PRCC BIZCON +EXPO 2022

NETWORK

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Grow

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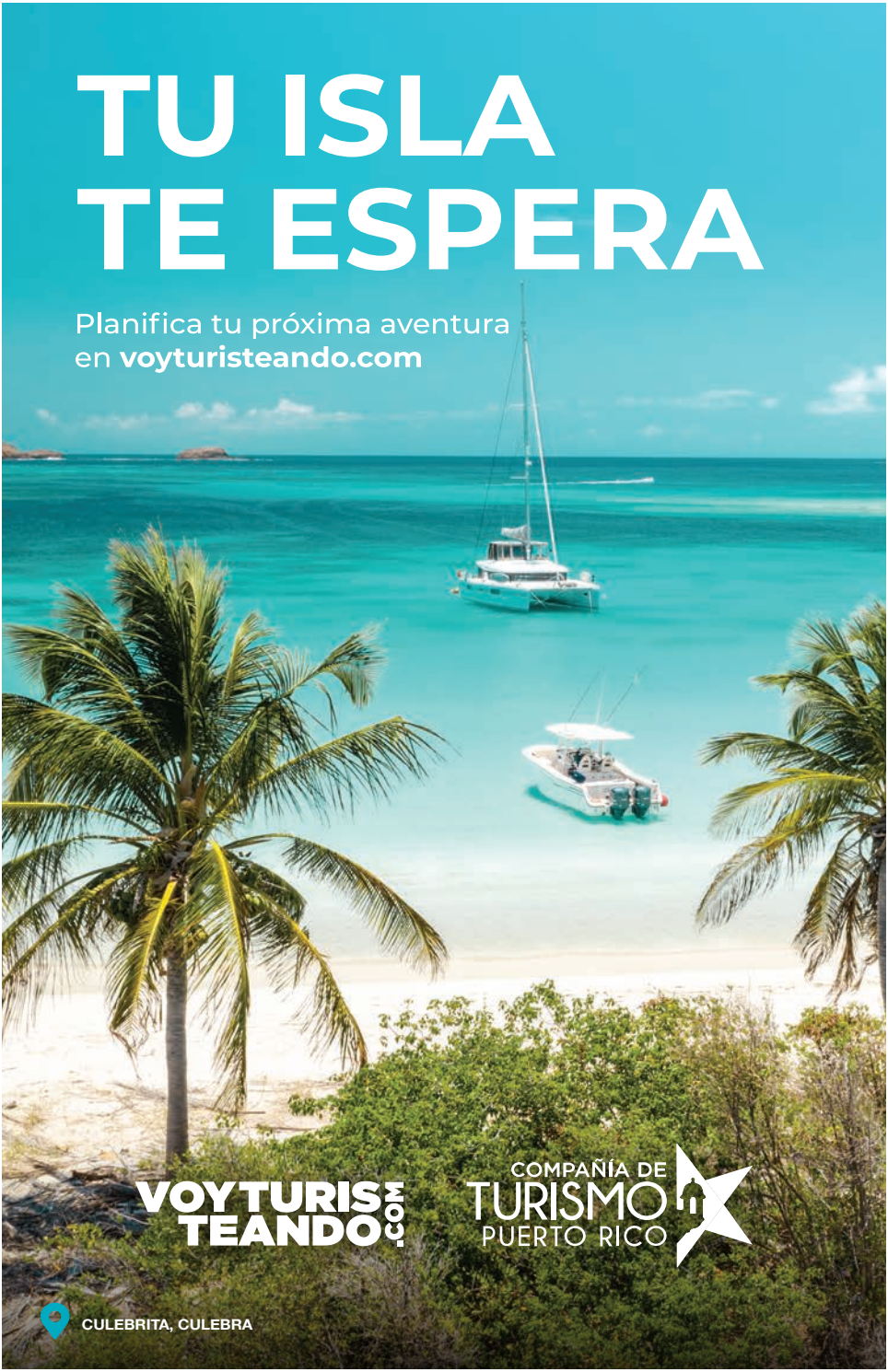
JUNE 9 & 10 • CARIBE HILTON

ACCREDITED STATE CHAMBER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Message from your hosts:

Entrepreneurs, CEOs, Professionals, Leaders, and Investors from all business sectors:

Mr. Luis A. Gierbolini, Esq.
President & Chairman of the Board, PR Chamber of Commerce

Mrs. Liza M. García, Esq.
Executive Director
PR Chamber of Commerce

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

Acknowledging the crucial role of the private sector for the island's quality of life, jobs and socio-economic development, this year the Puerto Rico Chamber of Commerce presents its Annual Convention **BizCon + Expo 2022: GROW!** for the whole business and commercial community.

This Convention aspires to promote entrepreneurship, innovation, and the systematic transformation of the Island's economy, aimed at building a vibrant economy that is more interconnected globally, less dependent, and more sustainable. The event also seeks to stimulate investment and confidence in the economy of Puerto Rico.

We have prepared a robust program that will be delivered by a remarkable line-up of visionary speakers, who will share their insights with us. These industry experts and thought leaders will also provide highly relevant information in various topics that are essential to doing business and strengthening our competitiveness to improve the economy of Puerto Rico. Therefore, we hope that this edition of our Annual Convention not only will educate our audience, but will also stimulate and energize our entrepreneurial spirit, optimism, and confidence.

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Adelphos Reciclaje

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www.adelphosgroup.com info@adelphosgroup.com

Escanea para ver nuestros hogares

Message from your hosts:

The Convention conferences and forum will provide valuable information about the transition to a new energy paradigm, the economic impact of climate change, investment opportunities in real estate, the plan for the recovery of Puerto Rico, innovative business strategies in agriculture, the global outlook for the tourism industry, impact of blockchain ecosystem in the business environment, and other topics of great interest. The awaited results of our 2022 Consumer Confidence Index and Entrepreneur Confidence Index will be also presented. On the other hand, our Expo and social activities have been scheduled to allow the participants to connect and grow their businesses. In addition, the University Chapters of the PRCC will hold their annual business congress and as part of the events of our Annual Convention, we will grant our Zenith Awards 2022 to outstanding individuals or entities and pay special tribute to Former Presidents Bob Leith and Carmen Ana Culpeper.

Congratulations for being part of one the most significant business event in our Island. This shows your interest, responsibility, and commitment to improving the economy and the quality of life in Puerto Rico.

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Our 2022 Convention will feature radio coverage of NotiUno 630 during the morning of June 10th.

Dress code

Forums, Conferences and Luncheons:
Business Casual

Casual Red Carpet (Thursday)
Networking Reception (Friday):
Business Casual, cocktail

BE ON TIME: The activities will begin at the time indicated in the program. We appreciate your punctuality.

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  - Self Parking: $15.00
  - Valet Parking $28.00

**Validate your parking ticket at PRCC Registration Desk*

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PROGRAM *Thursday, June 9*

8:00 a.m. - 5:00 p.m.
Registration

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

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

- **Mr. Luis Torres Llompart, CPA**
  Chairman PRCC BizCon + Expo 2022
- **Mr. Luis A. Gierbolini Rodriguez, Esq.,** President & Chairman of the Board, PRCC

9:00 - 10:30 a.m. - San Geronimo-B
FORUM: Transition to Puerto Rico's New Energy Paradigm

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

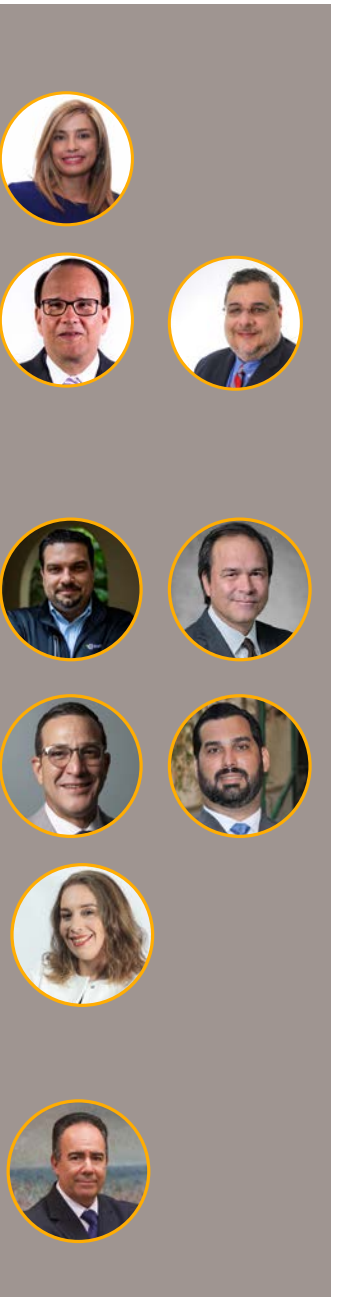
Discussion Panel:

- **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 a.m. - 5:30 p.m.
EXPO, SPECIAL EXHIBITS PROGRAM / NETWORKING

11:00 - 11:30 a.m. - Foyer San Cristobal-G
RIBBON CUTTING CEREMONY

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



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PROGRAM *Thursday, June 9*

12:00 p.m. - 2:30 p.m. - San Geronimo-B

Climate Change & Economic Impact Luncheon Keynote $

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

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

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. - San Geronimo-C

Puerto Rico Entrepreneur 2022 Confidence Index $

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

Presentation of Study Results:

- **Mrs. Cristina Vargas, MA**
  Director of Market Strategies Division, 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

3:00 - 4:00 p.m. - San Cristobal-D

EXPO PROGRAM ACTIVITIES/ RAFFLES

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PROGRAM *Thursday, June 9*

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

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

Discussion Panel:

- **Mr. Rafael Rojo**
  President & CEO of 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. - Salón Las Olas
Casual RED Carpet $

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

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CONVENTION

FORUM: Transition to Puerto Rico's New Energy Paradigm

- InvestPR
- Uno Radio Group
- Telemundo
- El Nuevo Día
- Caribbean Business
- bMedia
- Corporate Events Solutions
- Alfa 2.0

Climate Change & Economic Impact Luncheon Keynote

- InvestPR
- Cervecera de Puerto Rico
- Destileria Serralles
- Coca Cola Puerto Rico
- Genesis Security Services Inc.
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- Lopito, Ileana & Howie
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Puerto Rico Entrepreneur 2022 Confidence Index

- Estudios Tecnicos, Inc.
- InvestPR
- Store Management System, LLC
- Aerostar Airport Holdings LLC
- Galindez LLC
- Drogueria Betances
- Liberty
- Uno Radio Group
- Telemundo
- El Nuevo Día
- Caribbean Business
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FORUM: Investment Opportunities in Real Estate

- InvestPR
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- Triple-S, Inc.: Lanyards

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Es una nueva era en Puerto Rico.

Somos la sede de los innovadores, los idealistas, los futuristas. Quienes saben que para cambiar el mundo hay que desafiar lo convencional.

InvestPR tiene la encomienda de atraer a este ecosistema en crecimiento, inversión y nuevos negocios que se sumen y aporten a la construcción de un desarrollo económico sostenible.

La propuesta: capital humano de clase mundial, una comunidad empresarial colaborativa, política pública favorable para negocios, infraestructura en pleno redesarrollo y una visión de futuro compartida.

Para esos que lideran el camino, nuestras puertas están abiertas.

Game-Changers, welcome home.

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INFORMACIÓN
PARA TU VIDA
EL NUEVO DÍA

PROGRAM *Friday June 10*

8:00 a.m. - 5:00 p.m.
Registration

9:00 - 10:45 a.m. - San Geronimo-B
FIRESIDE CHAT BREAKFAST: Recovery Economy Plan $

Master of Ceremony: Mr. Jorge Rivera Nieves, Anchor Journalist for Telemundo Puerto Rico

Moderator: Mr. Luis Torres Llompart, 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

Presenting the Government Progress Index

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

9:00 a.m. - 5:30 p.m.
EXPO, SPECIAL EXHIBITS PROGRAM / NETWORKING

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

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

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PROGRAM *Friday June 10*

- **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. - San Geronimo-B

Tourism Outlook Luncheon Keynote

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Invited Keynote Speaker:

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

Master of Ceremony: Mr. Jorge Rivera Nieves, Anchor Journalist for Telemundo Puerto Rico

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

Reactor:

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

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

3:30 -4:30 p.m. - San Cristobal-D

Expo Program/Exhibits raffles

3:30 - 5:00 p.m. - San Geronimo-C

Agricultural Entrepreneurs Innovative Business Strategies

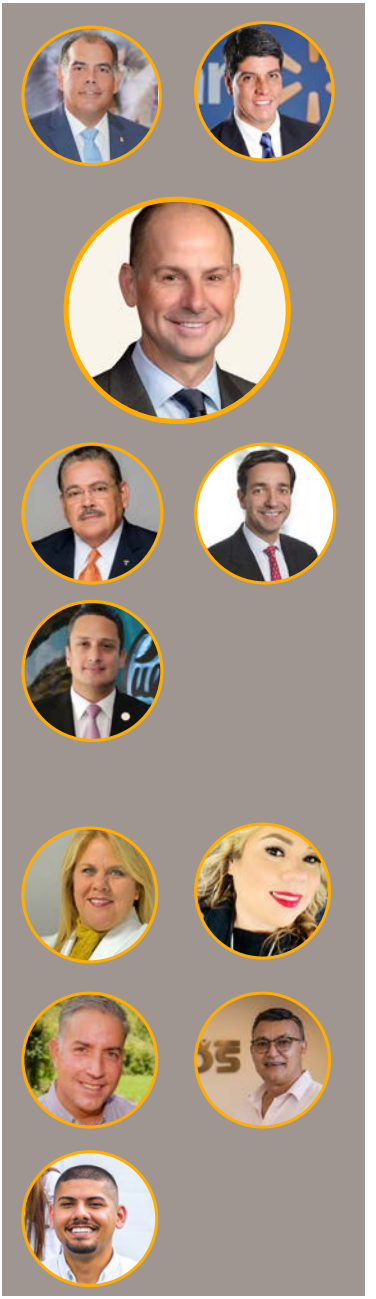
Moderator: Mrs. Marta Pierluisi, Managing Member, The 5th Floor Puerto Rico

Discussion Panel and Invited Panelists:

- **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 Presentation:

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



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PROGRAM *Friday June 10*

3:30 – 5:00 p.m. - San Geronimo-A

The Impact of Blockchain Ecosystems in the Business Environment

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. - Salón Las Olas

Networking Reception

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- Ricoh
- HatiMedik
- Colegio de Ingenieros y Agrimensores de Puerto Rico

CONVENTION

Fireside Chat Breakfast: Recovery Economy Plan

- Adelphos Group
- InvestPR
- Birling Capital
- Banco de Desarrollo Economico para Puerto Rico
- Econo
- Uno Radio Group
- Telemundo
- El Nuevo Día
- Caribbean Business
- bMedia
- Corporate Events Solutions
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Puerto Rican Consumer 2022 Confidence Index

- Cooperativa de Seguros Múltiples de Puerto Rico
- Econo
- InvestPR
- Uno Radio Group
- Telemundo
- El Nuevo Día
- Caribbean Business
- bMedia
- Corporate Events Solutions
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Tourism Outlook Luncheon Keynote

- Compañía de Turismo de Puerto Rico
- Hyundai Rexville
- InvestPR
- Cervecera de Puerto Rico
- Destileria Serralles
- Coca Cola Puerto Rico
- Genesis Security Services Inc.
- MCS
- Triple S
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Agricultural Entrepreneurs Innovative Business Strategies

- InvestPR
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- Uno Radio Group
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- Corporate Events Solutions
- Alfa 2.0

The Impact of Blockchain Ecosystems in the Business Environment

- InvestPR
- Banco de Desarrollo Económico para Puerto Rico
- Uno Radio Group
- Telemundo
- El Nuevo Día
- Caribbean Business
- bMedia
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Networking Reception

- Cervecera de Puerto Rico
- Destileria Serralles
- Coca Cola Puerto Rico
- Genesis Security Services Inc.
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Zenit Awards 2022

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MAIN AWARDS:

Business Person of the Year
CPA Agnes Suárez-Méndez
President & CEO
AIG Insurance Company

Citizen of the Year
Dr. Fernando Cabanillas
Medical Director, Cancer Center
Hospital Auxilio Mutuo

Journalist of the Year
Mrs. Aiola Virella
Chief Editor, Metro Puerto Rico

Government Entity of the Year
Administración de Desarrollo
Socioeconómico de la Familia (ADSEF)

Institution of the Year
Rehaciendo Comunidades con Esperanza
(REHACE)

Innovation Award
Cultivate AI

Zenit Awards 2022

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BY SECTOR:

BANKING:
FirstBank Puerto Rico

REAL ESTATE:
Reality Realty

RETAIL:
Empresas Fonalledas

CONSTRUCTION:
Bermúdez, Longo, Díaz-Massó, Inc.

COOPERATIVES:
Cooperativa de Ahorro y Crédito TU-COOP

MANUFACTURE:
AMGEN Manufacturing Unlimited

HEALTH:
Merck Puerto Rico

INSURANCE:
Triple-S Management Corporation

TOURISM:
PRISA Group

Teodoro Moscoso Award:

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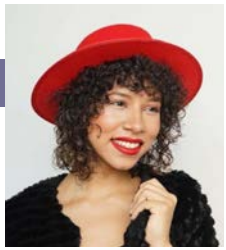

Ms. Juanita Polanco
Presidente, PRCC University Chapters,
Fashion Designer and Founder of JPI Designs

PRCC's President's Special Recognitions

Asociación de Comercio al Detal (ACDET)

CPA Luis J. Torres Llompart
Director, Alvarado Tax & Business Advisors, LLC, PRCC
Former President and Chairman of
BIZCON + EXPO 2022

Mrs. Aysha Issa
Inmediate Past President of Association Hecho en Puerto Rico and Second VP, Retail & Small Business Banking of FirstBank

Centro CRECE

Medical Card System, Inc. (MCS)

Mr. Luis E. Pizarro Otero, Esq.
President of FIDE, LLC and President of PRCC Health Committee

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Serrallés

Coca-Cola

Econo

Hyundai Rexville

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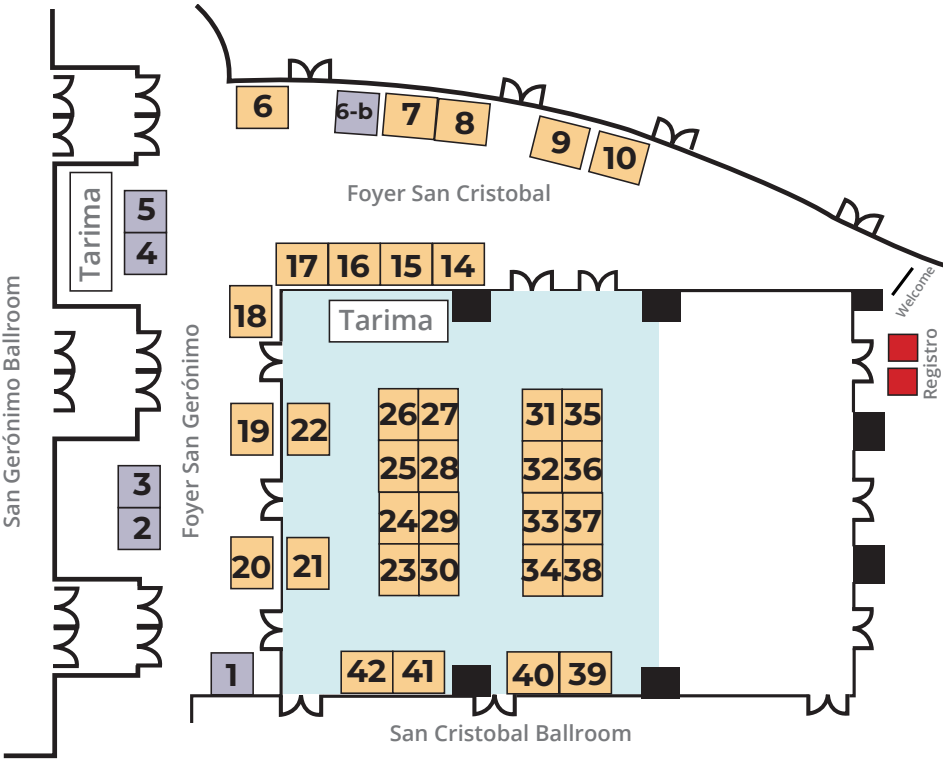

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2	RK Rivera
3	Econo
4 y 5	Uno Radio Group
6 y 6b	Destileria Serralles
7	Triple-S, Inc.
8	Kevane Grant Thornton
9	Fundación Luis A. Fortuño, d/b/a Centro CRECE
10	Genesis Security Services Inc.
14	Banco de Desarrollo Económico para Puerto Rico
15	FULCRO INSURANCE
16 y 17	MCS
18	ADELPHOS Group
19	Compañia de Turismo
20	Hyundai Rexville

VISIT OUR
EXHIBITORS 2022

21	Puerto Rico SBTDC
22	AXESA
23	Programa de Desarrollo Laboral - DDEC
24	First Class Services
25	WorldNet
26	Deya Elevator
27	AB Energy USA
28	Subway
29	INGELLICOM Corporation
30	MBDA-Puerto Rico
31	Cervecera de PR
32	Fuller Group
33	Corporación de Servicio Médicos (Hatimedik)
34	REFRICENTRO
35	Cervecera de PR
39 y 40	Diesel Engine Technician
41	Coca Cola

Remember...

- Buy your tickets at the PRCC Registration Desk
- Children under 18 years of age are not allowed in the following activities:
  - Luncheons - Forums - Casual Red Carpet - Networking Reception
- Use your "ID Pass" card at all times. Keep your "ID Pass" as it represents your entrance ticket.
- Suggested dress code:

  Forums, Conferences and Lunches: Business Casual
  Casual Red Carpet (Thursday): Business Casual
  Networking Reception (Friday): Business Casual Cocktail

- BE ON TIME: The activities will begin at the time indicated in the program. We appreciate your punctuality.

IN PERSON EVENT
UNDER STRICT SECURITY MEASURES:

Proof of full vaccination or negative covid test result performed 48 hours priot to the event.

Use of a mask at all times except when eating food

A SPECIAL THANKS TO OUR TEAM

This program has been prepared by PRCC Marketing & Events Departments, to serve as a guide to our participants. We appreciate the collaboration of our excellent team:

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Executive Director

Sandra González Alicea
Marketing & Sales Director

Antonio De Los Santos Tejada
Institutional Events Director

Sharon Ferrer
Accounting & Finance Director

Iván Serrano Maldonado, MBA
Accounting Coordinator

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Receptionist

Jean-Marie Sánchez
Graphic Designer

Lcdo. Leonel Barreto
Legal & Legislative Affairs Director

Itzary Negrón
Sales & Administrative Assistant

PREPÁRATE

para la **temporada de huracánes**

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Deborah Martorell

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