo Arzuaga Chaves

Founder & Executive Director at UNA-USA PR Chapter



Mr. Brayan L. Rosa

Executive Director at Instituto del Desarrollo de la Juventud



Mrs. Lydia R. Figueroa Cueva

Community Outreach Director, and Executive Director at Fundación Triple S

10:30pm - 12:00pm

Forum with Primary Candidates for Puerto Rico Governor

12:30pm - 1:30pm

Lunch

2:00pm - 2:30pm

Special Message from FOMB

Keynote Speaker:



Mr. Robert Mujica, Jr.

Executive Director, Financial Oversight & Management Board for Puerto Rico

3:00pm - 5:00pm

Forum with Primary Candidates for Puerto Rico Legislature

3:00pm - 5:00pm

CONCURRENT SESSIONS:

Forum I: Cybersecurity

Keynote Speakers:



Mr. William Bonaparte

CEO, Cooperton



Mr. Omar Sánchez Nazario

Cybersecurity Director, Cooperton



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Wednesday, May 8th

Forum II: Human Resources in Business

The Secret to Retaining Talent

Keynote Speaker:



Mrs. Vanessa Rodríguez, MA
Business Partner at RiskOne HR
Consulting LLC

Extraordinary and Happy in Difficult Times

Keynote Speaker:



Mr. Yldefonso López Morales Esq.
Senior Counsel, Labor & Employment
Law Department at O'Neill & Borges
LLC

5:30pm - 9:00pm


Dance Celebration & Zenit Awards 2024





May 7 & 8



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Expo at Hall C

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

Reserve your spot TODAY!

MEMBERS

Exhibit cost
\$2,500
 for one (1)
 10'x 10' space

Exhibit cost
\$5,000
 for two (2)
 10'x 10' spaces

Access the PRCC Member Contract:

▶ rebrand.ly/Member-Contract-ExhC24

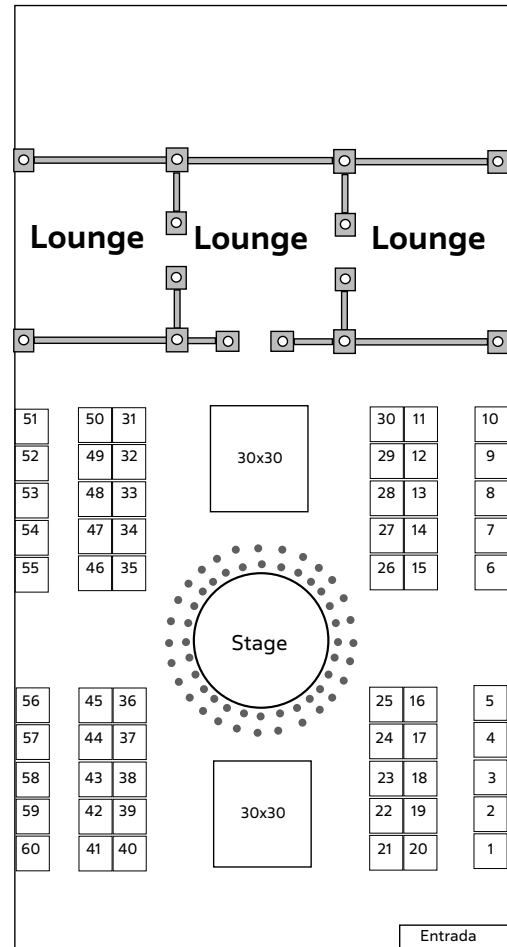
NON MEMBERS

Exhibit cost
\$3,000
 for one (1)
 10'x 10' space

Exhibit cost
\$6,000
 for two (2)
 10'x 10' spaces

Access the Non-Member Contract:

▶ rebrand.ly/NonMember-Contract-ExhC24



SHOWCASE YOUR BUSINESS

EXHIBIT & REACH lots of BUSINESS OWNERS

Description:



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



Includes 110 - 120 electrical connection volts or 5 amps



The EXHIBITOR is responsible for assuming costs involved in electricity connection expenses greater than 5 amps.



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.



Booth Assembly:

To be determined



Exhibit Hours:

Tuesday and Wednesday May 7th & 8th from 8:30am to 5:00pm



Booth Disassembly

To be determined



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



May 7 & 8



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SPONSORSHIP OPPORTUNITIES

Sponsorship options:

		Non-exclusive	Exclusive
 <p>EDUCATIONAL Events & Forums:</p>	• Breakfast Session (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>SOCIAL Events</p>	• Cocktail Celebration (Tuesday)	\$5,000	\$10,000
	• Dance Celebration (Wednesday)	\$10,000	\$15,000
		
 <p>SPECIAL Opportunities</p>	• Registration (Tuesday & Wednesday)	\$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.



RESERVATION FORM

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

Contact Information

Date: _____
 Name: _____
 Company: _____
 Postal Address: _____
 Phone Number: _____ Fax: _____
 Email: _____
 Guest name: _____
 Sales Representative: _____

Package Cost (DOES NOT include tax)

PRCC Members:

\$699.00*

\$899.00**

*Special price p/p for two-day
 Convention events.
 30% discount from regular price

Non-Members:

\$975.00*

\$1,195**

** Special price for Convention Package plus one (1) ticket
 to participate in the PR Health Insurance Conference 2024.

* Convention Package per person includes the following events:

- **Tuesday:** • Expo • 1 Breakfast Session • 6 Forums/Educational Activities • 1 Luncheon Keynote • 1 Cocktail Celebration
- **Wednesday:** • Expo • 1 Breakfast Session • 6 Forums/Educational Activities • 1 Luncheon Keynote • 1 Dance Celebration

** PR Health Insurance Conference 2024: May 2nd at the Sheraton PR Hotel Casino, 8:30am-5:30pm with Closing Cocktail

Important:

- Convention Package cost does not include tax. Will not be billed.
- Tax will be included in all events and charged when processing payment.
- There will be no refunds for cancellations made after April 26, 2024.
- **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:	_____	#Security:	_____	Total: \$ _____
Name on credit card:	_____		Signature:	_____
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: **Cámara de Comercio de Puerto Rico**

Convention 2024: PR Innovation Expo

May 7-8, 2024

Puerto Rico Convention Center



May 7 & 8



Puerto Rico Convention Center

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TICKETS

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

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

Event	Day	Time	# Tickets	PRCC Members Price & Amount		Non-Members Price & Amount	
				+Tax		+Tax	
Breakfast & Morning Sessions	T	8:00am - 12:00pm		\$125.00	\$	\$175.00	\$
Breakfast & Morning Sessions (Table/Seats for 10)	T	8:00am - 12:00pm		\$1,000.00		\$1,400.00	
Lunch & Afternoon Sessions	T	12:30pm - 5:00pm		\$150.00	\$	\$200.00	\$
Lunch & Afternoon Sessions (Table/Seats for 10)	T	12:00pm - 2:00pm		\$1,200.00		\$1,600.00	
Concurrent PM Forums: I <input type="checkbox"/> II <input type="checkbox"/> III <input type="checkbox"/>	T	3:00pm - 5:00pm		\$50.00	\$	\$65.00	\$
Cocktail Celebration & Awards	T	5:30pm - 8:00pm		\$100.00	\$	\$140.00	\$
Breakfast & Morning Sessions	W	8:00am - 12:00pm		\$125.00	\$	\$200.00	\$
Breakfast & Morning Sessions (Table/Seats for 10)	W	8:00am - 12:00pm		\$1,000.00		\$1,400.00	
Lunch & Afternoon Sessions	W	12:30pm - 5:00pm		\$150.00	\$	\$200.00	\$
Lunch & Afternoon Sessions (Table/Seats for 10)	W	12:30pm - 5:00pm		\$1,200.00		\$1,600.00	
Concurrent Forums: I <input type="checkbox"/> II <input type="checkbox"/>	W	3:00pm - 5:00pm		\$50.00	\$	\$65.00	\$
Dance Celebration & Awards	W	5:30pm - 9:00pm		\$250.00 p/couple	\$	\$350.00 p/couple	\$

IMPORTANT:

- 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 26, 2024.
- 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:	#Security:	Total:	\$
Name on credit card:	Signature		
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: Cámara de Comercio de Puerto Rico



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.



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