



**Dates:** 12, 17 and 19 of November, 2020

**Time:** From 10:00 am to 13:00 am Bolivian time.

**Place:** Virtual platform

**Participation:** 200 participants (Executive institutions AL-Invest 5.0 and other support to private sector programs financed by EU and special guests invited from the European Union, Latin America and The Caribbean).

**Organizers:** CAINCO and institutions members of the consortium.

This event is the meeting point of the institutions which support the Latin American SAMEs, strengthen the links with European MASEs and carry out projects financed by the European Union.

**Objective:** This event seeks to generate spaces where it would be possible to exchange good practices and disclose the achievements attained and rescue the learned lessons that would serve as input for future interventions of cooperation to the private sector. Moreover, it seeks to generate spaces in which inter-institutional relationships would be strengthened and future actions would be generated and/or joint projects between the institutions participating in the event.

Therefore, the event will be an opportunity to:

- To disclose the results and impact of the AL Invest 5.0 Program (**Plenary presentation**)
- Present successful cases of the AL Invest 5.0 Program (**Contest**)
- Present the new Program and lines of intervention of the European Union in Latin America.
- Exchange successful experiences between projects executed within the frame of AL INVEST (**AL-INVEST World: Virtual fair**)
- Strengthen the network of contacts and the inter-institutional links (**Institutional b2b**)
- Learn lessons and provide inputs for future interventions of cooperation in support of the private sector.

**Structure:** During these three mornings of the event, the 4 following activities will be carried out:

- **Exchange of good practices plenary sessions.** Three presentations are expected in the plenary sessions. The topics to be treated in these sessions are the following:

**Presentation of results of the AL-INVEST Program:** Exhibit of the AL INVEST 5.0. Results – impact – tools and methodologies – learned lessons.

**Presentation of CEPAL conclusions.** The preliminary results of the CEPAL studies carried on the execute4d projects within the frame of the AL Invest 5.0 program.

**New Program Presentation:** Presentation of the new European Union Program for Latin America (AL INVEST 6.0 Bridge program).



- **“Transformando Vidas” (Transforming Lives) Contest - AL-Invest 5.0 Program:** Prior to the event, a call will be made, in order that the AL Invest executing institutions may present the successful cases of their beneficiary MASEs-; hence, during the event, in one of the plenary sessions, the finalists may disclose their impact stories, in the following categories: a) Improvement of productivity; b) Incorporation of innovation in products; c) articulation in chains of value.

The objective of this space is to contribute to the definition of a global environment of support to the private sector provided by the EU to businesses in Europe and Latin America.

- **Presentation of methodologies and AL-Invest 5.0 good practices by the executing institutions.** The purpose of this space is to share and make visible the main tools and methodologies used by the executing institutions; those that have allowed them to reach successful results on the topics of a) associativity; b) entrepreneurial improvement, c) commercial relationship, d) innovation and e) support to women entrepreneurs. **(The selection will be carried out by means of a previous contest).**

Exhibitors, according to topics:

1. Representatives of SEQUA (methodology of nucleus)
  2. Representative of CCI PARIS (methodology of exchanges)
  3. Panelist 1 associativity (selection to be made by means of a previous contest)
  4. Panelist 2 entrepreneurial improvement (selection to be made by means of a previous contest)
  5. Panelist 3 commercial relationships (selection to be made by means of a previous contest)
  6. Panelist 4 innovation (selection to be made by means of a previous contest)
  7. Panelist 5 support to women entrepreneurs support to women entrepreneurs (selection to be made by means of a previous contest)
- **Institutional B2B event.** This is an activity open to other institutions that participate in some other EU program other than AL Invest 5.0, to generate a network of contacts and generate synergy between projects, with the purpose of promoting collaboration and Exchange on topics of interest between the conglomerate of executing institutions.
  - **AL-Invest 5.0 World: Given the broadness of the AL-Invest 5.0 Program** and with the purpose of making visible and disclose each one of the projects and their respective executing institutions, a virtual fair will be held with the name of World AL-Invest 5.0, in which each project will have a virtual stand, where they may share and exchange good practices and successful cases of beneficiary MASEs.  
**The World AL-Invest 5.0 Virtual Fair** will take place from November 10 to November 19, in a permanent way (24 hours). On specific days, exchange of experiences activities and spaces will be held.



## PROGRAM

| SCHEDULE      | WEDNESDAY NOVEMBER 11 <sup>TH</sup>   |
|---------------|---|
| 10:00 – 17:00 | <b>AL-Invest 5.0</b> World Virtual Fair<br>- Activity for Central American Region |

\*Bolivian Time: GMT-4

| SCHEDULE      | THURSDAY NOVEMBER 12 <sup>TH</sup>  |
|---------------|---|
| 10:00 – 10:20 | <b>Opening speech</b><br>- Mr. Michael Doczy, Head of the Delegation of the European Union in Bolivia<br>- Mr. Daniel Velasco, General Manager CAINCO<br>- Mr. Mario Cimoli, ECLAC Deputy Executive Secretary   |
| 10:20 – 10:40 | <b>Presentation of results of the AL-INVEST 5.0 Program</b><br>Explanation of the AL-INVEST 5.0 Program. Results – impact – tools and methodologies – learned lessons.<br>- Mr. Daniel Velasco, General Manager CAINCO  |
| 10:40 – 12:20 | <b>“Transformando Vidas” (Transforming Lives) Contest- AL-Invest 5.0 Program</b><br>3 Finalists per category (previously selected by means of a contest): <ol style="list-style-type: none"> <li><b>1. Improvement of productivity</b> <ul style="list-style-type: none"> <li>- Ms. Mariela Eid, Eid Industries</li> <li>- Ms. Carolina Afonso da Silva, Brewers Nuclei</li> <li>- Ms. Luz Borja, Borja Guitars</li> </ul> </li> <li><b>2. Incorporation of innovation in products</b> <ul style="list-style-type: none"> <li>- Ms. Sheyla Argentina Sorto, Sheyla Honey</li> <li>- Mr. Paul Javier Pelaez, NAM &amp; ET</li> <li>- Ms. Ilse Maria Biason Guimarães, Assintecal</li> </ul> </li> <li><b>3. Articulation in value chains</b> <ul style="list-style-type: none"> <li>- Ms. Angie Ferrazzini , Knows the earth</li> <li>- Ms. Paula Viviane Couceiro, Sebrae P/A</li> <li>- Ms. Nikté Alejandra Fuentes, Cardamom chain</li> </ul> </li> </ol> |
| 12:20 – 12:40 | <b>Presentation of CEPAL’s conclusions:</b><br>Preliminary results of the AL-Invest 5.0 Program.<br>- Mr. Giovanni Stumpo, Chief on Unit on Investment and Corporate Strategies, Division of Production, Productivity, and Management - ECLAC - United Nations  |
| 12:40 – 12:55 | <b>Announcement of winners of the “Transformando Vidas” contest</b>   |
| 12:55 – 13:00 | Conclusions – closing down of Day 1 event<br>- Mr. Jorge de la Caballería Chief of Unit G1. Directorate General for International Cooperation and Development, European Commission<br>- Mr. Daniel Velasco, General Manager CAINCO  |

\* Bolivian Time: GMT-4



| SCHEDULE      | FRIDAY, NOVEMBER 13 <sup>TH</sup>                                   |
|---------------|---|
| 10:00 – 17:00 | <b>AL-Invest 5.0 World Virtual Fair</b><br>- Andean Region Activity |

\* Bolivian time: GMT-4

| SCHEDULE      | MONDAY, NOVEMBER 16 <sup>TH</sup>                                     |
|---------------|---|
| 09:00 – 12:00 | <b>AL-Invest 5.0 World Virtual Fair</b><br>- European Region Activity |

\*BolivianTime: GMT-4

| SCHEDULE      | TUESDAY, NOVEMBER 17 <sup>TH</sup>   |
|---------------|--|
| 09:00 – 17:00 | <b>Institutional B2B Event</b><br>This activity is open to other institutions that participate in any other EU program that would not be AL-Invest 5.0 to generate a network of contacts and generate synergies between projects, with the purpose of promoting collaboration and exchange on topics of interest between the conglomerate of executing institutions. |

\*Bolivian Time: GMT-4

| SCHEDULE      | WEDNESDAY, NOVEMBER 18 <sup>TH</sup>                                  |
|---------------|---|
| 10:00 – 17:00 | <b>AL-Invest 5.0 World Virtual Fair</b><br>- Mercosur Region Activity |

\*Bolivian Time: GMT-4

| SCHEDULE      | THURSDAY, NOVEMBER 19 <sup>TH</sup>  |
|---------------|--|
| 10:00 – 10:10 | Welcome to participants session<br>- Mr. Jesús del Barrio, Private sector and AL-INVEST DEVCO.G.1, European Commission<br>- Mr. Daniel Velasco, General Manager CAINCO |
| 10:10 – 11:10 | <b>AL-Invest 5.0 LAC Good Practices Panel</b><br><u>Panelists:</u>   |
| 10:10 - 10:30 | 1. Ms. Veronique Chavane, sequa gGmbH (methodology of nucleus)   |
| 10:30 – 10:50 | 2. Ms. Maïder MACÉ, CCI Paris-Ile de France (methodology of exchanges)   |
| 10:50 – 11:10 | 3. Mr. Josue Boero, Lima Chamber of Commerce (associativity)   |
| 11:10 – 12:20 | <b>AL-Invest 5.0 LAC Good Practices Panel</b><br><u>Panelists:</u>   |
| 11:10 – 11:30 | 1. Ms. Nathalie Bordas, Paraguayan Industrial Union (entrepreneurial improvement)  |
| 11:30 – 11:50 | 2. Mr. Alonso Elizondo Bolaños, Costa Rica Chamber of Commerce (commercial relationships)  |
| 11:50 – 12:10 | 3. Ms. Liliana Serrate, CAINCO (innovation)  |
| 12:10 – 12:20 | 4. Ms. Nikté Alejandra Fuentes, Agexport - Association of Exporters of Guatemala (support to entrepreneurial women)  |



# CLOSING EVENT AL INVEST 5.0 PROGRAMME

INCLUSIVE ECONOMIC GROWTH  
FOR SOCIAL COHESION IN LATIN AMERICA

12:20 – 13:15

**Conclusions - Closure of the AL-INVEST 5.0 Program, opportunities for future cooperation with the Private Sector for Latin America.**

- Jorge de la Caballería, Head of Unit G1. Directorate General for International Cooperation and Development, European Commission.
- Karina Dzialowska, Head of sector G1 EuropeAid, European Commission.
- Jesús del Barrio, Private sector and AL-INVEST DEVCO.G.1, European Commission
- Daniel Velasco, General Manager, CAINCO.

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