



PRCC BIZCON +EXPO 2022

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JUNE 9 & 10 | CARIBE HILTON

UPDATED Schedule of Events (6-07-22)

Thursday June 9th

8:00am – 5:00 p.m. Registration

8:45am – 9:00 a.m. **Welcome Remarks** San Geronimo-B

Master of Ceremony: Mrs. Liza M. García Vélez, Executive Director, PRCC

Mr. Luis Torres Llompарт, CPA, Chairman PRCC BizCon + Expo 2022

Mr. Luis A. Gierbolini Rodriguez, Esq., President & Chairman of the Board, PRCC

9:00 - 10:30 am **FORUM: Transition to Puerto Rico's New Energy Paradigm** San Geronimo-B

Moderator: Mr. Javier Rúa-Jovet, Esq., Chief Public Policy Officer of the Puerto Rico Solar Energy and Storage Association

Invited Keynote Speaker:

- **Mr. Edison Avilés-Deliz, PE, Esq.**, President of the PR Energy Bureau

Discussion Panel:

- **Mr. Fernando Gil-Enseñat, Esq.**, Chairman of PREPA's Governing Board
- **Mr. Francisco Berríos Portela, PE**, Director of the Energy Public Policy Program, Department of Economic Development and Commerce of Puerto Rico
- **Mrs. María Hilda Rivera**, Director for Grid Modernization, LUMA Energy PR

9:00 - 5:30 p.m. **Expo, Special Exhibits / Program / Networking**

11:00 - 11:30 a.m. **Ribbon Cutting Ceremony** Foyer San Cristobal-G

Mr. Luis A. Ferrao Delgado, PhD, President University of Puerto Rico

12:00 - 2:30 p.m. **Climate Change & Economic Impact Luncheon Keynote** San Geronimo-B

Master of Ceremony: Mrs. Liza M. García Vélez, Executive Director, PRCC

Invited Keynote Speaker:

Frances A. Colón, PhD, Science, technology, and climate policy expert, member of President Biden's Council of Advisors on Science and Technology, Senior Director for International Climate at Center for American Progress

Award Ceremony:

Special Zenit Awards and President's Special Recognitions

Special Recognitions for Former PRCC Presidents Bob Leith and Carmen Ana Culpeper

2:45 - 4:15 p.m. **Puerto Rico Entrepreneur 2022 Confidence Index** San Geronimo-C

Moderator: Mr. Kenneth Rivera Robles, CPA, Esq., Tax Partner of Galindez LLC and PRCC Former President

Presentation of Study Results:

Sra. Cristina Vargas, MA, Directora División de Estrategias de Mercado Estudios Técnicos, Inc.

Discussion Panel: Entrepreneur Challenges and Response

- **Mr. Raúl Rodríguez, CPA**, President & CEO, Droguería Betances & Luis Garratón
- **Mr. Jorge Hernández, CPA**, CEO, Aerostar Airport Holdings, LLC
- **Mr. Naji Khoury**, CEO, Liberty of Puerto Rico

Thursday June 9th

3:00 - 4:00 p.m. **Expo Program / Activities / Raffles** **San Cristobal-D**

4:30 - 5:30 p.m. **FORUM: Investment Opportunities in Real Estate** **San Geronimo-A**

Moderator: Mrs. Zoimé Álvarez Rubio, Esq., Executive Vice President
Puerto Rico Bankers Association

Discussion Panel:

- **Mr. Rafael Rojo**, President & CEO, VRM Companies and Former President of the Puerto Rico Builders Association
- **Mr. Iván Zavala Steidel**, Presidente & CEO, Reality Realty
- **Mrs. Ella Woger-Nieves**, Chief Operating Officer, Invest Puerto Rico

6:00 - 9:00 p.m. **Casual RED Carpet** **Salón Las Olas**

Meet your 2022-2023 President Elect & Board of Directors Candidates

Note: PRCC University Chapters celebrating their Annual Business Congress during PRCC BizCon + Expo 2022

Friday June 10th

8:00am – 5:00 p.m. **Registration**

9:00 - 10:45 am **Fireside Chat Breakfast: Recovery Economy Plan** **San Geronimo-B**

Master of Ceremony: Mr. Jorge Rivera Nieves, Anchor Journalist Telemundo News

Moderator: Mr. Luis Torres Llompарт, CPA, Director of Alvarado Tax & Business Advisors LLC, Former PRCC President and Chairman of PRCC BizCon + Expo 2022

Invited Keynote Speakers:

- **Hon. Pedro R. Pierluisi**, Governor of Puerto Rico
- **Hon. William Rodriguez**, Secretary, Puerto Rico Public Housing Administration
- **Mr. Manuel A.J. Laboy, PE, MBA**, Executive Director at COR3- Central Office of Recovery, Reconstruction and Resiliency

Reactor:

Presenting the Government Progress Index

Mr. Francisco Rodriguez-Castro, President & CEO Birling Capital

9:00 - 5:30 p.m. **Expo, Special Exhibits / Program / Networking**

10:45 -12:00 p.m. **Puerto Rican Consumer 2022 Confidence Index** **San Geronimo-C**

Moderator: Mr. Juan Carlos Agosto Martinez, CEO, Store Management System LLC and Immediate Past PRCC President

Presentation of Study Results:

Mrs. Tatiana Irizarry Hilera, MBA, Commercial Director, Nielsen Puerto Rico

Discussion Panel: Consumer Challenges and Private Sector Response

- **Mr. Esteban Colón**, Chief Marketing Officer, Supermercados Econo
- **Mr. Freddie Hernández**, General Manager, Procter & Gamble Puerto Rico
- **Mr. Iván Báez**, Director Public Affairs & Government Relations, Walmart PR

12:30 - 3:00 p.m. **Tourism Outlook Luncheon Keynote** **San Geronimo-B**

Master of Ceremony: Mr. Jorge Rivera Nieves, Anchor Journalist Telemundo News

Moderator: Hon. Luis G. Fortuño Buset, Former Governor of Puerto Rico

Invited Keynote Speaker:

Mr. Michael D. Brown, President & CEO of Travel + Leisure Co.

Reactor:

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

Award Ceremony: Teodoro Moscoso Award & Awards by Business Sectors 2022

Friday June 10th

3:30 – 4:30 p.m. Expo Program / Activities / Raffles San Cristobal-D

3:30 – 5:00 p.m. Agricultural Entrepreneurs Innovative Business Strategies San Geronimo-C

Moderator: Mrs. Marta Pierluisi, Managing Member, The 5th Floor Puerto Rico

Discussion Panel:

- Mrs. Vanessa Piñeiro Solano, President, Puerto Rico Farmers Foundation and Executive Director of the Puerto Rico Farm Bureau
- Mr. Jorge Ramírez, Director of Walmart Agroempresarios Program
- Sr. Ariel Torres Ramos, Presidente Junta Directiva Supermercados Selectos

Case Study:

- Mr. Miguel A. Rosario Torres, Founder of Ricura Caribeña

3:30 – 5:00 p.m. The Impact of Blockchain Ecosystems in the Business Environment San Geronimo-A

Moderator: Mr. Genaro Mojica, MBR-CEO at Blockchain Trade Center & President of PRCC Young Entrepreneurs Committee

Discussion Panel:

- DAOs: Mr. Rafael Arroyo Avilés, Investor & VIP Specialist at JetTrades
- Mr. Ubaldo M. Córdova-Figueroa, PhD, Executive Vice President for Academic Affairs and Research at the University of Puerto Rico
- NFT: Mr. Angel García, Account Director, Enterprise Sales - Marketing Cloud @ Salesforce
- Crypto Taxes: Mr. Fernando Velazquez, CPA, Esq., Finance Director at Blockchain Trade Center

5:30 – 8:00 p.m. Networking Reception Salon Las Olas

Note: PRCC University Chapters celebrating their Annual Business Congress during PRCC BizCon + Expo 2022

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