

15th ANNUAL
WHARTON
**LATIN
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2005



CAPTURING UNTAPPED POTENTIAL

NOVEMBER 18th 2005 PHILADELPHIA - PA

Welcome to the Latin America Conference

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- *Latin America offers several overlooked business opportunities. The development of non-traditional industries and the increasing need to explore global potential are just some examples.*
- *The goal of the conference is to:*
 - *Discuss Latin America's untapped potential, while presenting valuable ideas on how to capture unique opportunities.*
 - *Unite Wharton alumni and professionals with interest in Latin America.*

Panels

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From Latin America to the World

Wide economic swings in the region present challenging domestic environments for firms to develop their home markets. Innovative firms are taking preeminent positions in their industries by adapting to local changes, while moving towards international markets. This panel will explore the latest trends in global expansion by focusing on the road ahead.

Tourism: A New Source of Income

Tourism is fast becoming a significant source of income for several Latin American countries. While some countries have successfully shifted from agricultural commodity exports to service driven economies, others have only begun to follow suit. This panel will review the process needed to achieve this economic change using examples of countries that succeeded.

Consumer Marketing to the Hispanic American Community

The Hispanic American population has officially become the largest minority population in the U.S. and it is estimated that advertising spending for this segment will top \$3.6 billion by 2007. This panel will discuss the unique opportunities and challenges that consumer marketers face when reaching out to this large, emerging segment.

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Global Sports Management: How to Win On and Off the Field

Whether you celebrate touchdowns, homeruns or goals, fans around the world are united by their passion for sport. As the sports industry expands globally, leading teams have developed business models to succeed in ever changing landscapes — be it collective bargaining agreements in the NFL or the complex dealings of the soccer transfer markets in Latin America and Europe. Are new models emerging with global applicability? What can clubs from different parts of the world learn from one another? This panel will unite directors from teams around the world to discuss the challenges they face and the lessons they have learned.

Co-Sponsored with the Wharton European Conference

Politics, Changing Structural Processes and Politicians: The End of the Latin American Pendulum?

Close elections in several Latin American countries give rise to a question: Will the future presidents respect the social and market-oriented reforms initiated by their predecessors? Is the political situation in Chile, in contrast to Venezuela, a sign of progress, or is the presence of messianic politicians, some with a legacy of chaos, misery and hyperinflation, a symptom of greater problems. The creation of value through popular capitalism is a challenging and revolutionary idea. Has the region found a better path?

Past Speakers

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- **Armínio Fraga:** *President of Central Bank of Brazil*
- **Dario Lizzano:** *Head of Equities, Latin America - Banco Santander Central Hispano*
- **Domingo Cavallo:** *Former Minister of Finance - Republic of Argentina*
- **Eleazar de Carvalho Filho:** *Former President of Brazilian Development Bank (BNDES)*
- **Enrique Iglesias:** *President of Inter-American Development Bank*
- **John Boord:** *Co-Head Latin America Investment Banking - Citigroup*
- **José Octavio Bordón:** *Argentine Ambassador to the United States of America*
- **Julio María Sanguinetti:** *Former President - Republic of Uruguay*
- **Pedro Pablo Kuczynski:** *Former Finance Minister, Republic of Peru and
President and CEO of The Latin American Enterprise Fund*

Save the Date!

November 18th, 2005

Union League of Philadelphia

140 South Broad Street

Philadelphia, PA

Visit us: www.whartonglobal.com/lamerica

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About Union League: www.unionleague.org