

## Agenda

### **The contribution of the private sector to social inclusion**

#### **3rd OECD LAC Ministerial Summit – Side Event**

Marriott Hotel, Avenida El Dorado 69 B-53

Bogotá, Colombia, October 21, 2024



**Organized by:**



**With the participation of:**



## Monday, 21<sup>st</sup> October

### 09:00h. Registration

### 09:30h. Welcome and opening ceremony

- **Bruce Mac Master**, President, National Business Association of Colombia (ANDI)
- **Fernando Treviño**, Member of the Board of Directors, Business at OECD (BIAC)

### 10:00h. Education and skills: The keys to overcoming socioeconomic differences

Latin America and the Caribbean remains one of the most unequal regions in the world, with inequality being passed down from generation to generation. A significant factor in perpetuating this inequality is the lack of an effective education system and opportunities for skills development. The OECD's Youth and Adult Competency Assessments, including PISA and PIAAC, shed light on the deeply rooted nature of this inequality, while also highlighting how some Latin American countries have exceeded expectations through policies focused on equity and inclusion.

This panel will present the latest PISA and PIAAC findings for Latin America, with an emphasis on socio-economic inequalities, followed by a discussion on policies and practices aimed at narrowing the educational socio-economic gap.

**Keynote speaker: Andreas Schleicher**, Director of Education and Skills and Special Adviser on Education Policy to the Secretary-General of the OECD

**Moderator: Raquel Bernal**, President, Universidad de los Andes

- **Andreas Schleicher**, Director of Education and Skills and Special Adviser on Education Policy to the Secretary-General of the OECD
- **Martha Woodcock**, President, Banco Santander Colombia
- **Hanni Rosenbaum**, Executive Director, Business at OECD (BIAC)
- **Luciano Monteiro**, Global Head of Communications and Sustainability, Santillana
- **Marcela Garcés Moreno**, Education Manager for South America, Siemens

### 11:15h. Coffee

### 11:45h. Formal and quality employment for inclusive growth

Although the relatively strong economic recovery in LAC was accompanied by an increase in employment and household income, challenging social conditions remain. In 2022, 29% of the region's population was in poverty and 11.2% in extreme poverty. One of the main challenges is the persistence of high levels of labor informality. Informal employment, which on average accounted for 48.7% of the region's labor force in 2022, results in lower wages, job insecurity, and limited access to social protections. This session will explore the contribution of the private sector in promoting social inclusion and job creation. It will also focus on policies that can support a new investment agenda to boost growth and address inequalities in LAC.

**Keynote speaker: Ragnheiður Elín Árnadóttir**, Director of the OECD Development Centre.

**Moderator: Sebastian Nieto**, Head of the Latin America and Caribbean Unit, OECD Development Center

- **Paula Santilli**, CEO, PepsiCo Latin America
- **Javier Gamboa**, Head of Public Policy South LAC, Mastercard
- **Jimena Blanco**, Senior Director of Research and Chief Analyst, Verisk Maplecroft
- **Julián Mora**, Corporate Vice President, Grupo Bancolombia

#### 13:00h. Lunch

#### 14:30h. Women and Business in LAC

Women are increasingly breaking barriers in the business world across LAC, making significant strides in various industries and driving economic progress. However, they remain underrepresented in many decision-making positions. This panel will explore the challenges women face in their careers in LAC, examining OECD and business best practices to promote gender equality. It will also address the difficulties women encounter in entrepreneurship and STEM fields, two critical areas where the OECD and businesses can contribute to tackling the root causes of these challenges.

**Keynote speaker: Stefano Scarpetta**, Director of Employment, Labour and Social Affairs (ELS), OECD

**Moderator: Marta Encinas Martín**, Gender Ambassador in Education, OECD

- **Stefano Scarpetta**, Director of Employment, Labour and Social Affairs (ELS), OECD
- **Jeannette Jara Román**, Minister of Labor and Social Provision, Chile
- **Alberto Zuñiga**, Chief Executive Officer, BASF Colombia
- **Viviana Areque**, Executive President of Bancamía, an entity of the BBVA Microfinance Foundation
- **Montserrat Grañeras**, Head of the STEM Alliance, Government of Spain
- **Sonia Tato**, Deputy Head of Cooperation, Delegation of the European Union to the Republic of Colombia

#### 15:30h. Coffee

#### 16:00h. Digital and financial inclusion in LAC

Promoting digital and financial inclusion is essential for fostering economic growth and social stability in Latin America and the Caribbean. A significant portion of the population in the region lacks access to digital technologies and financial services. In 2021, fixed broadband penetration in LAC households was 62%, far below North America's near 100% and Europe's 90%, hindering economic participation and worsening social inequalities.

This session will present OECD best practices for improving digital and financial inclusion, as well as the role of the private sector in advancing these initiatives. It will also address the challenges the private sector faces in implementing inclusive strategies and highlight the potential of OECD frameworks to overcome these barriers.

**Keynote Speaker: Karen Maguire**, Head of Division, Local Employment, Skills, and Social Innovation

**Moderator: Santiago Pinzón**, Vice President for Digital Transformation, National Business Association of Colombia (ANDI)

- **Karen Maguire**, Head of Division, Local Employment, Skills, and Social Innovation
- **Whitney Baird**, CEO, United States Council for International Business (USCIB)
- **Santiago Pardo Fajardo**, Vice President of Corporate Affairs and Government, COMCEL Mexico
- **Maryleana Mendez**, Secretary General, Inter-American Association of Telecommunications Companies (ASIET)
- **Juan Pablo Salazar**, Head of Growth, Monet Fintech

#### 17:00h. OECD Accession and Engagement: Future Pathways for LAC Countries

The OECD accession process offers a platform for comprehensive policy reforms aimed at boosting economic growth, reducing inequalities, and fostering sustainable development. For Latin American countries, it presents a key opportunity to drive structural reforms, enhance governance, and attract international investment. Currently, Argentina, Brazil, and Peru are working to join Chile, Colombia, Costa Rica, and Mexico as OECD members. While accession is the most thorough path to engagement with the Organization, it is not the only one. Paraguay is about to launch a Country Programme, and several other countries have expressed interest in establishing a more formal relationship with the OECD.

This session will explore the broader impact of OECD membership, emphasizing its significance for the private sector.

**Keynote speaker: Karim Dahou**, Deputy Director, Directorate for Global Relations and Cooperation, OECD

**Moderator: Fernando Treviño**, Member of the Board of Directors, Business at OECD (BIAC)

- **Karim Dahou**, Deputy Director, Directorate for Global Relations and Cooperation, OECD
- **Angel Machado**, Deputy Secretary, Chamber of Commerce and Services (CAC) Argentina
- **José Juan Haro**, Director of Wholesale Business and Public Affairs, Telefónica Hispam
- **Elias Soley**, Ambassador of Costa Rica to the OECD
- **Imelda Restrepo**, Vice President of Economic Development, National Business Association of Colombia (ANDI)

#### 18:00h. Closing ceremony

**Paola Buendía**, Executive Vice President, National Business Association of Colombia (ANDI)

**Hanni Rosenbaum**, Executive Director, Business at OECD (BIAC)

**Karim Dahou**, Deputy Director, Directorate for Global Relations and Cooperation, OECD

**Fernando Medina**, Ambassador of Colombia to the OECD