



**BPIA Business and Economic Development Committee Virtual Forum on  
Supporting African American Entrepreneurship**  
**Briefing Document**

**Investment and Trade Opportunities between African American  
and Latin American Enterprises**  
**Thursday, September 14, 2023**  
**12:00 PM – 1:00 PM (EDT)**

The BPIA Business and Economic Development Committee continues its Virtual Forum series with this event, which seeks to provide a platform for a discussion around the investment and trade opportunities between US-based African American and Latin American enterprises.

In addition to exploring the macroeconomic and B2B trends, business opportunities and challenges, attendees will also benefit from hearing the personal experiences of Latin American entrepreneurs in the US and Latin America.

**Audience:** Primarily composed of stakeholders interested in learning more about opportunities and challenges related to entrepreneurship and international trade and investment. Approximately 40 guests are expected. Attendees are expected to include:

- COLLEGE ADMINISTRATORS, EDUCATORS, AND STUDENTS
- PROFESSIONALS FROM DIVERSE INDUSTRIES
- MEMBERS OF ORGANIZATIONAL PARTNERS AND SPONSORS
- ASPIRING AND MORE ESTABLISHED ENTREPRENEURS
- REPRESENTATIVES FROM COMMUNITY ORGANIZATIONS
- BUSINESS LEADERS

**Value Proposition:** Attendees will learn about potential trade and investment opportunities to inform their growth strategy, join the conversation by having the opportunity to share personal experiences, and create action plans as they look to explore new market opportunities. Attendees will gain insight from the following panelists:

**Dr. Nanno Mulder** will sketch an economic overview of Latin America, providing economic profiles of the topic countries, economic opportunities and challenges, and giving us a taste of some of UN-ECLAC's programs in the region.

**Dr. Edna Ramirez-Robles** will provide an overview of the regional and bilateral trade/investment agreements/arrangements in the region, focusing on those between the U.S. and specific Latin American countries.

**Dr. Luana Ozemela** will share with us her experience as an entrepreneur in the region (Brazil), providing us with first-hand insights for U.S. entrepreneurs who want to invest in/start businesses in Latin America.

**Ms Mariam Maldonado** will share with us her experiences as a Dominican-American entrepreneur in the U.S. and provide us insights from someone from the topic region who is creating value and contributing to the U.S. economy.



## PROGRAM AGENDA

<b>Registration and Sign In</b>	<b>11:50 – 12:00</b>
<b>BPIA Acting President Bobby King opening remarks</b>	<b>12:00 – 12:05</b>
<b>Introductions and Panel Discussion (Please see attached Bio Sheet)</b>	<b>12:05 – 12:45</b>
<b>Kholofelo Kugler, Moderator</b> <b>Vice President for Business and Economic Development, BPIA</b>	
<b>Dr. Nanno Mulder</b> <b>United Nations Economic Commission for Latin America and the Caribbean (UN-ECLAC)</b>	
<b>Dr. Edna Ramirez-Robles</b> <b>University of Guadalajara, Centro Universitario de la Costa, and GoBizGlobal (Mexico)</b>	
<b>Dr. Luana Ozemela</b> <b>iFood (São Paulo, Brazil)</b>	
<b>Mariam Maldonado</b> <b>Luna's Groceries (Madison, WI, USA)</b>	
<b>Audience Question &amp; Answer session</b>	<b>12:45 – 12:58</b>
<b>Closing remarks</b>	<b>12:58 – 1:00</b>

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For information on the May 2023 Virtual Forum, please visit: <https://iabpia.org/event-5272754>.

To learn more about BPIA membership, please visit: <https://iabpia.org/membership>.