



LATAM SUMMIT 2021

DAY 1 - TUESDAY, MARCH 2ND

HORIZON
A fascinating journey to reach our full potential

DURATION	FR TIME	AR/BR/CL TIME	CO TIME	MX TIME	SESSION	ROOM
0:15:00	2:45:00 p. m.	10:45:00 a. m.	8:45:00 a. m.	7:45:00 a. m.	Waiting Room	Main Room There is a main room per language: Spanish English Portuguese Link available from the landing page https://www.seminariosvirtuales.net/biomerieux
0:02:00	3:00:00 p. m.	11:00:00 a. m.	9:00:00 a. m.	8:00:00 a. m.	Video	
0:03:00	3:00:00 p. m.	11:02:00 a. m.	9:02:00 a. m.	8:02:00 a. m.	Welcome & Agenda presentation Veronica Roberts, Host	
0:10:00	3:05:00 p. m.	11:05:00 a. m.	9:05:00 a. m.	8:05:00 a. m.	Welcome LATAM SUMMIT 2021 Jose Torres, VP Commercial Operations LATAM	
0:04:00	3:15:00 p. m.	11:15:00 a. m.	9:15:00 a. m.	8:15:00 a. m.	2020 performance, 2021 expectations, reminder of the vision, strategy, directions and corporate project Alexandre Mérieux, Chairman & CEO	
0:30:00	3:20:00 p. m.	11:20:00 a. m.	9:20:00 a. m.	8:20:00 a. m.	The ambitions, plan, challenges and priorities to grow the Clinical business Pierre Boulud, Chief Operating Officer Clinical	
0:30:00	3:50:00 p. m.	11:50:00 a. m.	9:50:00 a. m.	8:50:00 a. m.	Importance of Medical to support the impact of diagnosis Mark Miller, VP Chief Medical Officer	
0:20:00	4:20:00 p. m.	12:20:00 p. m.	10:20:00 a. m.	9:20:00 a. m.	Q&A with EX-COM MEMBERS Pierre Boulud, Chief Operating Officer Clinical Mark Miller, VP Chief Medical Officer	
0:05:00	4:40:00 p. m.	12:40:00 p. m.	10:40:00 a. m.	9:40:00 a. m.	BREAK 1	
0:15:00	4:50:00 p. m.	12:50:00 p. m.	10:50:00 a. m.	9:50:00 a. m.	PROUD TO BE LATAM Jose Torres, VP Commercial Operations LATAM	
0:20:00	5:05:00 p. m.	1:05:00 p. m.	11:05:00 a. m.	10:05:00 a. m.	Q&A	
0:30:00	5:25:00 p. m.	1:25:00 p. m.	11:25:00 a. m.	10:25:00 a. m.	LATAM Strategy Geraud Van Gaver, Clinical Marketing Director LATAM Isabelle Barber, VP Global Marketing Clinical	
0:10:00	5:55:00 p. m.	1:55:00 p. m.	11:55:00 a. m.	10:55:00 a. m.	Q&A	
0:30:00	6:05:00 p. m.	2:05:00 p. m.	12:05:00 a. m.	11:05:00 a. m.	BREAK 2 - LUNCH	
0:45:00	6:35:00 p. m.	2:35:00 p. m.	12:35:00 p. m.	11:35:00 a. m.	General Recognition & Success Stories	
0:30:00	7:15:00 p. m.	3:15:00 p. m.	1:15:00 p. m.	12:15:00 p. m.	Special Guest Aldo Ilardi, Entrepreneur, navigator and chairman of the nonprofit organization: Náutica para Todos	
0:05:00	7:45:00 p. m.	3:45:00 p. m.	1:45:00 p. m.	12:45:00 p. m.	Migration to Teams Room	
0:30:00	7:50:00 p. m.	3:50:00 p. m.	1:50:00 p. m.	12:50:00 p. m.	QUIZZ - Facing the Storm	
0:00:10	8:15:00 p. m.	4:15:00 p. m.	2:15:00 p. m.	1:15:00 p. m.	Video	
	8:15:00 p. m.	4:15:00 p. m.	2:15:00 p. m.	1:15:00 p. m.	END OF THE FIRST DAY	

Teams Rooms

(You will receive the invite in your calendar)





LATAM SUMMIT 2021

DAY 2 - WEDNESDAY, MARCH 3RD

HORIZON
A fascinating journey to reach our full potential

DURATION	FR TIME	AR/BR/CL TIME	CO TIME	MX TIME	SESSION	ROOM
0:15:00	2:45:00 p. m.	10:45:00 a. m.	8:45:00 a. m.	7:45:00 a. m.	Waiting Room	General Room Teams (You will receive the invite in your calendar)
0:00:15	3:00:00 p. m.	11:00:00 a. m.	9:00:00 a. m.	8:00:00 a. m.	Video	
0:10:00	3:00:00 p. m.	11:00:00 a. m.	9:00:00 a. m.	8:00:00 a. m.	Overall objective of the day José Torres, VP Commercial Operations LATAM	
0:10:00	3:10:00 p. m.	11:10:00 a. m.	9:10:00 a. m.	8:10:00 a. m.	Day organization & high level instructions Geraud Van Gaver, Clinical Marketing Director LATAM	
1:30:00	3:20:00 p. m.	11:20:00 a. m.	9:20:00 a. m.	8:20:00 a. m.	Plenary Session Each Leader presents the Initiative (15') (6 topics: IT, Commercial Org, BioFire, AMR/AMS, Dare/Impact, Distributors)	
0:05:00	4:50:00 p. m.	12:50:00 p. m.	10:50:00 a. m.	9:50:00 a. m.	BREAK 1	
1:30:00	4:55:00 p. m.	12:55:00 p. m.	10:55:00 a. m.	9:55:00 a. m.	Workshop AR Paula CABOT, General Manager	Teams Room AR (You will receive the invite in your calendar)
					Workshop BR Fernando OLIVEIRA, General Manager	Teams Room BR (You will receive the invite in your calendar)
					Workshop CL Sergio BRAVO, General Manager	Teams Room CL (You will receive the invite in your calendar)
					Workshop CO Diego VALBUENA, General Manager	Teams Room CO (You will receive the invite in your calendar)
					Workshop MX Hector BARILLAS, General Manager	Teams Room MX (You will receive the invite in your calendar)
					Workshop DIVIL Gonzalo LELEIVA, General Manager	Teams Room DIVIL (You will receive the invite in your calendar)
0:30:00	6:25:00 p. m.	2:25:00 p. m.	12:25:00 p. m.	11:25:00 a. m.	BREAK 2 - LUNCH	
1:00:00	6:55:00 p. m.	2:55:00 p. m.	12:55:00 p. m.	11:55:00 a. m.	Final restitution from workshops	General Room Teams (You will receive the invite in your calendar)
0:00:10	7:55:00 p. m.	3:55:00 p. m.	1:55:00 p. m.	12:55:00 p. m.	Video	
	7:55:00 p. m.	3:55:00 p. m.	1:55:00 p. m.	12:55:00 p. m.	END OF THE FIRST DAY	



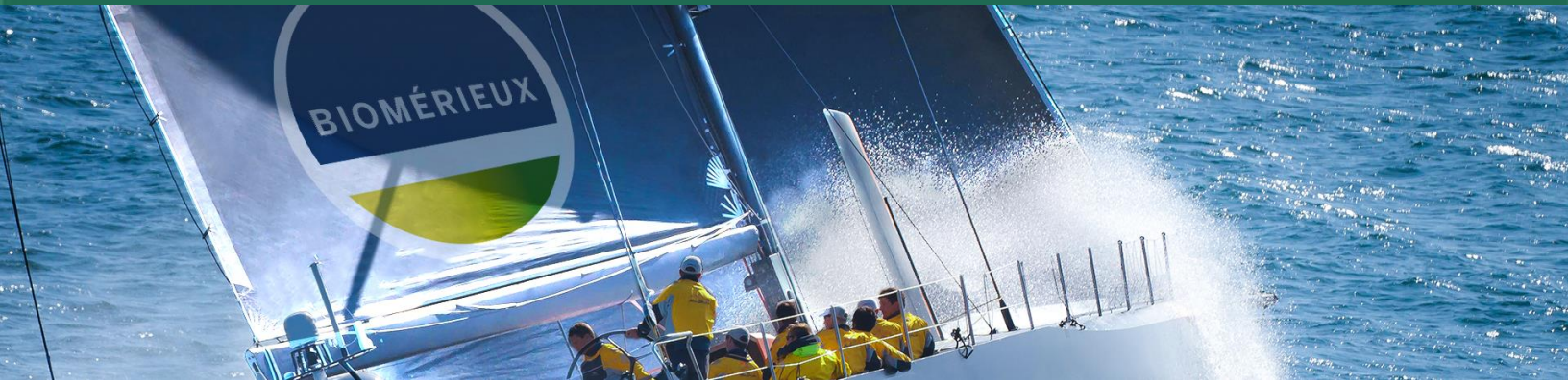


LATAM SUMMIT 2021

DAY 3 - THURSDAY, MARCH 4TH

HORIZON
A fascinating journey to reach our full potential

DURATION	FR TIME	AR/BR/CL TIME	CO TIME	MX TIME	SESSION	ROOM
0:15:00	2:45:00 p. m.	10:45:00 a. m.	8:45:00 a. m.	7:45:00 a. m.	Waiting Room	Main Room There is a main room per language: Spanish English Portuguese Link available from the landing page https://www.seminariosvirtuales.net/biomerieux
0:00:15	3:00:00 p. m.	11:00:00 a. m.	9:00:00 a. m.	8:00:00 a. m.	Video	
0:01:00	3:00:00 p. m.	11:00:00 a. m.	9:00:00 a. m.	8:00:00 a. m.	Welcome Veronica Roberts, Host	
0:15:00	3:00:00 p. m.	11:00:00 a. m.	9:00:00 a. m.	8:00:00 a. m.	Marketing vision, organization and 2021 plan and priorities to grow the business Marketing Team	
0:10:00	3:15:00 p. m.	11:15:00 a. m.	9:15:00 a. m.	8:15:00 a. m.	Q&A	
0:10:00	3:25:00 p. m.	11:25:00 a. m.	9:25:00 a. m.	8:25:00 a. m.	Workshop instructions Geraud Van Gaver, Clinical Marketing Director LATAM	
<i>If you are part of a workshop, you will receive the corresponding invite in your calendar</i>						
0:20:00	3:35:00 p. m.	11:35:00 a. m.	9:35:00 a. m.	8:35:00 a. m.	Workshop: marketing action plan Argentina Marcelo Birbrayer	Teams Room Argentina
					Workshop: marketing action plan Brazil Marcelo Agostinho	Teams Room Brazil
					Workshop: marketing action plan Chile Francisco Muñoz	Teams Room Chile
					Workshop: marketing action plan Colombia Carol García	Teams Room Colombia
					Workshop: marketing action plan Mexico Aida Castillo	Teams Room México
					Workshop: marketing action plan Divil Angelica Rivera	Teams Room Divil
0:05:00	3:55:00 p. m.	11:55:00 a. m.	9:55:00 a. m.	8:55:00 a. m.	BREAK 1	
0:30:00	4:00:00 p. m.	12:00:00 p. m.	10:00:00 a. m.	9:00:00 a. m.	Workshop KSF Argentina Vidas Marcelo Birbrayer	Teams Room Argentina Vidas
					Workshop KSF Argentina Biofire Leticia Pruscino	Teams Room Argentina Biofire
					Workshop KSF Argentina Micro Martín Dron	Teams Room Argentina Micro
					Workshop KSF Brasil Vidas Rita Cassia	Teams Room Brazil Vidas
					Workshop KSF Brasil Biofire Francisco Martins	Teams Room Brazil Biofire
					Workshop KSF Brasil Micro Marcelo Agostinho	Teams Room Brazil Micro
					Workshop KSF Chile Vidas Pablo Rojas	Teams Room Chile Vidas
					Workshop KSF Chile Biofire Francisco Muñoz	Teams Room Chile Biofire
					Workshop KSF Chile Micro Sigrí Roman	Teams Room Chile Micro
					Workshop KSF Colombia Vidas Carolina Espitia	Teams Room Colombia Vidas
					Workshop KSF Colombia Biofire Carol García	Teams Room Colombia Biofire
					Workshop KSF Colombia Micro Diana Ortiz	Teams Room Colombia Micro
					Workshop KSF Mexico Vidas Rodrigo Landy	Teams Room Mexico Vidas
					Workshop KSF Mexico Biofire Jacobo Zuñiga	Teams Room Mexico Biofire
Workshop KSF Mexico Micro Aida Castillo	Teams Room Mexico Micro					
Workshop KSF DIVIL Gonzalo LELEIVA	Teams Room DIVIL					
0:30:00	4:30:00 p. m.	12:30:00 p. m.	10:30:00 a. m.	9:30:00 a. m.	Sharing & Consolidation to have a country view Marcelo Birbrayer (AR)	Teams Room Argentina
					Sharing & Consolidation to have a country view Marcelo Agostinho (BR)	Teams Room Brazil
					Sharing & Consolidation to have a country view Francisco Muñoz (CL)	Teams Room Chile
					Sharing & Consolidation to have a country view Carol García (CO)	Teams Room Colombia
					Sharing & Consolidation to have a country view Aida Castillo (MX)	Teams Room México
					Sharing & Consolidation to have a country view Angelica Rivera (DIVIL)	Teams Room Divil
0:05:00	5:00:00 p. m.	1:00:00 p. m.	11:00:00 a. m.	10:00:00 a. m.	BREAK 2	
0:30:00	5:05:00 p. m.	1:05:00 p. m.	11:05:00 a. m.	10:05:00 a. m.	5 minutes per country to share identified KSF	Main Room There is a main room per language: Spanish English Portuguese
0:05:00	5:35:00 p. m.	1:35:00 p. m.	11:35:00 a. m.	10:35:00 a. m.	Conclusion & next steps	
0:03:00	5:40:00 p. m.	1:40:00 p. m.	11:40:00 a. m.	10:40:00 a. m.	Cierre Veronica Roberts, Host	
0:30:00	5:45:00 p. m.	1:45:00 p. m.	11:45:00 a. m.	10:45:00 a. m.	BREAK 3 - LUNCH	
1:00:00	6:15:00 p. m.	2:15:00 p. m.	12:15:00 p. m.	11:15:00 a. m.	<i>If you are part of a workshop, you will receive the corresponding invite in your calendar</i>	
					Workshop Roadmap - Sales & Marketing & IT Argentina Marcelo Birbrayer- Daniela Korbenfeld	Teams Room Workshop Roadmap Argentina
					Workshop Roadmap - Sales & Marketing & IT Chile Francisco Muñoz - Guillermo Valenzuela	Teams Room Workshop Roadmap Chile
					Workshop Roadmap - Sales & Marketing & IT Brazil Marcelo Agostinho - Michelle OLIVEIRA	Teams Room Workshop Roadmap Brazil
					Workshop Roadmap - Sales & Marketing & IT Colombia Carol García - Fabio Ajiaco	Teams Room Workshop Roadmap Colombia
					Workshop Roadmap - Sales & Marketing & IT Mexico Hector BARILLAS - David Ornelas	Teams Room Workshop Roadmap Mexico
					Workshop Roadmap - Sales & Marketing & IT DIVIL Gonzalo Leleiva	Teams Room Workshop Roadmap DIVIL
					Workshop Roadmap - MA Norma Hernández	Room Workshop Roadmap MA
					Workshop Roadmap - Customer Marcia Curi	Room Workshop Roadmap Customer
					Workshop Roadmap - Supply David Macheaud	Room Workshop Roadmap Supply
					Workshop Roadmap - Finance Juney Barros	Room Workshop Roadmap Finance
					Workshop Roadmap - HR Vanessa Vieira	Room Workshop Roadmap HR
Workshop Roadmap - Quality Rosana Labat	Teams Room Workshop Roadmap Quality					
	7:15:00 p. m.	3:15:00 p. m.	1:15:00 p. m.	12:15:00 p. m.	END OF THE THIRD DAY	





LATAM SUMMIT 2021

DAY 4 - FRIDAY, MARCH 5TH

HORIZON
A fascinating journey to reach our full potential



DURATION	FR TIME	AR/BR/CL TIME	CO TIME	MIX TIME	SESSION	ROOM
0:15:00	2:45:00 p. m.	10:45:00 a. m.	8:45:00 a. m.	7:45:00 a. m.	Waiting Room	
0:00:15	3:00:00 p. m.	11:00:00 a. m.	9:00:00 a. m.	8:00:00 a. m.	Video	
0:03:00	3:00:00 p. m.	11:00:00 a. m.	9:00:00 a. m.	8:00:00 a. m.	Welcome Veronica Roberts, Host	Main Room There is a main room per language: Spanish English Portuguese Link available from the landing page https://www.seminariosvirtuales.net/biomerieux
0:10:00	3:00:00 p. m.	11:00:00 a. m.	9:00:00 a. m.	8:00:00 a. m.	Objective of the day and instructions Géraud Van Gaver, Clinical Marketing Director LATAM	
1:00:00	3:15:00 p. m.	11:15:00 a. m.	9:15:00 a. m.	8:15:00 a. m.	Presentation of the high level sales plan: contribute to deliver the strategy and achieve the budget	
0:05:00	4:15:00 p. m.	12:15:00 p. m.	10:15:00 a. m.	9:15:00 a. m.	BREAK 1	
1:00:00	4:20:00 p. m.	12:20:00 p. m.	10:20:00 a. m.	9:20:00 a. m.	Presentation of the high level plan by function to contribute to delivering the strategy and support full potential initiative	Main Room There is a main room per language: Spanish English Portuguese
0:20:00	5:20:00 p. m.	1:20:00 p. m.	11:20:00 a. m.	10:20:00 a. m.	SS Center Presentation of 2021 priorities and hot topics Mariana Furno, SSC Leader	
0:05:00	5:40:00 p. m.	1:42:15 p. m.	11:42:15 a. m.	10:42:15 a. m.	BREAK 2	
0:30:00	5:50:00 p. m.	1:50:00 p. m.	11:50:00 a. m.	10:50:00 a. m.	Closing Session LATAM SUMMIT 2021 José Torres, VP Commercial Operations LATAM	Main Room There is a main room per language: Spanish English Portuguese
0:05:00	6:20:00 p. m.	2:20:00 p. m.	12:20:00 p. m.	11:20:00 a. m.	CLOSING VIDEO	
	6:25:00 p. m.	2:25:00 p. m.	12:25:00 p. m.	11:25:00 a. m.	END OF THE EVENT	

