



Programa



13:30

Acreditación Recepción de asistentes.

14:00 - 14:10

Welcome

Francisco Vázquez (3gSG) & Manuel Medina Presidente APAFAM

14:10 - 14:35

Conversation 01

Ignacio Pérez //// Cultura de innovación en Google

14:35 - 15:00

Conversation 02

Edwin Jaen //// Sinergia cultural: Enfrentando los retos de cara al futuro

15:00 - 15:25

Conversation 03

Case Study //// Microsoft / Carolina Huertas

15:25 - 15:50

Conversation 04

Antonio Heras //// How it's made: Workplace transformation

15:50 - 16:05

Coffee Break

16:05 - 16:30

Conversation 06

Case Study //// Western Union / Bryam García

16:30 - 17:20

Panel corporativo

Moderador: Francisco Vázquez (3g Smart Group)

Participantes: Alex Petrosky (Inversiones Bahía), Enrique Ortiz (BAC Panamá), Oscar Centeno (CITI), Aida Londoño (Banco General), José Luis Quiroga (Banistmo), Raúl Romero (Banistmo)

17:20 - 17:45

Conversation 07

Alejandro Castillo //// Sensemaking Innovation

17:45 - 18:00

Thank you Cierre. Francisco Vázquez (3gSG) & Manuel Medina Presidente APAFAM

18:00

Networking

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Business Park - Host



Procter & Gamble - Host Partner



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