

Market, poverty and inclusive business in Latin America

Barcelona, 2 February 2010

We would like to invite you to take part in the “Market, poverty and inclusive business in Latin America” conference, organised by the Institute for Social Innovation (IIS) at ESADE and the Social Enterprise Knowledge Network (SEKN).

The event will be held on 2 February 2010 from 8.45 am to 6.30 pm at ESADEFORUM.

The conference will include a working lunch, organised by the IIS and SEKN professors and other invited experts in the four areas to be dealt with at the conference.

The aim of the **Institute for Social Innovation** is to develop personal and organisational skills within the business community and the not-for-profit sector, in order to reinforce their activities and enhance their contribution to a more just and sustainable world.

The commitment of the different social agents is decisive in order to improve the quality of life of our citizens and provide solutions to the problems facing the globalised world. The Institute’s main areas of action are:

- Corporate Social Responsibility
- NGO Leadership and Management
- Social Enterprise

We have three main objectives: to generate knowledge through research projects, to train individuals involved in organisations and to spread this knowledge, working together to create social value.


At the IIS, we are convinced that businesses, public administrations and NGOs need to work together in order to solve the complex problem of eradicating global poverty

Formed in 2001, the **Social Enterprise Knowledge Network (SEKN)** is a consortium made up of some of Latin America’s leading academic organisations and Harvard Business School, in partnership with the AVINA Foundation, which aims to address the need to generate knowledge about social enterprise in Latin America.

The project arose from the vision and leadership of HBS professor James E. Austin. The members of the SEKN network are: EGADE-Monterrey Institute of Technology (Mexico), ESADE Business School, IESA (Venezuela), the Pontifical Catholic University of Chile, the University of the Andes (Colombia), the University of the Pacific (Peru), the University of San Andrés (Argentina), the University of São Paulo (Brazil) and INCAE Business School (Central America).

SEKN members consider that social development is one of the pillars of their respective missions, and they are committed at an institutional level to the development of research and courses on social enterprise in their educational programmes.

The programme's main activities

- 8.30 **Registration**
- 8.45 **Presentation and welcome**
Carlos Losada, Director General of ESADE Business School
- 9.15 **Opening session: Inclusive market and business**
James Austin, Holder of the Eliot I. Snider and Family Professor of Business Administration, Emeritus at Harvard Business School
- 10.15 **Coffee break**
- 11.00 **First session: Inclusive business in Latin America: working with the poor to overcome poverty**
Presentation of the book, by SEKN & DRCLAS & BID
Gabriel Berger, University of San Andrés (Argentina)
Ezequiel Reficco, University of the Andes (Colombia)
Patricia Márquez, IESA and University of San Diego
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- 12.00 **Second session: Spanish multinationals in Latin America: New conquistadors or the creation of social and economic value?**
Antoni Ballabriga, Director of Corporate Social Responsibility at BBVA
Esther Trujillo, Vice-president of the Institutional Office and Corporate Diplomacy at Sol Meliá
Juan López de Uralde, Director General of Greenpeace
Moderator: Felipe Portocarrero, Rector of the University of the Pacific (Peru)
- 1.30 **Lunch workshop (*)**
Multinationals and inclusive business
Microfinance and inclusive business
International cooperation and inclusive business
Social entrepreneurs and inclusive business
- 3.00 **Third session: Microfinance: commercial business or philanthropy?**
Manuel Méndez del Río, Chairman of the Microfinance Foundation BBVA
Michael Chu, Senior Lecturer at Harvard Business School
Moderator: Ignasi Carreras, Director of the Institute for Social Innovation at ESADE
- 4.15 **Coffee break**
- 4.30 **Fourth session: International cooperation and the fight against exclusion in Latin America: Continuism or new approaches?**
Daniel González, Fundación AVINA
Roberto Gutiérrez, Director of the Institute for Social Enterprise at the University of the Andes (Colombia)
Carlos Mataix, associated professor at Universidad Politécnica de Madrid
Moderator: Alfred Vernis, Institute for Social Innovation at ESADE
- 18.00 **Final Comments**
- 18.30 Cocktail and networking

Limited spaces. Confirmation is required (free event)

Please find more information here: www.socialinnovation.esade.edu/conferenceSEKN

ESADEFORUM Barcelona. Av. Pedralbes, 60-62, 08034, Barcelona

* Simultaneous interpretation will be provided at the sessions in English and Spanish.

(*) If you would like to attend this working lunch (1.30 pm – 3.00 pm), please make a deposit of €25 into the following bank account 2038 8927 06 6000260833. Proof of payment should also be sent to the following email address:

innovacionsocial@esade.edu. Please state the name of the person who will be having lunch when making the payment.

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