KPMG is honored to have been a Lead Sponsor of the 2018 LAVCA Summit & Investor Roundtable, hosted by the Association for Private Capital Investment in Latin America, for the ninth consecutive year. The event, held at The Metropolitan Club in New York City in September 2018, congregated major industry players for discussion of challenges and opportunities in Latin America, as the region continues to gain momentum and attract global capital.

The global private equity sector is constantly facing new demands and evolving challenges. Simultaneously in Latin America there is a need to identify new consumer trends. We can clearly see that in an era defined by uncertainty, the companies that get closest to their customers will emerge ahead of the pack.

Until now, there has not been a compelling, nor comprehensive understanding of customers or consumers as the real living, breathing, complex beings that they are. The holistic view of customers can be gathered by understanding three key dimensions:

- Influencing Events: events of formative years that shaped values and influence behaviors
- Five Mys: my motivation, my attention, my connection and my trade-offs between time and money
- Life Stage: where they are in their life stage journey

Deal Advisory professionals leverage multidisciplinary expertise from areas of KPMG such as Customer Experience Advisory, and are ideally placed to help funds address market conditions, exploit opportunities in high-growth developing markets and ultimately add value for limited partners. Should you wish to request further detail on private equity in Latin America, feel free to contact us at kpmg.com.mx

Yours truly,

Gerardo Rojas
Head of Deal Advisory
KPMG in Mexico
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"This is a cyclical downturn, but investment will continue in the region. We are seeing signs of renewed optimism."
"Let’s remember Brazil has a massive internal market and unique conditions to export products. If you look at food for instance, Brazil is one of the main exporters of food globally."
What to Expect In Brazil

Moderator: Cesar Collier, Managing Director, Siguler Guff & Company
Piero Minardi, Managing Director, Warburg Pincus
Bruno Zaremba, Partner & Head of Private Equity, Vinci Partners
Richard Rincón, Director, Emerging Markets, UTIMCO
Augusto Savio Cavalcanti, President & CEO, Daitan Group
Fernando Borges, Managing Director & Partner, The Carlyle Group

"Brazil is attractive from a valuation and currency perspective. And on the distressed side, Brazil is a great place to invest."

"We are in this wait-and-see mode. As an investor we may have a good year in 2019 like we did in 2015."
How to do Deals In Latin America Today
Moderator: Cate Ambrose, President & Executive Director, LAVCA
Jasvinder Khaira, Senior Managing Director, The Blackstone Group
Maurico Salgar, Managing Director, Advent International
Michael Harrington, Partner, Actis
Francisco Alvarez-Demalde, Founder & Managing Partner, Riverwood Capital Partners

“Digital infrastructure will be equivalent to power and water for the next generation.”

“When we engaged with Wal-Mart, they wanted a partner to fix Wal-Mart Brazil. The potential is great and the work enormous.”
Identifying New **Consumer Trends** in Latin America

Moderator: Jose Fernandez, Partner, COO, StepStone Group  
Dirk Donath, Managing Partner, L Catterton  
Arturo Saval, Senior Managing Partner, Nexxus Capital  
Saúl Villa, Partner, KPMG Cardenas Dosol  
Diogo Castro e Silva, Managing Director LATAM, Fosun Group

“Millennials will remember their first phone rather than their first car. They value convenience and mobility, and they are looking for companies that are meaningful and purposeful.”
Deal Cases & Investment Trends: Food Retailing & Restaurants

Moderator: Carlos Héniené, Co-Head, Quilvest Private Equity
Flavia Buarque de Almeida, Managing Director & Partner, Península Participações
Reynaldo González, Partner, Mesoamerica
Mauricio Camargo, Co-Founder & Director, Altra Investments
Martín Díaz Plata, Managing Partner, Capital Group Private Markets

"Brands are becoming much more relevant than positioning and price."

"Proximity is the only mechanism that we have to defend against online stores."
"Brazil has benefited from the trade war between the US and China. Brazil will be the largest producer of soy beans soon."
"Two things were missing: pragmatism and a solid legal frame. Now that we have that in Ecuador, we’re opening the economy to the world."
What is the Private Capital Play in Infrastructure?

Moderator: Lars Pace, Principal, Hamilton Lane
Ana-María Vidaurre, Regional Director, Latin America Infrastructure, CDPQ
Elizabeth Martínez, Director of Investments, CAF
Camilo Villaveces, CEO, Ashmore Management Company Colombia
Cedric Lucas, Managing Director, Energy & Infrastructure, KKR

“We like to go to the market and invent new opportunities in infrastructure.”
"We improve management and add capital to increase capacity and services at hospitals, and then acquire clinics and facilities."

Deal Cases & Investment Trends: Healthcare
Moderator: Brian Buenneke, Partner, Pantheon Ventures
Jaime Cervantes, CEO, Vitalmex
Héctor Cateriano, CEO & Managing Partner, MAS Equity Partners
Priscila Rodrigues, Partner, Bozano Investimentos
Ricardo Vázquez, Partner, Victoria Capital Partners
"The secondary market can be a source of liquidity for the GP and LP when the underlying asset could use more time."

Transactions Cases & Investment Trends: The New Generation of Secondary Deals
Moderator: Jose Sosa del Valle, Partner, Lexington Partners
Jesus Zamora, Founder & CEO, Enfoca
Rodolfo Spielmann, Managing Director & Head of Latin America, CPPIB
"If you can get the right prices and the right time horizon, Argentina is still a good place for investment."
"I’m very bullish on Latin America. I think you should be too."

"The sun shines everywhere, the wind blows most places, and there’s a real opportunity for renewable energy [in Latin America]."

Closing Keynote: President Bill Clinton, 42nd President of the United States

"Improve the public health, avoid calamity for your grandchildren, and reduce the price of an essential good."
"When we sat down with the US we were able to address many of the bilateral issues we had in the process of about five weeks."

"Mexico should continue to present itself to the world as an open economy."
The Changing Paradigm for Investors in Mexico

Moderator: Carlos Mendoza, Chairman, AMEXCAP
Martín Escobari, Managing Director & Head of Latin America, General Atlantic
Ricardo Spinola, CEO, Farmapiel
Miguel Angel Dávila, Managing Partner, LIV Capital
Leon de Paul, Chief Risk Officer, Afore CitiBanamex

"There’s a responsibility for all of us to work with AMLO to help change Mexico. But there is also a responsibility to balance his power."
“We are encouraging our LP network to invest outside of the US.”
"Our very first private market investment was in Latin America. We believe in the consumer and if there is one thing Latin American consumers know how to do, it’s spend."
"We look at Latin America from a bottom-up perspective."

"On the credit side, investments we have done in Latin America have delivered."

"We are excited about real assets, specifically value-added or opportunistic infrastructure."

**Institutional Investor Perspectives**

Moderator: Fabiana Cid de Andrade, Managing Director, First Avenue; Senior Advisor, LAVCA
Sofie Le Roy, Head of Equity Asia & Latin America, Proparco
Andrés Ackermann, Head of Investment Funds, IDB Invest
Neetesh Kumar, Partner, Spruceview Capital Partners
Frank Dunlevy, Counselor to the President and CEO/VP for Investment Funds, OPIC
“When you’re looking at markets like Brazil that have 20% vacancy, there is an opportunity to buy assets now and see fundamental growth.”

Where to Find Value in Latin America’s Evolving Real Estate Market

Moderator: Eduardo Roman, Director of Research, LAVCA
Marcelo Fedak, Managing Director, The Blackstone Group
Prabhu Raman, Managing Director, Macquarie Capital Real Estate Investments
Ron Rawald, Head of International Real Estate, Cerberus Capital Management
Adam Gallistel, Regional Head – Americas, GIC Real Estate

“We certainly like trouble. We like the opportunity that it provides.”
"We think Mexico is long in the cycle, we see this in the US where you see very strong growth and returns."

"The long-term prospects look good, but it has been a trying set of cycles to achieve the right returns."

**Commercial Real Estate: Where Are We in the Cycle?**

Moderator: Juan Savino, Founding Partner, Altment Capital Partners, Senior Advisor, LAVCA
Elizabeth Bell, Principal, Jaguar Growth Partners
Joshua Pristaw, Co-Founder & Senior Managing Director, GTIS Partners
Dev Subhash, Partner, StepStone
Daniel Cherman, Senior Managing Director, Tishman Speyer
Residential Housing:
Which Strategy Works Best in this Asset Class?

Moderator: Evelyn Lee, News Editor, PERE
Gregorio Schneider, Founder, Managing Partner, & CIO, TC Latin America Partners
Eduardo Orozco, Managing Director, Latin America, Greystar
Pablo Sala, Managing Director, Avenida Capital
Rodrigo Suarez, COO & Co-Founder, HASTA Capital

"REITs are becoming more of an investment vehicle in Latin America."

"Hoteling and student housing are great new opportunities that we are keeping our eye on in Latin America."
"We are also invested in the self-storage sector. This is a dynamic sector to be involved in. That’s ideal real estate for last-mile logistics."

How is Technology Disrupting the Latin American Real Estate Market?

Moderator: John Engel, Executive Director, 57 Stars
Brian Finerty, CIO, Equity International
Andrés Alvarado Ortiz, Managing Partner, Real Estate, SURA Asset Management
Francisco Andragnes, CEO, Metro Buildings
About LAVCA

LAVCA is the Association for Private Capital Investment in Latin America, a not-for-profit membership organization dedicated to supporting the growth of private capital in Latin America and the Caribbean. LAVCA’s membership is comprised of over 190 firms, from leading global investment firms active in the region and local fund managers to family offices, global sovereign wealth funds, corporate investors, and international pension plans. Member firms control assets in excess of US $65b, directed at capitalizing and growing Latin American businesses. LAVCA’s mission – to spur regional economic growth by advancing private capital investment – is accomplished through programs of research, networking forums, education and advocacy of sound public policy. Visit www.lavca.org for more information.

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LAVCA Members are active players in the private capital community including direct and institutional investors: private equity, venture capital, and real estate fund managers, development banks, fund of funds, and secondaries, as well as pension funds, sovereign wealth funds, family offices, and corporate investors.

LAVCA Members gain a competitive edge through:

• An unparalleled platform linking managers, institutional investors, and other industry players
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• Opportunities to raise their profile among local, regional, and global audiences
• Representation and participation in LAVCA’s regional agenda for advocacy of sound public policy
• Privileged knowledge through access to LAVCA’s board, membership, and staff

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Latin America Private Capital Update, a bi-weekly email featuring industry news, research, events, and updates on investors from private equity, venture capital, real estate, infrastructure, and family offices in Latin America.

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