



eMerge  
Americas



# Pre-Conference International Immersion Week Program

eMerge Americas and IMPACTIFI present an innovative International Immersion Program designed to connect international tech companies with South Florida's thriving ecosystem. This program offers a gateway to business expansion, investor engagement, and strategic partnership development, culminating at the eMerge Americas conference. The initiative aims to bridge global innovators with U.S. market opportunities, enhancing eMerge's mission to foster innovation and entrepreneurship.

# Program Objectives

## Create Immersive Experience

To create an immersive program that connects international tech companies with Florida's thriving ecosystem, offering a gateway to business expansion, investor engagement, and strategic partnership development.

## Bridge Global Innovators

This program, culminating at the eMerge Americas conference, seeks to bridge global innovators with U.S. market opportunities, enhancing eMerge's mission to foster innovation and entrepreneurship.

## Foster Innovation

The program aims to foster innovation by connecting international companies with local resources, investors, and potential partners in the Florida tech ecosystem.





# Day 1: Welcome and Orientation

Monday March 24th at 5:00pm

1

## Opening Ceremony

Introduction to the Immersion Program with welcome remarks from eMerge and IMPACTIFI leadership.

2

## Program Overview & Expectations

- Overview of eMerge/IMPACTIFI Immersion: Benefits, resources, and outcomes participants can expect.
- Speakers: Melissa Medina-eMerge, Terry Grandal Cusse-IMPACTIFI, Jeff Hoffman-GEN

3

## Networking Reception

Facilitated networking to foster connections among international participants, local innovators, and eMerge stakeholders.

# Day 2: Florida Ecosystem & Country Specific Insights

Tuesday March 25th at 9am - 5pm



Morning sessions showcase the Florida ecosystem with presentations from key sector leaders, while afternoon sessions feature country-specific breakouts and specialized topics for international business development.

# Day 3: Industry Breakouts & International Company Presentations

Wednesday March 26th at 9am - 5pm

1

## Morning: The Industry Tech Frontier

Industry leaders discuss trends, challenges, and innovation strategies.

- Moderated by John Riley III with Rob Petrosino, Margaret Brisbain, Ernie Farraresso

2

## Health Industry Innovation Session

Exploring healthcare trends and future opportunities

- Moderated by Camilo Padron featuring Baptist Health, Leon Medical, Jackson Health

3

## Infrastructure & Government Projects

Focus on ports, airports, and public projects opportunities

- Moderated by Terry Grandal with PortMiami, Port Everglades, MIA, FLL representatives

4

## The Future of FinTech

- John Riley III moderates with Soulo-Chase, Nicolas-City National, and DeFi experts

5

## Afternoon Sessions

- (SELECTED)International Company Presentations: 3-minute pitches to sector-specific decision-makers and investment groups
- Industry Networking
- Closing Remarks

Our goal is to facilitate qualified matches for 1-on-1 meetings during Days 4 and 5 at the eMerge Conference, creating pathways for international companies to establish footholds in the U.S.

# Impact Goals



## Expanding Access

Broaden opportunities for international companies to integrate into the U.S. market and Florida's tech landscape.



## Networking & Partnership Development

Facilitate connections between global innovators and local stakeholders, including potential customers, investors, academia, and government agencies.



## Investment in Innovation

Drive investment by showcasing breakthrough technologies and fostering collaborations that contribute to economic growth.





# FLORIDA 3.0

## Reinventing Our Future.

## FLORIDA: Leading State Of Innovation

1

### Fastest Growing State in the US

No other U.S. state has experienced economic growth like Florida. In just a few short years, the Sunshine State has transformed into a dynamic, diversified, and bustling economic titan. Florida is becoming America's economic miracle, rivaling global transformations in places like Singapore and Dubai. Floridians understand this transformation, but it is imperative to share the Florida innovation story with a global audience through eMerge Americas.

2

### Leveraging Strong Industries

Discover the sectors driving growth, including AI, quantum computing, health tech, defense tech, space, modeling & simulations, photonics/semiconductors, cybersecurity and more.

3

### Global Opportunities

Explore how Florida is attracting global talent and capital, positioning itself as a hub for international tech advancements.



# Program **Benefits**

## *For* **International Companies**

- Access to U.S. market opportunities
- Connections with local stakeholders
- Industry-specific insights
- Potential investor engagement

## *For* **Florida Ecosystem**

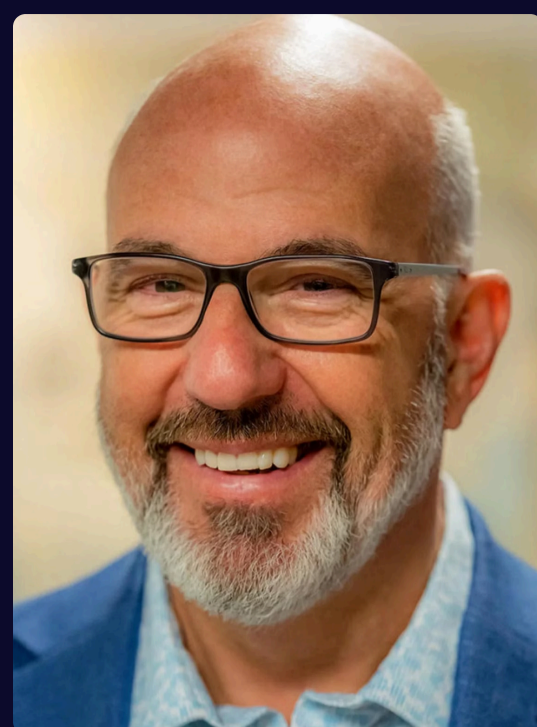
- Exposure to global innovations
- Potential for new partnerships and investments
- Economic growth through international collaborations
- Enhanced global reputation as a tech hub



# Speakers & Industry Representatives

**Opening KeyNote:** Jeff Hoffman is the Chairman of the Global Entrepreneurship Network, which works with entrepreneurs in 190 countries, as well as being a founding board member of The Unreasonable Group, whose 289 portfolio companies have raised \$6.6 billion in funding and have positively impacted more than 720 million lives worldwide. He is also on the Advisory Board of CEED Global, the Centers for Entrepreneurship and Executive Development, teaching entrepreneurship globally in developing countries. Jeff has supported the White House, the State Department, the United Nations, and similar organizations internationally on economic growth initiatives and entrepreneurship programs.

Jeff has been part of a number of well-known successful startups, including Priceline.com/Booking.com, uBid.com and more.



**Melissa Medina**

CoFounder, CEO & President of eMerge Americas



**Laura Dibella**

Florida's 1st Female Secretary of Commerce. Government Affairs Advisor at Adams and Reese LLP.



**Isabela Echeverry Peñón**

Senior Discovery Officer at IDB Lab



**Carlos J. Gimenez**

Government Affairs Attorney at McCarter & English, LLP, Washington DC



**Manuel J. Gonzalez**

Global Engagement Officer at Miami Dade County



**Margaret Brisbane**

Director of Information Technology at Miami-Dade County



**David Ponraj**

CEO & Founder, Economic Impact Catalyst, Florida



**Alejandro Morales**

CEO of IBD Advisors and Multilateral Funding, Washington D.C.



**Digna Cabral**

Councilwoman City of Doral, Florida



**Rob Petrosino**

Strategic Engagement Advisor for Artificial Intelligence of the Federal Bureau of Investigation (FBI)



**TJ Villamil**

President of Business Development at eMerge Americas



**Alfred Delgado, P.A.**

International Immigration and Corporate Law



**Pilar Ceron**

CEO Founder of Xstrategy.



**Carlos Guerra**

VP International Investment-LATAM & the Caribbean Markets at Select Florida



**Ernie Ferraresso**

Director at CyberFlorida



**Erick Gavin, Esq.**

Tech Investment and former Dir. of Venture Miami



**Keith A. Carswell**

Director, Department of Economic Innovation & Development for City of Miami



**Nicolas Ibaibarriga**

VP Product Manager for City National Bank



**Paola Isaac Baraya**

International Chief Economic Development Officer for Broward County



**Glenn A. Wiltshire**

Deputy Port Director at Port Everglades, Broward County



**Cesar Estrada CPA, EA, MAcc, MTax**

Managing Director, CBIZ, Tax & Business Services



**Hernando Gomez**

Director-in-Charge of Valuation Services for Berkowitz, Pollack, Brant Advisors



**Jonah Manning**

Founding Partner at Wells Onyx



**Camilo Osuna**

Global Services Industry Leader and Business Strategist

# Program Partners



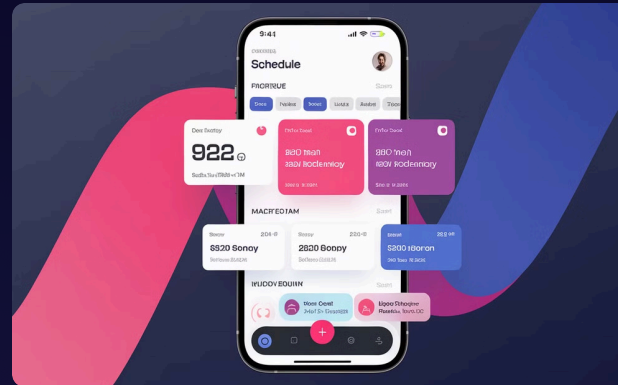
*As Of: February 2025*

# Pre-Conference **International Immersion Program** Pass Includes:



## Immersive Program & Conference Experience

Comprehensive 2-day Pre-Conference International Immersion Program plus 2-day eMerge Americas conference access to expo floor, keynotes, and educational sessions across five stages



## Personalized Planning

Access to personalized agenda builder to customize your conference experience and maximize networking opportunities



## Exclusive Perks

Special hotel and restaurant discounts plus access to the Opening Night Block Party

**FULL WEEK PASS : Immersion Program + eMerge Conference & Exhibit**

**\$1500** per participant

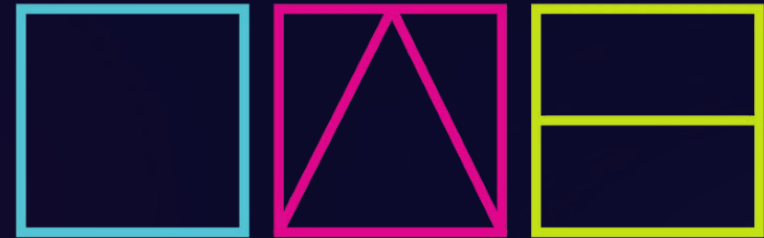
*includes: Breakfast and Lunch for Immersion Program Days*

\*Limited Capacity

# Program **Location**



WYNWOOD



LAB.MIAMI

2750 NW 3 Ave, Suite 24, Miami, FL 33127

***\*NOTE:** Please use this exact address in your GPS application to avoid conflict with another location.*



# Thank You

Looking forward to seeing you there!