



# Americas Food & Beverage Show & Conference



In partnership with the



**THE HISPANIC RETAIL**  
Chamber of Commerce

Present:

## The Latino Retail Forum CONFERENCE PROGRAM

### Day 1

**Monday, September 18, 2023**

Time: 11:00 AM

#### Welcome and Conference Overview

Language: English

Speakers: **Ivan Barrios**, President & CEO, World Trade Center Miami, & **Agustin Otero + Daniel Esteban Novoa**, Hispanic Retail Chamber of Commerce

---

Time: 11:30 AM

#### Know Before You Go! Import Compliance for Food and Beverage Importers

Language: English

Speaker: **Deborah Stern, Esq.**, Partner & Advisory Committee, Sandler Travis & Rosenberg P.A.

---

Time: 2:30 PM

#### Understanding Retail & Supermarket Investment

Language: English

Speaker: **Oswaldo Cruz**, Director, Hispanic Retail Chamber Mergers & Aquisitions

---

Time: 3:30 PM

#### Designing Authentic Experiences: The Power of Shopper Marketing & Retail Design

Language: English

Speaker: **Lissy Calienes**, Director, Professional Master's Program in Communications & Assistant Instructional Professor, Department of Advertising, University of Florida



# Day 2

## Tuesday, September 19, 2023

Time: 10:15 AM

Retailers, Juntos somos más Fuertes

Language: Spanish/Español

Speaker/Presentador: **Daniel Esteban Novoa** , Executive Vice President Hispanic Retail Chamber

---

Time: 11:15 AM

Omnicanalidad

Language: Spanish/Español

Speaker/Presentador: **Agustin Otero**, Professor, Universidad San Andres

---

Time: 12:15 PM

Transformando la Experiencia en Nuestras Tiendas

Language: Spanish/Español

Speaker/Presentador: **Leonidas Oyaga**, Counselor, Author, and Speaker in Marketing, Retail y Management

---

Time: 1:15 PM

Top 10 Tips When Importing into the U.S. in compliance with CBP and FDA

Language: English

Speaker: **Jennifer Diaz, Esq., B.C.S**, President & Founder, Diaz Trade Law

---

Time: 2:30 PM

Experiencia en nuestras Tiendas: Estrategias para un Futuro Sostenible y Exitoso

Language: Spanish/Español

Speaker: **Jacinto Llorca**, Asociación de Compradores de Supermercados del Paraguay/Paraguay Supermarkets Association

---

Time: 3:30 PM

The Role of Digital Brand Ambassadors in Shopper Marketing

Language: English

Speaker/Presentador: **Carolina Garcia**, Senior Account Manager, Visual Latina



Day 3

Wednesday, September 20, 2023

Time: 10:15 AM

Human Insights

Language: English

Speaker/Presentador: Ramon Portilla, Founder, HumanX Insights

Time: 11:15 AM

Programa de Verificación de Proveedores Extranjeros

Language: Spanish/Español

Speaker/Presentador: Su-tze Liu, Cofundadar y Socio, Grupo FS

Time: 12:00 PM

Modernizing Your Beverage Distribution

Language: English

Speaker: Ricardo Cabrera, Founder & CEO, Craft Dummy Distributors

SEE YOU NEXT YEAR!

SEPTEMBER 16-18, 2024

3 DAYS | 3 HALLS

Miami Beach Convention Center

Co-Located Events



Americas  
Food & Beverage Show  
& Conference

WORLD TRADE CENTER  
MIAMI



FHL  
FOOD & HOSPITALITY  
LATAM

A Global Markeplace