



REGIONAL UPDATE: LATIN AMERICA

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Major HR And SaaS Events In 2011

| FELIPE CARNEIRO

According to Rodolfo Garcia, President of Terremark Worldwide's Latin American business unit (Terremark Worldwide is an IT infrastructure services provider), in an interview to Forbes Magazine in February 2010, technology is usually introduced to North America three years ahead of Latin America. However, with Software-as-a-Service, that's not the case.

As a result of globalization and competition with multi-national companies, many local companies are relying on the benefits of SaaS to grow and become more cost-effective and efficient. Much more details about this innovative technology model and many other business related aspects will be discussed in two major events, to take place in Latin America, more specifically in Brazil, in 2011. Both events will bring together recognized speakers in their areas, as well as leading service providers, software vendors, and the IT and HR practitioner community of many countries in the region.

Cloud Computing World Forum Latin America

September 28 , 2011 - Sheraton Rio - Rio de Janeiro - Brazil

The Cloud Computing World Forum Latin America is a free-to-attend event. It will feature all of the key players within the Cloud Computing and SaaS markets. It will provide an introduction, discussion and look into the future of the ICT industry. This one day conference will provide the most complete and comprehensive platform for the global Cloud Computing and SaaS industry.

2011 highlights will include:

- Presentations on Cloud Computing, SaaS, Applications, IaaS, Virtualization and PaaS
- Keynote theatre featuring leading industry speakers
- Case studies
- Key players offering leading products and services
- Evening networking reception for all attendees

(source: <http://www.cloudcomputinglive.com/latin-america/>)

Latin America HR Congress - CONARH

August 15-17, 2011 - Transamérica Expo Center - São Paulo - Brazil

Participants of the congress will have access to the most relevant business cases on HR and People Management in Latin America and the world, as well as trends and innovations in the industry. Keynote speakers from many countries will hold interactive sessions with those attending the event:

- Success Cases Room: Presentation of success cases in many different companies, giving participants an opportunity to innovate and to drive change in their own companies.
- Innovation Room: Companies, universities, consultants and researchers will present case studies of new methodologies and technology, and how these can be applied to companies to generate value.
- Working Sessions: In this space participants will be able to exercise problem solving methods and management techniques to improve manager and employee performance in organizations.

The event has also the biggest exhibit on Technology, Services, Learning and Consulting, enabling providers to be in touch with potential clients and facilitate business deals.

About the Author: *Felipe Carneiro is a Principal Consultant with Jeitosa Group International. He has over 10 years of experience working with most of the major ERP HR and Payroll systems throughout North and South America. He can be reached at felipe.carneiro@jeitosa.com.*

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