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Argentina: Crisis, Confidence, Connections

Tuesday, October 2, 2018

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LOCATION

Arnall Golden Gregory
171 17th Street NW, Suite 2100
Atlanta, GA 30363

AGENDA

5:00 p.m. - Registration/Food/Drinks/Networking

5:30 p.m. - Global Atlanta Welcome, Sponsor Recognition and Introduction - **Trevor Williams**

- Sponsor Remarks — **Kate Piasecki**, Emory Executive Education at Emory's Goizueta Business School

Welcome Remarks

- **Luigi Perez, President**, Argentine-American Chamber of Commerce
- **Ana Lopez Peña**, Executive Director, Bariloche Bureau of Congress Tourism in the province of Rio Negro

5:45 pm - Panel Discussion Moderated by **Trevor Williams**, Managing Editor, *Global Atlanta*

–**Daniel Porcelli**, co-founder and CEO of Atlanta-based bespoke-inspired shoe company Cobber Union, a native of Argentina's Patagonia region, where natural beauty

inspired his love of design

–**Guillermo Wasserman**, principal at the international law firm of Wasserman West LLC, who was recently named one of the 50 most influential Hispanics in Georgia

–**Tim Samples**, assistant professor of legal Studies at the University of Georgia's Terry College of Business, a recent Fulbright Scholar in Argentina whose research focuses on how countries deal with sovereign-debt issues

–**Paula Araya**, staff engineer, AdEdge Water Technologies, which is exporting arsenic filtration equipment to Argentina.

–**Álvaro Silva**, corporate development manager, **The Coca-Cola Co.**, which said it would invest \$1 billion into its Argentina system just after the election of President Macri in 2015.

6:30 p.m. - END PANEL, BEGIN 15-MINUTE Q&A, followed by closing remarks

ORGANIZING PARTNER: Argentine-American Chamber of the Southeast



SPEAKER BIOS:



Daniel Porcelli

[Cobbler Union](#)

Founder & CEO

Prior to starting Cobbler Union, Porcelli was an investor and CEO for a boutique bespoke shoemaking company based in Barcelona, Spain. Raised in Argentina's Patagonian region, Daniel moved to the United States when he was 18 to attend college. Before venturing into the world of luxury shoemaking, Daniel had a successful business career, part of which he spent as a Partner at Gallup Consulting (2003-2011), where he



developed and lead multi-year consulting projects in the U.S., Latin America and Europe. Daniel earned his MBA from the Goizueta Business School at Emory University and a BA in Economics from the University of North Carolina at Chapel Hill. Daniel currently lives in Decatur, GA with his wife and two children.

[Tim Samples](#)

Assistant Professor of Legal Studies
Terry College of Business

Tim Samples' research focuses on legal issues affecting international investment, particularly in the areas of sovereign finance and energy. Much of his work deals with Argentina's experience with sovereign debt and investor-state disputes. Samples received a 2017-18 Core Fulbright grant to conduct research and teach in Argentina, where he taught courses on sovereign debt at the Facultad de Derecho (School of Law) at the Universidad de Buenos Aires.

Samples has been quoted by media outlets such as the Wall Street Journal, Financial Times, La Nación, Diario BAE, Barron's, Bloomberg, Los Angeles Times, and BBC Mundo, and has also appeared on CNN en Español, BBC World Service, and National Public Radio.

Samples has also taken students from the University of Georgia to Argentina, Chile, and Cuba in study abroad programs. He has lived in Argentina several times since 2003.



[Guillermo Wasserman](#)

Principal
Wasserman West International Law

Born in Argentina and admitted to practice law there, Mr. Wasserman is a seasoned international lawyer, fluent in English, Spanish and Portuguese, trained in both civil and common law legal systems, with significant experience in international business transactions, particularly with respect to Latin American markets.

He concentrates his practice in the areas cross-border mergers and acquisitions, inbound and outbound investments, global sale and distribution of goods, intellectual property licensing and technology transfers,

cross-border regulatory matters, imports and exports, and global data privacy compliance.

Mr. Wasserman regularly assists his clients to bridge business, legal and cultural gaps in international business transactions involving a wide-range of industries and business sectors in the Caribbean, Central and South America, including Brazil, Argentina, Colombia, Chile, Costa Rica, Dominican Republic, Mexico, Peru, Uruguay, Venezuela, and other foreign jurisdictions beyond Latin America.



Paula Araya

Staff Engineer / Regional Sales Manager Latin America
AdEdge Water Technologies

A native of Chile, Paula Araya is a Biochemical Engineer with experience in water treatment, both in wastewater and in drinking water. Her passion for clean water brought her to work here in Georgia, where she and the AdEdge team have developed projects facilitating arsenic removal in water systems across Latin America. One of the most remarkable and challenging projects the company has faced was a remote installation in San Antonio de los Cobres, Salta, Argentina, that is estimated to have doubled the life span of many villagers. One of Paula's biggest passions is the empowerment of women, especially in science and engineering.



Álvaro Silva

Corporate development manager
The Coca-Cola Co.

Coca-Cola was one of the first companies to telegraph its enthusiasm for Argentina under the reforms of President Mauricio Macri, announcing just after his election that the company would invest \$1 billion into its Argentina system.

Mr. Silva supported Coca-Cola's 2017 acquisition of AdeS from Unilever. The plant-based beverage company was founded in Argentina in 1988 and has become part of a broader diversification play by the company across the Latin America region.