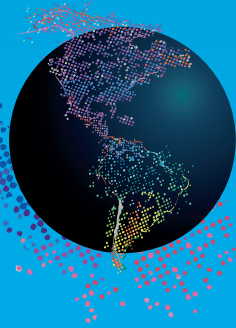


10TH ANNIVERSARY



AMERICA
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10th America Digital

Latin American Congress of AI, Business & Technology

April 2-3, 2025 · Espacio Riesco, Santiago, Chile



+5000
ATTENDEES



+200
BOOTHS



+50
COUNTRIES



+2000
1-TO-1
MEETINGS



+100
CONFERENCES

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



WHY ATTEND THE 10TH AMERICA DIGITAL CONGRESS 2025?

10 BENEFITS TO ATTEND.



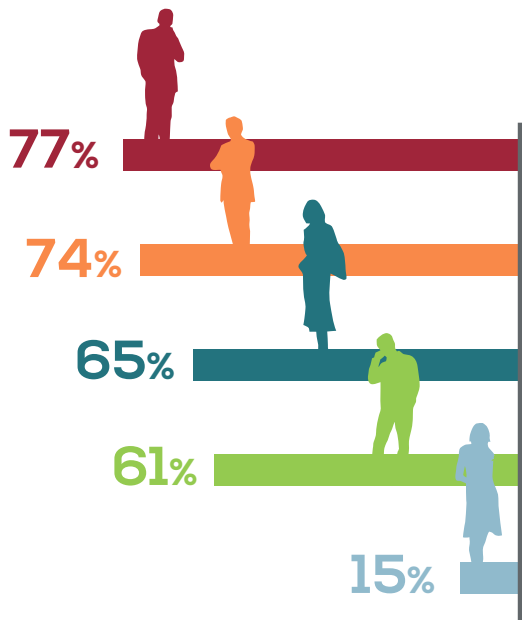
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WHY TO ATTEND THE 10TH AMERICA DIGITAL CONGRESS 2025?



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 CONGRESS TESTIMONIALS




Liu Fei (México)
Presidente Latam Huawei



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
Mastercard

Un evento espectacular para hacer negocios con el ecosistema Fintech y Banca ”



Fernando Velasquez (México)
CIO Walmart



Incredible level of Speakers ”

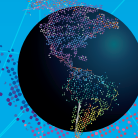
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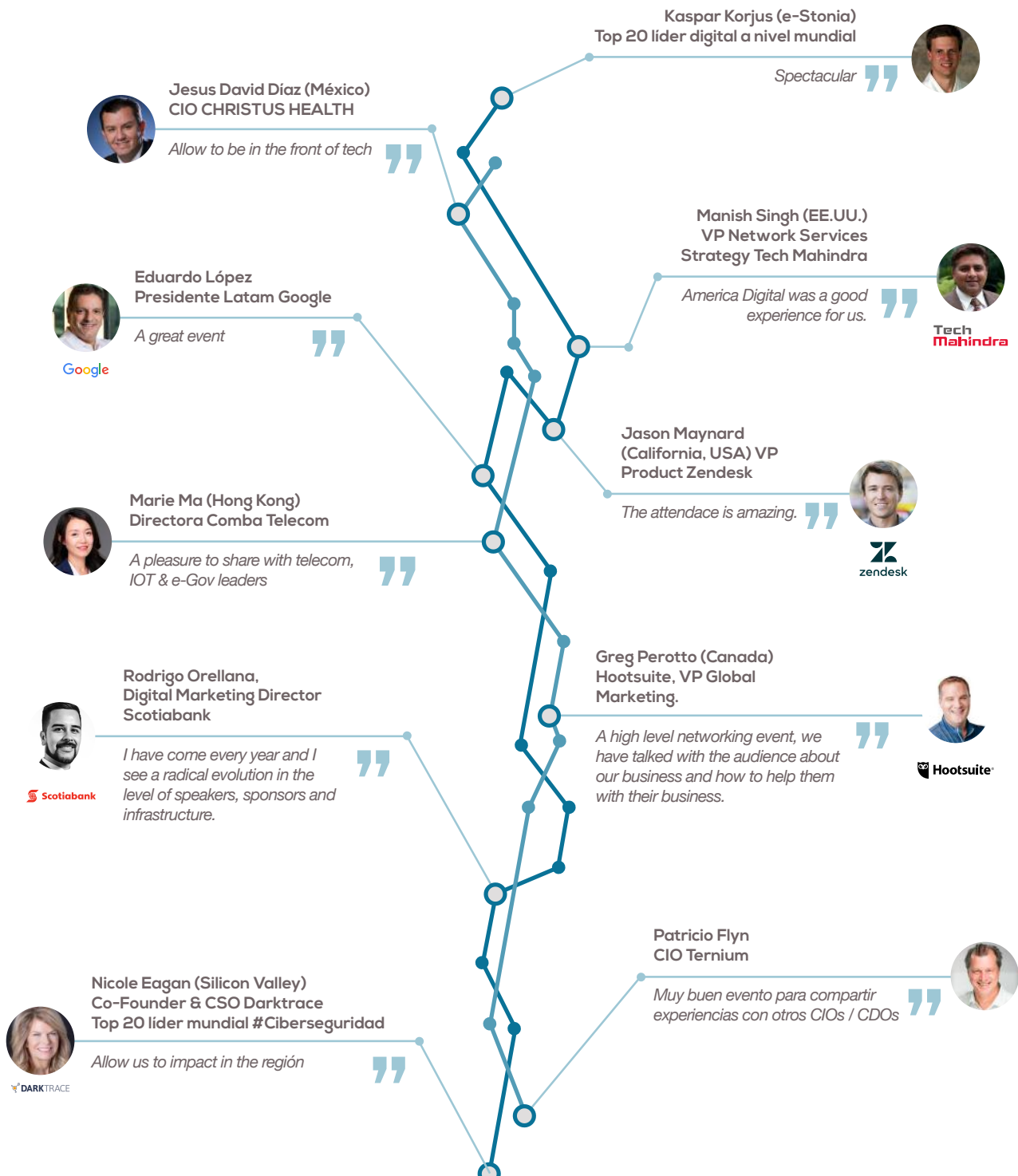
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OFFICIAL AMERICA DIGITAL CONGRESS VIDEO



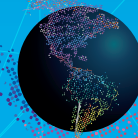
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¿ARE YOU A BUSINESS OR DIGITAL TRANSFORMATION LEADER IN YOUR ORGANIZATION?



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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
10TH AMERICA DIGITAL CONGRESS 2025



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



*10,000 m² of networking and
business.*

10th America Digital Congress 2025 is a 10,000 m² 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.

10th America Digital Congress 2025 allows you to find inspiration, strategic insights, meet with VPs and global experts and do more business in two days than in a year through its activities.

1. **Trade show America digital & Conferencias Expo.**
2. **Seminario International Seminar**
3. **1 to 1 Networking**
4. **5 specialized Forums**
 - 4.1 C-Level Forum AI & Digital Transformation
 - 4.2 C-Level Forum AI, Fintech & Digital Banking.
 - 4.3 AI, IOT & Industry 4.0.
 - 4.4 C-Level Forum AI, Ecommerce & Digital Marketing
 - 4.5 Latin American Conference on Bitcoin, Blockchain & Web3
5. **Partner Programs.**
6. **App 1-to-1 Networking**
7. **Closing Party**

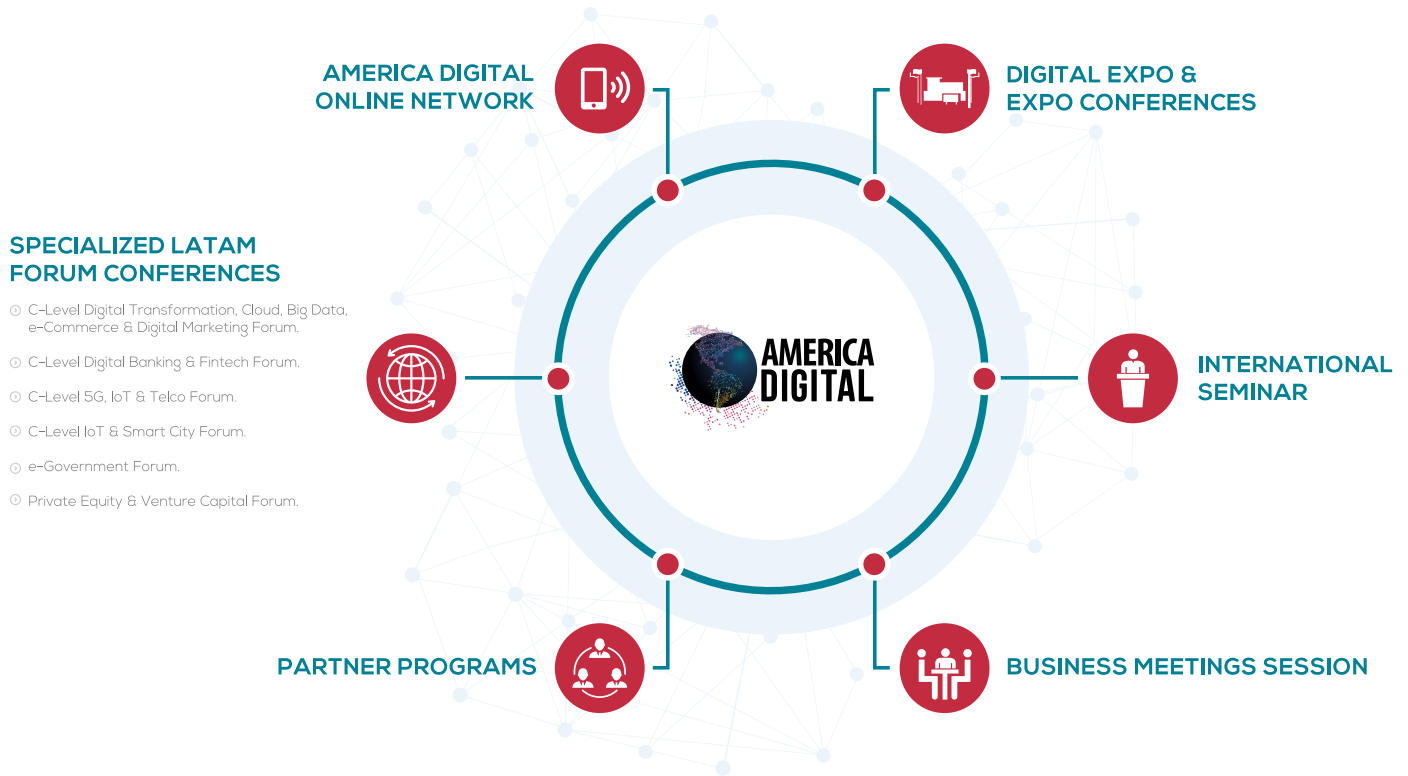
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Fig 1: Structure of 10th America Digital Congress 2025



10th America Digital 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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MEDIA PARTNERS



MEDIA & PARTNERS ORGANIZATIONS



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GENERAL PROGRAM



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GENERAL PROGRAM

TWO DAYS OF INSPIRATION, EXPERIENCES,
NETWORKING & BUSINESS.



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TELECOM, ICT, IOT, AI, MOBILE, CLOUD, BIG DATA, FINTECH, BLOCKCHAIN, WEB3, e-COMMERCE & DIGITAL MARKETING.



DAY 1: April 2	ROOM	TIME
Accreditation and reception	A Zone	8:00 - 8:45 hrs.
Opening and International Seminar	Saloon I	9:00 - 13:00 hrs.
Business Meeting Session	Individual virtual meeting room	15:00 - 19:00 hrs.
Expo America Digital	Booths Zone	10:00 - 19:00 hrs.
C-Level AI, Digital Transformation Forum A	Saloon II	15:00 - 19:00 hrs.
C-Level Digital Transformation Forum B	Saloon III	15:00 - 19:00 hrs.
C-Level AI, Digital Banking & Fintech Forum	Saloon IV	15:00 - 19:00 hrs.
Expo Conferences	Saloon IX	15:00 - 19:00 hrs.

DAY 2: April 3	ROOM	TIME
Expo America Digital	Booths Zone	10:00 - 19:00 hrs.
Business Meetings Session	Individual virtual meeting room	10:00 - 19:00 hrs.
C-Level AI, Digital Transformation Forum A	Saloon II	9:00 - 19:00 hrs.
C-Level Digital AI, Banking & Fintech Forum	Saloon III	9:00 - 19:00 hrs.
C-Level Forum AI, e-Commerce & Marketing Digital	Saloon IV	9:00 - 19:00 hrs.
Latin American Conference on Bitcoin, Blockchain & Web3	Saloon V	9:00 - 19:00 hrs.
AI, IOT & Industry 4.0 Forum	Saloon VII	9:00 - 19:00 hrs.
Expo Conferences	Saloon IX	9:00 - 19:00 hrs.
Ceremony and Official Closing Party	Saloon XI	9:00 - 19:00 hrs.



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TICKETS

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 (https://network.america-digital.com) 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	✓	✓
TICKET PRICE p/p	US\$ 740	US\$ 270

TICKETS AVAILABLE



[BOOK YOUR TICKET HERE](#)

* 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.

CONTACT AN EXECUTIVE

info@america-digital.com
Phone: + 56 2 2204 2034

TICKETS ARE LIMITED. RESERVE TODAY.

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AMERICA DIGITAL EXPO 2025

April 2-3, 10:00-19:00 hrs,
Espacio Riesco · Santiago, Chile

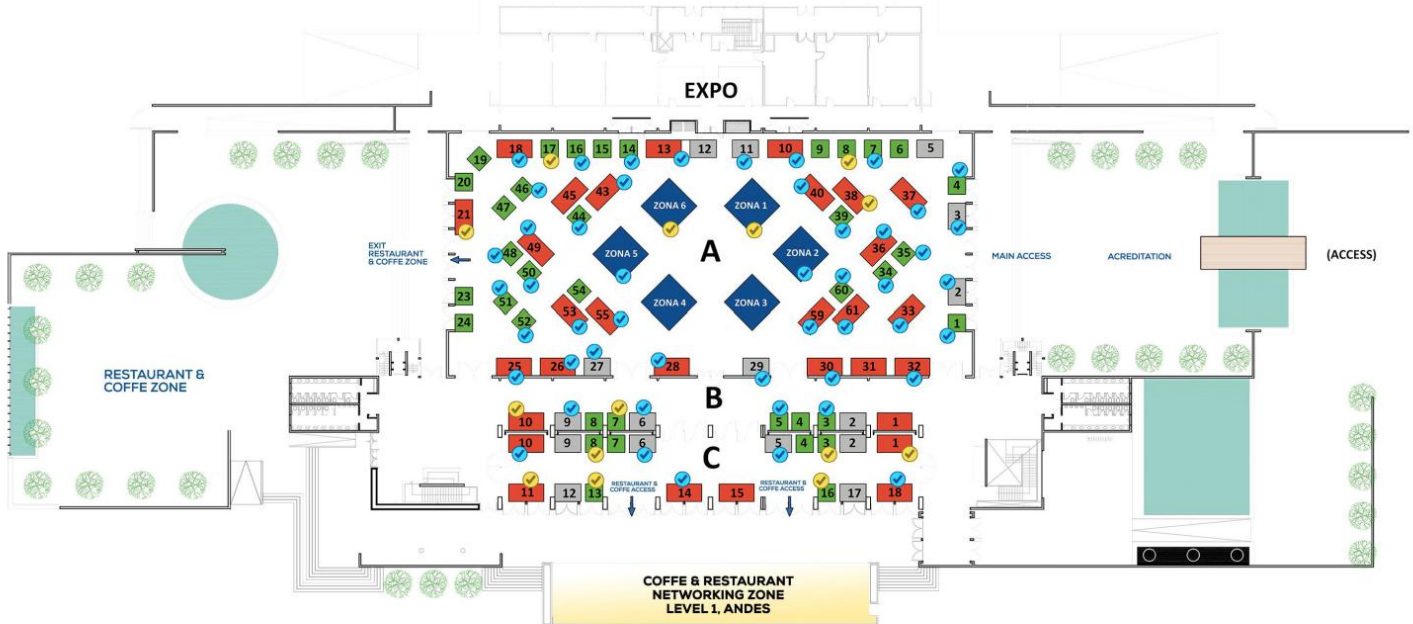


*Connect with + 200 global /
local tech providers*



FLOOR PLAN AMERICA DIGITAL 2025

April 2-3 · 10:00-19:00 hrs, Espacio Riesco, Santiago.



A

Blue	ZONES 360 4,5X4,5 Mts	6 UN
Green	2X2 Mts	10 UN
Grey	3X2 Mts	7 UN
Red	4X2 Mts	11 UN
TOTAL: 28 BOOTS		

B

Blue	ZONES 360 4,5X4,5 Mts	0 UN
Green	2X2 Mts	12 UN
Grey	3X2 Mts	13 UN
Red	4X2 Mts	13 UN
TOTAL: 38 BOOTS		

C

Blue	ZONES 360 4,5X4,5 Mts	0 UN
Green	2X2 Mts	13 UN
Grey	3X2 Mts	17 UN
Red	4X2 Mts	15 UN
TOTAL: 45 BOOTS		

LEGEND

- RESERVED
- PRE RESERVED



D

Blue	ZONES 360 4,5X4,5 Mts	6 UN
Green	2X2 Mts	11 UN
Grey	3X2 Mts	13 UN
Red	4X2 Mts	8 UN
TOTAL: 32 BOOTS		

LEGEND

- RESERVED
- PRE RESERVED

AMERICA DIGITAL BUSINESS MEETINGS SESSION

+2000 meetings under specific objectives previously coordinated are held during America Digital 2023 business meetings session.

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



Mark Moss

(Silicon Valley, USA)
Top 10 Bitcoin & Macroeconomic Educator

#6thTechRevolution #Bitcoin #Sovereignty



Erika Piirmets

(Estonia)
Digital Transformation Adviser
e-Estonia Briefing Centre

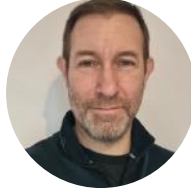
#E-stonia #DigitalSociety #e-Government



Borja Castelar

(España)
Autor | Formador | Instructor
LinkedIn Learning

#IA #SoftSkills #FutureJobs



Alejandro D'Andrea

(Chile)
CTO
Folabella

#GPT #IAGenerativa #AplicacionesIA



Rocío B. Caldi

(Argentina)
CIO Argentina, Chile & Uruguay L'Oréal

#BeautyTech #Loreal #Innovation



Fernando A. Godoy

(Argentina)
LATAM Director - IT Business Relationship Manager
L'Oréal Groupe LATAM

#BeautyTech #Loreal #Innovation



Juan Santiago

(USA)
CEO
Santex

#TechnologyWithPurpose #TheSantexTeam



Salomé Hernández

(Colombia)
Director of Local SEO Digital Projects, Partoo

#ComercioConversacional #ExperienciaDelCliente #InteligenciaArtificial



Luis Adrián Salazar

(Costa Rica)
Lider del Comité de IA ALETI

#Disrupción #SolucionesIT #TecnologíasEmergentes



Mats Wensioe

(Chile)
Transformation & Automation of Processes Manager
Banco BCI

#DigitalBanking



Diego González Gamboa

(Chile)
Founder & CEO
Defontana

#defontanaIA #IAParaTodos #DefontanaLatam



Fernando Castillo

(Argentina)
Proserve Manager LATAM
Cloudhesive

#cloudtalent #cloudhesive #innovacionenlanube



Jason Hyatt

(USA)
M Americas and President of Sales Telco Systems

#theconnectededge #edgecomputing #edgecloud



Daniel Losada

(USA)
Vice President of International Sales
Hughes

#Hughes #InternetSatelital #ComunicaciónDeRespaldo



José Chávez

(Chile)
Systems Engineer, serves as the CEO at Andean Wide

#ProcesamientoDePagos #InnovaciónFinanciera



Nicolás Pugliese

(Argentina)
CEO
Lexim Solutions

#Innovación #AI #TalentIT #StaffAugmentation



Eduardo Burgos

(Chile)
Gerente Comercial
ARKHO

#Cultura Data Driven



Andrés Luna

(Chile)
CEO
ARKHO

#Cultura Data Driven



Marcos Quezada

(Argentina)
Chief Business Development Officer Nexa

#CiberResiliencia #SeguridadEnLaNube #PrevenciónCiberataques



Kevin Guerrero Cartagena

(Colombia)
Tech Marketing Manager Bizagi

#InteligenciaArtificial #AplicacionesModernas #PlataformasLowCode



Cristian Alberto Rey Moreno

(Colombia)
ITSM Technical Consultant
ManageEngine

#UEMS #DEX #ManageEngineLATAM #DigitalExperience



Gerardo Gozzi

(Chile)
Head of Digital Transformation LATAM
Iron Mountain

#IronMountainLATAM #TransformaciónDigital #AmericaDigitalChile



Diego Ávila Acevedo

(México)
Regional Manager
Zoho

#zoholatam #zoho #zohocrm



Pedro A. Suarez

(USA)
Director of Sales
Cloudflare Latin America

#Cloudflare #SecureAI

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Marco Alexandre Moniz Branco
(Brazil)
Regional Business Development Manager
SONDA
#SmartCities
#InnovationChampsSonda



Mauricio Amaro
(México)
CIO / IT Corporate Director
Grupo IAMSA
#DesarrolloSoftware



Alejandra Mustakis
(Chile)
Top 100 Líderes de Chile
#Innovación #CrearEnChile
#Emprendimiento



Claudia Heimpell Novella
(Chile)
VPE Clientes, experiencia y Calidad Banco Santander
#Clientes #Santander
#Experiencia



Cristian Álvarez
(Chile)
CEO & Product Manager
Bombé Soluciones Internacionales
#TransformacionDigital



David Cerón
(Chile)
Director Sales - LATAM
Hitachi Vantara
#HitachiVantara
#ExperienciaHitachi



David Dove
(USA)
Vicepresidente Ejecutivo y Presidente de Servicios de Gestión de Cajeros Automáticos BRINK'S
#Financial #Partnership
#DigitalBanking



Fco Javier Vidal
(España)
Channel Manager
Atlassian .
#IA #Work #Bot



Juan Pablo Gorgati
(Argentina)
Brand Manager Atlassian
#IA #Work #Bot



Gustavo Feldman
(Argentina)
Senior Account Executive
LATAM South.
#Ciberseguridad



Juan Bello
(Argentina)
Business Head
GlobalLogic Latinoamérica.
#ChooseGL



Jaime de los Hoyos Moreno
(Chile)
Jefe del Departamento de Informática Biomédica
Clínica Alemana de Santiago
#IA #Salud #NuevasFormasAtención



José David Mantilla
(Colombia)
Former VP Digital
Tigo Colombia (Millicom)
#TransformacionDigital



José Eliseo Ramírez
(Costa Rica)
Director Software Solutions & Digital - Latam, Central America Scotiabank
#Cibersecurity #BancaDigital



Lucas Damián Patanó
(Chile)
Gerente de Innovación
BiceCorp
#Fintech
#Cibersecurity #BancaDigital



Marcus Pinheiro
(Brazil)
LATAM Regional Director
XM Cyber
#CTEM #XMCyber
#ExposureManagement



Mats Wensioe
(Chile)
Transformation & Automation of Processes Manager
Banco BCI
#Cibersecurity #BancaDigital



Mauricio Álvarez
(Chile)
Chief Product Officer
Cencosud
#Cibersecurity #BancaDigital



Rafael Gago
(Chile)
Chief Experience Officer
ProFintech
#Fintech
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Sebastián Galli
(Uruguay)
CPO
Hikko
#customersupport
#banking #ai



Sergio Edgardo García
(Chile)
CIO
ENAMI
#Minería #Innovación
#TransformaciónDigital



Elliot Wolf
Head Digital Transformation
BUPA Group.



Heidi Bauer
Directora de Data Center y Cloud Sonda.
#DataCenters #IOT
#Women4Tech



Juan Pablo Diaz
Enterprise Territory Manager,
Google Cloud Chile.
#IIOT #Cloud

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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.

INTERNATIONAL SEMINAR

APRIL 2 - 8:45 - 14:30 hrs.

Time	International Seminar Program
 08:00 am - 08:45 am	Accreditation & Reception.
 08:45 am - 09:30 am	Presidency Inauguration.
 09:30 am - 10:00 am	You don't need to be Elon Musk to innovate and disrupt an industry. How to build a digital society and economy? The world case of e-Stonia. #DigitalSociety
 10:05 am - 10:40 am	How 5G will transform society, enable new businesses that will reactivate and develop the economy of Latin America. #5G
 10:45 am - 11:25 am	Mastering the future through the power of Data. #BigData #Women4tech
 11:30 am - 12:10 pm	Sustainability: The Key to Innovation. #Innovation #Digital Transformation
 12:15 pm - 12:55 pm	Securing the New Normal: How Cyber AI Learns on the Job. #AI #Cybersecurity #Women4tech
 13:00 pm - 13:40 pm	Experience-as-a-Service: A Copernican Twist on Customer Experience. #CX #SaaS
 13:45 pm - 14:30 pm	How to Thrive With Huawei Cloud In The 5G Era. #5G #Cloud

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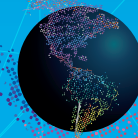
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C-LEVEL FORUM AI & DIGITAL TRANSFORMATION

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

Innovation, IT, Big Data, Cloud, SaaS, Strategy

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 Forum 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 FORUM AI & DIGITAL TRANSFORMATION

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








Innovation, IT, Big Data, Cloud, SaaS, Strategy



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C-LEVEL FORUM AI, DIGITAL TRANSFORMATION FORUM

April 2, 15:00 - 19:30 hrs.

Time	Agenda C-Level Forum Digital Transformation
 3:00 pm - 3:40 pm	«Big Data Revolution: The DATA transformation is here». #BigData #Women4tech
 3:45 pm - 4:25 pm	«State of Cybersecurity in 2020». #Cybersecurity
 4:30 pm - 5:10 pm	«Reinventando nuestro futuro a través del hackeo de nuestro negocio». #TransformaciónDigital #BusinessHacking
 5:15 pm - 5:55 pm	«DATA as enabler for digital transformation and customer experience: Impact, opportunities & challenges». #Bigdata
 6:00 pm - 6:40 pm	«The future of Work today. Transforming your company with ServicesNow». #FutureofWork
 6:45 pm - 7:25 pm	«C-Level digital transformation panel. What are the main challenges that CEOs, CIOs, CDOs are facing in their digital transformation in their organizations?» #C-Level
 7:25 pm - 7:30 pm	Closing C-Level Forum Day 1.

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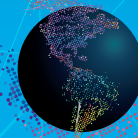
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C-LEVEL FORUM AI & DIGITAL TRANSFORMATION

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

Innovation, IT, Big Data, Cloud, SaaS, Strategy



**AMERICA
DIGITAL**

C-LEVEL FORUM AI, DIGITAL TRANSFORMATION A

APRIL 3, 08:30 - 19:30 hrs.

Time	Agenda C-Level Forum Digital Transformation
 8:30 am - 9:00 am	Accreditation and Inauguration C-Level Forum day 2.
 9:00 am - 9:40 am	«Innovation + Transformation = Evolution of organizations». #Innovation #Cloud
 9:45 am - 10:25 am	«Discover Salesforce to accelerate your business». #CRM #SaaS #Digitalselling
 10:30 am - 11:10 am	«The strategic value of digitization in times of stress and recovery». #Cloud #Analytics #BigData #Transformation
 11:15 am - 11:55 am	«How e-commerce advertising is changing the rules of the game in the media industry?». #eCommerce #PublicidadOnline
 12:00 pm - 12:40 pm	«E-Commerce Fraud Mitigation using Machine Learning». #IA #e-Commerce #Fraudprevention
 12:45 pm - 1:25 pm	«Offensive vs. Defensive AI: Battle of Algorithms». #IA #Cybersecurity
 1:30 pm - 2:10 pm	«Digital Commerce platforms have evolved to meet customer expectations».
 2:10 pm - 2:50 pm	«The key to the Adobe's Digital Transformation and the data-driven model». #BigData
 3:00 pm - 3:40 pm	«Transformational Consulting». #D #Women4tech
 3:45 pm - 4:25 pm	«Videoconferencing as the central axis of the new normal. Operational efficiency and cost savings». #VideoColaboration
 4:30 pm - 5:10 pm	«Unifying the Customer Journey with Experience Platforms». #CX
 5:15 pm - 5:45 pm	«Conversational Interfaces as new channels to reach directly and massively your clients». #CX #Women4tech
 5:50 pm - 6:30 pm	«Cybersecurity and home office». #SaaS #Cybersecutiry #RemoteWork
 6:30 pm - 7:10 pm	CISOs Discussion Panel. «What are the main challenges in Cybersecurity that we face today and will we face in 2025?» #CISOs
 7:10 pm - 7:30 pm	Closing C-Level Digital Transformation Day 2.

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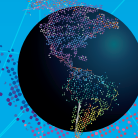


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C-LEVEL FORUM AI, DIGITAL BANKING & FINTECH

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 FORUM AI, DIGITAL BANKING & FINTECH AGEND

APRIL 2, 08:30 - 19:30 hrs.

Time	Agenda C-Level Digital Banking & Fintech Forum	
 2:55 pm - 3:00 pm	Opening Digital Banking & Fintech Forum.	
 3:00 pm - 3:40 pm	«Openbanking & the BANK as API». #Openbanking	
 3:45 pm - 4:40 pm	«Innovations and Insights in Agency Banking Success case of Fidelity Bank Ghana». #Fininclusion	
 4:45 pm - 5:25 pm	«Adapt or Die: There are no middle points for the banking industry.». #DigitalBanking #SaaSoreBanking	
 5:30 pm - 6:10 pm	«Digital banking and the new world of super Apps and the right anti-fraud strategy». #Mobilebanking #Fraudprevention	
 6:15 pm - 7:00 pm	«C-Level Digital Banking Panels. What are the main challenges and opportunities faced by CEOs, CIOs, CTOs, CDOs in digital transformation in Banking?» #C-Levels Digital Banking	
 6:55 pm - 7:30 pm	Closing day 1 – Digital Banking & Fintech Forum.	

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C-LEVEL FORUM AI, DIGITAL BANKING & FINTECH AGEND

APRIL 3, 08:30 - 19:30 hrs.

Time	Agenda C-Level Digital Banking & Fintech Forum
 8:30 am - 8:45 am	Accreditation & Reception.
 9:00 am - 9:40 am	«BLOCKCHAIN, no more proof of concept» #Blockchain
 9:45 am - 10:25 am	«Graph technology applied to investigation processes and fraud».
 10:30 am - 11:10 am	«Instant Payments, Open Banking and the need for Global Digital Intelligence – Lessons learned from a look at the evolving UK approach to fraud prevention in Digital Banking». #OpenBanking #Cibersecurity #IA #DigitalBanking
 11:15 am - 12:05 pm	«Our journey to the omnichannel and digital experience. keys to success. the experience of digital transformation in the Petersen group».
 12:15 pm - 1:20 pm	CISOs PANEL «What are the main challenges in #Cybersecurity today in Digital Banking, mobile and digital payment methods?». #Cybersecurity
 1:30 pm - 2:50 pm	NETWORKING
 3:00 pm - 3:40 pm	«Towards a Digital Bank: key concepts for digital transformation in the banking industry». #DigitalBanking
 3:45 pm - 4:25 pm	«The new age of E-commerce». #DigitalPayments #eCommerce #Women4tech
 4:30 pm - 5:00 pm	CEO PANELS BANKS. «What is the vision of the leaders of the Banks in this digital age and their role with the Fintech ecosystem?» #BancaDigital #Innovación #TransformaciónDigital
MODULO INSURTECH	
 5:05 pm - 5:45 pm	«Match Making: What makes a good partner». #Insurtech #Openinnovation
 5:50 pm - 6:25 pm	«Has COVID been an accelerator of disruption in the Insurance sector?». #Insurtech #DigitalInsurance
 6:30 pm - 7:10 pm	Insurtech Pannel/ IOT applied to the insurance industry. (Sura, Joycar, Qualitas México).
 7:15 pm - 7:30 pm	Closing day 2 – 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

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



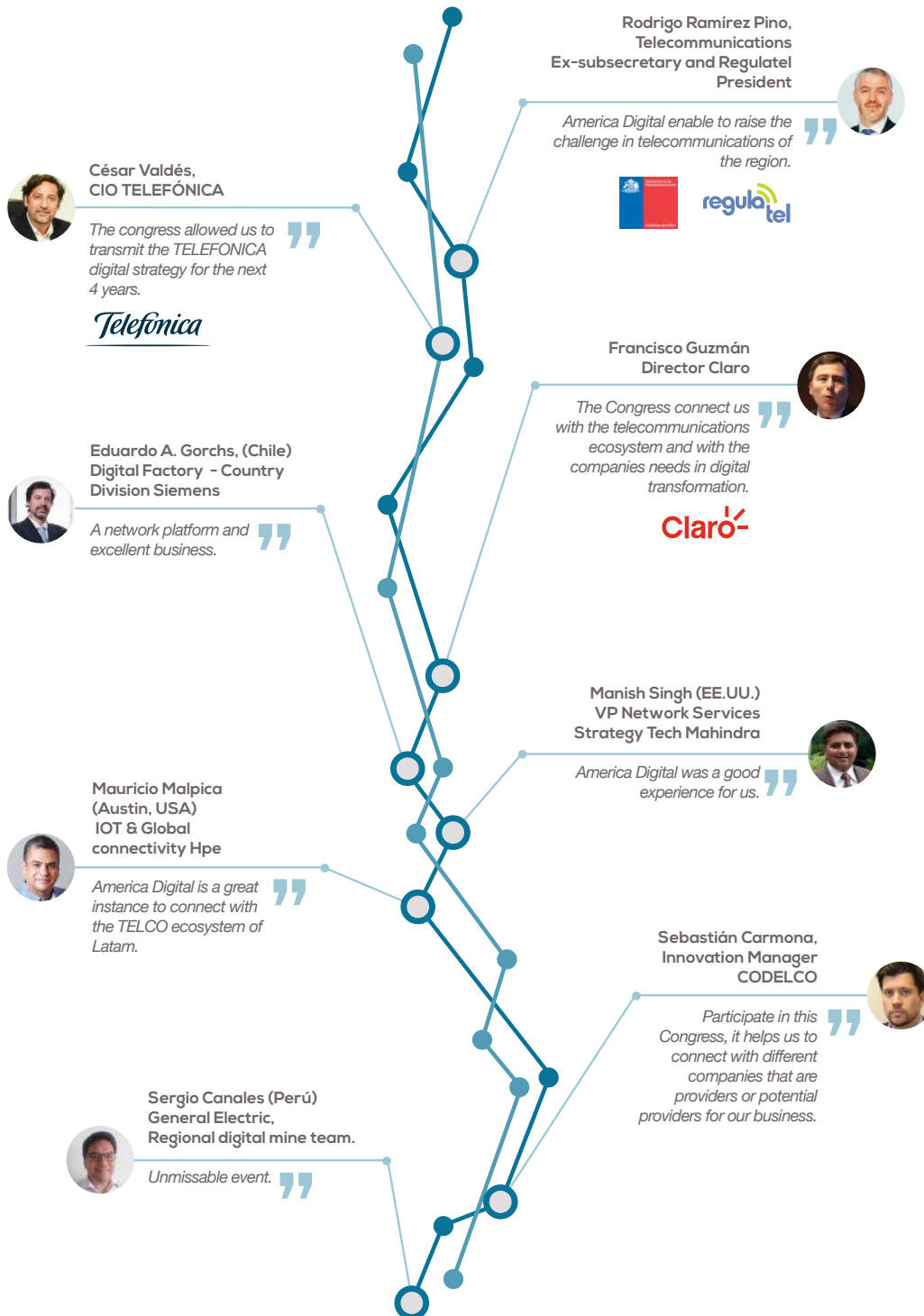
Together with Industry 4.0 stakeholders, discover how to evaluate, select and implement innovative Industrial AI solutions, IIOT Solutions, Industrial Metaverse, transform business models, optimize costs and create new forms of revenue in industries such as Telecommunications, Transportation, Mining,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



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



TESTIMONIES



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AI, IOT & INDUSTRY 4.0 FORUM

APRIL 11th, 09:00-19:00 hrs.

Time	Agenda C-Level 5G, IoT & Telco Forum
 8:30 am - 9:00 am	Accreditation and Reception.
 9:00 am - 9:40 am	«The IOT experience and digital transformation applied to one of the largest Steel production companies in the World». #Industry4.0 #IOT
 9:45 am - 10:25 am	«Why facial recognition is becoming the technology of choice for private enterprises as well as for public safety for cities and governments?». #5G #Telecom #IOT #FacialRecognition #SmartCities #Women4Tech
 10:30 am - 11:10 am	«The future of Data Centers». #DataCenters #IOT #Women4tech
 12:00 pm - 12:40 pm	PANEL 5G – «¿5G in Latin America?» #5G
 12:45 pm - 1:25 pm	«How to generate viable business models to monetize IOT solutions in 5G?». #5G
 1:30 pm - 2:10 pm	Pannel: Telco Leaders. «Challenges and opportunities of the Telecommunications industry in Latin America towards # 2020». (America Móvil, Digicel, Tigo, Antel)
 2:10 pm - 2:55 pm	NETWORKING.
 3:00 pm - 3:40 pm	«Digital Company: integrating virtual and real environments for a unique competitiveness». #IOT #IIOT #Industrias4.0
 3:45 pm - 4:25 pm	«Red Salud and Google Cloud: Accelerating digital transformation in medicine». #IIOT #Cloud
 4:30 pm - 5:30 pm	Panel IOT & IIOT Leaders in Latin America. «Main challenges and opportunities in the implementation of IOT solutions in your organizations?».
 5:30 pm - 6:00 pm	Closing – 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)



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



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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

April 3, 9:00 – 19:30 hrs. (GMT-3)

	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?


BINANCE

LATIN AMERICAN 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

April 3, 9:00 – 19:30 hrs. (GMT-3)

TIME	LATIN 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.

AGENDA EXPO CONFERENCES

APRIL 2 , 15:00-19:00 hrs.

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

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EXPO CONFERENCES DAY 2.

APRIL 3, 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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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 (https://network.america-digital.com) 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	✓	✓
TICKET PRICE p/p	US\$ 740	US\$ 270

TICKETS AVAILABLE



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



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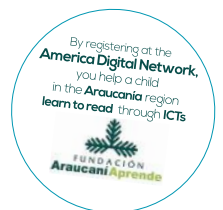


STEP 2:

From a desktop computer create your profile and password in <https://network.america-digital.com/>

(After you create your profile and password from desktop, you will be able to download the APP "America Digital" in Google Play or Apple Store).

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- Watch as Video On Demand all the conferences from previous America Digital Congresses (+ 200 Conferences in Telecom, ICT, IOT, Big Data, Cloud, IA, Fintech, e-Commerce, Digital Marketing, Venture Capital, Private Equity).



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NORMAL PRICE FOR MEMBERSHIP **US\$ 190/YEAR**

AMERICA DIGITAL CONGRESS 2025 CLOSURE PARTY

APRIL 3, 19:30-22:00 HRS.



To end the 10th 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, which will play in the Closing party.

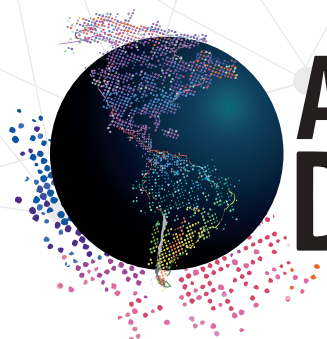


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