

May 7-8, 2024 **Puerto Rico Convention Center** 









# **THANK YOU**



## **EVENT SPONSORS**

















































# INSTITUTIONAL SPONSORS





























































8:00am - 3:00pm

## Registration

8:00am - 9:00am @Hall C Lounge

### Breakfast

8:30am - 6:30pm @Hall C

## **Expo & Networking**

10:00am-2:00pm

**Educational Business & Entrepreneurship Talks** Master of Ceremony:



Mrs. Vanessa Marzán Toro Communications Strategist

9:00am - 9:15am @Hall C

### Welcome Remarks



Master of Ceremony: Mrs. Monika Candelaria, News Anchor & Reporter at Wapa TV



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 @Room 104

# 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, MS Demographer, and author of the books - The Elders' Colony and Puerto Rico 2000-2010: Más Allá del Censo

10:00am - 11:00am @Room 104

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

**Keynote Speaker:** 



Mrs. Roxana Trabanco Chief Client Officer, Ipsos Puerto Rico

11:00pm - 12:00pm @Room 104 **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











12:15pm - 1:30pm @Hall C Launch

**Lunch: Sponsors' Presentations & Pep** Talk: Lets be part of the Innovation **Adventure** 

**Keynote Speaker:** 



Mr. Gamaliel Malavé Owner and Head Coach, The Growth Coach

1:45pm - 2:45pm @ Room 104

# **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

#### **Reaction Panel:**



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



Mr. Jesús Bolinaga President of AES Puerto Rico



Mr. Anthony Pérez Development Manager CIRO Energy Group

2:45pm - 3:15pm @Room 104

## **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

3:15pm - 3:45pm @Room 104

## **Reaction Session on Health** & Insurance Demographic **Challenges**

#### **Reaction Panelists:**



Mr. Carlos L. Rodríguez, Esq. SVP of Corporate Affairs & Chief Legal Officer at Triple-S Management



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

03:45pm - 04:00pm

Coffee Break











4:00pm - 4:30pm @Room 104

# Reaction Session on Education & Job Challenges

#### **Moderator:**



**Mrs. María Cristina González** EVP, Chief Communications & Public Affairs Officer, Popular Inc.

**Reaction Panelists:** 



**Hon. Gabriel Maldonado-González** Secretary, PR Department of Labor & Human Resources



Mrs. Isabel Rullán Executive Director of ConPRmetidos



**Mr. Sergio Claux** Regional Director LatAm, Forte Global

4:30pm - 5:00pm @Room 104

# Reaction Session on Economic Development Challenges

**Moderator:** 



**Mr. Kenneth Rivera Robles, CPA, Esq.,** PRCC Former President & Advisor to the President and Tax Partner at Galíndez LLC

Reaction Panelist:



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



Mrs. Waleska Rivera
President & CEO at Danosa Caribbean,
Inc. and PRCC Second VP of the Board



Mrs. Joanellis Fernández
PRCC Board Secretary and Business
Development Director at Kevane
Grant Thornton



**Mr. Jorge Rodríguez, P.E.**Founder & CEO of Instituto de Libertad
Económica para Puerto Rico (ILE)

5:00pm - 6:00pm

# Expo & Networking or Concurrent Session Participation

4:00pm - 6:00pm

### **CONCURRENT SESSIONS:**

@Room 103A

# 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

#### **Discussion Panel and Invited Panelists:**



**Mr. Mariano Parlato**NADEC Representative, Business
Strategic Advisor



**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

@Room 103B

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

anel II: Innovation and Technology



Moderator: Mr. Juan Carlos Seguí President PRCC SMEs Committee and President of Sequí & 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

@Hall C Lounge

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

**Moderator & Invited Panelist:** 



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

#### Discussion Panel and Invited Panelists:



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



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

6:00pm - 8:30pm @Hall C

Cocktail Celebration

Music by A Son de Guerra-Tributo a Juan Luis Guerra

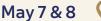












# Wednesday, May 8th



8:00am - 3:00 pm

## Registration

8:00am - 9:00am @Hall C Lounge

Breakfast

8:30am - 6:30pm @Hall C

**Expo & Networking** 

10:00am-2:00pm

Educational Business & Entrepreneurship Talks

9:30am - 10:30am @Room 104

#### Fireside Chat:

# **Quality of Life and Corporate** Social Responsibility in PR

Master of Ceremony:



Mr. Ferdinand Pérez Producer & Moderator of @JugandoPelotaPR, and Pelota Dura by NotiUno 630

**Keynote Speaker:** 



Mrs. Glorymar Rivera, PhD. 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 luventud



Mrs. Lydia R. Figueroa Cueva Community Outreach Director, and Executive Director at Fundación Triple S

10:30pm - 12:00pm @Room 104

## **Forum with Primary Candidates** for Puerto Rico Governor

Welcome Remarks & Introduction



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



Mr. Carlos L. Rodríguez, Esq. SVP of Corporate Affairs & Chief Legal Officer at Triple-S Management

**Moderators:** 



Rafael Lenin López Journalist & Columinist CEO RL Media, Host "Primera Pregunta" Telemundo Primer Round Magic 97.3FM



Mrs. Joanisabel González Business Reporter at GFR Media's El Nuevo Día









# Wednesday, May 8th



Candidates:



Hon. Jenniffer González Colón **PNP** 



Hon. Juan Dalmau Ramírez PIP



Hon. Jesús Manuel Ortiz



Hon. Javier Jiménez Proyecto Dignidad



Hon. Juan Zaragoza Gómez PPD



Hon. Pedro. R. Pierluisi PNP

12:30pm - 1:45pm @ Hall C Launch

### **Lunch: Sponsor's Presentation & Pep Talk: Public and Private Synergy Nowadays**

**Keynote Speakers:** 



Mr. Humberto Mercader Deputy Secretary at Department of **Economic Development and** Commerce of Puerto Rico



Agro. Jorge Ramírez President Asociación Hecho en Puerto Rico

2:00pm - 2:30pm @Room 104

### **Special Message from FOMB: Puerto Rico's Path to Fiscal Responsibility and Economic Growth** Keynote Speaker:



Mr. Robert Mujica, Jr. Executive Director, Financial Oversight & Management Board for Puerto Rico

2:40pm - 3:00pm @Room 104

## **Accelerating Economic Growth in Puerto Rico**

Keynote Speaker:



Mrs. Ella Woger CEO of InvestPR

3:00pm - 5:00pm @Room 104

# **Forum with Primary Candidates** for Puerto Rico Legislature

**Moderators:** 



Rafael Lenin López **Iournalist & Columinist** CEO RL Media, Host "Primera Pregunta" Telemundo Primer Round Magic 97.3FM



Mr. José Orlando Delgado Rivera Journalist/Business Reporter at GFR Media's El Nuevo Día

Candidates:



Hon. Joanne M. Rodríguez Veve Proyecto Dignidad



**Hon. Luis Javier Hernández Ortiz** Partido Popular Democrático











# Wednesday, May 8th





Hon. Gabriel Rodríguez Aguiló Partido Nuevo Progresista



Hon. Juan Luis Camacho Semidei Partido Popular Democrático



Hon. Keren L. Riquelme Cabrera Partido Nuevo Progresista



Mr. Gabriel López Arrieta Partido Popular Democrático



Mrs. Mabel Vélez Romero Partido Nuevo Progresista



Lcdo Adrián González Partido independista Puertorriqueño

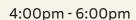
5:00pm - 6:00pm JUNTE de Juntas by invitation only

5:00pm - 6:00pm

Zenit Awards 2024

5:00pm - 6:00pm

**Expo & Networking or Concurrent Session Participation** 



### **CONCURRENT SESSIONS:**

Room 103 A

Forum I: Cybersecurity - Top Strategic **Technology Trends & Artificial Intelligence** Trust, Risk and Security Management

### **Keynote Speakers:**



Mr. Julio González Safety and Security Advisor for Puerto Rico & Virgin Islands of CISA



**Mr. William Bonaparte** Chief Operating Officer, Cooperton

@Room 103 B

Forum II: Human Resources in Business

#### **Moderator:**



Mrs. Camalis M. Flores Partner, RiskOne Solutions

**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

6:00pm - 9:00pm @Hall C

### **Dance Celebration**

Music by Edgar Abraham Band "Latin Jazz and the Salsa Collective











# Expo at Hall C

# **BE PART OF THIS GREAT EVENT**





### **Reserve your spot TODAY!**

Exhibit cost

#### Access the PRCC Member Contract:

rebrand.ly/Member-Contract-ExhC24

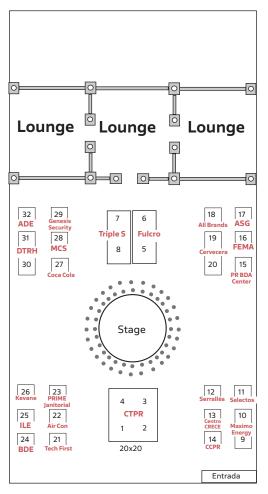
## **NON MEMBERS**

Exhibit cost

Exhibit cost

#### Access the Non-Member Contract:

rebrand.ly/NonMember-Contract-ExhC24





# **SHOWCASE YOUR**

**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 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.



### **Booth Assembly:**

To be determined



#### (C) 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















## SPONSORSHIP OPPORTUNITIES



Exclusive

Non-exclusive

# **Sponsorship options:**



**EDUCATIONAL** Events & Forums:

\$10,000
\$15,000
\$10,000



Cocktail Celebration (Tuesday)	\$5,000	\$10,000
Dance Celebration (Wednesday)	\$10,000	\$15,000



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



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.











<sup>\*</sup>Price per activity:

## **RESERVATION FORM**



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

Contact Information	n					
Date:						
Name:						
Company:						
Postal Address:						
Phone Number:				Fax		
Email:						
Guest name:						
Sales Representative:			NOT		4	
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□ \$899.00*	*		<b>\$</b> ^	1,195 <sup>°</sup>	* <b>*</b>	
*Special price p/p for two-day Convention events. 30% discount from regular price  ** Special price for Convention Package plus one (1) to participate in the PR Health Insurance Conference 2						
Tuesday: • Exp     Celebration     Wednesday: • Celebration  ** PR Health Insurance Confimportant:     Convention Package     Tax will be included in     There will be no refur	erson includes the following ever to • 1 Breakfast Session • 6 Forums  Expo • 1 Breakfast Session • 6 Forum  Ference 2024: May 2 <sup>nd</sup> at the Sheral cost does not include tax. Will not be all events and charged when proceeds for cancellations made after Aproprietively for adults (over 18 years of	i/Edu ims/E aton be bill cessir ril 26,	Educatio  PR Hote  led.  ng paym	nal Activities o	1 Luncheon K	eynote • 1 Dance
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Name on credit card:				Signature:		
Other payment method:	Check		ШМ	oney Order (N	MO)	☐ Cash
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Check or	Money Order to: Cám	ara	de C	omercio	de Puert	to Rico







Puerto Rico Convention Center



May 7-8, 2024



Convention 2024: PR Innovation Expo

# **TICKETS**



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

Contact Information									
Date	PRCC Representative:  Ana Nieves								
Name				•				<u>'</u>	
Company Name									
Postal Address									
Phone number							Fax:		
Email:									
Event	Day	I LICKETS		Price & Amount			Price	Non-Members Price & Amount	
Breakfast & Morning Sessions		8:00am - 12	2:00nm		+Ta			+Tax	
		8:00am - 12			\$125.00	\$		\$175.00	\$
Breakfast & Morning Sessions (Table, for 10)	/Seats T	8:00am - 12	2:UUpm		\$1,000.00	)		\$1,400.00	
Lunch & Afternoon Sessions	T	12:15pm - 6			\$150.00	\$		\$200.00	\$
Lunch & Afternoon Sessions (Table/Seats for 10)	Т	12:15pm - 6	.		\$1,200.00	)		\$1,600.00	
Concurrent PM Forums: I   II   III	Т	4:00pm - 6:	00pm		\$50.00	\$		\$65.00	\$
Zenit Awards & Cocktail Celebration	T	6:00pm - 8:			\$100.00	\$		\$140.00	\$
Breakfast & Morning Sessions	W	8:00am - 12			\$125.00	\$		\$200.00	\$
Breakfast & Morning Sessions (Table/Seats for 10)	W	8:00am – 1	.		\$1,000.00	)		\$1,400.00	
Lunch & Afternoon Sessions	W	12:30pm - 6			\$150.00	\$		\$200.00	\$
Lunch & Afternoon Sessions (Table/Seats for 10)	W	12:30pm - 6	,		\$1,200.00	)		\$1,600.00	
Concurrent Forums: I   II	W	4:00pm - 6:	00pm		\$50.00	\$		\$65.00	\$
Zenit Awards & Dance Celebration	W	6:00pm – 9	:00pm		\$250.00 p	o/couple \$		\$350.00 p/couple	\$
<ul> <li>WILL NOT BE BILLED</li> <li>Tax (IVU) will be included in all events and charged when processing payment.</li> <li>Tay (IVU) will be included in all events and charged when processing payment.</li> <li>There will be no refunds for cancellations made after April 26,2024.</li> <li>All events are exclusively for adults (over 18 years old)</li> </ul>									
Credit Card:		☐ Mastercard ☐ Visa ☐ American Express							
Credit Card number:									
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Name on credit card:						Signature			
Other payment method:		☐ Check ☐ Money Order (MO) ☐ Cash							
# Check or Money Order			Tota	ıl:	\$		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**

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.

We believe in...



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