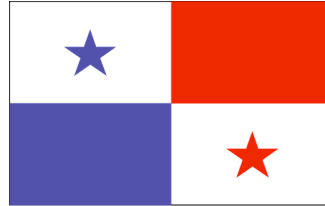




Broward County Office of Economic and Small Business Development Presents

Doing Business in Latin America

Colombia, Costa Rica, Panama and Peru



Wednesday, March 24, 2009

10:30am – 12:30pm

Broward County Main Library Auditorium

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| 10:30am | Registration |
| 10:45 am | Broward County Commission Welcome
<i>Commissioner Diana Wasserman-Rubin</i> |
| 10:50 am | Office of Economic and Small Business Development Welcome
<i>Norman Taylor, Director</i> |
| 10:55 am | Country Overviews
<i>Jay Bolivar, Board Member, Colombian American Chamber of Commerce</i>
<i>Felipe Correa, Costa Rica Chair, Greater Fort Lauderdale Sister Cities International</i>
<i>Fernando Albareda, Trade Commissioner, Consulate General of Peru in Miami</i> |
| 11:40 am | Florida Export Assistance Opportunities
<i>John Diep, International Trade Representative, International Trade and Business Development, Enterprise Florida</i> |
| 12:00 pm | Top Market Prospects
<i>Eduardo Torres, Director, South Florida U.S. Export Assistance Center</i> |
| 12:20 pm | Question and Answer Session |

Partnering organizations: U.S. Department of Commerce, Enterprise Florida, Colombian American Chamber of Commerce, Peruvian American Chamber of Commerce, Greater Fort Lauderdale Broward Economic Development Alliance, Greater Fort Lauderdale Sister Cities International, Ana G. Méndez University System



Broward County Office of Economic and Small Business Development • 115 S. Andrews Ave., Room A680,
Fort Lauderdale, FL 33301 • P: 954-357-6155 F: 954-357-7776

Speakers

Jay Bolivar

Mr. Bolivar was born in Colombia and moved to the U.S. 5 years ago. He has been a board member of the Colombian American Chamber in South Florida for the last 4 years. He is the co-founder of Invertir USA, a virtual magazine and internet portal to promote The United States in Latin America. Mr. Bolivar is also President of PG Associates USA, a virtual network to promote products and services targeting the Hispanic Market in the US. Through PG Associates USA, Mr. Bolivar provides consulting services for companies seeking to enter the U.S. market and also to U.S. companies seeking to enter the Colombian market. He holds a Masters degree in Marketing and Sales.

Felipe Correa

Felipe Correa is the Costa Rica Chair for Greater Fort Lauderdale Sister Cities International, as well as owner/director of Tours to You! Inc., the largest sightseeing tour operation company in Broward County.

Felipe's work within GFLSCI is for the benefit of Quepos, a growing town in the central-pacific coast area which has gone through dramatic growth mostly brought by the construction of the largest marina in Costa Rica, and a boom in the hospitality industry which has stimulated the construction of new luxury hotels and resorts in the area.

Trade Commissioner Fernando Albareda

Mr. Albareda is the current Trade Commissioner for Peru in South Florida, making him responsible for the promotion of Peruvian products in the American market. He has served in this position for the past 15 years. Prior to being named Trade Commissioner, Mr. Albareda worked for the Exports Promotion Fund of Peru and EXCO, SA and in both roles was responsible for increasing Peruvian exports. Mr. Albareda also served in a number of roles for Peru's Ministry of Industries, Tourism and Integration. He holds a Master's degree in International Business Administration from Nova Southeastern University.

John Diep

John Diep is the international trade representative of the International Trade and Business Development unit of Enterprise Florida, the official economic development organization for the State of Florida. John works closely with trade partners around Florida, as The Office of Economic and Small Business Development of Broward County and the Broward Alliance, as well as other federal and local organizations to help businesses in Florida expand and capture the global market.

Eduardo Torres

Eduardo Torres is the South Florida Director for the U.S. Commercial Service, a division of the United States Department of Commerce. His offices in Miami and Fort Lauderdale assist U.S. small and medium-size companies to become successful exporters by helping them to understand the technical aspects of international marketing. Mr. Torres and his team of International Trade Specialists provide export counseling, information on foreign markets, access to international contacts, and advocacy services. Operating in U.S. Embassies and Consulates around the world, as well as Export Assistance Centers throughout the US, the 1,400 men and women of the Commercial Service promote U.S. business interests abroad.

Torres has served at the U.S. Embassy in the Mexico during temporary duty assignments and most recently in Santo Domingo, Dominican Republic, as the Acting Senior Commercial Officer for the Caribbean and as the Principle Commercial Officer in Ho Chi Minh City, Vietnam.

Prior to joining the U.S. Government, Torres was the Director of Research and International Marketing for a company in California generating sales and projects in several countries in both the environmental and agricultural sectors.