

FIEXPO LATIN AMERICA 2024 PROGRAM

SATURDAY, JUNE 8

Hilton Panama Hotel

Bellagio Room - Floor B

9.00am – 05.30pm

*Event with cost and prior
registration*

CIS SITE Certification

Faculty: Anne Marie Rogers Direct Travel's Director of Meetings

SUNDAY, JUNE 9

Hilton Panama Hotel

Bellagio Room - Floor B

9.00am – 05.30pm

*Event with cost and prior
registration*

CIS SITE Certification

Faculty: Anne Marie Rogers Direct Travel's Director of Meetings

MONDAY, JUNE 10

Hilton Panama Hotel

8.00am – 06.00pm

Accreditations

Starbay 3 Room- Floor B

8.30am – 10.30am

Requires registration to FIEXPO

ICCA Hackathon – Digital Transformation

Powered by: Visit Panama

At the ICCA hackathon, teams will create digital solutions to revolutionize the meetings and events sector, setting a new standard in digital innovation for the industry.

Facilitators: Dahlia El Gazzar (United States) DAHLIA+Agency; Ksenija Polla (United States) ICCA World; Susana Lau (Panama) President IEEE Panama; Andrés Escandón (Colombia) ICCA Regional Director

Revolution Room - Floor B

11:30am - 01:30pm

ICCA Latin America & Caribbean Chapter Meeting

ORGANIZA:



ICCA Industry
Partners



UFI Approved
International Event



*Revolution Room - Floor B***02.00pm – 06.00pm**

*Exclusive activity for Convention
Bureaus and Public Tourism
Organizations*

CONVENTION BUREAU CHALLENGE

The "Convention Bureau Challenge" will bring together leaders in destination management to address key challenges in the sector, developing innovative strategies in a laboratory of ideas with the support of international experts.

Facilitator: *Mike Van Der Vijver (Países Bajos) Mind Meeting*

Special guests: *Martin Boyle (UK) IAPCO; Cecile Dorian (Spain) Barcelona CVB; Mónica García (Spain) Barcelona CVB; Daniel Palomo (United States) Visit Houston; Eduardo Chaillo (United States) Maritz Global Events; Eugenia Powell (Panama) PROMTUR Business Development Director; Carolina Trejos (Costa Rica) Marketing Director Costa Rican Tourism Institute; Maria Oriani (Colombia) PROCOLOMBIA Meetings Tourism Manager; Alejandra H. Zita (Mexico) GDS Movement*

*Starbay 3 Room - Floor B***02.00pm - 06.00pm**

*Exclusive activity for young industry
professionals under 30 years of age.*

NEXT GENERATION SUMMIT

This pioneering event, organized by FIEXPO Latin America with the support of ICCA, PCMA, SITE, MPI, IAPCO, COCAL and APPCCE, is designed to show that age is not a barrier in the meetings industry. Young students and professionals will have the opportunity to demonstrate their skills and lead in a cutting-edge environment, exploring topics such as monetization of digital events and advanced digital marketing, with experience as their main asset.

Facilitator: *Santiago González Director of Development and Business FIEXPO Exhibitions Group (Uruguay)*

Special guests: *Jesus Aguilar (Mexico) Director of Funky Company; Tatiana Angulo (Panama) PROMTUR Associative Sales Manager; Diego Lozano Vara (Panama) General Manager Hotel Bristol Panama; Francisco Pinedo (Panama) PROMTUR Business Development Manager; Alejandro Verzoub (Argentina) President AV Business & Communication*

*Venetian Room - Floor B***14.00pm – 18.00pm**

Event for SITE Members

SITE CHAPTERS MEETING

TUESDAY JUNE 11TH**Hilton Panama Hotel****08.00am – 06.00pm****Accreditations***Bellagio Room - Floor B***08.30am – 10.30am***Event for ICCA Members***ICCA Business Intelligence & Exchange***Starbay 3 Room - Floor B***09.30am – 12.30pm****FIEXPO CONNECTING MINDS**

"Connecting Minds: "From Scratch" revolutionizes traditional meetings by transforming them into transcendental experiences through practical activities and dialogues with experts. Learn how to design events that not only capture attention, but also energize and inspire, generating lasting results.

Facilitator: Mike Van Der Vijver (Países Bajos) Mind Meeting

Guest Experts: Ksenija Polla (United States) ICCA World; Ana María Viscasillas (Puerto Rico) Events Industry Council; Eduardo Chaillo (United States) Maritz Global Events; Eyal Halevy (Israel) Paragon Global; Maria Oriani (Colombia) Meetings Tourism Manager PROCOLOMBIA; Elizabeth Tovar (República Dominicana) Presidente Turenlaces del Caribe

*Starbay 3 Room - Floor B***01.30pm – 06.00pm***Event for invited buyers of the associative sector***INTERNATIONAL ASSOCIATIONS FORUM**

Powered by: ICCA

The forum offers an exclusive space that connects International Associations with their regional counterparts, facilitating a unique ecosystem for the exchange of knowledge, best practices and networking opportunities.

Facilitators: Andrés Escandón (Colombia) ICCA Regional Director; Ksenija Polla (United States) ICCA World; Mike Van Der Vijver (Netherlands) Mind Meeting; Santiago González Director of Development and Business FIEXPO Exhibitions Group (Uruguay)

ORGANIZA:

ICCA Industry
PartnersUFI Approved
International Event

Starbay Room 1 and 2 - Floor B

01.30pm – 06.00pm

*Event for invited buyers
from the corporate
sector*

CORPORATE FORUM

Powered by: PCMA

Industry leaders and corporate clients come together to exchange strategies and perspectives through debates, workshops and practical activities, co-creating an environment that fosters innovation and professional growth in a constantly evolving sector.

Facilitators: Lucio Vaquero (Argentina) Regional Director PCMA; Sergio Ventura (Argentina) ATS Group

HOTEL: RIU

Panama Room

02.30pm – 06.00pm

Invitational event

11th LATIN AMERICAN POLITICIANS FORUM

The Industry Policy Forum provides a space to discuss developments and share individual experiences, fostering debates that influence the future direction of events and addressing key topics such as policy formulation and strategic destination management.

Lugar: The Venue at Soho

08.00pm

*By invitation only
Event Dress Code: Cocktail*

WELCOME COCKTAIL

WEDNESDAY JUNE 12

ORGANIZA:



ICCA Industry
Partners



UFI Approved
International Event



WEDNESDAY JUNE 12

Panama Convention Center

09.00 am – 06.00pm

Accreditations

10.00 am

Dress Code - Smart Casual/Semi Formal

FIEXPO LATIN AMERICA - 1:1 appointments

11.00am – 12.00pm

OFFICIAL OPENING FIEXPO LATIN AMERICA 2024

Meetings Hub main stage

12:20 – 13:00pm

Event open to all public registered at the show

“Vision 2030: CEOs Explore Future Challenges and Opportunities”

Guest CEOs: Senthil Gopinath (Netherlands) CEO ICCA World; Sherrif Karamat (USA) CEO PCMA; Martin Boyle (UK) CEO IAPCO

Moderator: James Latham (United Kingdom) The Iceberg Project

Meetings Hub main stage

03:20 – 03:50pm

Event open to all public registered at the show

“DEI in Action: Transforming the Meetings Industry”

Speaker: Sherrif Karamat (USA) CEO PCMA

Meetings Hub stage A

03:50 – 04:15pm

Event open to all public registered at the show

“Questions and Answers: Designing Regenerative Events”

Speaker: Alejandra H. Zita (Mexico) GDS Movement

ORGANIZA:



ICCA Industry
Partners



UFI Approved
International Event



WEDNESDAY JUNE 12

Panama Convention Center

Meetings Hub stage C

03:50 – 04:15pm

*Event open to all public registered
at the show*

**"Act Now: AMA (Ask Me Anything) Session with
Sherrif Karamat and Veemal Gundagin"**

Expertos invitados: Sherrif Karamat (USA) CEO PCMA; Veemal Gundagin (Singapore) CEO Gevme

Meetings Hub stage D

03:50 – 04:15pm

*Event open to all public registered
at the show*

"Technology and Events: Tools for Success"

Guest experts: Hernán Godoy (Chile) RLA LATAM; Victor E. Matamala (Chile) RLA LATAM

Meetings Hub main stage

04:15 – 04:40pm

*Event open to all public registered
at the show*

**"Impact of AI on the Events Industry:
Innovation and Key Practices"**

Conferencista: Veemal Gundagin (Singapore) CEO Gevme

05.30pm

ENDING OF 1:1 APPOINTMENTS

HOTEL: RIU

08.00pm

GALA DINNER

ORGANIZA:



ICCA Industry
Partners



UFI Approved
International Event



THURSDAY, JUNE 13

Panama Convention Center

09.00 am – 04.00pm

Accreditations

10.00 am

Dress Code - Smart Casual/Semi Formal

FIEXPO LATIN AMERICA - Business Roundtable

Meetings Hub main stage

03:20 – 03:50pm

Event open to all public registered at the show

"Women in Command: Inspiring Changes in the MICE Industry in LATAM"

Panel: Carolina Adano (Uruguay) Director FIEXPO Exhibitions Group; Marcela Torres (Mexico) Marketing & Communications Manager LATAM, PCMA; Elizabeth Tovar (Dominican Republic) President Turenlaces of the Caribbean; Eugenia Powell (Panama) PROMTUR Business Development Director; Carolina Trejos (Costa Rica) Marketing Director Costa Rican Tourism Institute; Kenelma Mendoza (Panama) President Accento Incentives; Charisse Slight (Mexico) Mesarosa Group; Andrea Valenzuela (Chile) SERNATUR

Meetings Hub stage A

03:50 – 04:15pm

Event open to all public registered at the show

"The fundamental role of technology in improving the delegation experience"

Speaker: Dahlia El Gazzar (United States)

Meetings Hub stage B

03:50 – 04:15pm

Event open to all public registered at the show

"Empowering Local Leaders in the Meetings Industry"

Guest experts: Claudio Sances (Chile) SERNATUR; Francisco Pinedo (Panama) PROMTUR; Tatiana Orozco (Costa Rica) Costa Rica CVB; Irene Guijarro (Ecuador) Quito Tourism

Meetings Hub stage C

03:50 – 04:15pm

Event open to all public registered at the show

"Challenging Limits: Next Generation in Action"

Guest experts: MICE Ambassadors from the Universities of Panama

ORGANIZA:



ICCA Industry Partners



UFI Approved International Event



THURSDAY, JUNE 13

Panama Convention Center

Meetings Hub stage D

03:50 – 04:15pm

*Event open to all public registered
at the show*

"Technology and Events: Tools for Success II"

Guest experts: *Gastón Ciminieri (Argentina) Congress Colombia; Santiago Barrientos
(Colombia) Incontact*

Meetings Hub main stage

04:15 – 04:40pm

*Event open to all public registered
at the show*

**"Augmented Leadership: Rediscovering the
Heart of the Leader in the Actua World"**

Speaker: *Álvaro Rojas (Costa Rica) Costa Rica Convention Center*

04.40pm – 05.00pm

ENDING OF 1:1 APPOINTMENTS

17.30pm

CLOSING CEREMONY

ORGANIZA: