PRACTICAL INSIGHTS THAT WILL DRIVE YOUR BUSINESS TO NEW LEVELS OF PERFORMANCE

- Artificial intelligence and the competitive edge
- Breakthroughs in organizational and workplace design
- Smart use of new media tools to drive growth
- A vision for transforming business in Panama

An extraordinary lineup of world renowned business leaders, including:

David Meerman Scott
Top Sales and Marketing Authority

Dr. David S. Ricketts
Innovation Fellow, TECH, Harvard University

Verne Harnish
Bestselling Business Coach

Mercedes “Baty” Eleta de Brenes
President, APEDE

Stanley Motta
President, Motta Internacional

Gabriel Barletta De La Guardia
President, CCIAP
The founders of Geoversity, the directors of Entrepreneurs’ Organization of Panama (EO) and the Ministry of Environment MiAmbiente - in collaboration with APEDE and the Chamber of Commerce, Industries and Agriculture of Panama (CCIAP) - invite you to participate in Geoversity’s The Nature of Business Panama Forum at the Latin American and Caribbean Parliament (Parlatino) on 6 February, 2019.

Tuition: $350, luncheon included. $250 for Members of Geoversity, EO, CCIAP and APEDE.

Space is limited. Reserve your spot with a deposit of $150.

“The major takeaway… nature loves “easy” and so do customers of any business. Mother nature always finds the easiest way to accomplish her goals. To become widely adopted, solar needs to be as easy as it is to purchase on amazon.com.” TJ Kanczuzewski, Chairman, Inovateus Solar, alumnus of The Nature of Business Executive Program in Panama 2017 and 2018.
PERSONAL INVITATION FROM
THE HONORABLE
EMILIO SEMPRIS
Minister of Environment,
Republic of Panama

click to view

David Meerman Scott is an internationally acclaimed strategist and speaker, whose books and blog are must-reads for professionals seeking to generate attention in ways that grow their business. Of the ten books he has authored, three are international bestsellers. *The New Rules of Marketing & PR*, now in its 6th edition, is a modern business classic.
Stanley Motta is chairman of the board of Copa Holding (NYSE CPA), ASSA Group, as well as Inversiones Bahía, Ltd., a diversified holding company in Central America with investments in finance, media, retail and distribution sectors. Stanley is the founder and chairman of Sumarse, an organization for the promotion of corporate social responsibility and serves on the boards of other nationally and internationally respected organizations. He was awarded the Americas Society Gold Medal in 2010 and, in 2016, the Wilson Award for Corporate Citizenship from the Woodrow Wilson Center. He is an advisor and contributor to Geoversity.

Baty Eleta is the founder and President of Stratego Communications, one of Panama’s leading PR and Strategic Communications firms. She was general manager of the first radio and television family network of the country, RPC Radio y Televisión. She is highly regarded for her leadership in corporate social responsibility and constructive action on gender-related issues. Her efforts have led to considerable public recognition, including Executive of the Year, awarded in 2015, by the Panamanian Association of Business Executives (APEDE). A founding member of Geoversity, she is the President of APEDE and of the National Council for Competitiveness and the Fundación Eleta.

Gabriel Barletta is an Industrial Engineer with a master’s in Marketing and Finance and over 15 years of experience on business administration, advertising and communication. Barletta is the CEO of Star Holding, an advertising and communications group with more than 40 years of experience in the market. The group, a winner of the prestigious Cannes Lion Creativity Award, operates 15 companies with more than 400 employees, and a global client portfolio.
Pieter Adriaans, the ultimate renaissance man, is a distinguished scientist with a Ph.D. in computer science and a master’s in Philosophy; author (regarded as “the father of data mining”); artist; trans oceanic sailor; inventor in the field of industrial applications of AI who designed and built the first robotic ocean going sailboat; and business man who sold his successful company, Sylogic, to Ross Perot. Pieter is Professor of Machine Learning/Artificial Intelligence at the University of Amsterdam and the director, with his wife Rini, of an art center on the island of Sao Jorge, the Azores where he serves as the chairman of Geoversity’s Sao Jorge Field Station.

Anand Devarajan holds a Masters of Architecture from Yale University, where he was Frank Gehry’s student while Gehry was the visiting Davenport Professor of Architecture in 1999. After joining Gehry Partners he has, since 2002, worked directly with Gehry, collaborating on the designs of a number of projects in the office. His international project experience includes a multitude of building types and scales ranging from museums and other cultural projects to commercial, residential and large-scale, mixed-use developments. A co-founder of Geoversity Design, he continues as a Gehry Partners advisor while now heading up his own company of architects also based in Santa Monica, California.

Tommy joined Ubisoft in 2006 after varied experiences within the entertainment industry, first working as a journalist for French cable TV Channel Canal+, then as a producer at Shiny and as an editorial manager for TV program Game One. He is now in charge of developing new franchises at Ubisoft, supporting studios throughout the creative process and helping them achieve the best gameplay experience.
For over a decade Prof. David Ricketts has helped shape the Innovation in Science and Technology courses at Harvard's School of Engineering and Applied Sciences. Winner of the National Science Foundation CAREER Award, his work, including coaching top executives, has been recognized in numerous scientific journals and popular science outlets.

A Harvard MBA, Lider Sucre become one of Central America's most respected naturalists and environmental educators serving on the global board of the International Union for Conservation of Nature. Following service that included executive director of the Frank Gehry-designed Biomuseo and co-executive director of Earth Train/Geoversity secretariat, he recently assumed leadership of Mamoní 100.
**Jorge Juan de la Guardia**  
Partner and General Manager, Panama Car Rental, S.A.

Partner and General Manager of Panama Car Rental, S.A. operating the Dollar Rent a Car franchise in Panama; Vice-president of the Chamber of Commerce, Industries and Agriculture of Panama; and President of the Entrepreneurs’ Organization of Panama. An Economist with a Master’s in Business Administration, he has more than 15 years of business experience in the automotive field and investments.

**Nathan Gray**  
Founder and Executive Director, Earth Train / Geoversity secretariat

A long time leader in the fields of international development, socially positive investment and education, Nathan Gray is one of the founders of Oxfam America; the youth leadership organization Earth Train; the Mamoní Valley Preserve and Geoversity. He has over 40 years of experience in international education and development.

**The Honorable Emilio Sempris**  
Minister of Environment, Republic of Panama

The current strategy of MiAmbiente under Minister Sempris’ leadership prioritizes sustainable eco tourism in protected areas; strengthening of the forestry sector; sustainable management of water resources and climate change mitigation. From 2002-2012 he was director of Cathalac, the Water Center for the Humid Tropics in Latin America. Cathalac is an international organization that since 1992 promotes sustainable development through applied research and development, education, and technology.
08:00  Sign in.

09:00-09:15  Welcome. Nathan Gray, President, Geoversity Foundation, acknowledging Jorge Juan De La Guardia, President of Entrepreneurs’ Organization of Panama, and introducing the Honorable Emilio Sempris, Minister of the Environment, Republic of Panama.

09:15-09:30  Introduction: The Nature of Business Forum Program. Co-Chairs: David Ricketts, Ph.D., Technology and Entrepreneurship Center at Harvard; and Lider Sucre, CEO of Mamoni 100.

09:30-10:30  The Neuroscience of Fandom: Turning Passion into Business. David Meerman Scott, best selling author and marketing strategist.

10:30-10:45  Break

10:45-11:45  Innovation and Disruption in Business. David S. Ricketts, Ph.D.

11:45-12:15  AI for Business, learning from nature. Pieter Adriaans, Ph.D., Author of Data Mining, and Professor of Machine Learning/Artificial Intelligence at the University of Amsterdam.


12:30-13:30  Buffet Lunch

13:30-14:00  The $140 billion video game industry: A glimpse behind the creative curtain. Tommy François, Vice President for Editorial, Ubisoft.

14:00-14:45  A fresh vision for business in Panama: 2020 to 2050. A conversation with Mercedes Eleta, President of APEDE; Gabriel Barletta De La Guardia, President of CCIAP; Stanley Motta, President of Motta Internacional, and Dr. David S. Ricketts.

14:45-15:15  Break

15:15-17:00  Organizational structure and teamwork for scaling up your business. Verne Harnish, best selling author (Scaling Up), founder of Entrepreneurs’ Organization, CEO of Gazelles, Inc. and Chair, Geoversity.
Tuition: $350, luncheon and coffee breaks included. $250 for Members of Geoversity, EO, CCIAP and APEDE.

Space is limited. We require a non-refundable deposit of $150 USD to reserve your spot at the Forum. Full payment is required by January 18, 2019.

We accept payment by company check, bank wire transfer, or credit card (American Express, MasterCard, Visa) using paypal. Details are included below.

Check (local): Fundación Geoversity
ACH (local trasfer): Fundación Geoversity Cuenta Corriente No. 850058679 Scotia Bank
Paypal (international): Earth Train Foundation Account Number: 270051014 Address: 1223 Solano Ave Ste I, ALBANY CA 94706 - 1734 Rounting: 121000248 SWIFT: WFBIUS6S

For payments and queries please contact:
Atala Beckford
Director of Administration
Fundación Geoversity
Email: info@geoversity.org
Telephone: 832.5800
Mobile: 6781.7578
Address: Building 120, Luis Bonilla St., City of Knowledge, Clayton
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If you need to cancel your participation, you must submit your request in writing.

Due to program demand and the volume of pre-program preparation, below you will find the refund policy:

- Cancellations received 60 days before the start of the program to receive a full refund.
- Cancellations received 14 to 59 days prior to the start of the program are subject to a fee of one-half of the program fee;
- Cancellations received less than 14 days prior to the start of the program are not eligible for refund.