



southamerican
businessforum

Executive Summary

The proposal of a group of students of the Instituto Tecnológico de Buenos Aires consists in developing an International Business Forum in Argentina. The project takes inspiration principally from conferences organized in Universities in Switzerland, United States and Germany, to which several students had the chance to assist. SABF has already 3 successful editions in its history.

The forum aims to reduce the abyss between generations and nationalities of leaders by creating a platform that will allow and promote debate and exchange of perspectives, on the world especially on South America. In this manner, we look to contribute to the professional and personal life of the region's future leaders in order to produce a positive impact in the sustainable development of the world through South America. The latter is considered the region where Argentina exerts more economical, political and social influence.

The South American Business Forum provides a unique environment where contacts, business and key information flow. Prominent business leader from South America and the world, as well as speakers from the academic and intellectual domain assist to the event. The event is targeted to a select group of students, chosen by their backgrounds and by an essay they must submit, that should deal with the current topic of the Forum. The organization of the event is entirely planned and executed by ITBA students.

The Forum grants scholarships for the selected students, covering all their expenses during the conference. The Business Forum model was designed to generate its own sources of financing. The economical support comes from private companies and institutions, with the institutional support of the Instituto Tecnológico de Buenos Aires.

The South American Business Forum is distinguished by the quality and the unique reach of its network of local and international contacts, the excellence of its speakers and the wide potential of the students that participate in it.

Vision

“To make the union of present and future leaders generate opportunities that contribute to the world's sustainable development from South America.”

Mission

"Create a Forum of Leaders where they debate and dialogue freely to achieve awareness of their responsibility towards the Sustainable Development of the World".

General Information about 2008 SABF

The 4th Edition of the South American Business Forum will take place under the topic "Empowering Agents of Change" from 8-10th August 2008 at Instituto Tecnológico de Buenos Aires, Argentina.

Main Topic: "Empowering Agents of Change"

South America is a region whose processes and tendencies have a remarkable complexity, and are quite often difficult to analyze. Many specialists have enounced theories and looked for solutions in order to promote a regional change, but their application has led to little accomplishments so far. A possible cause for this is the stalemate, lack of definition and weakness of the factors that would determine the definitive quality leap towards growth and global insertion; the agents of change. An agent of change is someone who intentionally or indirectly, causes a variation in current circumstances.

The topic of the 2008 SABF, "Empowering Agents of Change", aims to identify the characteristics of the agents of change existing around the world, poorly developed in South America, and discover the reasons for their lack of protagonism, in order to find solutions that will allow them to accomplish their mission. For this goal, dialogue and reflection, as well as action, are of vital importance.

A reduced number of entrepreneurial cultures, overwhelmed by risks, the lack of a favorable environment and the unpredictability, cannot contribute to the development of the region as much as they are needed. In turn, the individual is subject to an important number of factors, on which it seems impossible to influence. The unclear rules which they have to deal with, the lack of sources of funding and motivation from an early age are some examples of these factors. But not everything is lost, as it is shown by successful examples like Italy and Japan, nowadays two powerful countries, which ended up devastated after World War II but were able to rebuild themselves in a short time. This was partly, due to the entrepreneurs who made economic reactivation possible. This reactivation would not have been reached without the support from the state, who promoted an entrepreneurial culture.

Institutions - agents of change per se - are characterized by their fragility; practically without exception, they fail to guarantee the required stability, leaving societies helpless at the mercy of power abuses. On the economic level, the viability of investments is affected as companies do not have a stable legal context. On the other side, it would not be reasonable to affirm that institutions are independent from the societies in which they are inserted. In fact, institutions are not only the government agencies, but the set of values and rules followed by a society, and are intimately linked to it; they reflect it.

But, apart from empowering institutions, taking into account other factors affecting society is of vital importance. At this point, companies play a fundamental role. Their active and voluntary commitment to

social, economical and environmental improvement is necessary; not only because of the potential value it may add to them, but because it is their duty. It is fundamental for agents of change to be conscious of the positive impact of the social corporate responsibility on society.

On the other side, technological advances in communication have changed completely the existing paradigms, making previous consolidated companies face new challenges in terms of innovation and competitiveness. All of them will have to adapt, for a mere matter of survival.

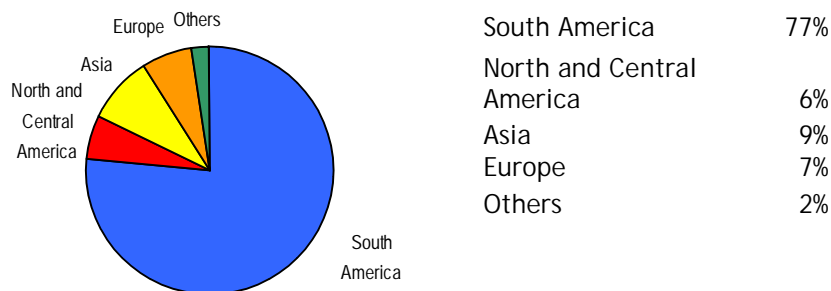
Will they be able to conciliate this not so obvious necessity with the harsh daily reality? Will they find equilibrium between the present urgent matters and various long term necessities? How important are to companies certain issues, such as environment or energy, which do not receive priority treatment in South America?

Addressing these issues might very well be the first step towards the changes that will enable South America become a key player in the world market.

Students from 35 countries in the three editions

Argentina Australia Belgium Bolivia Brazil Canada Chile China Colombia Ecuador El Salvador Finland France Germany India Ireland Israel Italy Costa Rica Kyrgyzstan Malaysia Mexico Nepal Nigeria Paraguay Peru Poland Puerto Rico Singapore Slovenia Spain Switzerland Uruguay Venezuela United States of America

Origins of the students by region



Universities represented

- Ecole Polytechnique Fédérale de Lausanne
- Harvard University
- Indian Institute of Management
- Instituto Tecnológico de Buenos Aires
- Northwestern University
- Otto-Friedrich University of Bamberg
- Pontificia Universidad Católica del Perú
- Singapore Management University
- The Australian National University
- Universidad Austral
- Universidad Autónoma de Madrid
- Universidad de Buenos Aires
- University of Delhi
- Universidad Nacional de Rosario
- Universidad Nacional de Salta
- Universidad de San Andrés
- Universidad de Sao Paulo
- Universität Bayreuth
- Universidad Torcuato Di Tella
- Warsaw School of Economics
- Universidad Nacional de Córdoba
- Universidad Tecnológica Nacional

Past Editions

2005 Edition "The challenges of new leaders: Values, Technology and Innovation"

Equality, solidarity and respect are some of the cornerstones of moral behavior that leaders must possess. These concepts govern human behavior. On the other hand, technology turns out to be the fundamental way of generating innovation and competitiveness. Taking into account these two concepts, we can conclude that it is imperative to put into practice a combination of both. In other words, the application of technology into business requires a special behavior from the leaders who take important decisions by integrating values and virtues that build cohesion and credibility on their followers. As technology keeps accelerating the world, it is vital that South America creates a culture based on innovation; it is necessary to increase the funding for R&D and to coordinate effort between Universities, scientific community and private & state productive sectors.

2006 Edition "Politics and Social Responsibility in a Globalized World"

In a context of increasing globalization, social and environmental matters start to become a vital issue in business administration. Responsibility linked to business productivity has transcended the legal field to bring other issues to the table, such as the personal and professional development of employees and their environment, care of the planet and the destinations of businesses' profit. A great change in culture and community structure is near, and we must start to think the impact that organizations have on their environment. Will social responsibility become a strategic factor? What is the impact of globalization in the balance between economic growth and social equality? Which is the role of education?

2007 Edition "Positioning Strategies for Sustainable Development"

In the past few years, many countries have decided to unite and create common markets in order to increase their competitiveness. As a part of this process, they have defined the vision and role they want to play in the future, and have designed the strategies to achieve their political, commercial, educational and development objectives. The countries in South America, on the other hand, act without cohesion between them, giving priority to short-term problems and putting off a strategic plan that would contribute to the growth of the region. Which is the role of enterprises and educational institutions in the pursuit of Sustainable Development?

The concept of Sustainable Development is based on economic growth and securing favorable conditions of life for future generations. Private sectors and educational institutions have a great challenge in their hands: The creation of resources that will allow the progress of society without exhausting natural resources, and the education of professionals prepared to do this task. How will these two sectors achieve this purpose?

Speakers from past editions

- **Ernesto Badaraco**, Assistant to the Country Manager, Endesa Internacional S.A.
- **Pablo Bereciartua**, Executive Director, Center of Strategic Studies for Sustainable Development (CEEDS)
- **Martín Berardi**, President, Ternium-Siderar
- **Joao Bezerra**, Director of Gas & Energy, Petrobras
- **Sebastián Bigorito**, Executive Director, Consejo Empresario Argentino para el Desarrollo Sostenible
- **Santiago Bilinkis**, CEO and Co-Founder, Officenet
- **Alejandro Botton**, President and Regional Executive, General Electric
- **Rob Britton**, Advisor to the Chairman and former Managing Director of Brand Development & Advertising, American Airlines
- **Rubén Caligari**, Knowledge Management Director, Petrobras
- **Juan Carr**, Founder, Red Solidaria
- **Jorge Castro**, Director, Instituto de Planeamiento Estratégico
- **Horacio Cristiani**, Country Manager for Argentina, Gas Natural Ban
- **Rafael Estrella Pedrola**, Ambassador of Spain in Argentina
- **Pablo Devoto**, President, Nestlé Argentina
- **Juan Manuel Forn**, Vice-president, Molinos S.A.
- **Federico Gajardo**, Commercial Director, Pro Chile in Buenos Aires & Head of the Economic Department of the Embassy of Chile in Argentina
- **Gustavo Grobocopatel**, General Manager, Grupo Los Grobo
- **Emiliano Kargieman**, President, CORE Security Technologies Argentina
- **Viktor Klima**, President, Volkswagen Argentina S.A. and Former Chancellor of Austria
- **Torsten Kolind**, Director, Venture Cup Denmark
- **Rolando Meninato**, President, Dow Química Cono Sur
- **Fernando Oris de Roa**, General Director, Avex S.A.
- **Félix Peña**, Specialist in International Economic Relationships and Economic Integration

- **Alfonso Prat Gay**, President, Fundación Andares
- **María Laura Santillán**, Journalist and TV Presenter
- **Rolf Schumacher**, Ambassador for the German Federal Republic in Argentina
- **Sandra Yachelini**, General Director, SAP Región Sur

Organizations that supported SABF in its past editions

- 2 señales
- AArEII
- AIESEC
- Alejandra Vazquez Gil Ana Carolina Roberto Interpretaciones
- Bumeran
- CEITBA
- Centro de Emprendedores del ITBA
- Cepas Argentinas
- Club Europeo
- Coca Cola Femsa
- CONFFESIT 2006
- Deloitte & Co.
- Dow Química Argentina
- E.pexo
- United State Embassy
- Fundación Educación y Trabajo
- Fundación MAPFRE
- Gas Natural Ban
- General Electric Internacional Inc.
- Gofish!
- ICE Audiovisuales
- Impsat
- KPMG
- Latin American Translations
- Levin Global
- Manuel Tienda León
- Mediarythmic
- Mint Club Lounge
- Molinos Río de la Plata
- NCR Argentina
- Nestlé Argentina
- OCA
- Omni graphics
- Organisationsforum Wirtschaftskongress
- Premier Wines S.A
- Printear
- Red Bull
- Santander Río
- Standard Bank
- Sullair Argentina
- Tecnonexo
- Telefónica Argentina
- Telmex Argentina
- Terminal Zárate
- Ternium Siderar
- Unilever
- Universia
- Volkswagen Argentina
- Watt
- Wavenet