

Preliminary Program: APEC 2019 MSMEs and Entrepreneurs Summit Santiago Business & Conference Center, 14 November, 2019

8:30-11:30	Registration	
Morning: MSMEs	8:50- 9:00	<p>Opening words by Alejandra Mustakis, ABAC Chile member and President of ASECH (Chilean Association of Entrepreneurs) and Chile’s Minister of Economy</p> <p>Launch of the Monde B2B platform</p>
	9:00-9:20	Dedicated speech: “21st Century Challenges for MSMEs”
	9:20- 9:45	<p>Panel: “Focus on the Digital Transformation of MSMEs”</p> <p>The consolidation of the new economy is radically transforming the way that businesses are done and the types of MSMEs that are needed for the 21st century. An intense period of change, which includes the ways we interact, also brings with it many new opportunities and challenges. The MSMEs do not have to be bystanders in all this, but rather should take an active and central role in this new system of business and commerce of this era, that of artificial intelligence, the internet of things, and the accelerated digitalization of business.</p> <p>Diane Wang, CEO DHGate (TBC) Facebook</p>
	09:45-10:15	Coffee break
	10:15-10:45	<p>Panel: “Financial and Technological Solutions to Open Up to the World, including nontraditional funding”</p> <p>In the context of the new economy, technology has brought new opportunities for financial solutions for MSMEs. For example, it has made it possible to modernize traditional financial processes and it has facilitated the creation of new financial structures. For MSMEs, getting to know and master these new forms of financing and the technological tools available to them is vital for expanding their service and/or product to new and bigger markets.</p> <p>Confirmed: Ignacio Yarur (BCi Bank); Matías Spagui (Director Mercado Pago)</p> <p>Moderator: Soledad Ovando (ASECH)</p>
	10:45-11:15	<p>Panel: “Logistics and Distribution in the Digital”</p> <p>MSMEs must confront the constant changes regarding production, distribution, and the quick appearance of competitors within their markets. Logistics is a complicated subject that greatly affects the strategies of</p>

		<p>MSMEs. In the era of the digital economy, there have appeared new opportunities for logistics; MSMEs just have to know-how to take advantage of it.</p> <p>Confirmed: José Acosta (UPS)</p>
Noon: MSMEs and Entrepreneurs	11:30-12:00	H.E. President of Chile, Mr. Sebastián Piñera
	12:00-13:10	<p>Panel: “Fall in love with the problem, not on the solution”</p> <p>In the 21st century it is easy to find information on anything in the world with one click. Nonetheless, despite having such a strong connection to the internet, the solutions to the many problems we face today are difficult to find, but many entrepreneurs have created solutions for diverse problems. Successful enterprises show common denominators, such as thinking outside of the box and understanding the problem from a different perspective. It appears as such that entrepreneur fall in love with the problem! So, examining how it is done may be the key to success.</p> <p>Confirmed: Uri Levine (founder of WAZE); Alejandro Tocigl (Miroculus) and Matías Muchnik (NotCompany)</p> <p>Moderator: Carlos Honorato (ALTO Track)</p>
	13:00-14:00	<p>Speed Dating: business people & venture investors / MSMEs and & Entrepreneurs</p> <p>Confirmed: Jean Paul Luksic (CEO Antofagasta Minerals); Diane Wang (CEO DHGate), Anindya Bakrie (CEO Bakrie Group); Uri Levine (WAZE Cofounder); ABAC Chile members</p>
	13:10-14:45	Lunch and networking time
Afternoon: Entrepreneurs	15:00-15:30	<p>Dedicated speech: “New thinking for the new economy”</p> <p>The new economy is fueled by a dramatic VUCA growth (volatility, uncertainty, complexity and ambiguity), the digital revolution and climate change. This scenario will open up new opportunities to rethink the economy, as well as business, entrepreneurship and our legacy as humankind</p> <p>Confirmed: Marcos Kulka from Fundación Chile</p>
	15:30-15:40	<p>Final pitch APEC Start-Up Challenge: Inven(s)ting the Future</p> <p>Six finalists</p> <p>Interaction with the audience (vote and award)</p>
	15:40-16:20	Discussion: Impact Investing for change.

		<p>When dealing with investors, entrepreneurs must consider several factors when trying to persuade them. It is essential that their projects are clear, sturdy, but also flexible. What other factors do venture capitals base their decisions on and how do they take them? Understanding these thought processes is more than vital for the success of an enterprise.</p> <p>Presentations by outstanding capital ventures on their experience in Asia and North America</p> <p>Softbank (20') (TBC)</p> <p>Sequoia (20') (TBC)</p>
	Time for judges deliberation	Coffee /Special show: NAVE
	16:20-17:15	<p>Panel: Inven(s)ting the Future</p> <p>Softbank - Japan (TBC)</p> <p>Sequoia - Sillicon Valley (TBC)</p> <p>AllVip- Mexico (TBC)</p> <p>Clin- Chile (TBC)</p>
	17:20	Startup Challenge awards ceremony