

## CONNECTING LATIN AMERICA WITH THE GLOBAL BUSINESS COMMUNITY

London Business School is hosting the 4th annual Latin America Business Forum on Saturday 30 May 2009. The Latin America Business Forum is a confluence of global business leaders, leading faculty, financiers, entrepreneurs and students that leverages the London Business School platform to facilitate discussion and debate on doing business in or with Latin America. It aims to promote the interest in the region among the business community. Over its three years, the Forum has quickly become one of the most important events for Latin America in Europe.

### About London Business School

London Business School's vision is to be the pre-eminent global business school. Consistently ranked by the *Financial Times* among the top five business schools in the world, our position reflects the excellence of our teaching and research programmes, the calibre of our students and alumni network, and the diversity and reach of our intellectual community. In 2008, our MBA programme was ranked second in the world and first in Europe in the annual *Financial Times* MBA rankings.

### About the Latin America Business Forum

In 2008, over 200 people attended the 3rd Latin America Business Forum. The theme, 'Latin America: Going through a fundamental change', examined the region's rapid growth and the essential changes necessary to sustain its competitive edge and strengthen its position in the international business community. The event gave attendees the opportunity to interact with many senior leaders including José Carlos Grubisich, CEO, Braskem, Blanca Trevino, CEO of Softek, one of the most influential entrepreneurs in Latin America, and Dr Alejandro Toledo, the former president of Peru.

Attendees included representatives from: ABN Amro, Banco IBI SA – Banco Mulplo, Barclays Capital, BBC, British American Tobacco, British Brazilian, Argentine and Colombian Chambers of Commerce, BHP Billiton, Bunge, BT, BBVA, Braskem, CEMEX, Credit Suisse, De Beers, Dresdner Kleinwort, EDS, Ford, Fortis, GE, HSBC, JP Morgan, KPMG, Lloyds TSB, Mercer, RBS, Santander, Schlumberger, Shell, Softek, UBS

### Latin America: Continued Growth in Turbulent Times

This year's Forum explores how the global economic turmoil is testing Latin America's new-found resilience, and examines how it can build on its foundations to position itself for strong growth. The Latin America Business Forum 2009 will be even bigger and better. We will not only showcase the best business minds from the region, but also develop the event into the premier networking and intellectual hub for Latin America in Europe. We are currently finalising this year's programme, which will include interactive discussions, interviews and insights into the most salient issues affecting businesses in the region. The day will provide excellent networking opportunities for attendees and speakers. Confirmed speakers include:

- Mr Luis Berrondo, President and CEO, Grupo MABE
- Mr Andre Esteves, Founder, BTG and Former Chairman and CEO, UBS Latin America
- Mr Luis Giusti, Senior Adviser, Centre for Strategic & International Studies
- Mr Leopoldo López, Former Mayor of the Chacao Municipality of Caracas, Venezuela

The event will run from 10am to 5:30pm, followed by a cocktail reception. The venue is London Business School, Regent's Park, London, NW1 4SA.

To view the programme for past Forums and for additional information please visit our website <http://www.londonlatam.org/forum> or contact us at [latin\\_club@london.edu](mailto:latin_club@london.edu) or +44 (0) 207 000 7222

For a Sponsorship Proposal, please contact Leonardo Grimaldi at [lgrimaldi.mba2009@london.edu](mailto:lgrimaldi.mba2009@london.edu) or +44 (0) 750 433 1815

