



...brings us together

FELTi 2014 LATINOAMÉRICA

INFORMATION TECHNOLOGY LEADERS
AND BUSINESSMEN FORUM

HAVANA
MAY
19TH-21ST
THEORETICAL
EVENT

VARADERO
MAY
22ND-23RD
EXCHANGE
MEETINGS
(NETWORKING)

The Organizing Committee is pleased to invite you to attend FELTi 2014, an original and unique event in Latin America, which reached more than 20 business cooperation agreements in its 2013 edition, and this time is aimed at:

- Establishing networking to guarantee access to technology and markets.
- Fostering opportunities for exchange among participants, identification of problems of the sector in Latin America as well as planning joint strategies for solutions.
- Knowing about success stories at first hand from the main leaders and customers of Latin American IT companies.
- Establishing the Latinatec award for enhancing prestige and regional recognition for excellence results achieved by the companies from the Latin American software industry.
- Fostering a collaboration and integration spirit in Latin American countries, using the companies' vehicle in building a self-reliant and competitive IT market.
- Introducing the companies from the Cuban Software Industry in Latin American IT market.
- Developing, as part of the event's program and through tourism, activities that allow foreign participants to learn about the history, customs and culture of the host country: Cuba.

www.felti.org

PARTICIPATE: inscripcion@felti.org



15 minutes from Airport
and 30
minutes from
downtown.



CITI Convention Center

Trendy auditorium
and meeting rooms.



FACILITIES FOR THE MEETING

- Hotel-meeting-hotel transfer
- Audiovisual presentations
- Internet (Wi-Fi)
- Food service

CITI

Complejo de
Investigaciones
Tecnológicas Integradas

(Integrated Technology Research Center)

It is located at the Polytechnic University of Havana / CUJAE

PROGRAM OF ACTIVITIES

		Day 1				Day 2				Day 3			
		Plenary Hall	Aux room 1	Aux room 2	Meeting rooms	Plenary Hall	Aux room 1	Aux room 2	Meeting rooms	Plenary Hall	Aux room 1	Aux room 2	Meeting rooms
Opening ceremony	9:15 a.m.	★											
Keynote speech/ Plenary session	09:15-11:00 a.m.	👤				👤				👤			
BREAK	11:00-11:15 a.m.	BREAK				BREAK				BREAK			
Thematic panel	11:20-12:20 p.m.		👥	👥			👥	👥	👥	👥	👥	👥	
Round of Negotiations	12:25-1:25 p.m.								👥			👥	
Special presentations						★				★			
LUNCH	1:30-2:30 p.m.	LUNCH				LUNCH				LUNCH			
Plenary conference	2:40-3:40 p.m.	👤				👤				👤			
Thematic Panel/ Special presentation			👥	👤			👥	👤			★	👤	
Round of Negotiations	2:40-4:30 p.m.				👥				👥				👥
Workshop/ Close of the Event -Conclusions	3:45-4:30 p.m.		👤	👥			👤	👥		★			
4:30 p.m.		SESSION CLOSE				SESSION CLOSE				SESSION CLOSE			
7:00 p.m.		Welcome activity				LATINATEC Awards ceremony				Closing ceremony			

FORMS OF PARTICIPATION



Conferences



Thematic panels



Workshops



Special presentations



Round of negotiations



Activities

Industry, business, context

1. The internationalization of the industry as common challenge. Learning cases.
2. The experience of companies regarding market positioning in the region.
3. Companies from other regions and their work in Latin America.
4. The market for international IT services in relation to the potential of the region. Human Capital:
 - a. The phenomenon of skilled migration, major sources and destinations.
 - b. Harnessing diasporas, return strategies
 - c. Linking University / Research Institutes / Companies.
 - d. Technology Parks.
5. New technology trends vs. adaptability in business.
 - a. New technology trends, change in business approaches (cloud computing, SAAS, mobility, virtualization, social networking).
 - b. Business strategies to adapt to technological changes.
 - c. Redesign of companies in order to remain in the market.
 - d. Factories and tech assembly plants in the market.
6. The challenge of business integration in the region:
 - a. Role of Chambers of Commerce and Trade Associations in the region.
 - b. Business success stories on projects that integrate several companies in the area.
 - c. Use of existing regional institutions as a way of promotion and growth of domestic companies.
7. How to sell software and informatics services. Advice from non-technical buyers.

IT in business

1. A key decision for business: the choice of business software platforms.
2. IT services Outsourcing and Offshoring.
3. Is software a service or a product? Who it is used for?
4. Business is going very fast, software development is slower. How to match them?
5. Coordination between the needs of organizations in relation to IT professionals and professional training.
6. How to implement quality management and knowledge of SMEs in the interests of the business.
7. Knowledge-based organizations and services, a new production paradigm.
8. Knowledge management as a process to support the growth of medium enterprises.
9. A proper and successful management of projects to implement systems in medium maturity enterprises.
10. Guidelines for ERP-CRM-BPM application systems.

IT in education

1. Massive access to contents: MOOC (Mas-sive Open On Line Course).
2. Play and Learn: the experience of taking the classroom to the Internet.
3. Coordination between university and industry.

Governments and IT

1. Experiences of governmental policies of support to local industries with positive outcomes.

Futurism in IT

1. IT development.
2. IT companies.
3. Future for IT.
4. Trends.

Being a sponsor of FELTi is an opportunity for international positioning, customer loyalty and prestige among the business community of interest.

The organizers created 24 different sponsorship choices, grouped in different ways, which will allow you to carry your message by different means.



DIAMOND



EMERALD



SAPPHIRE



RUBY

LaTinatec



The FELTi 2014 Organizing Committee established the Latinatec award as recognition of organizations, companies and individuals who contribute to the knowledge and industry growth.

This award gives the opportunity to assess the work done by the candidate while he/she is recognized by the Latin American community. Application is, by itself, a rewarding experience that nurtures the desire to show the contribution of value that an institution, a company, a team or a person performs to the industry and the community in which they are involved.

The spread of the nominated candidates, contestants, finalists, three-candidate groups (ternas) and winners, provides opportunities for positioning and relationship as few activities in the industry do. As a result, participating in the Lati-natec award enriches the professional development of the contestants and increases their visibility.

Sponsor according to your goals

Sponsors are the gems of the event. The public appreciates their color, brightness, shape. Its value is unique and each shines with own light among the other companies. Therefore, we have chosen four precious stones valued at all times in order to identify them.

Categories

The categories for the competition will be defined each year by the Jury and they will vary according to the experiences gained and to changes in the technology market. The categories for the 2014 edition are:

1. Educational Innovation.
2. Computer Entrepreneurship.
3. Computer Solution:
 - a. Business Solutions.
 - b. Ecommerce Solutions.
 - c. Logistics solutions.
4. Quality of implementation, which will present awards in the following subcategories:
 - a. Implementation in services.
 - b. Implementation in manufacturing and distribution.
 - c. Implementation in distribution.
 - d. Implementation in primary production (natural resource industries).

BE A CANDIDATE:

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Travel and stay facilities with tour operator

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- Zahily Delgado



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