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Press

08-14-2005 August 14 th.- South American Business Forum Concluded Successfully

150 PEOPLE, THREE ESSAYS AWARDED, IN THE FIRST SOUTH AMERICAN BUSINESS FORUM ORGANIZED BY STUDENTS OF ITBA

- ◆ It joined the most outstanding industrial leaders and the best university talents.
- ◆ There were three winners from: *Singapore, Spain and Argentina*
- ◆ 580 students registered, 168 presented the essay and of the 70 selected works, 35 were from Capital Federal and GBA, 10 from other parts of Argentina and the rest from different countries, including Spain, Colombia, Chile, France, United States, Australia, India among others.

Buenos Aires, **August the 14th, 2005- South-American Business Forum (SABF) Concluded successfully.** For three days, Buenos Aires summoned to the most outstanding leaders, academics, industrialists who shared their knowledge and experience with young students.

Under the motto "The Challenges of the New Leaders: Values, Technology and Innovation ", accomplished leaders stood as spokesmen in front of 70 young people of different countries, universities and cultures.

The winners were: **Shashank Nigam**, from the Singapore Management University (SMU), who wrote "**The challenge that the leaders of Argentina face today: to buy or to develop technology** " that emphasizes that the key for sustainable growth lies in the capacity to develop technology at a domestic level. Nigam affirms that the government needs to create agencies or effective workgroups for the transformation of foreign technologies. According to him, the technological innovation is born frequently out of the mix of domestic knowledge and



Calendar

Apply: June 15, 2005
 Forum: August 2005
 friday 12 at 9.00 AM
 saturday 13 at 9.00 AM
 sunday 14 at 10.00 AM
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inputs of technology and organization from the developed world. Nigam states, the key is to ease the correct integration of this mix of local and foreign knowledge through excellent projects for Argentina.

Fernando Lozano, representing the Independent University of Madrid, Spain, was also awarded for writing "**South America: Keys for a sustainable development**". Lozano concludes that the development of Latin America is based on the three leading ideas that the SABF took as an issue - values, technology and innovation – Fernando takes as a starting point the fact that South American countries should first get an effective government, develop entrepreneurship and human resources, and that future global challenges should be defined, including: environmental awareness and the (non) technological and global boundaries.

María Luz Caballero also presented an extraordinary paper on "**Innovate to grow**" where she deals with the issue of South-America and its needs to create an innovative culture, an environment in which people feel linked to those technological developments, increasing investments on Development and Investigation and making it work through bonds between universities, scientists and industries.

Among the selected students, 35 were from Capital Federal and GBA, 10 from other parts of Argentina and the rest were native of different countries including Spain, Colombia, Chile, France, United States, Singapore, Australia and India among others.

70% of the students that attended the forum were male, 30 % female, 50% studied engineering, 17% business administration, 14% economy, 4% laws and other careers in minor proportions.

The Forum's aim, inspired in similar conferences organized by students from Switzerland and the United States, was to diminish the existent gap between the leaders of different generations and nationalities, developing a platform for exchange and debate on the actual world and its future.

The spokesmen and women include: **María Eugenia Estenssoro** – *President of the Social Fairness Foundation, Legislator of Buenos Aires' City*, **Adrián Dall'Ásta** – *Executive Director Parents' Foundation*, **Nicolás Ducoté** – *Executive Director CIPPEC*, **Alejandro Preusche** – *President of the Christian Association of Enterprise Directors (ACDE)*, **Emiliano Kargieman** – *President Core Security Technologies Argentina*, **Rolando Meninato** - *President DOW AgroSciences – South Cone*, **Sandra Yachelini** – *President South-America Hispana Electronic Data System (EDS)*, **Alejandro Bottan** - *President y Regional Excecutive General Electric*, **Pablo Devoto** – *General Manager Nestlé Argentina*, **Martín Berardi** – *General Manager Siderar*, **Diego Luzuriaga** - *Post-graduate Professor ITBA-CEO Aquariana*, **Jorge A. Irigoín** – *(CEO OCA)*, **Amílcar Pérez** - *VP Marketing, Client and Retail Service ACNielsen Latinamérica*, **Daniel E. Miguez** – *President Entrepreneurship Center ITBA(EMPPEAR)*, **Luis Nantes** – *Director EMPPEAR*, **Federico Qüerio** – *Vicepresident Obras Sanitarias Mendoza S.A.*, **José Sánchez Elía** – *CEO TESAM*, **José Garcés** – *Comercial Director Teradata, NCR Argentina*, **Ulises de la Orden** – *President ABB*, **Martín Pérez de Solay** – *Professor ITBA*, **Fernando Oris de Roa** – *Director Citrícola San Miguel, Pres. Orígenes y Destinos*, **Joaquín Sorondo** – *ONG FNL*, **Rubén Caligari** – *Manager Knowledge management Petrobras*, **Roberto Luis Carbonell** – *Consultor*, **José Luís Rocés** - *Vicerrector ITBA*, **Guillermo Hang**- *General Manager*

Techint Argentina, Mario Vázquez- President Telefónica Group, Ernesto Gore – Director Post-graduate St. Andrew's University and Clara Mariño – Journalist. Moderators: Ana de Campos (ITBA), Andrés Cornejo (Bank Boston), Aníbal Cofone (ITBA)

Those who have supported the forum: Banco Río, Dow Química Argentina, AXG Tecnonexo, Mediarythmic, ICE Audiovisuales, Impsat, Unilever de Argentina, Deloitte, OCA, Omnigraphics, 2 Señales, Coca Cola Femsa, Fundación Educación y Trabajo, Levín Global, Manuel Tienda León, NCR de Argentina, General Electric International Inc., Printear, Nestle, Telmex, Interpretaciones (Vázquez Gil y Roberto), Centro de Estudiantes del ITBA, Mint Club Loung, Terminal Zárate, along with the help of Universia de Argentina, Bumeran. Com, Club Europeo y EMPREAR.