

Curaçao International Financial Services Association is pleased to invite you to its Breakfast Briefing:

*Competitiveness in the 21<sup>st</sup> century:*

# The New Key Indicators for Competitiveness

*Based on the World Economic Forum's Global Competitiveness Index*

**Tamira La Cruz, MBA** | *Owner of MarkStra Caribbean. Mostly known as a marketing specialist.*

Mrs. La Cruz is a micro-economist with an MBA degree from the Wharton Business School at the University of Pennsylvania. Over the past few years she has concentrated on issues of competitiveness, innovation and private sector development and conducted, on own account, the

World Economic Forum's Global Competitiveness Study. In 2014, Markstra Caribbean conducted the Global Competitiveness Index study for Curaçao. The findings assisted in creating awareness and understanding about the way Curaçao can become a better partner for trade, investment and

collaboration for countries in the region. Topics discussed will be a.o. the strength and weaknesses of Curaçao from a global perspective and areas in which to invest to increase global competitiveness at a firm-level.



Date:

**Tuesday March 15<sup>th</sup>, 2016**

Time:

**08:00 am – 10:00 am**

Venue:

**Avila Beach Hotel  
La Belle Alliance**

Language:

**English**

Fee per person:

**Naf 60,-** CIFA Members

**Naf 75,-** Non-CIFA Members

*Payment instructions will follow after registration.*

*Payments need to be executed before March 12<sup>th</sup> 2016.*

*(Registration obligates to payment. Payments are non-refundable)*

R.S.V.P.

**Before March 12<sup>th</sup> 2016**

**CLICK HERE TO RSVP**

