



Executive Forum  
Foro Ejecutivo

## Latin American Regional Executive Forum Export Strategy in a Changing Business Environment

Wednesday, 11 June 2003	Thursday, 12 June 2003	Friday, 13 June 2003	Saturday, 14 June 2003
	<p><b>First Session</b> (9:00–10:00 hrs)</p> <ul style="list-style-type: none"> <li>• Business for Cancun: The Public-Private Sector Alliance               <ul style="list-style-type: none"> <li>• A Call for Business Advocacy                   <ul style="list-style-type: none"> <li>• ITC Presentation</li> </ul> </li> <li>• Preparation for Cancun and the Roadmap Thereafter                   <ul style="list-style-type: none"> <li>• WTO Presentation</li> </ul> </li> </ul> </li> </ul> <p><b>Second Session</b> (10:00-11:15 hrs)</p> <ul style="list-style-type: none"> <li>• Cancun and Agriculture               <ul style="list-style-type: none"> <li>• Issues and Advocacy                   <ul style="list-style-type: none"> <li>• ITC Presentation</li> <li>• Table and Open Debate</li> </ul> </li> </ul> </li> </ul> <p><b>Third Session</b> (11:00-12:30 hrs)</p> <ul style="list-style-type: none"> <li>• Cancun and Services               <ul style="list-style-type: none"> <li>• Issues and Advocacy                   <ul style="list-style-type: none"> <li>• ITC Presentation</li> <li>• Table and Open Debate</li> </ul> </li> </ul> </li> </ul>	<p><b>First Session</b> (9:00-10:45 hrs)</p> <ul style="list-style-type: none"> <li>• The FTAA: Strategic Implications for the Export Strategy-Maker               <ul style="list-style-type: none"> <li>• The “Best Practice” Proposition                   <ul style="list-style-type: none"> <li>• Table and Open Debate</li> </ul> </li> </ul> </li> </ul> <p><b>Second Session</b> (10:45-12:30 hrs.)</p> <p>The Initial Challenge: Formalizing the Strategic Partnership</p> <ul style="list-style-type: none"> <li>• The Best Practice Proposition</li> <li>• A “Best Practice” Model – The South African Approach</li> <li>• A Latin American Response</li> <li>• Panel and Open Debate</li> </ul>	<p><b>First Session</b> (9:00-10:45 hrs)</p> <ul style="list-style-type: none"> <li>• The National Trade Support Network               <ul style="list-style-type: none"> <li>• The Best Practice Proposition</li> <li>• The Best Practice Model – The Canadian Approach</li> <li>• Panel and Open Debate</li> </ul> </li> </ul> <p><b>Second Session</b> (10:45-12:00 hrs)</p> <ul style="list-style-type: none"> <li>• Summary of Best Practice and Implications for Latin American Strategy-Makers</li> </ul> <p><b>Closing Session</b></p> <ul style="list-style-type: none"> <li>• Where Do We Go From Here?               <ul style="list-style-type: none"> <li>• 2004 World TPO Conference</li> </ul> </li> </ul>
<i>Lunch</i>	<i>Lunch (12:30–14:30)</i>	<i>Lunch (12:30–14:30)</i>	<i>Lunch (12:30–14:30)</i>
<ul style="list-style-type: none"> <li>• <b>Introductory Session</b> (15:30 hrs)               <ul style="list-style-type: none"> <li>• Welcome and Opening Remarks</li> <li>• “Best Practice” in Export Strategy Management</li> <li>• Rules of the Debate</li> </ul> </li> <li>• <b>Opening of Competitiveness Tools Fair</b></li> <li>• <b>Reception</b></li> </ul>	<p><b>Fourth Session</b> (14:30-16:00 hrs)</p> <ul style="list-style-type: none"> <li>• Cancun and Market Access               <ul style="list-style-type: none"> <li>• ITC/WTO Presentation</li> <li>• Table and Open Debate</li> </ul> </li> </ul> <p><b>Fifth Session</b> (16:00-17:30)</p> <ul style="list-style-type: none"> <li>• Business for Cancun: “Best Practice in Business Advocacy”               <ul style="list-style-type: none"> <li>• ITC/WTO Summary of Debate</li> <li>• National Teams’ Response</li> </ul> </li> </ul>	<p><b>Third Session</b> (14:30-16:00 hrs)</p> <ul style="list-style-type: none"> <li>• Leading the Strategic Process               <ul style="list-style-type: none"> <li>• The Best Practice Proposition</li> <li>• A Best Practice Model – The Philippines’ Approach</li> <li>• A Latin American Response</li> <li>• Table and Open Debate</li> </ul> </li> </ul> <p><b>Fourth Session</b> (16:00-17:30)</p> <ul style="list-style-type: none"> <li>• Managing National Strategy               <ul style="list-style-type: none"> <li>• The Best Practice Proposition</li> <li>• A Best Practice Model – The Maltese Approach</li> <li>• A Latin American Response</li> <li>• Table and Open Debate</li> </ul> </li> </ul>	<p>Team Consultation and Networking</p> <p>Departure</p>
<i>Dinner (20:00 hrs)</i>	<i>Dinner (20:00 hrs)</i>	<i>Dinner (20:00 hrs)</i>	