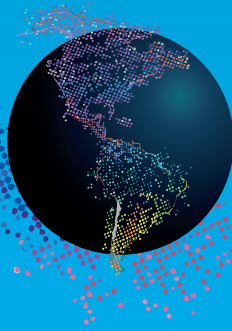


10<sup>TH</sup> ANNIVERSARY



AMERICA  
DIGITAL  
MÉXICO

# 10<sup>th</sup> America Digital

AI, Tech & Business Congress, Mexico 2025

18<sup>th</sup>-19<sup>th</sup> June · WTC, Mexico City



**+5000**  
ATTENDEES



**+200**  
STANDS  
EXPO



**+2000**  
ONE TO ONE  
MEETINGS



**+100**  
CONFERENCES

TELECOM | ICT | IOT | MOBILE | CLOUD | BIG DATA | IA | e-GOV | FINTECH | e-COMMERCE & DIGITAL MARKETING

# WHY ATTEND THE 10<sup>TH</sup> AMERICA DIGITAL CONGRESS 2025? 10 BENEFITS TO ATTEND.

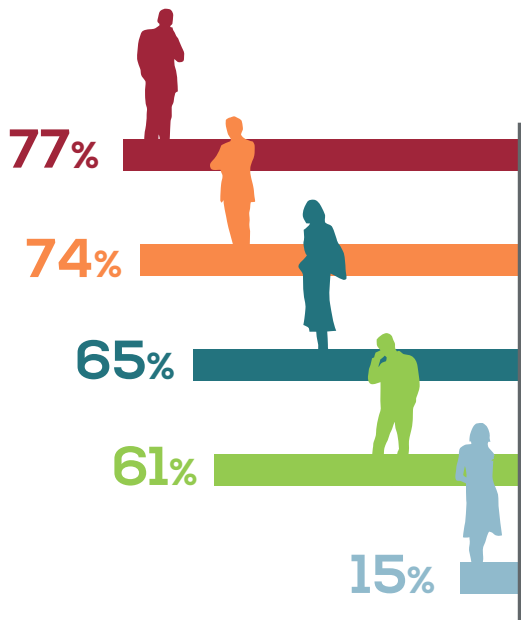


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Mention networking around the Americas as the major reason.

Consider it the best event to promote their company, product and services among Companies, Banks, Telcos & Governments in Latin America.

To stay updated on the latest trends in Telecom, ICT, 5G, IOT, Cloud, Big Data, Mobile, Blockchain, Fintech, e-Commerce and Digital Marketing.

Participate because are seekingfor technology solutions, and providers that can help to improve their business.

Mainly, attendees to the Venture Capital & Private Equity Forum prospect investment opportunities in fast grow companies.

# 89%

Of 2018 attendees recommend it to their peers to do business in Latin America.



# 77%

Of attendees 2018 considers it the greatest technological and business event for the Latin American market.

Attendees 2018 plans to return 2020.

# 80%

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*America Digital is an excellent place to show, What is next?* ”



**Ricardo Lagos Escobar,**  
Ex President of Chile



*The America Digital Congress is a meeting point among Latin Americans to share experiences with the most developed countries.* ”

**Jeffrey Kratz (Seattle, USA)**  
CEO Latam, Amazon Web Services  
Public Sector.



*America Digital allows us to talk with the digital transformation leaders in the public sector.* ”



**Darren Pulsipher**  
(California, USA) Chief  
Enterprise Solution  
architect INTEL



*We get to talk to C-Levels and CIOs.* ”



**Andrés Escribano (España)**  
Director Industria 4.0 &  
IOT Telefónica



*Allow us to connect with industry stakeholders* ”

**Mario Conde (Brazil)**  
Partner Bain & Company



*America Digital allows us to present our digital transformation cases in a Latam level.* ”



**Mark Jamison (Silicon Valley, USA)** VP & Global  
Innovation Head VISA



*The America Digital Conference is a fantastic event, I have been blown away how dynamic this entire event has been, how many people and the energy.* ”



**Gabriela Ugarte (México)**  
Director Digital Solutions  
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*Un evento espectacular para hacer negocios con el ecosistema Fintech y Banca* ”



**Fernando Velasquez (México)**  
CIO Walmart



*Incredible level of Speakers* ”

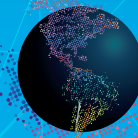
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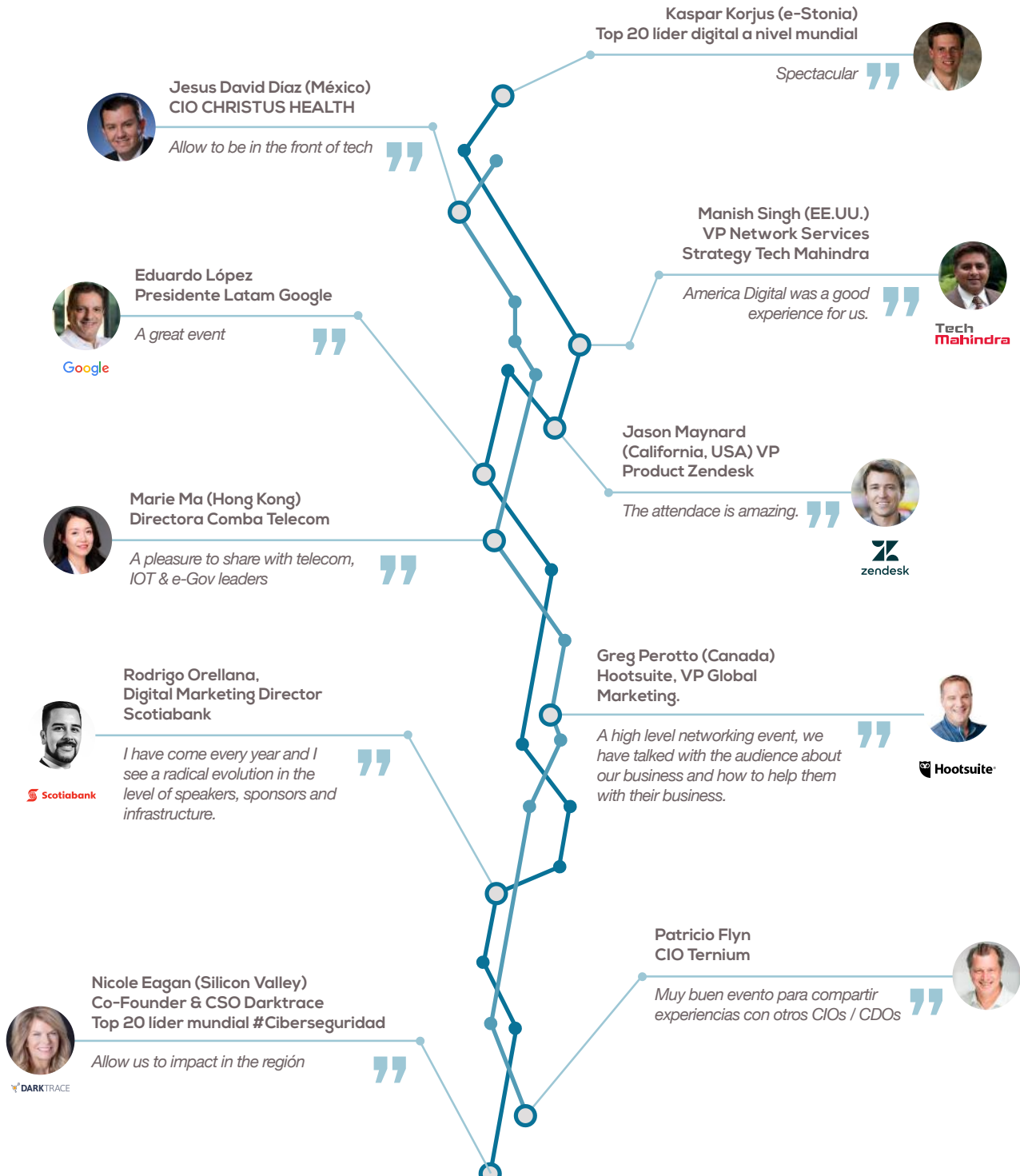
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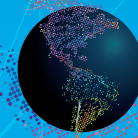
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# ¿ARE YOU A BUSINESS OR DIGITAL TRANSFORMATION LEADER IN YOUR ORGANIZATION?



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Join the +5,000 C-Levels (CEOs, CDOs, CIOs, CISOs, CTOs, CMOs) and decision makers from the 1000 most important enterprises around Latin America leading the digital transformation in their organizations.



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# INTRODUCTION

TO THE KEY 10 ACTIVITIES OF  
10<sup>TH</sup> AMERICA DIGITAL CONGRESS, MEXICO 2025



*A B2B event for the digital  
transformation leaders around the  
Americas*



*10,000 m<sup>2</sup> of networking and  
business.*

**10<sup>th</sup> America Digital Congress, Mexico 2025** is a 10,000 m<sup>2</sup> meeting point for Directors, C-level (CEOs, CDOs, CIOs, CISOs, CTOs, CMOs) and decision makers from Telcos, Banks, Retail, Manufacturing, Energy & Utilities, Agriculture, Transport, Health, Industries, Services and Government authorities leading the digital transformation in their organizations, seeking for the latest trends, technologies, products and services in Telecom, ICT, IOT, IA, Cloud, Big Data, Fintech, e-Commerce, Digital marketing to improve their management, communication, marketing and sales processes.

**10<sup>th</sup> America Digital Congress, Mexico 2025** allows you to find inspiration, strategic insights, meet with VPs and global

1. **Tradeshow**
2. **International Seminar.**
3. **Business Meetings Session.**
4. **Specialized forums with +100 conferences.**
  - 4.1 C-Level Digital AI & Transformation Forum
  - 4.2 C-Level Digital Banking & Fintech Forum.
  - 4.3 AI, IOT & Industry 4.0 Forum.
  - 4.4 C-Level Forum IA, Ecommerce & Marketing Digital
  - 4.5 Conferencia Bitcoin, Blockchain & WEB3
5. **Expo Conferences**
6. **Partner Programs.**
7. **Networking online APP**
8. **Closing Party.**

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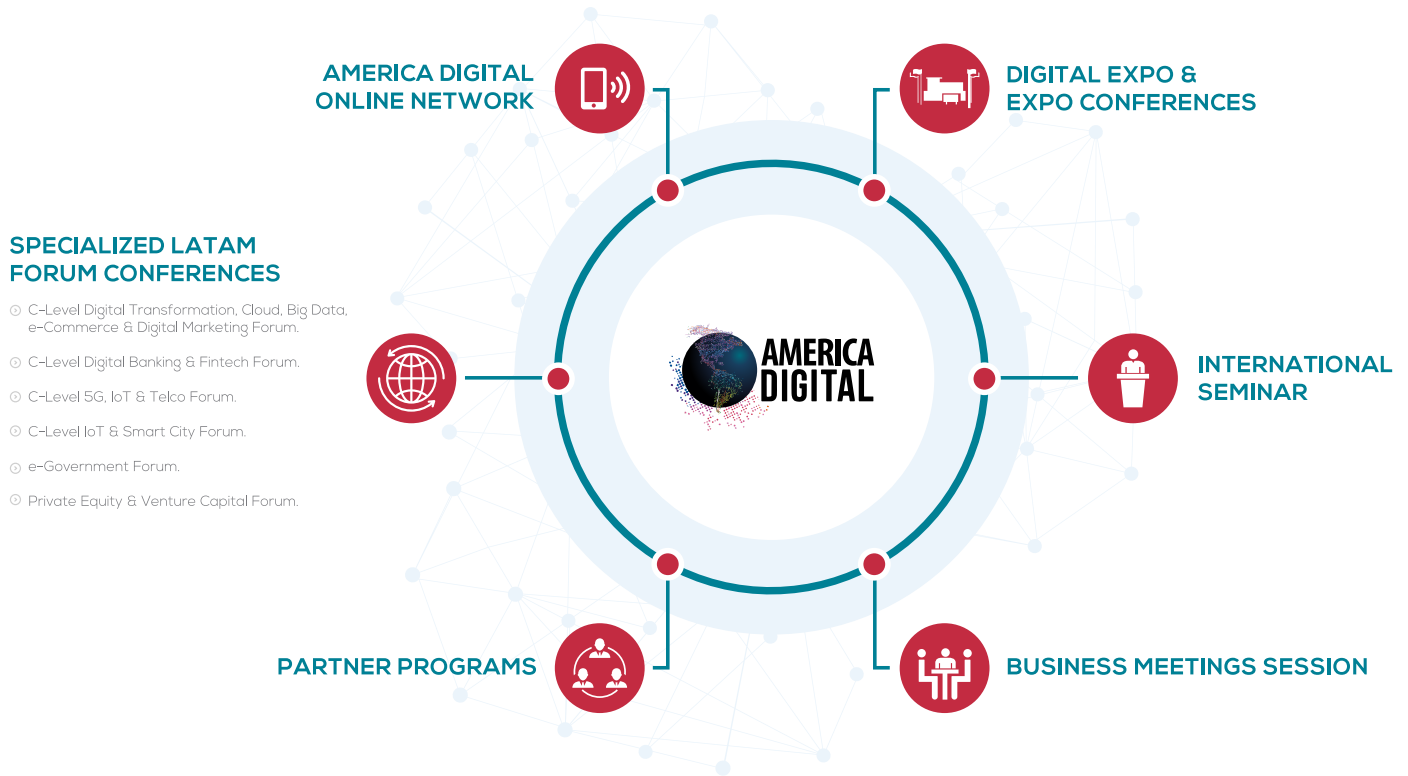


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**Fig 1:** Structure of 10<sup>th</sup> America Digital Congress 2025



10<sup>th</sup> America Digital Mexico Congress receives trade missions from 22 countries, China, India, USA, Canada, Spain, UK, Germany, Brazil, Mexico, Colombia, Perú, Costa Rica, Uruguay, Argentina, Chile.

*“The market for digital transformation projects in Latin America is > US\$ 100 billions, having the ability to create value in the economy of the countries for over a US\$ 1 trillion. Generating innovative solutions for the biggest problems in the region; Healthcare, Education, Financial Services, Construction, Housing, Transport, Cities, Governance and improve competitiveness in traditional industries as mining, energy, manufacturing, oil & gas, retail, tourism...”*

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## SUPPORT ENTITIES



## MEDIA PARTNERS



## MEDIA & PARTNERS ORGANIZATIONS



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# GENERAL PROGRAM



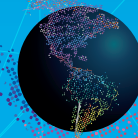
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# GENERAL PROGRAM

TWO DAYS OF INSPIRATION, EXPERIENCES,  
NETWORKING & BUSINESS.



# AMERICA DIGITAL

TELECOM, ICT, IOT, MOBILE, CLOUD, BIG DATA, FINTECH, e-COMMERCE & DIGITAL MARKETING.



## CONGRESS ACTIVITIES

DÍAY1: WEDNESDAY, 18 <sup>th</sup>	ROOM	HOOR (GMT -6 )
Accreditación	Entrenivel, Nivel 2	Since 8:00 hrs
Inauguration and international seminar	Olmecca IV	9:00 - 13:00 hrs
1 to 1 Networking	1 to 1 Networking 1 and App	10:00 - 19:00 hrs
America Digital Tradeshow	Tradeshow Zone	9:00 - 19:00 hrs
C-Level Forum AI & Digital Transformation A	Olmecca IV	14:00 - 19:30 hrs
C-Level Forum AI & Digital Transformation B	Olmecca II	14:00 - 19:30 hrs
C-Level AI, Digital Banking & Fintech Forum	Olmecca III	14:00 - 19:00 hrs
Expo Conferences	Tolteca I	14:00 - 19:00 hrs
America Digital News TV Channel (LIVE)	Tradeshow Zone	9:00 - 19:30 hrs

DAY 2: THURSDAY JUNE 19 <sup>th</sup>	ROOM	HOOR (GMT -6 )
Accreditacion	Entrenivel, Level 2	Since 8:00 hrs.
1 to 1 Neetworking	Networking Zone 1 & App	10:00-19:00 hrs
America Digital Tradeshow	Tradeshow Zone	9:00 - 19:00 hrs.
C-Level Forum AI & Digital Transformación A	Olmecca I	9:00 - 19:30 hrs.
C-Level AI, Digital Banking & Fintech Forum	Olmecca II	9:00 - 19:30 hrs.
AI, IOT & Industry 4.0 Forum	Olmecca III	9:00 - 19:00 hrs.
C-Level Forum AI & Ecommerce & Digital Marketing	Mixteca I	9:00 - 19:00 hrs
Bitcoin, Blockchain & Web3	Tolteca II	9:00 - 19:30 hrs
Expo Conferences	Tolteca I	9:00 - 19:30 hrs..
America Digital News TV Channel (LIVE)	Tradeshow Zone	9:00 - 19:30 hrs.

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TICKET CATEGORY (Rights)	 BUSINESS EXECUTIVE	 BUSINESS EXECUTIVE ONLINE
Physical access and Online access to all Congress activities	✓	
Online access to all Congress activities from our exclusive platform	✓	✓
1 to 1 meetings	✓	✓
Own profile and Avatar in the Congress	✓	✓
EXPO DIGITAL	✓	✓
INTERNATIONAL SEMINAR	✓	✓
C-LEVEL AI, DIGITAL TRANSFORMATION FORUM	✓	✓
C-LEVEL AI, DIGITAL BANKING & FINTECH FORUM	✓	✓
AI, IOT & INDUSTRY 4.0 FORUM	✓	✓
C-LEVEL AI, E-COMMERCE & DIGITAL MARKETING	✓	✓
BITCOIN, BLOCKCHAIN & WEB3 FORUM	✓	✓
VENTURE CAPITAL & PRIVATE EQUITY FORUM	✓	✓
PARTNER PROGRAMS	✓	✓
EXPO CONFERENCES (Success cases)	✓	✓
Access to the event APP with search and 1 to 1 meeting features	✓	✓
AMERICA DIGITAL ONLINE NETWORK MEMBERSHIP and profile included at no cost for 3 Months (standard value US\$ 190 / per year). With your membership in America Digital Network ( <a href="https://network.america-digital.com">https://network.america-digital.com</a> ) you can connect online with previous attendees to past Congress and view over 200 Conferences en format Video On Demand (VOD) from the previous Congresses.	✓	✓
Closing Party	✓	✓
<b>TICKET PRICE p/p</b>	<b>US\$ 740</b>	<b>US\$ 240</b>

TICKETS AVAILABLE



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\* Agenda subject to modifications.  
\* By registering you accept terms and conditions.



DO YOU WANT TO REGISTER MORE THAN 10 EXECUTIVES, TRADE MISSIONS OR COUNTRY DELEGATIONS.

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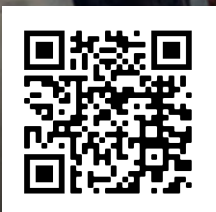


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# AMERICA DIGITAL EXPO 2025

June 18<sup>th</sup> - 19<sup>th</sup>, 10:00-19:00 hrs,  
WTC · Mexico City.



*View EXPO DRONE*

*Connect with + 200 global /  
local tech providers*





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Digital Transformation Adviser  
e-Estonia Briefing Centre  
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**Daniel Losada**  
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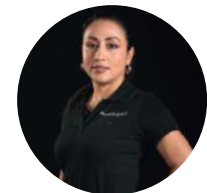
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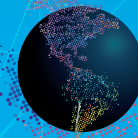
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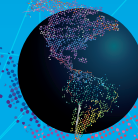
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Citibanamex Mexico



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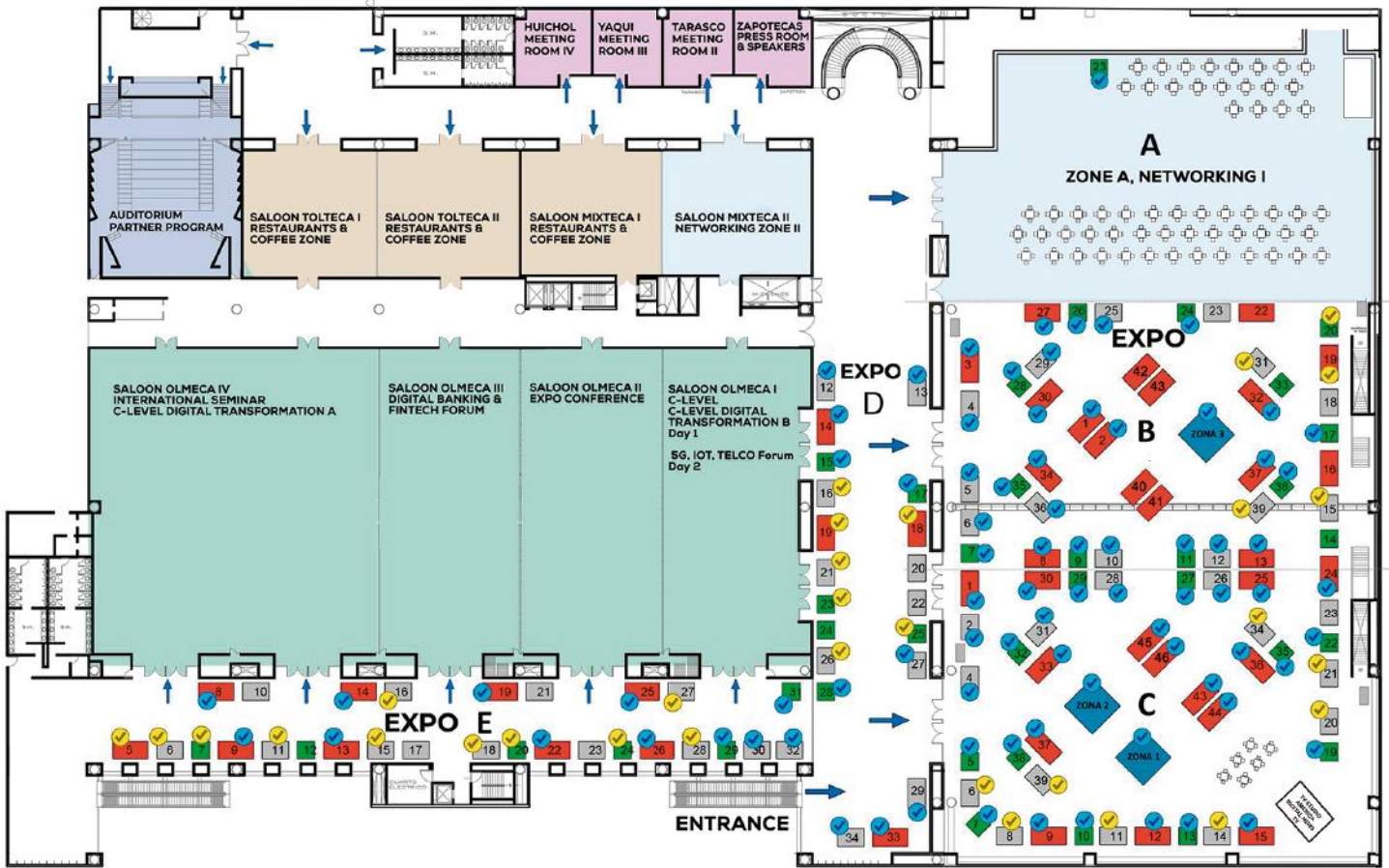


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# FLOOR PLAN AMERICA DIGITAL MEXICO 2025

June 18<sup>th</sup>-19<sup>th</sup>, 10:00-19:00 hrs, WTC · Mexico City



**A** ZONE NETWORKING I  
 STAND A-23

**B** ZONES 360 4X4 Mts 3 UN  
 2X2 Metros 12 UN  
 3X2 Metros 13 UN  
 4X2 Metros 13 UN  
 TOTAL: 38 STANDS (38 BOOTS)

**C** ZONES 360 4X4 Mts 3 UN  
 2X2 Metros 13 UN  
 3X2 Metros 17 UN  
 4X2 Metros 15 UN  
 TOTAL: 45 STANDS (45 BOOTS)

**D** ZONES 360 4X4 Mts 0 UN  
 2X2 Metros 11 UN  
 3X2 Metros 13 UN  
 4X2 Metros 8 UN  
 TOTAL: 32 STANDS (32 BOOTS)

**E** ZONES 360 4X4 Mts 0 UN  
 2X2 Metros 8 UN  
 3X2 Metros 14 UN  
 4X2 Metros 11 UN  
 TOTAL: 33 STANDS (33 BOOTS)

GRAND TOTAL: 185 STANDS (185 BOOTS)

### LEGEND

-  RESERVED
-  PRE-RESERVED

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# AMERICA DIGITAL EXPO 2025

June 18<sup>th</sup>-19<sup>th</sup>, 10:00-19:00 hrs, WTC · Mexico City.



During your journey through the **stands of Expo America Digital, Mexico 2025** you and your team will meet with VPs and Experts from the most important global and local tech companies; Microsoft, Google, Nvidia, Amazon, Telefónica, Intel, Huawei, Dell-EMC, Tableau, Eset, Globallogic, Ricoh, Zendesk, Tivit, Tech Mahindra, Visa, Hootsuite, Deloitte, Sophos, Bain & Company, being able to have meetings in their stands about how their technologies, softwares, products and services can help you in your business and digital transformation.



## EXHIBITORS & COUNTRY PAVILIONS



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# AMERICA DIGITAL BUSINESS MEETINGS SESSION

+2000 meetings under specific objectives previously coordinated are held during America Digital business meetings session.

An opportunity to meet with clients, providers or strategic partners that you and your team can not miss.

# INTERNATIONAL SEMINAR

INSPIRATION, INNOVATION, FUTURE,  
TRENDS, STRATEGIC INSIGHTS



Inspiration, Innovation, Future, Mega Trends and its impact on companies, governments and societies, are the foundations of America Digital International Seminar, where influencers, leaders, presidents, ministers, authors of bestsellers, CEOs of disruptive companies that have transformed the way we live and do business and world-class experts will inspire you and deliver strategic insights on the changes we must face as executives, companies and societies in the digital age to stay competitive.

## AGENDA INTERNATIONAL SEMINAR

DAY 1, 18 JUNE, ROOM IV, OLMECA, 9:00 – 13:00 hrs. (GMT-6)

	HOUR	INTERNATIONAL SEMINAR
	8:00 - 8:50	Acreditación y Recepción
	9:00 - 9:55	Discurso Inaugural Presidencia
	10:00 - 10:40	E-Estonia: Más allá de lo digital Erika Piirmets (Estonia) Digital Transformation Adviser e-Estonia Briefing Centre #GobiernoDigital #e-Estonia #TransformaciónDigital
	10:40 - 11:25	RPA: Potenciando la Eficiencia y la Innovación en ITALIKA Mauricio Alarcón H. (México) Chief Data Officer ITALIKA #IA #Robótica #Industria4.0
	11:30 - 12:10	Cultura de Innovación: Nacimiento y Auge de Netflix Mitch Lowe (Silicon Valley, Estados Unidos) Co- Founding Senior Executive Netflix #Innovacion #Digital #Disrupcion
	12:15 - 12:55	Grupo L'Oréal: La Beauty Tech #1 del mundo Rodolfo Rigante (México) CIO L'Oréal Latinoamérica #LorealGroupe #BeautyTech #TransformaciónDigital
	13:00	Reuniones 1 a 1 e Inicio Foros Especializados

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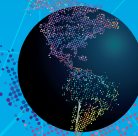
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# C-LEVEL FORUM AI & DIGITAL TRANSFORMATION

(CEOs, CDOs, CIOs, CISOs, CTOs, CMOs)

**Big Data, Cloud, e-Commerce & Digital Marketing**

*Do networking with your peers, share experiences, insights and discover how to deploy ICT, Big Data, Cloud, AI, IOT, Blockchain, e-Commerce and Digital Marketing to strengthen marketing, sales, management and business processes.*



## C-levels & AI & Digital Transformation

- For 82 % of CEOs, digital transformation is the N° 1 priority (ref. PWC Digital) .
- Now CIOs are demanded to contribute to business results, business optimization and transformation.
- CMOs are required to integrate Technologies (IA, Big Data) , softwares (CRMs , SaaS) to improve marketing, sales and communication processes.
- The inter relationships between CEOs, CIOs, CTOs, CMOs is increasing and a new C-Level is appearing on scene, the Chief Digital Officer (CDO).
- In e-Commerce, Gartner forecast that in 2020 85 % of transactions will be carry out without human intervention and AI / AR / VR will play as protagonist in Retail.

## Who will lead the #DigitalTransformation? CEOs, CIOs, CTOs, CMOs o CDOs?

Join + 5000 C-Level (CEOs, CTOs, CMOs, CIOs, CDOs, CISOs) from the 1000 biggest corporations around Latin America; Telcos, Retail, Banking, Insurance, Services, Industries, Mining, Health, Education, Tourism, Media, Manufacturing, Energy, Utilities that come to America Digital Congress to share experiences, capture latest trends and technologies to improve their business.

Come and find insights about:

- How to apply IA, Big Data, Cloud, Blockchain, IOT to your business?
- How to implement Digital Transformation in business processes?
- Enterprise mobility? How to achieve it? Why is important?
- IT and Mobile Security Challenges.
- How to capture and retain talent in the digital age?
- Innovation, Digital Transformation and Business Models.
- Cultural to change to achieve digital transformation?
- What other companies are doing in Digital Era?
- E-Commerce, Omni channel and e-Logistic.
- Digital Marketing, Inbound Marketing, CRM + Social Selling.

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### C-LEVEL DIGITAL AI & TRANSFORMATION FORUM A

DAY 1, JUNE 18, OLMECA IV, 14:00 – 19:30 hrs. (GMT-6)

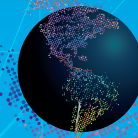
TIME	C-LEVEL FORUM DIGITAL TRANSFORMATION A
14:00 - 14:15	Inauguración C-Level Forum IA & Transformación Digital A
 14:15 - 14:55	Zoho CRM: El Centro de Mando Integral para el Éxito Empresarial Tania Arruñada Pérez (México) Latam Regional Sales Manager Zoho #ZohoLatam #Zoho #Zohocrm
 15:00 - 15:40	Potencia el Crecimiento Empresarial con IA Conversación en WhatsApp Diana González Lozano (México) Country Manager, Blip René Abdala Mirwald (México) Director de Planeación Estratégica y Eficiencia Operativa, Quálitas #SomosBlip #IAConversación #Whatsapp
 15:45 - 16:25	No te quedes atrás: Descubra la Mina de Oro de los Datos e IA Gunja Gargeshwari (Silicon Valley, USA) Chief Revenue Officer Bright Data #DatosIA #TransformaciónEmpresarial #LiderazgoTecnológico
 16:30 - 17:10	IA: Abordando Desafíos y Adoptando Tendencias hacia un Futuro Innovador y Seguro Alejandro Ceballos (México) Country Manager Cloudflare #Ciberseguridad #IA #Cloudflare
 17:15- 17:55	Qué debe tener una DXP para potenciar la experiencia digital Belmer Corrales (Colombia) Business Manager, Liferay José Luis Contreras (México) Business Manager, Liferay
 18:00-18:40	Retos y Tendencias de la Ciberseguridad Jorge Miranda (Mexico) Director General Fortinet #Ciberseguridad #SecurityFabric #Fortinet
18:45-19:25	Networking 1 a 1
19:30	Cierre día 1 – C Level Forum IA & Transformación Digital A

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## C-LEVEL FORUM AI & DIGITAL TRANSFORMATION B

DAY 1, JUNE 18. OLMECA I, 14:00 – 19:30 hrs. (GMT-6)

TIME	C-LEVEL FORUM DIGITAL TRANSFORMATION B
14:00 - 14:15	Inauguración C-Level Forum IA & Transformación Digital B
14:15 - 14:55	AnyDesk
 15:00 - 15:40	El Impacto transformador de la digitalización en las Pymes de Latinoamérica Francisco Schnaas (México) Country Manager Siigo Latam #PorMexicoYoSiigo #TransformacionDigital #PymesDigitalizadas
 15:45 - 16:25	El Futuro del Comercio Conversacional: Transformando conversaciones en ventas. Léa Puteaux (Francia) Directora de proyectos digitales de SEO local Partoo #ComercioConversacional #ExperienciaDelCliente #InteligenciaArtificial
 16:30 - 17:10	Cómo satisfacer las demandas de experiencia del usuario: un viaje hacia la transformación digital Ximena Buitrago (Colombia) Strategic Manager ManageEngine #UX #ManageEngineLATAM #DigitalTransformation
 17:15- 17:55	Automatización de tareas & trabajo diario, la revolución de productividad con monday.com Cristián Vicencio (México) Channel Manager Monday.com #MondayDotCom #WorkManagement #Automatización
 18:00-18:40	ServiceOps y DataOps: Transformando la Colaboración y el Valor Empresarial Raúl Castro Malava (Colombia) Sr. Manager Solution Engineering Vierge Group
 18:45-19:25	Panel: ¿Cómo aprovechar la Inteligencia Artificial y otras tecnologías disruptivas en las industrias de Latam? Jaime Montiel (México) VP Information Technology Mexico, DHL Iván de la O (México) Director Corporativo del área de Crédito y Ciencia de Datos, Grupo Coppel Javier Guzmán González (México) VP de Digital y Tecnología de HEINEKEN México Yonnatan Casir (México) CTO, Fibra Uno #IA #IndustriasLatam #TransformaciónDigital
19:30	Cierre día 1 – C Level Forum IA & Transformación Digital B

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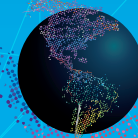


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# C-LEVEL FORUM AI & DIGITAL TRANSFORMATION

(CEOs, CDOs, CIOs, CISOs, CTOs, CMOs)



## AMERICA DIGITAL

## C-LEVEL FORUM AI & DIGITAL TRANSFORMATION A

DAY 2, JUNE 19, OLMECA IV, 9:00 – 19:00 hrs. (GMT-6)

TIME	C-LEVEL FORUM DIGITAL TRANSFORMATION A
8:30 - 9:00	Acreditación y presentación C-Level Forum A. Día 2.
9:15 - 9:55	Networking 1 a 1
 10:00 -10:40	Del fuego de Prometeo a la Inteligencia Artificial: la democratización de la tecnología Kevin José Guerrero Cartagena (Colombia) Tech Marketing Manager Bizagi #InteligenciaArtificial #AplicacionesModernas #PlataformasLowCode
 10:45 - 11:25	Gestionar la madurez “digital” en el proceso de transformación Gerardo Gozzi (Chile) Head of Digital Transformation LATAM Iron Mountain #TransformaciónDigital #IronMountainLATAM
 11:30 - 12:10	Cómo una plataforma de datos consistente simplifica las iniciativas de IA Alejandro Aguado (México) Partner & Alliances Director, Latin America Pure Storage #AI #DataStorage
 12:15 - 12:55	El camino hacia la protección: utilizando el ASOC de Ivanti para identificar vulnerabilidades críticas Daniel Jaramillo (Colombia) Manager Ivanti Giovanni Tarazona (Colombia) CEO, Softec Soluciones#Vulnerabilidades #Ciberataques #ASOC
13:00 - 13:55	IENTC TD SYNEX
14:00 -14:40	Networking 1 a 1
 15:00 - 15:40	Compliance Digital en América Latina: Desafíos y Oportunidades en la Transformación Empresarial Felipe Ojeda Latorre (Latam) Chief Strategy Officer ESTELA #TransformaciónDigital #ComplianceDigital #FacturaElectronicaLatam

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## AMERICA DIGITAL

## C-LEVEL FORUM AI & DIGITAL TRANSFORMATION A

DAY 2, JUNE 19, OLMECA IV, 9:00 – 19:00 hrs. (GMT-6)

TIME	C- LEVEL FORUM DIGITAL TRANSFORMATION A
 15:45 - 16:25	<b>Claves para rentabilizar: la digitalización de procesos financieros</b> Luis López (México) Country Manager Okticket <b>#Digitalizacion #Automatización #GestiónDeViáticos</b>
 16:30 - 17:10	<b>Generar Confianza en Datos para Nube e IA. Habilitar Nuevos Casos de Uso con Integridad de Datos</b> John de Saint Phalle (Estados Unidos) Principal Product Manager Precisely <b>#DataIntegrity #Precisely #DEVANT2024</b>
17:15 - 17:55	<b>GB ADVISORS - FRESHWORKS</b>
 17:15 - 17:55	<b>Tecnologías emergentes para digitalizar los gobiernos</b> Erika Piirmets (Estonia) Digital Transformation Adviser e-Estonia Briefing Centre <b>#E-government #e-Estonia #blockchain</b>
18:00 - 18:40	<b>Cierre día 2 – C Level Forum Transformación Digital A</b>

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# C-LEVEL FORUM AI & DIGITAL TRANSFORMATION

(CEOs, CDOs, CIOs, CISOs, CTOs, CMOs)



## AMERICA DIGITAL

## C-LEVEL FORUM AI & DIGITAL TRANSFORMATION B

DAY 2, JUNE 19, ROOM OLMECA II, 9:00 – 19:00 hrs. (GMT-6)

TIME	C-LEVEL FORUM DIGITAL TRANSFORMATION B
8:30 - 9:00	Acreditación y presentación C-Level Forum B. Día 2.
 9:15 - 9:55	Presentación del estudio de hábitos de internet en México y perspectivas de Inteligencia Artificial Itzul Girón (México) VP de Investigación Asociación de Internet MX. #Internet #AI #HábitosDelInternet
 10:00 -10:40	Ai Tendencias Santiago Coppiano (Colombia) Sales VP SS Latam Yalo #ConversationalAI #AI #Tecnología
 10:45 - 11:25	La resiliencia de las ciudades en la era de la transformación digital James Cabe (Estados Unidos) Director of Strategic Initiatives ZPE Systems #Resiliencia #IoT #TransformaciónDigital
 11:30 - 12:10	La conciencia cotiza en bolsa Juan Santiago (Estados Unidos) CEO Santex #AmplifyingHumanInnovation#TechnologyWithPurpos
12:15 - 12:55	ANYDESK
 13:00 - 13:40	Customer Engagement: Estrategias y tendencias para mejorar la adquisición, conversión y retención Camilo Rodríguez (Colombia) CMO emBlue #emBlue #CustomerEngagement #Omnicanalidad
13:45 - 14: 55	Networking 1 a 1

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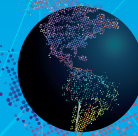


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## C-LEVEL FORUM AI & DIGITAL TRANSFORMATION A

DAY 2, JUNE 19 , ROOM OLMECA II, 9:00 – 19:00 hrs. (GMT-6)

TIME	C- LEVEL FORUM DIGITAL TRANSFORMATION B
15:00 - 15:40	EY
 15:45 - 16:25	AI Factory: Genera impacto dentro de tu organización con inteligencia artificial Sebastian Lemos (Chile) Solutions Specialist Digevo #IA #AIFactory #Digevo
16:30 - 17:10	CANON
17:15 - 17:55	XWEB
 18:00 - 18:40	Cómo la tecnología impulsa el Gran Premio de Miami de F1 Ron Hecht (Estados Unidos) Sr. Director Formula 1
18:45 - 19:30	Cierre día 2 – C Level Forum Transformación Digital B

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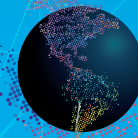
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# C-LEVEL AI, DIGITAL BANKING & FINTECH FORUM

Join the Fintech, Banking and Financial Services digital transformation leaders around the Americas.



**Mark Jamison (Silicon Valley, USA) VP & Global Innovation Head VISA**

*The America Digital Conference is a fantastic event, I have been blown away how dynamic this entire event has been, how many people and the energy.* ””



**Rodrigo Orellana, Digital Marketing Director Scotiabank**

*I have come every year and I see a radical evolution in the level of speakers, sponsors and infrastructure.* ””



**Luis Figueroa  
Intendente de Regulación  
Superintendencia Bancos e  
Instituciones Financieras (SBIF)**

*It was an excellent opportunity to discuss the needs of the Fintech ecosystem.* ””



**Alberto Schilling,  
CEO BICE BANK**

*High standard event, I have gone to similar congress in other countries, New York, and it has nothing to envy. The set-up, organization.* ””



**Devie Mohan (Londres, UK)  
Top 10 influencer fintech.**

*Excellent level of assistants.* ””

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Be part of the digital banking and fintech ecosystem to share experiences and trends in:

- **PAYMENT PLATFORMS:**
  - What new technologies are transforming the way to transfer money and do payments?
  - Digital Wallets, P2P, B2B Payments systems.
- **DIGITAL BANKING AND PERSONAL FINANCE:**
  - How are the APIs reinventing financial services?
  - Mobile first banking? Mobile first customer?
- **CYBERSECURITY AND FRAUDE:**
  - Main threat in cybersecurity in financial services towards 2020?
  - What emerging technologies can help us to prevent frauds?
- **DIGITAL MARKETING AND CUSTOMER EXPERIENCE (CX):**
  - What are the best practices, technologies and tactics to capture, nurture, convert and retain customers in digital banking and financial services?
  - Uncover how banks, insurance companies, financial services organizations are using CRM, Big Data, UX, AI, CRM + Social to deliver automated and personalized digital financial products to end customers.
- **BLOCKCHAIN:**
  - How blockchain will shape the future of financial services?
  - Is blockchain the main solution to internet biggest problems? #Trust #Identity #Privacy #Security #Inclusion.
- **REGULATION:**
  - How regulation must update allowing innovation in Financial Services, but in the same time protect the users.

C-Level Digital Banking & Fintech Forum you will learn about the applications of the Blockchain technology, its impact on banking transformation, challenges in IT security, mobile banking, new digital payment systems, IA applied to financial services, the impact of social networks in banking.

- You will share experiences with the main Fintech companies that provide cutting-edge solutions to banks and financial institutions in Latin America, USA, and Europe, discovering success stories to apply in your organization.
- You will observe new rules, a new game, new technologies, new suppliers, new players, new consumers, technological innovations and new business models that are challenging and transforming digital banking.
- Fintech Innovation, Digital Payments, AI, Blockchain, Big Data, Mobile, Cloud, Social, e-Commerce and its impact on digital banking, insurance and financial services.
- You will talk with CEOs, CDOs, CIOs, CISOs, CTOs, CMOs, and C-level executives of the banking sector, fintech and international experts on how to face these challenges to evolve towards a digital banking that satisfies consumer demand.

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## C-LEVEL AI, DIGITAL BANKING & FINTECH FORUM

DAY 1, JUNE 18, ROOM OLMECA III, 14:00 – 19:00 hrs. (GMT-6)

TIME	C- LEVEL AI, DIGITAL BANKING & FINTECH FORUM
14:00 - 14:15	Inauguración Programa C- Level Digital Banking & Fintech Forum
14:15 - 15:00	Regulación de la banca en tiempos de transformación digital Comisión Nacional Bancaria y de Valores México
 15:00 - 15:40	Conversemos sobre nuam, un punto de encuentro entre innovación y sostenibilidad Carlos Barrios (Colombia) Sustainability & IR Senior Manager, nuam Diego Fernández (Colombia) CIO, nuam #nuam #Innovación #Sostenibilidad
 15:45 - 16:25	Oscar Muñoz (Estados Unidos) Vicepresidente Comercial, Las Americas Euronet Worldwide
 16:30 - 17:10	Omnicanalidad, Identidad Digital en el Sector Financiero Adolfo Loera Marín (México) CEO Biometría Aplicada #IdentidadDigital #Biometría #TransformaciónDigital
 17:15- 17:55	Colaboración: la tendencia clave del sector fintech Devie Mohan (Reino Unido) Top 10 Global Fintech Influencer #EcosistemaFintech #Colaboración #Tendencias
18:00-18:40	Panel Fintech
18:45-19:30	Networking 1 a 1
19:30	Cierre día 1 – C-Level Digital Banking & Fintech Forum

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## C-LEVEL AI, DIGITAL BANKING & FINTECH FORUM

DAY 2, JUNE 19. ROOM OLMECA III, 14:00 – 19:00 hrs. (GMT-6)

TIME	C- LEVEL AI, DIGITAL BANKING & FINTECH FORUM
8:30 - 9:00	Acreditación y presentación Día 2.
 9:15 - 9:55	<p>Digitalización de las finanzas                      Sergio Torres Lebrija (México)                      Innovation, strategy &amp; sustainability Head - Digital Banking                      BBVA                      #TransformaciónDigital #IA #educaciónFinanciera</p>
 10:00 - 10:40	<p>El futuro de la Ciberseguridad con Okta                      Martin Tropper (Estados Unidos)                      Manager - FSI Segment - North of Latam, OKTA                      Peter Wiegandt (México)                      CEO &amp; Founder, TEC360                      Illiana De Silva (México)                      CEO y Co Fundadora Techreo                      #Ciberseguridad #Autenticación</p>
 10:45 - 11:25	<p>Medios de pago y nearshoring                      Sergio Lored Foyo (México)                      CEO Y Fundador                      AlquimiaPay                      #Nearshoring #MediosDePago #Paytech</p>
11:30 - 12:10	MASTERCARD
 12:15 - 12:55	<p>Ciberseguridad en la banca: ¿cómo enfrentar los ataques y mantener la confianza del cliente?                      Zeus López (México)                      CISO Banco Azteca</p>
13:00 - 13:40	Networking 1 a 1

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## C-LEVEL AI, DIGITAL BANKING & FINTECH FORUM DAY 2, JUNE 19, OLMECA III, 14:00 – 19:00 hrs. (GMT-6)

TIME	C- LEVEL AI, DIGITAL BANKING & FINTECH FORUM
13:45 - 14:55	Networking 1 a 1
15:00 - 15:40	Panel: Neobancos: la transformación digital en las industrias de la banca y fintech Pedro Rivas (México) Director General Mercado Pago René Saul (México) CEO y cofundador Kapital Bank Víctor Moya (México) Director General & Cofundador, Bineo
 15:45 - 16:25	El auge de los Bancos Digitales que se convierten en "Todo Apps" Alexander Guerra (México) Chief Revenue Officer Banco Azteca Baz APP #DigitalBanking #EverythingApps
 16:30 - 17:10	Panel: Inteligencia Artificial aplicada a la banca Daphne Morales del Moral (México) Senior Vice President Cards & Rewards, Citibanamex Sergio Torres Lebrija (México) Innovation, strategy & sustainability Head - Digital Banking, BBVA
17:15 - 17:55	Networking 1 a 1
18:00 - 18:40	Networking 1 a 1
18:40 - 19:00	Cierre día 2 – C-Level Digital Banking & Fintech Forum

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# AI, IOT & INDUSTRY 4.0 FORUM

«This forum addresses the application of AI in the industrial sectors of Manufacturing, Mining, Agri-Food, Telecommunications, Energy, Transportation, Oil & Gas, Utilities, along with the application of other disruptive technologies such as 5G, IIOT that are accelerating industry 4.0.»

#AI #IIOT #5G #TELECOM its role and productive impact in the transformation of the countries' economies towards a digital economy and Industry 4.0.

*Join other C-Levels of your industry and connect with the TelJoin other C-Levels, share key strategic-operational experiences and success stories of the implementation of cutting-edge technologies applied to the industrial sector.*

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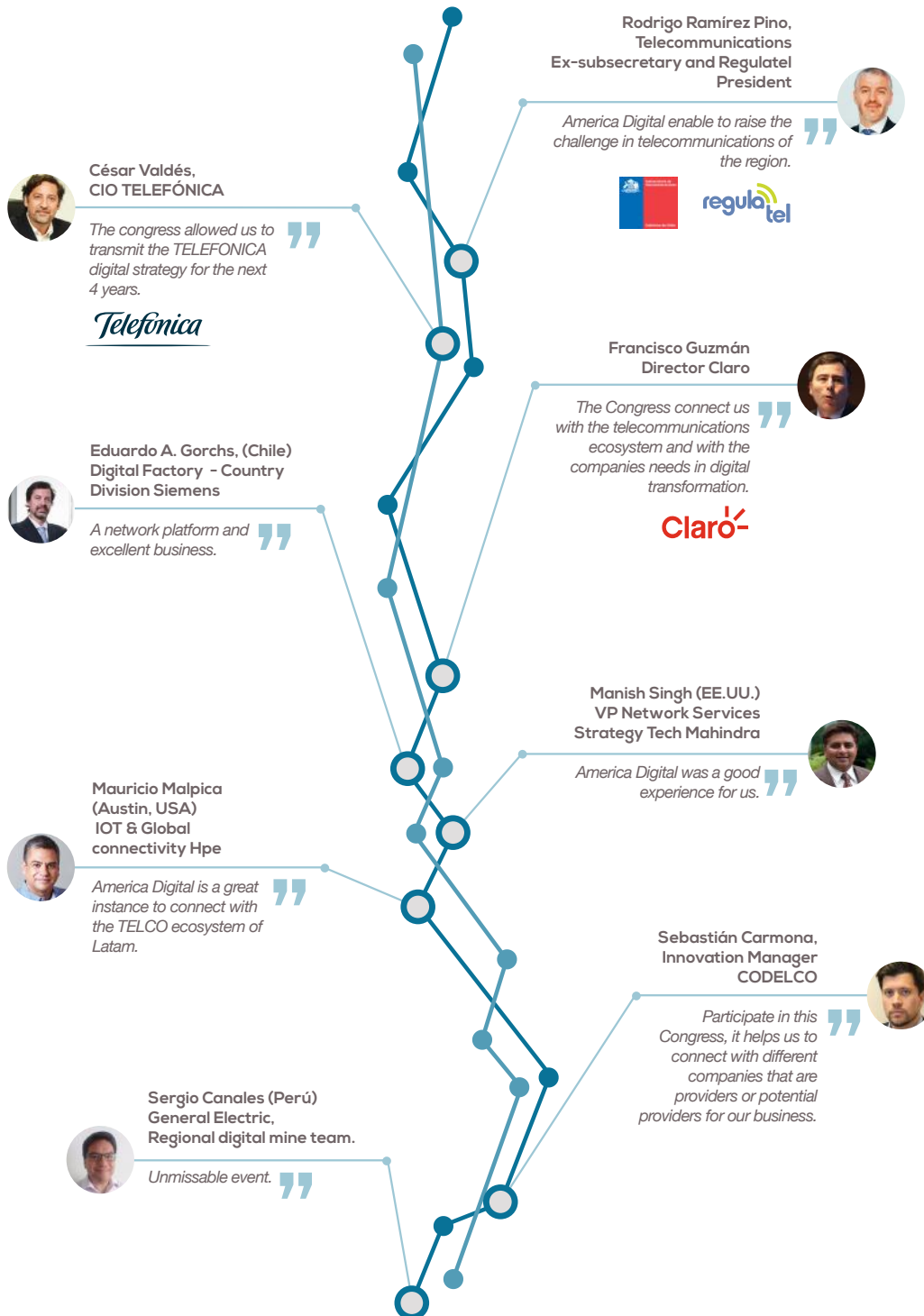
*Discover how to evaluate, select and implement innovative Together with Industry 4.0 stakeholders, discover how to evaluate, select and implement innovative Industrial AI solutions, IIOT Solutions, Industrial Metaverse, transform business models, optimize costs and create new forms of revenue in industries such as Telecommunications, Transportation, Mining, Manufacturing, Energy, Agriculture, Health, Retail, Government, Oil & Gas.*

”

*A specialized conference space where Telco leaders, #5G providers, #IOT providers, demanders of IOT solutions, operators, suppliers, regulators and the Industry 4.0 ecosystem explore success stories of IOT solutions, their future, trends, challenges and opportunities.*

”

## TESTIMONIES



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## AI, IOT & INDUSTRY 4.0

DAY 2, JUNE 19, ROOM OLMECA I , 11:00 – 18:00 hrs. (GMT-6)

TIME	AI, IOT & INDUSTRY 4.0
12:00	Acreditación y presentación del Foro 5G, IoT & Telco Forum
12:00 - 12:40	<p>Conversatorio: Infraestructura Digital: espectro, retos y oportunidades para la conectividad a 2030</p> <p>José Luis Peralta Higuera (México)                      Coordinador de Transformación Digital, IFT</p> <p>Elizabeth Peña (México)                      Head de relaciones con Gobierno e Industria, Ericsson</p> <p>#Regulación #InfraestructuraDigital #PolíticaPública</p>
	<p>12:45 - 13:25</p> <p>La evolución de las telecomunicaciones y el IoT</p> <p>Gabriel Fernandez Ayala (México)                      Director Innovacion y IOT                      AT&amp;T Business</p> <p>#ConéctATTe</p>
	<p>13:30 - 14:10</p> <p>El papel del IoT en la industria: aplicaciones beneficios y oportunidades</p> <p>José Antonio Tiburcio (México)                      Director de Innovación, New Ventures y Pequeños Agricultores para Latinoamérica                      Bayer Crop Science</p> <p>Francisco Rey                      VP Comercial y KAM para Empresas y Gobierno,                      Ericsson Telecommunications</p> <p>#IOT #Industria4.0 #AplicacionesIOT</p>
	<p>14:15 - 14:55</p> <p>Networking 1 a 1</p>
	<p>15:00 - 15:40</p> <p>Internet satelital: un actor relevante en la industria de las comunicaciones</p> <p>Daniel Losada (Estados Unidos)                      Vicepresidente de Ventas Internacionales                      Hughes</p> <p>#Hughes #InternetSatelital #ConectividadParaTodos</p>

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## AI, IOT & INDUSTRY 4.0

DAY 2, JUNE 19, ROOM OLMECA I , 11:00 – 18:00 hrs. (GMT-6)

TIME	AI, IOT & INDUSTRY 4.0 FORUM
15:45 - 16:25	Cradlepoint
16:30 - 17:10	Panel 5G/Economía 5G/Conectividad: desafíos y oportunidades de tecnología al 2030 Cindy Rayo Zapata (México) Directora Regional ASIET Luis Salazar (Costa Rica) Ex Ministro de Telecomunicaciones. Gobierno de Costa Rica Cesar Heyaime, Mobile Networks CTO para America Latina, Nokia Ernesto Piedras (México) Director General The Competitive Intelligence Unit
17:15 - 17:55	Networking 1 a 1
18:00	Cierre día 2 – C-Level 5G, IoT & Telco Forum

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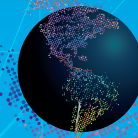
# C-LEVEL FORUM AI, ECOMMERCE & DIGITAL MARKETING

(CEOs, CDOs, CIOs, CISOs, CTOs, CMOs)

*#AIMarketing #Martech #MobileMarketing #DigitalAdvertising #SEO  
#SEM #InboundMarketing #GrowthHacking #SocialSelling #SMSMarketing  
#CRM #Analytics #CX #UX #OnlineConversion #Omnichannel #eCommerce  
#eLogistics*

# C- LEVEL FORUM AI, eCOMMERCE & DIGITAL MARKETING

(CEOs, CDOs, CIOs, CISOs, CTOs, CMOs)



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## C-Levels AI, eCommerce & Digital Marketing

- “Latin America is one of the regions in the world that most has increased its investment in digital advertising/marketing, surpassing \$20 billion, and one of the regions with the highest use of social media” (Ref. eMarketer).
- Since the pandemic and due to changes in consumer behavior, companies have strongly opted for the implementation of eCommerce and increased their investment in eCommerce marketing, understood as marketing investments aimed at generating sales through electronic transactions.  
“In the financial sector, digital sales exceed 70%, eCommerce sales in the Restaurant/Food sector have reached 25%, Health/Home 30%, and transportation logistics providers declare that one-third of their orders were originated by eCommerce purchases.” (Ref. Comscore)
- The growing increase in digital marketing and eCommerce in the region has resulted in increased investment in marketing automation softwares (Martech) and Artificial Intelligence applied to marketing.
- In this context, CEOs, CMOs, eCommerce Directors, and Digital Marketing Directors have seen how today’s marketing requires the integration of new marketing strategies and tactics, advertising integrated with technology, software, ERPs/CRMs, Big Data, Analytics, and Artificial Intelligence to achieve 360-degree, personalized, omnichannel strategies that cover the entire purchase process, from awareness to conversion, retention, and customer loyalty.

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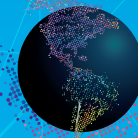


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# C- LEVEL FORUM AI, eCOMMERCE & DIGITAL MARKETING

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## AMERICA DIGITAL

**Join the IA, e-Commerce & Digital Marketing Forum America Digital to share, along with 5000+ CMOs, CDOs, marketing professionals, advertisers, eCommerce experts, and Martech specialists, the trends, current best global practices, and experiences on:**

- Best management practices to align the Marketing and eCommerce areas with the technology and corporate areas. Interaction between the CMO, CDO, CTO, or CIO?
- Trends in Content Marketing and the use of AI in Digital Marketing.
- AI and Video Marketing.
- The future of AI assistants in conversational eCommerce.
- Global best practices in B2C and B2B Inbound Marketing.
- Updates in SEO/SEM.
- SMS Marketing.
- What's working in email marketing in 2025?
- Best technologies for the automation and integration of the entire digital marketing and eCommerce process.
- Discover how artificial intelligence drives personalization and improves customer interaction, transforming their shopping experience. The era of AI applied to conversational eCommerce.
- Strategic and operational keys for the creation of ADS and campaign optimization on social networks (Facebook Ads, Instagram Ads, LinkedIn ADS, TikTok Business).
- Innovation and logistics in eCommerce.

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# C- LEVEL FORUM AI, eCOMMERCE & DIGITAL MARKETING

(CEOs, CDOs, CIOs, CISOs, CTOs, CMOs)



## C- LEVEL FORUM AI, eCOMMERCE & DIGITAL MARKETING

June 18<sup>th</sup>, 9:00 – 19:30 hrs. (GMT-6)

	TIME	AI, eCOMMERCE & DIGITAL MARKETING
	9:00	Opening by the President of the eCommerce and Digital Marketing Committee
	10:00-10:40	How Artificial Intelligence Drives Personalization, Increases Conversion, and Improves Customer Interaction by Transforming Their Shopping Experience #AI #CX
	10:45-11:25	Learn to Design Your Own Personalized GPTs for Creative Content Creation to Optimize Your ADS Campaigns, Without Forgetting the Human Touch #ADS #AI
	11:30-12:10	How to Automate Digital Marketing/eCommerce Campaigns from Acquisition to Purchase, Re-Purchase, and Loyalty #MarketingAutomation
	12:15-12:55	SEO Updates for 2025 and the Use of AI in SEO #SEO
	13:00-13:40	What's Working in Email Marketing in 2025? #eMailMarketing
	13:40-14:55	Advantages and Disadvantages of Payment Systems for eCommerce in Latin America
	15:00-15:40	Trends in Facebook, Instagram ADS, and WhatsApp Marketing Campaigns
	15:45-16:25	Advanced Strategies in LinkedIn ADS for B2B Campaigns
	16:30-17:10	The Secret of B2B Branding in Online Advertising
	17:15-17:55	Reinventing Customer Relationship Management with Intelligent CRMs, Big Data, and AI
	18:00-18:30	Innovations in Last-Mile e-Logistics How to Manage Logistics for Global Sales?
	18:30-19:00	Innovative Solutions in International Logistics and Strategies to Optimize the Cross-Border Supply Chain
	19:00-19:30	Closing of the IA, eCommerce & Digital Marketing Forum

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¿Qué es el Blockchain?



# CONFERENCE ON BITCOIN, BLOCKCHAIN & WEB3

#Bitcoin #Blockchain #Web3 #DeFi #dAPPs  
#DAOs #OpenFinances

## BITCOIN, BLOCKCHAIN & WEB3 CONFERENCE

- **"Bitcoin's price between 2016-2017 ranged from US\$ 600 to US\$ 4000. Today, in 2024, it has been between US\$ 49,000 to US\$ 74,000 approximately, representing over a 1000% appreciation in recent years, with projections placing Bitcoin's price by 2030 between US\$ 1-10 million."**
- **"Blockchain technology has the potential to create value in the global economy of over US\$ 1.76 trillion" Ref PWC Digital.**
- **"10% of the global GDP will be secured using Blockchain technology by 2027" (Ref Deloitte).**
- **"The market projections for dAPPs is that it will grow from US\$10.52 billion to US\$368 billion by 2027" (Ref MarketandMarkets).**

Within the America Digital Congress, the Latin American Conference and Expo on Bitcoin, Blockchain & Web3 will be held.

The conference will address the philosophical aspects behind Bitcoin, its impact on human freedom, political, economic, and legal aspects of this new monetary system. Its use as a refuge against inflation, as a "store of value," and investment. It will also cover the technical aspects of Bitcoin, the application ecosystem being developed around Bitcoin, and the applications of Blockchain technology in different industries from Banking, Open Finance, Retail, Health, Entertainment, Manufacturing, Supply Chain.

Maximize your networking, exchange of experiences by participating in the Expo, 1 to 1 Meetings, and Specialized Conferences. The conferences are aimed at individuals who wish to build their sovereignty, financial freedom, individual investors, institutional investors, CFOs, solution providers from the Bitcoin, Blockchain, , Developers, and stakeholders of the Web3 Ecosystem.

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## BITCOIN, BLOCKCHAIN & WEB3

June 18<sup>th</sup>. 9:00 – 19:30 hrs. (GMT-3)

TIME	AMERICAN CONFERENCE ON BITCOIN, BLOCKCHAIN & WEB3
 9:00-9:40	Why Bitcoin is the most perfect monetary system built by the human race? Its implications for individual financial freedom and use as a “store of value.” #HardMoney
 9:45-10:25	Best strategies and methodologies for long-term Bitcoin investment. #InvestmentStrategies
 10:30-11:10	What does the approval of Bitcoin ETFs mean for individual and institutional investors? #Macroeconomics
 11:15-11:55	How will Banks, Fintech, and traditional financial institutions integrate with Bitcoin? What to expect from 2025 to 2030?
 12:00-12:40	Bitcoin on the Balance Sheet, How companies are using Bitcoin as a financial treasury asset? #CorporateFinance
 12:45-13:20	Best practices for safeguarding your Bitcoins. Hot Wallet, Cold Storage, Multisign?
13:20-14:00	1 on 1 Networking
 14:00-14:40	The future of Retail Banking will be possible thanks to Bitcoin and Lightning
 14:45-15:25	Evolution of Bitcoin Mining and its implications in the ecosystem #BitcoinMining
 15:30-16:10	Real applications of Blockchain in Latin America. #UseCases
 16:15-17:55	Developments of Web3 and dAPPs in Latin America #WEB3
 18:00-18:40	Cybersecurity & Web3
18:40-19:00	Closing of the Latin American Conference on Bitcoin, Blockchain & Web3

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# EXPO CONFERENCES AMERICA DIGITAL

Discover success cases and meet with the providers that can help you optimize your management, marketing, sales and business process through #Digitaltransformation.





At the Expo Conferences, global and local tech companies from EXPO AMERICA DIGITAL present their companies, products, services, benefits, advantages over competitors and success stories.

- You will obtain strategic and operational keys from the main technological suppliers to adopt their technologies to improve your business.
- It is a meeting point between suppliers and demandants.

The Expo Conferences are open to all public attending EXPO AMERICA DIGITAL.

## EXPO CONFERENCES

JUNE 18<sup>th</sup> , 15:00-19:00 hrs.

Time	Agenda Expo Conferences
 3:00 pm - 3:40 pm	<b>«How the World's Most Valuable Brands Deliver Great Customer Experiences».</b> <b>#CustomerExperience #IA</b>
 3:45 pm - 4:25 pm	<b>«2020 Is an Inflection Point for Media and Data: How to navigate what is to come?»</b> <b>#BigData #Marketing</b>
 4:30 pm - 5:10 pm	<b>«The Future of Work and sales with #IA. What is the impact of AI on the sales processes?»</b> <b>#IA #Sales</b>
 5:15 pm - 5:55 pm	<b>«BIG DATA &amp; IA: An imminent threat or an urgent opportunity?»</b> <b>#BigData #IA</b>
 6:00 pm - 6:30 pm	<b>Closing Day 1 – Expo Conferences.</b>

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## EXPO CONFERENCES DAY 2.

JUNE 19<sup>th</sup>, 09:30-19:00 hrs.

	Time	Agenda Expo Conferences
	8:30 am - 9:00 am	Accreditation and Reception.
	9:00 am - 9:40 am	«Real operational impacts of the new data protection law». #DataProtectionLaw #GDPR
	9:50 am - 10:30 am	«A look at the future of 5G technology and Edge Computing». #5G #EdgeComputing
	10:40 am - 11:20 am	«Recipe for Digital Transformation in Latin America». #Telecom #DigitalTransformation #Cloud
	11:30 am - 12:10 pm	«Transforming data into business assets». #BigData #BI
	12:20 pm - 13:00 pm	«Impact of Intelligence Automation into the Business processes»
	13:10 pm - 13:50 pm	«Learn about the tax opportunities and benefits that Zona Franca Bogota offers for the ICT and 4.0 industry». #ZonaFrancaBogota
	13:50 pm - 14:00 pm	Closing DAY 2 EXPO CONFERENCES.
	14:00 pm - 19:00 pm	NETWORKING.

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## TICKETS CATEGORIES AND RIGHTS



TICKET CATEGORY (Rights)	 BUSINESS EXECUTIVE	 BUSINESS EXECUTIVE ONLINE
Physical access and Online access to all Congress activities	✓	
Online access to all Congress activities from our exclusive platform	✓	✓
1 to 1 meetings	✓	✓
Own profile and Avatar in the Congress	✓	✓
EXPO DIGITAL	✓	✓
INTERNATIONAL SEMINAR	✓	✓
C-LEVEL AI, DIGITAL TRANSFORMATION FORUM	✓	✓
C-LEVEL AI, DIGITAL BANKING & FINTECH FORUM	✓	✓
AI, IOT & INDUSTRY 4.0 FORUM	✓	✓
C-LEVEL AI, E-COMMERCE & DIGITAL MARKETING	✓	✓
BITCOIN, BLOCKCHAIN & WEB3 FORUM	✓	✓
VENTURE CAPITAL & PRIVATE EQUITY FORUM	✓	✓
PARTNER PROGRAMS	✓	✓
EXPO CONFERENCES (Success cases)	✓	✓
Access to the event APP with search and 1 to 1 meeting features	✓	✓
AMERICA DIGITAL ONLINE NETWORK MEMBERSHIP and profile included at no cost for 3 Months (standard value US\$ 190 / per year). With your membership in America Digital Network ( <a href="https://network.america-digital.com">https://network.america-digital.com</a> ) you can connect online with previous attendees to past Congress and view over 200 Conferences en format Video On Demand (VOD) from the previous Congresses.	✓	✓
Closing Party	✓	✓
<b>TICKET PRICE p/p</b>	<b>US\$ 740</b>	<b>US\$ 240</b>

TICKETS AVAILABLE



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\* Agenda subject to modifications.  
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## CONTACT AN EXECUTIVE

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## AMERICA DIGITAL CONGRESS 2025 CLOSURE PARTY

JUNE 19<sup>TH</sup>, 19:30-22:00 HRS.



To end the 10<sup>th</sup> American Congress of Business & Technology, America Digital 2025, we will have the Official Closing Party of the Congress, a networking activity with **the HARRISON TRIO Live Group**, which is formed by F. Harrison (Guit. & Voc.), E. Grez (Drums), and G. Catalán (Bass).

**Harrison Trio** fuses styles of rock, blues, jazz and folk. With the experience of having performed in diverse countries like France, England, Chile, Spain, Brazil, Germany and the United States. The group focuses on the interpretation of their own compositions, along with review some classic blues and rock.

Currently the group has completed their second studio album, which also contains only original compositions (2016/2017), which will play in the Closing party.



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# AMERICA DIGITAL MÉXICO

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## **CONTACT**

[info@america-digital.com](mailto:info@america-digital.com)

**Tel:** +1 786 857 5663