

Executive Summary: Escalaton Summit 2024 – Entrepreneurship, Innovation and Sustainability

With a focus on sustainable solutions in technology, logistics, and sustainable tourism, this unique event aims to foster regional and global cooperation. Through inspiring talks, high-level panels, and dynamic networking, the Summit strengthens connections among key players to drive sustainable transformations aligned with the Sustainable Development Goals (SDGs), positioning Latin America as the epicenter of innovation and sustainable development.

Dates and Location: November 21 and 22 in Panama City, Panama.

Summit Objectives:

- Promote regional collaboration in sustainable innovation.
- Develop joint strategies aligned with the Sustainable Development Goals (SDGs).
- Strengthen Latin America and the Caribbean as an innovation hub in technology, logistics and tourism.

Key Participants:

- Corporates: Business leaders and innovation heads interested in implementing sustainable and disruptive solutions in their industry.
- Startups: Entrepreneurs with innovative solutions seeking visibility, funding, and scaling opportunities.
- Government: Representatives discussing public policies to foster innovation.
- Academia: Universities and research centers involved in developing innovative solutions.
- Innovation Ecosystem: Incubators, accelerators, and investors interested in sustainable projects.

Topics Covered:

- **Technology and Innovation:** Digital transformation and the creation of tech startups.
- **Logistics and Global Connectivity:** Implementing advanced technologies to enhance efficiency and sustainability in the supply chain.
- **Nearshoring for Innovation:** Positioning Panama as a hub for nearshoring to attract global companies and foster innovation.
- **Academic-Scientific Collaboration:** Partnering with universities and research centers to drive industry-aligned innovation.
- **Sustainable Tourism:** Initiatives for responsible tourism leveraging biodiversity and cultural heritage.

Key Components:

- Keynotes and panel discussions from local and international leaders coming from more than 20 cities.
- Escalaton 2024 Challenges: Collaboration between universities and startups to tackle industry-specific challenges.
- Venture Club Latam "All Stars" Pitch Day: Presentation of top startups to world-class investors.

Expected Outcomes:

- Establishment of regional strategic alliances.
- Policy proposals to encourage innovation.
- Launch of new initiatives and investments in key sectors.
- Innovative solutions developed during the Escalaton 2024 Challenges.



Agenda - Day 1

Time	Keynote or Panel Name	Speaker or Panelist(s)
9:05 AM	Welcome and Acknowledgments	Noemí Flory, Escala Latam / Venture Club Latam
9:10 AM	Keynote: Transforming Innovation in the Americas	Roberto Melo, Escala Latam / Venture Club Latam
9:25 AM	SENACYT Keynote	Eduardo Ortega, National Secretariat of Science and Technology (SENACYT)
9:45 AM	Nearshore Americas Keynote	Kirk Laughlin, Nearshore Americas
10:05 AM	Panel: Attracting Giants: Panama as a Nearshoring Hub for Technology Services and Logistics	- Henry Kardonski, London & Regional (Panama Pacifico)
		- Ediner Fuentes, National Secretariat of Science and Technology (SENACYT)
		- Kirk Laughlin, Nearshore Americas
		- Roberto Melo (moderator), Escala Latam, Venture Club Latam
10:55 AM	Keynote: "Sustainable Innovation as a Pillar of Regional Development"	Rebeca Vidal, Development Bank of Latin America and the Caribbean (CAF)
11:15 AM	Keynote: "The Panama-Austin Economic Growth and Innovation Path"	Roland Peña, Opportunity Austin
11:35 AM	Keynote (Ministry of Commerce and Industries - to be confirmed)	National Director of Export Promotion
12:00 PM	Break	
1:00 PM	Keynote: Building a Brand in the Space of Innovation and Sustainability	Gustavo Manrique, Semiotik
1:20 PM	Panel: Innovation through Inclusion and Sustainability	- Dacil Acevedo (moderator), Sinergia
		- Jacqueline Bern, Empresas Bern
		- Patricia Planells, Banco LAFISE
		- Leonardo Ramos, EPA
2:10 PM	Keynote: Sustainable Development in Historic Centers, Capital Preservation & Triple Impact	Jacopo Villático, Casco Development & Partners
2:30 PM	Panel: Innovation through Academic-Scientific Collaboration	- Víctor Sánchez, Advanced Semiconductor Technology Center, Technological University of Panama (UTP)
		- Milena Gomez, Specialized Higher Technical Institute (ITSE)
		- Jonathan Gortat, Stanford University, Office of Technology Licensing
		- Roberto Mayer (moderator), Federation of IT Entities of Latin America, the Caribbean, Spain, and Portugal (ALETI)
3:20 PM	Panel: Global Innovation Models: Transforming Ecosystems through Public Policy	- Vanesa Lucchesi, Chamber of the Argentine Software Industry (CESSI)
		- Leonardo Loureiro, Uruguayan Chamber of Information Technologies (CUTI)
		- Roberto Mayer (moderator), ALETI Innovation Committee (Federation of Ibero-American ICT Chambers)
5:00 PM	Cocktail sponsored by Empresas Bern	

Agenda – Day 2

Time	Keynote or Panel	Speaker or Panelists
9:05 AM	Welcome and Acknowledgments	Noemí Flory, Escala Latam / Venture Club Latam
9:10 AM	Pitch Day of Venture Club Latam "All Stars"	Guest speaker: Andy Wright, AEI Ecuador Sharks: Andy Wright, Virginia Matos, Iván Cohen, Diego Quijano, Liriola Pittí, Roberto Melo, Noemí Flory
10:40 AM	Fireside Chat: Investment Funds and Angel Networks for Future Solutions	• Constanza Nieto, Global Tech Bridge
		• Sebastián Garzón, Alamo Angels
		• Noemí Flory (Moderator), Escala Latam / Venture Club Latam
11:25 AM	Corporate Transformation: Innovation for Challenges and Opportunities	• Raquel García, Credicorp Bank
		• Victor Betancourt, Sonda
		• Omar Haque, Bimbo Bakeries USA
		• Roberto Melo (Moderator), Escala Latam / Venture Club Latam
12:10 PM	Break	
1:00 PM	Keynote: "Technological Innovation in the Energy Sector through Green Molecules to Support SDGs 7, 9, and 13"	Federico Villatico, StrategHY Europe
1:20 PM	Escalaton "Plastic Circle"	UNDP / Audubon Americas
2:20 PM	Escalaton	• Raquel García, Credicorp Bank
		• Eli Faskha, Soluciones Seguras
		• Larú Linares, Ciudad del Saber
		• David Sucre, Sucre Arias Reyes
		• Constanza Nieto, Global Tech Bridge
		• Juan Carlos Códoba, Sinergia
4:30 PM	Closing	