**INTERNATIONAL EVENT**

**"PARAGUAY 2017"  
  
PROGRAM**"Growing the Impact of Microfranchises and Inclusive Networks Distribution in Latin America and the Caribbean"  
  
July 19 and 20, 2017, Asunción  
  
Fundación Paraguaya welcomes you and is honored by your distinguished presence.

**WEDNESDAY, JULY 19**The presentations will last 30 minutes followed by a 10-minute Q&A section. At the end of the sessions, the participants will have a short recess of 10 minutes in between presentations.  
  
07:00  
Breakfast for international participants at the Aloft Hotel.  
  
07:30  
Participants’ registration, Rio Paraná Conference Room, Sheraton Hotel.  
  
08:00 - 08:30  
Opening by the General Manager of Fundación Paraguaya and the representative of the Inter-American Development Bank (IDB) in Paraguay.  
  
08:30 - 09:10  
First Lecture: Laboratory of Metrics: The Laboratory of Metrics: What have we done and where are we going? Presenter: Rebecca Baylor of the William Davidson Institute, United States.  
  
09:10 - 09:50  
Second Lecture: Measuring What Matters - The Poverty Stoptlight (How can families activate the idea of ​​being protagonists of their own way out of poverty?). Presenter: Luis Fernando Sanabria, General Manager, Fundación Paraguaya.   
  
09:50 a.m. - 10:30 p.m.  
Third Lecture: Metrics’ Impact: The Experience of the Network of Development Entrepreneurs at the Network of Entrepreneurs Development (ANDE) Presenter: Rob Packer. Finance for the Good (SITAWI), Brazil.  
  
10:30 a.m. - 10:40  
Coffee break

10:40 - 11:40  
Plenary: How we measure impact and what we are learning. Participants will be placed at tables and will have the opportunity to discuss, exchange experiences and identify opportunities for collaboration in small groups. The discussion in tables will be moderated by the presenters. At the end of the meeting, participants will share their observations in plenary.  
  
11:40 a.m. 12:30 p.m.  
Fourth Lecture: "Building bridges to link research with practice: How can the SCALA Observatory report on the practice of inclusive distribution". Presenters: Ezequiel Reficco, Universidad de los Andes, Colombia, and Carla Panyella Medrano.  
  
12:30 to 13:30  
Lunch at the Sheraton Asuncion Hotel.  
  
1:30 to 2:30 p.m.  
Fifth Lecture: Presenters: Miguel Vásquez of Banco Adopem, Francisco Mancía, Salvadoran Foundation for Integral Support - Fusai Group, and Roberto Giménez of Fundación Fundacion Paraguaya: "Financial Inclusion in the Digital Era" (What are the innovations that are happening in Latin America? Roberto Gimenez of Fundacion Paraguaya will present on Kiva, Digital Financing, InvesTed, Financing via Facebook, Elevate, Customer Recovery via digital tools, Digital payout and Digital collections, Seminar: Tablets, web, monitoring, road map, TVET Academy. Concepts of financial inclusion that includes training. How does the Poverty Stoplight help to develop new products? Each presentation will last 15 minutes.  
  
2:40 p.m.  
Sixth Lecture: "Gaps in financing for small and medium enterprises and for entrepreneurs". Questions and answers between companies and presenter. Presenter: Roberto Giménez of Fundación Paraguaya.  
  
"The Product Ladder: From Women's Committees to Small Businesses." On the occasion, the presenter will talk about the IDB’s Youth Entrepreneurship Program (YEP), the credits granted to the students of the schools and to conclude, there will be a debate on the subject of client graduation and non-graduation. Presenters: Justino Méndez (client) and a Women's Committee of Fundación Paraguaya.

15:30 - 15:40  
Coffee break  
  
3:45 p.m.  
Seventh Conference: "Expansion of a micro-business to a small business: What are the financing options?" Presenters: Sebastián Zapata de Chakipi Colombia, Claudia López of Supply Hope, Nicaragua, and Bruno Defelippe de Koga Paraguay.  
  
5:30 p.m.  
Closing of the first day of the conference.  
  
18:00 - 19:00  
EXPO '17  
The Paraguayan Foundation will offer the minibus transfer service for those who wish to participate in the Rural-Agro-Industrial Exhibition Fair (Expo '17) in the city of Mariano Roque Alonso, Paraguay. Tickets to the Fair-Exhibition will be covered by Fundación Paraguaya.  
  
7:00 p.m. - 9 p.m.  
Dinner at the Talleyrand Restaurant at the Rural and Agro-Industrial Exhibition Fair (Expo '17).  
  
21:00  
Shuttle service from the Talleyrand Restaurant on the premises of Expo '17, and to the Aloft Hotel.   
  
  
**THURSDAY, JULY 20 - FIELD TRIPS**08:00 Departure from the Aloft Hotel: groups 1, 2 and 3.  
  
GROUP 1  
  
08:00 - 08:30 Transportation by bus  
  
08:30 - 09:30 Narella Company  
  
Narella is a microfranchiser of Fundación Paraguaya from 2014. The owner is Roberto Ramírez and the company manufactures and sells lingerie and sports clothes. Their products’ presentation is made by catalogs. Currently, it has 600 microfranchisees and the volume of sales at the end of 2016 was USD 200,000.

09:30 - 10:10 Transportation by bus  
  
10:10 - 10:45 Narella’s microfranchisee, María Elena Ledesma

10:45 - 11:15 Transportation by bus  
  
11:15 - 11:50 PMG’s microfranchisee, Del Rosario Pereira

11:50 - 12:30 Transportation by bus  
  
12:30 - 13:30 Lunch at the Restaurant "La Montse".  
  
13:30 Departure from the Restaurant "La Montse"  
  
13:30 - 14:10 Transportation by bus  
  
14:10 - 14:45 Visit to Miriam Arce, Nutrihuevos’s microfranchisee..  
  
14:45 - 15:20 Transportation by bus  
  
15:20 - 15:50 Visit to Simeona Cabrera, Narella’s microfranchisee.

15:50 - 16:50 Return to the Aloft Hotel.  
  
  
  
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