



VII Inter-American Forum on Microenterprise

CARTAGENA DE INDIAS - COLOMBIA

Preliminary Agenda

Wednesday, September 8

9:00am-6:00pm	Registration	
6:00pm-6:30pm	Launching of Publication	Arsenal Meeting Room
	-6:00pm- Microenterprise Americas, Autumn 2004	
	-6:15pm-Entrepreneurship Development- Latin America and the International Experience	
6:30pm-7:30pm	Opening of the Exhibition Center	Pórtico Room
	Opening of the Business Center	Hall de Exposiciones
	Opening of the Craft Fair	Foyer Barahonas
8:00pm-10:00pm	Welcome Cocktail	

Thursday, September 9

9:30-10:30am	Opening Plenary	Getsemaní Auditorium
10:30-11:00am	Coffee	Lobby Auditorium
11:00-12:30pm	<u>Simultaneous Round Tables</u>	Barahona Meeting Rooms

MICROFINANCE: Banking on Vulnerable Groups: How the Formal Financial Sector is Targeting Rural, Poor and Migrant Customers.

Moderator: Eulalia Arboleda, Banco Caja Social, COLOMBIA

- **Juan Buchenau**, MicroFinance International Corporation, USA
- **Beltrán Macchi**, Visión Financiera, PARAGUAY
- **Robert Christen**, CGAP, USA

ENTERPRISE DEVELOPMENT: The Response of Small Producers to Globalization of Agricultural Markets.

Moderador: Michael Nebelung, GTZ, GERMANY

- **Jorge Cavallini Sandoval**, Hortifruti, COSTA RICA
- **Juan Arrieta**, Instituto Peruano del Espárrago, PERU
- **María Emilia Muñoz**, Fundación Carvajal, COLOMBIA

SOCIAL ENTREPRENEURSHIP: Regional and National Networks: Perspectives and Strategies in Dynamic and Changing Markets

Moderator: Arnaud Ventura, Planet Finance, FRANCE

- **Reynaldo Marconi**, FINRURAL - BOLIVIA

- **Reynold Walter**, REDCAMIF, GUATEMALA
- **María José Rubio**, REDESARROLLO – COLOMBIA

BUSINESS ENVIRONMENT: Laws in Support of Micro and Small Enterprises: Do they Make Any Difference?

Moderator: Juan José Llisterra, IDB

- **Daniel Novak**, UNDP, ARGENTINA
- **Clemente Ruíz Durán**, UNAM, MEXICO
- **Miguel Cabal**, Consultant, CANADA

12:30-2:00pm

Lunch

Patio de Las Animas

2:15pm-3:45pm

Simultaneous Round Tables

Barahona Meeting Rooms

MICROFINANCE: : Benchmarking, Ratings and Transparency: Costs and Benefits of Analysis for MFIs and Investors

Moderator: Jared Miller, The MIX, USA

- **Julio López**, FAMA, NICARAGUA
- **Guillermo Salcedo**, Oikocredit, NETHERLANDS
- **Brigit Helms**, CGAP, USA

ENTERPRISE DEVELOPMENT: Strategies of Sustainable Training and Technical Assistance

Moderator: Kate McKee, USAID, USA

- **Juan Hagnauer**, Swisscontact, PERU,
- **Amalia Arango**, ACTUAR, COLOMBIA,
- **Pedro Verdugo**, Fundes International, CHILE

SOCIAL ENTREPRENEURSHIP: Village Banking and Poverty Microfinance

Moderator: Frank Rubio, CRS, PERU

- **Glenn Westley**, IDB
- **Chris Dunford**, Freedom from Hunger, USA
- **Rupert Scofield**, FINCA International, USA

BUSINESS ENVIRONMENT: The Goods and Evils of Small Enterprise Formalization

Moderator: Luis Alfonso Hoyos, Presidencial Counselor, COLOMBIA

- **Geovanny Castillo Artavia**, FUNDES, COSTA RICA
- **Ricardo Ortiz**, CAINCO, BOLIVIA
- **Jack Burga Carmona**, COPEME, PERU

3:45pm-4:00pm

Coffee

4:00pm-5:00pm

Signing of Agreements and Memorandums of Understanding- **Comisión 3A**- 3rd Level

4:00pm-5:30pm

Simultaneous Round Tables

Barahona Meeting Rooms

MICROFINANCE: The Dark Side of Microfinance: Managing Irregularities in Loan Placement and Recovery

Moderator: Laurie Dufays, WSBI, BELGIUM

- **Pablo González**, Caja Los Andes, BOLIVIA
- **Carlos Alba**, Consultant, BOLIVIA

ENTERPRISE DEVELOPMENT: Business Angels in Latin America – The Role of Angel Investors in the Creation of New Enterprises in the Region

Moderator / Ponente: Raul Rivera, Telenexo, CHILE

- **Juan Roure**, IESE, SPAIN
- **Gregorio Restrepo**, Sun Rising Investing Ltd. (SRI), COLOMBIA

SOCIAL ENTREPRENEURSHIP: Are We Having an Impact? Why and How to Measure the Impact of Micro Enterprise Support

Moderator: Christina Wedekull, IDB

- **Miguel Navarro**, ODEF, HONDURAS
- **Luis Perera**, PriceWaterhouse, CHILE
- **Dean S. Karlan**, Princeton University, USA

BUSINESS ENVIRONMENT: Opportunities of Free Trade Agreements for Smaller Producers

Moderator: Carlos Alberto Zarrúk, Deputy Minister Enterprise Development, COLOMBIA

- **Virginia Moori Koenig**, Fundes ARGENTINA
- **Marco Aurélio Bedê**, Sebrae São Paulo, BRAZIL,
- **Alvaro Guatemala**, FUSADES, EL SALVADOR

5:30pm-7:30pm

Plenary Session

Getsemaní Auditorium

-Launching of the Book: “25 years of Support for Microenterprise”

-Recognition to the Interamerican Development Bank

-Intervention by H.E. Alvaro Uribe, President of Colombia

7:30pm-8:30pm

Inter-American Micro Enterprise Awards

8:30pm-9:00pm

Barranquilla Carnaval

Getsemaní Auditorium

9:00pm-11:30pm

Gala Dinner

Plaza de la Aduana

Friday, September 10

8:30am-10:00am

Simultaneous Round Tables

Barahona Meeting Rooms

MICROFINANCE: Financing Microfinance Institutions: Opportunities and Challenges

Moderator/Panelist: Fernando Lucano, LACIF, PERU

- **Silke Muffelmann**, Banco Procredit, EL SALVADOR
- **Johana Izquierdo**, Apoyo Perú/Fitch Ratings, PERU
- **Nancy Barry**, WWB, USA

ENTERPRISE DEVELOPMENT: The Use of Technology in the Micro Enterprise

Moderator: María del Carmen Díaz, Ministry of Economy, MEXICO

- **Ing. Alí Miranda**, Cooperativa Santo Tomás, NICARAGUA
- **Juan Manuel Fonseca**, FUNDECOMERCIO, COLOMBIA
- **Roberto Hidalgo**, Consultant, ECUADOR

SOCIAL ENTREPRENEURSHIP: The IDB Experience in Social Entrepreneurship Programs

Moderator: Alvaro Ramírez, IDB

- **Eduardo Raúl Cucinelli**, Sinergia Project, EL SALVADOR
- **Hugo Ortiz**, Fundación Género, Solidaridad y Desarrollo, ECUADOR
- **Enrique Velázquez**, Selva Lacandona, MEXICO
- **Roger Herman**, Aikuki Wal R.L, NICARAGUA

BUSINESS ENVIRONMENT: The Role of Micro and Small Enterprises in Local Economic Development

Moderator: Ulrich Harnes Liedtke, Mesopartner, ARGENTINA

- **Ilgo Welp**, Wilson Cuiava, Mafra, BRAZIL
- **Marvin Morena Martell de Canales**, Mayor Santiago Nonualco, EL SALVADOR
- **Francisco Alburquerque**, Program AREA, OIT, ARGENTINA

10:00am-10:30am

Coffee

10:30am-12:00pm

Simultaneous Round Tables

MICROFINANCE: Micro Insurance: Emerging Risk Management Instruments for Micro Entrepreneurs

Moderator: Carlos Rodríguez, Centro AFIN, BOLIVIA

- **Francis Somerwell**, Microcare Ltd., UGANDA
- **Martha Cecilia Bohórquez**, La Equidad Seguro, COLOMBIA
- **Michael McCord**, Micro Insurance Centre, USA

ENTERPRISE DEVELOPMENT: Experiences of Garment Sector Clusters

Moderator: Marco Dini, Consultant, CHILE

- **Raquel Mattos Summ**, Fashion Council, Novo Friburgo, BRAZIL
- **Juan Pablo Yepes**, Confecciones Leonisa, COLOMBIA
- **Pablo Manrique**, Instituto Peruano de Alpaca y Camélidos, PERU

SOCIAL ENTREPRENEURSHIP: Socially Responsible Investment Benefiting Micro Enterprises

Moderator: Marc De Sousa-Shields, CANADA

- **María Otero**, Acción International, USA
- **Jean Philippe de Schrevel**, BlueOrchard Finance, SWITZERLAND
- **Eric Peter Geurts**, Triodos, NETHERLANDS

BUSINESS ENVIRONMENT: The Regulation and Supervision of Microfinance: Second Generation Issues

Moderator: Jacques Trigo, Consultant, BOLIVIA

- **Efraín Camacho**, Superintendencia de Bancos y Entidades Financieras, BOLIVIA

- **Beatriz Marulanda**, Consultant, COLOMBIA
- **Luis Guerra**, EDPYME Edyficar, PERU

12:30pm-2:15pm

Lunch

2:30pm-4:00pm

Simultaneous Round Tables

MICROFINANCE: State Intervention in Micro Finance: Echoes from the Past?

Moderator: Stefan Queck, Frontier Finance

- **Rommel Acevedo**, ALIDE, PERU
- **Manfred Nitch**, Freie Universitaet Berlin, GERMANY
- **Verónica López**, FONDESIF/AECI, BOLIVIA

ENTERPRISE DEVELOPMENT: Strategies of the Middleman – Trade and Export of Micro Enterprise Products

Moderator: Gustavo Ardila, BANCOLDEX, COLOMBIA

- **Ian Gonzalez Loudon**, Proyecto Exportación Artesanías, GUATEMALA
- **Juan Robles**, PARA, PERU
- **Gustavo Montilla**, ASOMEX, BOLIVIA

SOCIAL ENTREPRENEURSHIP: Promoting Entrepreneurship through Business Plan and Business Idea Competitions

Moderator: Manuel García, Programa Microcréditos AECI - BCIE, HONDURAS

- **Rosario Córdoba Garcés**, Revista Dinero, COLOMBIA
- **Pedro Martínez**, Technoserve, ETI, EL SALVADOR
- **Dino Linares**, CID, PERU

BUSINESS ENVIRONMENT: “Climate of Trust” - Improving the Environment through Credit and Commercial Information Sharing

Moderator: Alejandro Soriano, CAF, VENEZUELA

- **Dr. Camilo Martínez Blanco**, Liga de Defensa Comercial, URUGUAY
- **Lisa Taber**, World Bank, USA
- **Simon White**, Consultant, AUSTRALIA

4:00pm-4:30pm

Coffee

4:30pm-6:00pm

Closing Plenary

6:00pm-8:00pm

Closing Cocktail