

# ASUTIL announces complete lineup of speakers

By **Wendy Morley** on May, 9 2017 | Associations



Just one month away from ASUTIL's 21<sup>st</sup> conference, taking place in the same venue as its very first conference in 1997, in Rio de Janeiro, the organization has announced its lineup of speakers.

## GUSTAVO FAGUNDES, PRESIDENT, ASUTIL

Gustavo Fagundes is currently CEO of Dufry Brazil and Bolivia for Dufry, where previously, in 2006, he served as COO of Dufry South America.

In his career he has held various positions in Brazil, most recently as Operations Vice President, and worked for grand corporations such as AmBev and Accenture.

He graduated in Business Administration and Management by EAESP / Fundação Getúlio Vargas - SP / Brazil, has a Master in International Economics and Management from University of Bocconi in Milan - Italy, Executive MBA by the Corporate University of AmBev , as well as a Certificate in General Management from Harvard Business School.

## JOSÉ LUIS DONAGARAY, SECRETARY GENERAL, ASUTIL

Graduated in Business Administration from the Republic University of Uruguay

MBA at the Austral University in Argentina.

Participation in the opening of the Research Center of the Harvard Business School for Latin America.

Participation in the release of the Endeavor Project in Uruguay as a venture corp.

Professor in the Marketing Area, in the Master Program of IEEM at the University of Montevideo.

Complementary studies:

Seminar of Negotiation.

Auditor of the ISO 9000 Regulation.

Process of Regulation.

Strategic Marketing Management Program at the Harvard Business School in 1999.

## DR. MURILO PORTUGAL, FEBRABAN

Executive President of FEBRABAN, the Brazilian Federation of Banks (Federação Brasileira das Associações de Bancos) since 2011.

In 2012, he was elected president of The Financial Education Association of Brazil (AEF Brasil), a non-profit organization founded in 2011 by renowned financial sector entities ANBIMA, BM&F BOVESPA, CNSEG and FEBRABAN. AEF Brasil has the objective of promoting education in Brazil and it is dedicated to the development of social and educational technologies.

Dr. Portugal will share with us his point of view of the economic and financial scenario in Brazil for 2017/2018.

#### MARTÍN EURNEKIAN, CORPORACION AMERICA

Martin Eurnekian is the CEO of the airport division of Corporacion America and seats on the board of directors on all airport operating companies controlled by the group.

Mr. Eurnekian has more than 15 years of experience in managing different businesses (retail, services, and construction/engineering) in seven different countries (Argentina, Uruguay, Brazil, Ecuador, Peru, Italy and Armenia).

Mr. Eurnekian has led the processes associated with evaluating, acquiring, and constructing (or remodeling) and currently manages the following airports: Montevideo (Uruguay), Punta del Este (Uruguay), Chinchero/Cusco (Peru), Guayaquil (Ecuador), Brasilia (Brasil), Natal (Brasil), Pisa and Firenze (Italy), among others.

He is also the co-founder and board member of Association Civil America, an NGO based in Uruguay that implements the high school scholarship program of Cimientos, an NGO from Argentina.

Mr. Eurnekian holds an Engineering degree in Information Technology from Universidad de Belgrano, Argentina.

#### PETER MOHN, m1nd-set

Mohn, who, for the last four years has developed special studies for ASUTIL, has become a reference for the whole industry.

This year he will present findings on the study: "Price Perception in the Travel Retail Channel versus the Domestic Market - a reality check," which will try to go deeply into the real price difference/gap. This study will provide a fresh insight in this issue in the six main duty free categories: Beauty, Alcohol, Confectionery, Tobacco, Fashion & Accessories and Electronics, in five countries.

#### ERNESTO TALVI, CERES

The Global Economic Geography and its Regional Impact: Challenges and Opportunities.

The Global Economic Geography has been marked by anemic growth in the global economic engines, depressed commodity prices and expectations of higher interest rates in the US in addition to a stronger dollar and increased political uncertainty due to the rise of antiestablishment parties in the US and Europe. All the above have resulted in a revaluation of risk in emerging markets. How have these new economic and political conditions impacted Latin America? What are the region's challenges and opportunities? These, and more are the answers we will get in this presentation.

## FRANCISCO HEREDIA, LONDON SUPPLY

Francisco "Paco" Heredia, Manager of New Projects Development at LONDON SUPPLY and twice president of ASUTIL, has been a deep experienced reference of the industry and its evolution in the last years.

With his presentation entitled "21 years of DeLorean," Paco will make a parallel between the film and the growth of duty free that surely, with his usual friendliness and knowledge, will leave clear messages for the future and generate a deep debate that will be appreciated by all participants.

## RAFAEL PARODI, SIÑERIZ

In recent times, the duty free sector has been characterized by major changes regarding buyers' habits, layouts concepts and the significant technology influence, among other variables.

Six years ago, SIÑERIZ FREE SHOP bet on the future by making a radical change in its approach, building a much larger store, creating a new mix and specific areas for products and innovative visuals, transforming itself step by step into a shopping center and thus evolved the buying experience.

As a result of this new strategy, SIÑERIZ went from being a typical travel retail store to the "Shopping Center Experience" linked to the Uruguay-Brazil border.