

# We Connect the Americas .

2024



Impact Report



# Shaping the Future of the Hemisphere .

Founded by David Rockefeller more than 60 years ago, Americas Society/Council of the Americas (AS/COA) is dedicated to promoting dialogue and social and economic development in the Western Hemisphere.

**Council of the Americas** brings together the private sector and governments in the region to explore investment opportunities, regional integration and long-term prosperity. Members consist of more than 210 leading companies interested in advancing inter-American relations, having exclusive access to top government officials, raising their profile through private events and getting insight on the region's latest trends.

Since 1965, **Americas Society** has hosted the region's leading artists, musicians, thinkers, and changemakers at its iconic townhouse at 680 Park Avenue in New York City. It now offers virtual and in-person cultural and current affairs programs to audiences all over the world.

Through its celebrated art and music programs, discussions of key social and political issues, and its publication *Americas Quarterly*, AS seeks to increase awareness of the Americas and the ties that bind our nations together.



The richness of our content doesn't only come from a president or a minister sitting and talking to our members; it comes from listening to everyone at the table.



**Susan Segal**

President & CEO,  
Americas Society/Council of the Americas

# More than Six Decades of Impact .

## Council of the Americas



U.S. President Richard Nixon addresses the Washington Membership Meeting, which would later become the Washington Conference on the Americas



Name changed to Council of the Americas, Inc.

AS/COA's headquarters building at 680 Park Avenue is designated a New York City Landmark

1958

Incorporated as Inter-American Council, Inc.

1965

Name changed to The Council for Latin America, Inc.

1968

1970



Americas  
Society

1965

**September:** Incorporated as House of the Americas, Inc.

**December:** Name changed to Center for Inter-American Relations, Inc.

1966

Margaret Strong de Larrain, Marquesa de Cuevas and member of the Rockefeller family, donates the 680 Park Avenue building to the Center for Inter-American Relations after saving it from demolition the year before

1969

Colombian artist Fernando Botero presents his first solo exhibition in New York at Americas Society's art gallery

Mercedes Sosa performs at Americas Society

1971

Gregory Rabassa's English translation of Gabriel García Marquez's *One Hundred Years of Solitude* is published. The Center for Inter-American Relations funded the project



In February, Americas Society opens an exhibition on Mexican painter David Alfaro Siqueiros' work

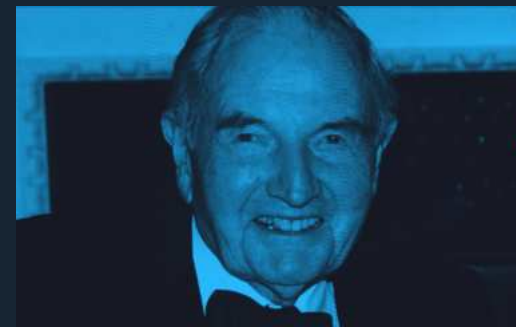
# More than Six Decades of Impact .

## Council of the Americas



1992

After serving as Chairman of AS/COA since 1981, David Rockefeller becomes Honorary Chairman until his passing in 2017



2003

Susan Segal becomes president & CEO

2004

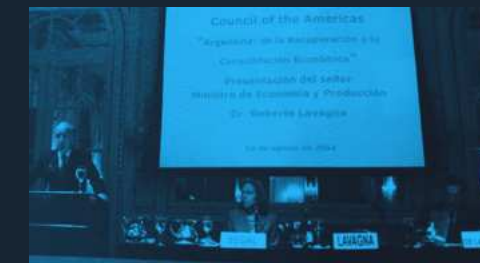
COA strengthens its presence in Latin America with discussions with local audiences and member companies in Buenos Aires, Santiago, São Paulo, Bogota and Rio de Janeiro

Since then, it is also present in cities like Mexico City, Lima, Guatemala City and Santo Domingo



2006

The first issue of Americas Quarterly is published



1982

First Spring Party celebrated at the Tavern on the Green in Central Park

1986

Name changed to Americas Society, Inc.

1987

U.S. President Ronald Reagan receives the Gold Insigne from AS/COA President Emeritus George W. Landau and David Rockefeller. Many other presidents from the region have received the award since then

Americas Society

# More than Six Decades of Impact.

Council of  
the Americas



2008

AS/COA opens  
its Miami office

2012

AS/COA announces  
the unveiling of the  
David Rockefeller  
Atrium at its  
headquarters on 680  
Park Avenue

2012

Nobel Laureate  
Mario Vargas Llosa and renowned  
translator Edith Grossman present  
his novel *The Dream of the Celt* at  
Americas Society

2013

Grammy-nominated  
drummer Bobby  
Sanabria performs  
with the Multiverse  
Big Band at  
Americas Society

2016

COA acquires  
Latin Trade  
Symposium &  
BRAVO Business  
Awards

2022

AS/COA  
completes the  
restoration of its  
headquarters  
building at 680  
Park Avenue

Americas  
Society



# 2024 by the Numbers .

More than  
**185**  
private  
programs

**44**  
events  
in Latin American  
cities

Over  
**12k**  
media  
mentions

More than  
**12.5k**  
people  
attended our public  
and private programs

Hosted  
**10**  
presidents

**3.2m**  
video views  
of our events

# Bridging Borders.



From New York to Buenos Aires, Council of the Americas convened high-level decision makers from the public and private sectors to debate and address pressing regional challenges. By facilitating these strategic conversations, the Council promoted understanding and drove constructive dialogue throughout the hemisphere in 2024.

“ Many thanks to the Council of the Americas for organizing this summit, so we have the possibility to share these experiences, to understand the challenges that have not yet been resolved and be able to address them in time. ”

*Chile's Minister of Finance  
Mario Marcel during the  
Latin American Cities  
Conference in Santiago*



# Convening Power in 2024.

In private and off-the-record meetings, leaders from the public and private sector engaged in dialogue about investment and development across the Americas.



President of Brazil's Supreme Federal Court  
Luis Roberto Barroso in a private meeting  
with members at AS/COA's headquarters.

20%  
Public Programs

80%  
Private Programs



# Convening Power in 2024.



Pre-conference dinner in Mexico City with COA members and Mexico's Secretary of Foreign Relations Alicia Bárcena.



Private meeting in COA's Miami office with the Dominican Republic's Minister of Industry, Trade and SMEs Victor Bisonó. On the left, AS/COA's Vice President Maria Lourdes Teran.



Paraguay's President Santiago Peña is introduced to COA members in New York by AS/COA's President and CEO Susan Segal.

# Driving Transformation .

## Latin American Cities Conferences

In 2024, AS/COA traveled to Guatemala City, Mexico City, São Paulo, Buenos Aires and Santiago to host conferences where the public and private sector interacted and addressed pressing national and regional issues.

These forums were a platform for discussing investment opportunities and strategies for achieving growth and promoting social development in the region. They also generated local and international media coverage, increasing visibility for important regional topics.



Public at the 2024 Latin American Cities Conference Buenos Aires.

Hector Orellana, vice president and director North Latin America, Medtronic, speaks with Raquel Buenrostro, Mexico's secretary of economy at AS/COA's 2024 Latin American Cities Conference Mexico City.

# Driving Transformation .



*Paula Santilli, CEO, PepsiCo Latin America, after receiving the BRAVO Visionary Leadership Award at the BRAVO Business Awards gala.*

*2024 COA Symposium panel .*

*Private engagements during the BRAVO Welcome Dinner.*



## 2024 COA Symposium and 29th BRAVO Business Awards

Over 500 regional leaders who are shaping Latin America's business agenda gathered in Miami on October 30, 2024 to push for progress in the region at the 2024 COA Symposium. During the one-day conference, high-impact corporate leaders participated in public and private forums to discuss insights into Latin America's economic potential, network with peers and build business partnerships.

That same evening, the 29th BRAVO Business Awards honored a select group of visionaries whose leadership and commitment are driving the region forward and elevating its presence on the global stage. The 2024 honorees were Paula Santilli, CEO, PepsiCo Latin America; Globant; Francisco Alvarez-Demalde, Co-Founder and Managing Partner, Riverwood Capital and João Vitor Menin, CEO, Inter&Co.

# Driving Transformation .

## Washington Conference on the Americas

Considered the top meeting on hemispheric affairs, the 54th Washington Conference on the Americas provided a platform for real-time, agenda-setting discussions, covering topics such as economic competitiveness, security threats, democracy, and migration.

The event, held in partnership with the U.S. State Department, contributed to shaping policy discussions, fostering business relationships, and promoting cooperation on key regional issues throughout 2024 and beyond. Also at the event, Dominican Republic President Luis Abinader was awarded the Chairman's Award for Leadership in the Americas.



*Different scenes of the Washington Conference of the Americas on a screen monitor.*

*One of the panels of the 54th Washington Conference on the Americas: Advancing the Business Case for the Americas, which was held at the headquarters of the Organization of American States.*

*Maria Elvira Salazar, chairwoman, Subcommittee on the Western Hemisphere, and representative (R-24FL), U.S. House of Representatives, and Adriano Espaillat, representative, (D-13NY), U.S. House of Representatives, during one the panels of the conference.*



# Driving Transformation .

## Presidents of the Americas



**Luis Abinader**  
President of the Dominican Republic

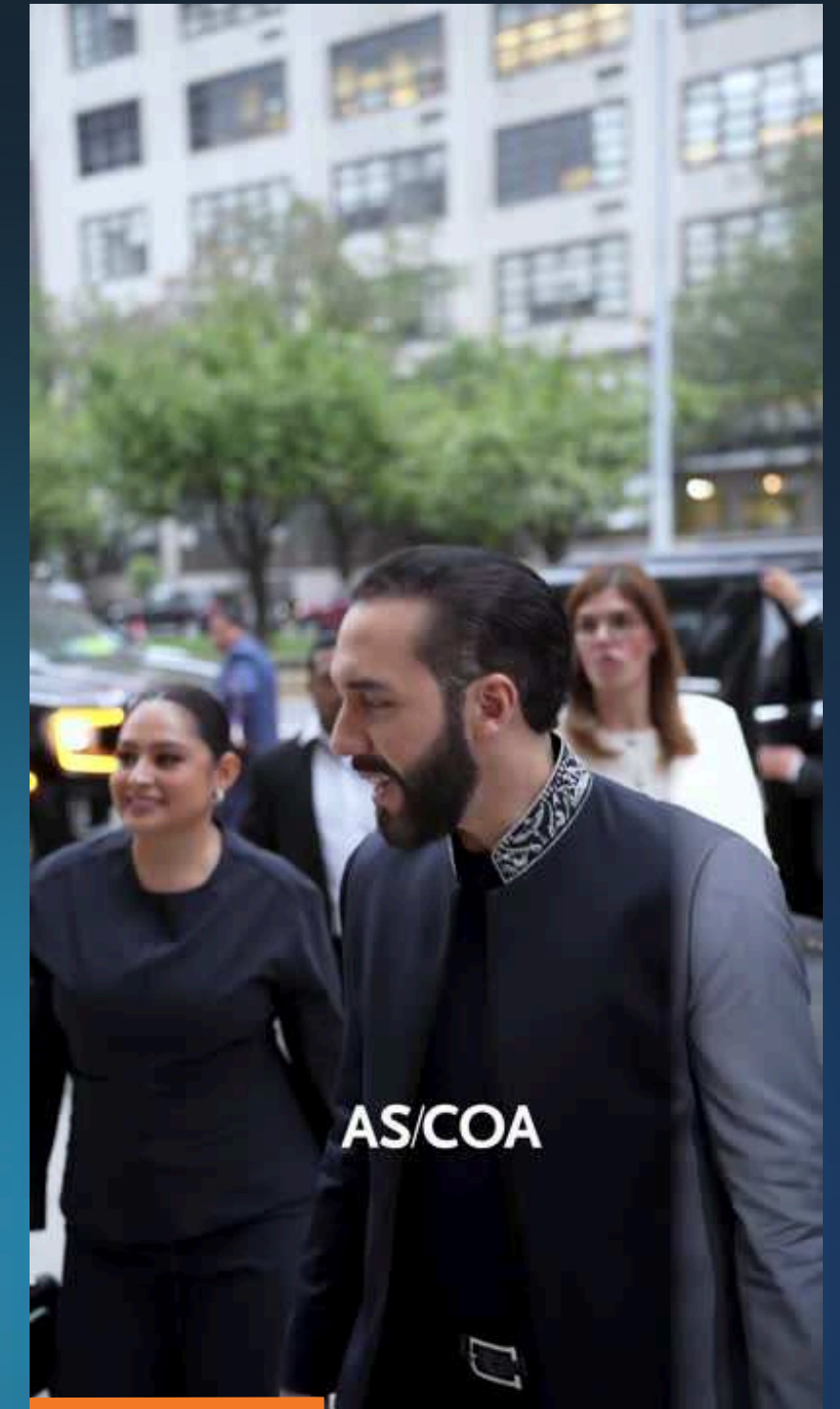
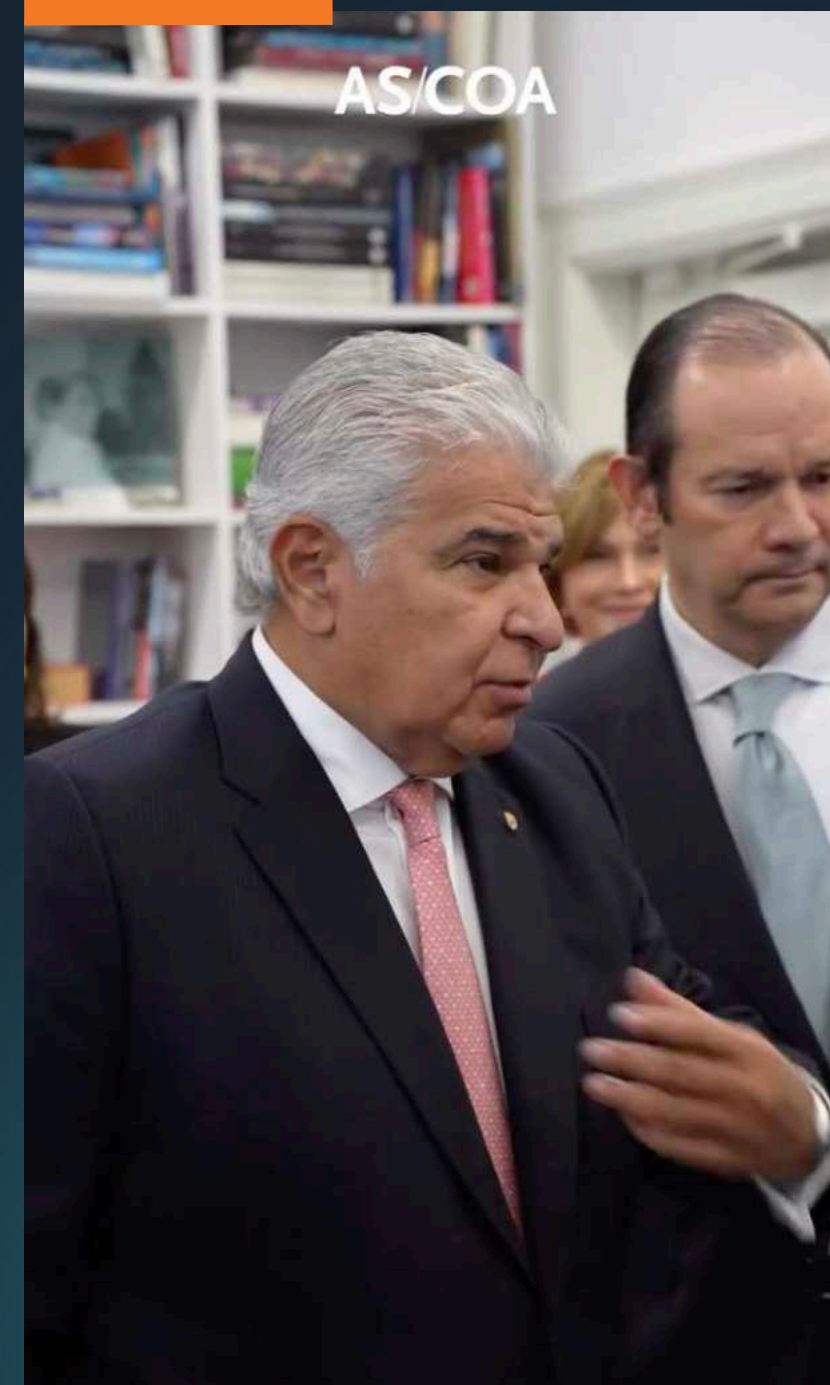


**Irfaan Ali**  
President of Guyana



**Gustavo Petro**  
President of Colombia

**José Raúl Mulino**  
President of Panama



**Nayib Bukele**  
President of El Salvador

On the sidelines of the 79th United Nations General Assembly, Council of the Americas held 13 private, members-only events at AS/COA's headquarters in New York with nine presidents from the region, as well as ministers and ambassadors. For the past 18 years, AS/COA has had the honor of hosting more than 50 heads of state across 100+ events, serving as the premier convener of regional leaders and international business organizations who are passionate about the future of the Americas.

[See the full list of presidents](#)

# Other Initiatives



## CFO Forums

Through six in-person programs in 2024, Council of the Americas CFO Forums provided a space for financial leaders to gain exclusive insight from government officials and industry experts, share best practices, network with peers, and find opportunities to collaborate across industries and sectors.



## Healthcare Dialogues

In 2024, AS/COA's Healthcare Dialogues addressed key challenges and growing opportunities in healthcare across the Americas through private meetings with policy makers and roundtable discussions.



## Working Groups

YPA, a platform for young professionals to connect, hosted insightful conversations on the U.S. Latino vote, Mexico's elections and philanthropy in 2024, as well as meetings with business leaders like BlackRock's Aitor Jauregui and Salkantay Ventures' Lucia Montalvo.

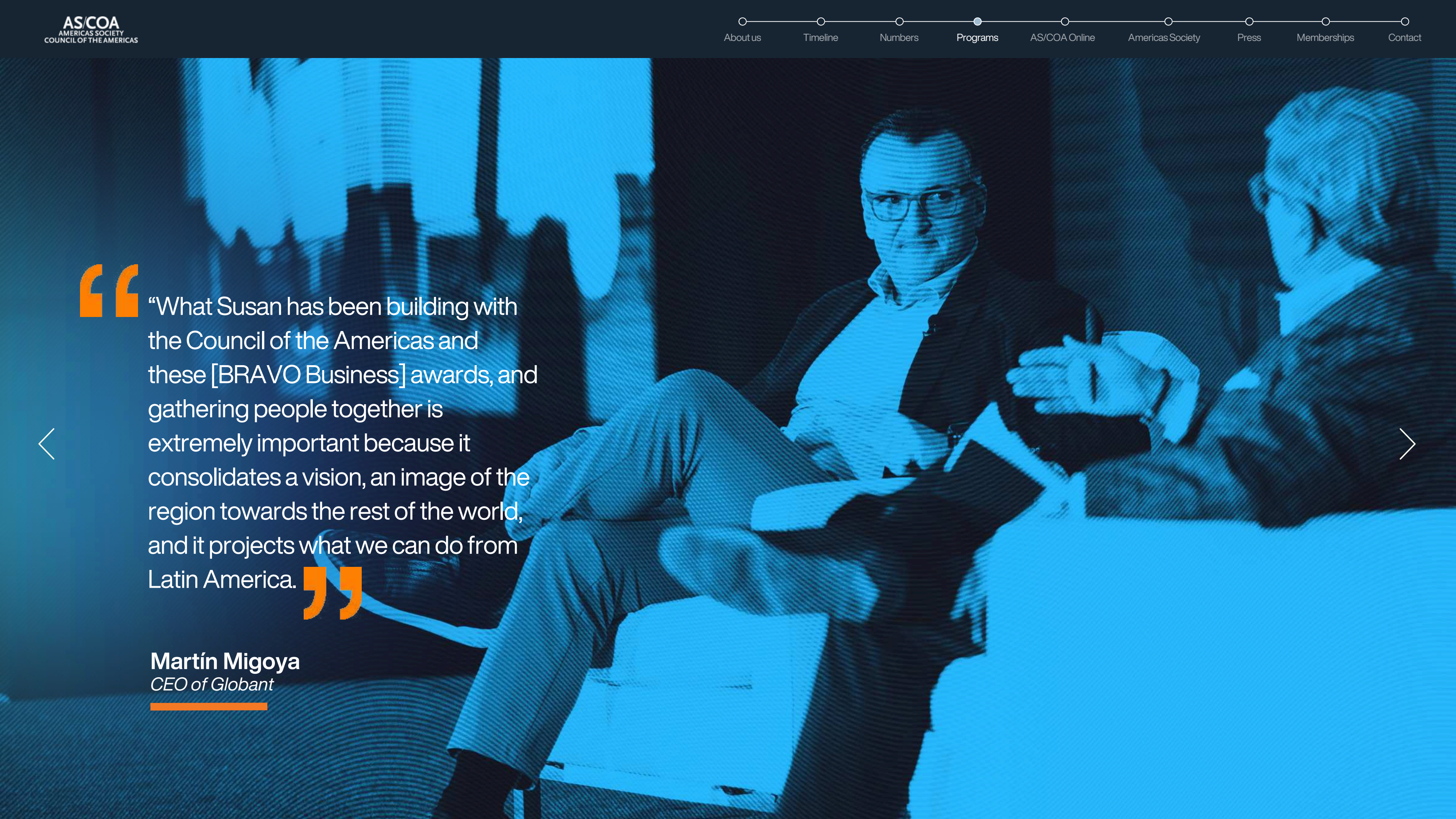


## Young Professionals of the Americas (YPA)

[See the full list of initiatives](#)

“What Susan has been building with the Council of the Americas and these [BRAVO Business] awards, and gathering people together is extremely important because it consolidates a vision, an image of the region towards the rest of the world, and it projects what we can do from Latin America.”

**Martín Migoya**  
*CEO of Globant*





# Understanding Latin America .

## AS/COA Online

AS/COA Online is our digital hub, bringing together members, viewers, and listeners from across the world and providing context on the crucial issues affecting the Americas today.

In 2024, [www.as-coa.org](http://www.as-coa.org) attracted **2.7 million pageviews**, doubled our LinkedIn following, and drew 3 million views to our Instagram reels.

Become a part of our network online. Sign up to join 50,000 newsletter subscribers for the latest analysis and content from our programs, including videos of our events throughout the hemisphere. Subscribe to AS/COA's Latin America in Focus podcast to hear expert voices from across the region on business, politics, and culture. Follow us on social media and connect with our community.



## Newsletters



## Explainers



## Infographics



## Podcasts



## Videos



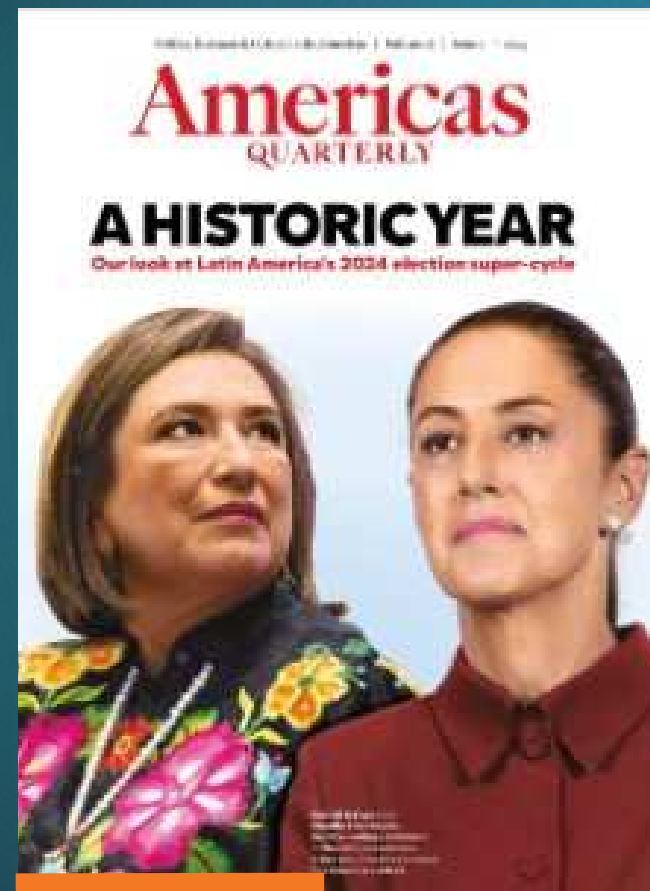
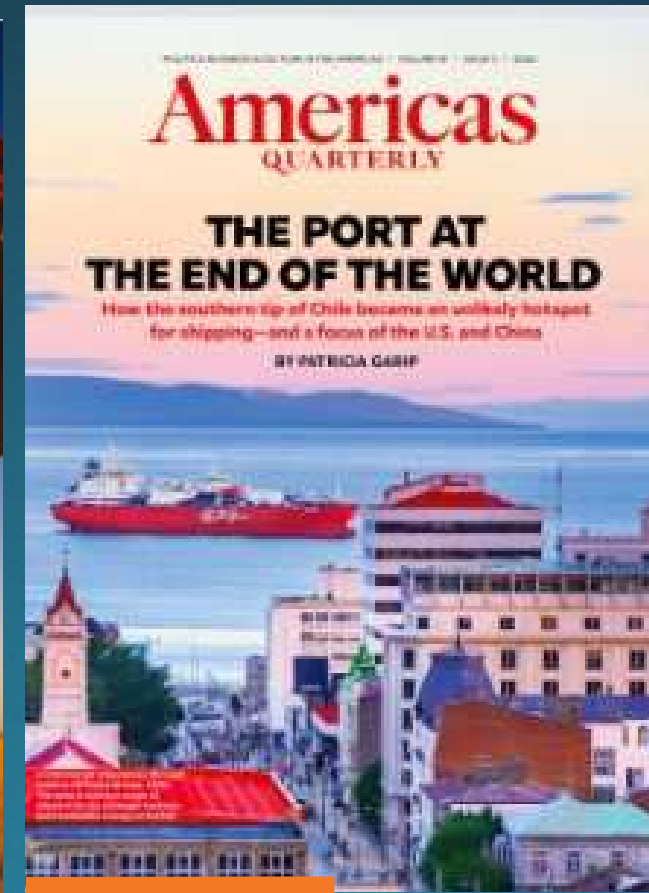
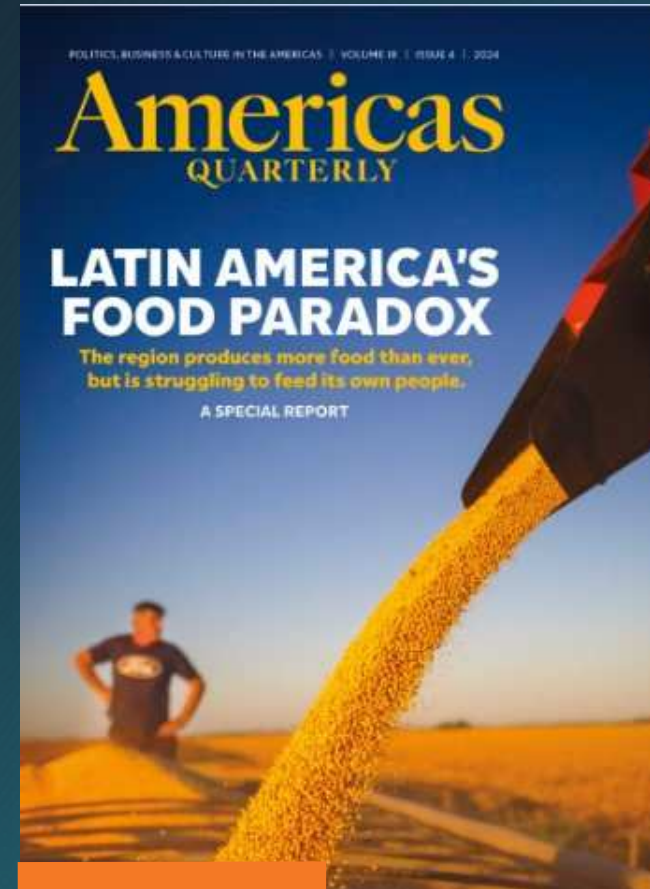
## Electoral Updates



# Understanding Latin America .

## Americas Quarterly

In 2024, our acclaimed publication, *Americas Quarterly*, published four print issues that engaged a key audience of policymakers, business leaders, and opinion influencers. The AQ Podcast addresses the most urgent topics in Latin American politics and economics, while [americasquarterly.org](https://americasquarterly.org) offers insights from AQ's team of journalists and prominent experts contributing to the publication.



“Americas Quarterly over the past few years has really become one of the best sources of serious analysis on Latin American politics, and U.S.-Latin America relations.”

**Kevin Casas-Zamora**  
*International IDEA's Secretary General*

# Americas Society .

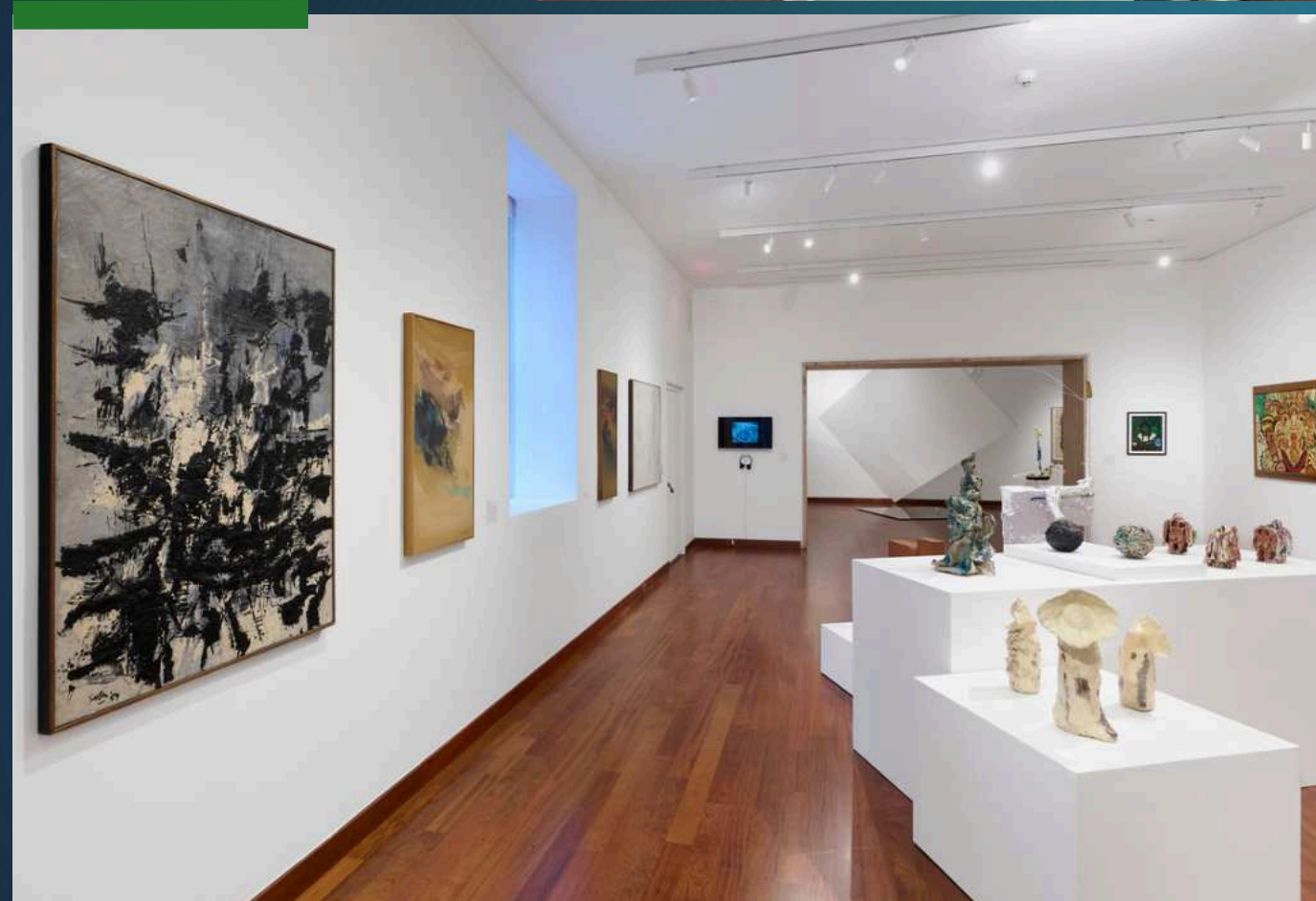
## Art

Art at Americas Society's *El Dorado: Myths of Gold* exhibition was featured in *The New York Times* Best Art of 2024 write-up. The program's other two exhibitions of the year, *Alejandra Seeber: Interior with Landscapes* and *The Appearance: Art of the Asian Diaspora in Latin America and the Caribbean* highlighted underrepresented artists and movements, bringing their contributions to global attention.

*Alejandra Seeber: Interior with Landscapes exhibition*



*The Appearance: Art of the Asian Diaspora in Latin America and the Caribbean exhibition*



*El Dorado: Myths of Gold exhibition*



# Americas Society

## Music

Over 1,500 people attended Americas Society's live Music of the Americas Series, which hosted 19 concerts in New York with superb artists performing a variety of musical styles. Music of the Americas online series released 88 videos, which were viewed over 2.3 million times by audiences worldwide.



Batimento Dúo performing "El apache argentino." Video part of the En Casa series.

Coro Acardenchado's performance at Chelsea Factory, as part of a collaboration between Americas Society and Celebrate México NOW.

Mexican singer Magos Herrera during a performance at Americas Society.



# Making Headlines

Media outlets often cover AS/COA's events, but AS/COA's experts shape narratives on key regional topics by writing op-eds and participating in interviews with important news organizations.



**Newsweek**

The overall Democratic lean among Hispanic and Latino voters, which notably appears to be less blue than in previous presidential elections, may be most beneficial for Harris in the seven battleground states that are likely to decide the election.

A report from the Americas Society/Council of the Americas from October 21, before the Madison Square Garden rally, showed that 56 percent of Latino voters who live in a swing state plan to vote for Harris, while 31 percent plan to vote for Trump.

**EE.UU. Inmigración Joe Biden Elecciones Donald Trump Economía EE.UU. Visas**

En una elección estrecha, los latinos pueden definir el ganador de un estado clave. Aunque no sean el grupo de electores dominante, pueden hipotéticamente ser los 10.470 votos que le dieron la victoria a Biden.

En Nevada, Trump perdió por 33.596 votos. Para 2024 se calcula que habrá 450.000 potenciales votantes hispanos según un estudio de la UCLA, es decir que si se mantiene el promedio nacional unos 243.000 votarían en esta elección. Allí también los votantes hispanos pueden ser quienes definen la contienda, inclinando la balanza hacia una de las campañas, teniendo en cuenta que en 2020 el 56% de voto en ese estado fue para Biden y 37% para Trump, según un estudio de Americas Society/Council of the Americas (AS/COA).



**exame.**

Por que Susan Segal, defensora do empoderamento feminino, se opõe às cotas?

Em entrevista exclusiva à EXAME, a presidente e CEO do Council of the Americas diz que estas podem gerar julgamentos - e faz um chamado para que as mulheres acreditem mais em si.

**Let's treat Nicaragua like the repressive government it's become | Opinion**

BY ERIC FARNSWORTH  
JANUARY 24, 2024 5:58 PM

By Eric Farnsworth  
January 24, 2024 5:58 PM

**Why Mexico Picked a Woman President First**

Claudia Sheinbaum's ascent came after years of reforms aimed at ensuring gender parity in politics.

By Carin Zissis



**Consejo de las Américas**

Más de 500 líderes del sector privado se reúnen en Miami para abordar el desarrollo de América Latina

Directivos de grandes empresas y emprendedores tratan los desafíos y las oportunidades de la región en el Simposio del Consejo de las Américas

Susan Segal: "Gane quien gane las elecciones de Estados Unidos, los dos candidatos saben que tienen que prestarle más atención a América Latina"



**The New York Times**

Best Art of 2024

'El Dorado'

Installed in Americas Society's small Manhattan gallery, the second half of the ambitious two-part exhibition called "El Dorado: Myths of Gold" opened last January. As compelling to look at as it was to think about, it considered gold both as a substance of spiritual allure to Indigenous peoples of the ancient Americas, as an early magnet of European colonial acquisition, and as a spur to an empire-building still very much with us. With art including cast-gold pre-Hispanic sculptures, gilded church altarpieces and critically reflective work by contemporary artists, the show confirms the valuable scholarly work being done by small institutions outside the mainstream.



# Join us!

## Learn about Membership at AS/COA .

Council of the Americas

Join

Americas Society

Join

# Get in Touch.

## NEW YORK CITY

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New York, NY 10065  
Phone: 212-249-8950

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1615 L St NW, Suite 250  
Washington, DC 20036  
Phone: 202-659-8989

## MIAMI

2655 LeJeune Road, Suite PH1-D  
Coral Gables, FL 33134  
Phone: 305-779-4816

# Footnotes

## COVER:

*From left to right: Cassiana Fernandez, head of Latin America Economic Research, J.P. Morgan and Tarciana Medeiros, president, Banco do Brasil, at the 2024 Women's Hemisphere Network Conference in São Paulo.*

*Venezuela's opposition leaders Edmundo Gonzalez and Maria Corina Machado at the Washington Conference on the Americas.*

*Mexico's presidential candidate Claudia Sheinbaum and AS/COA's President and CEO Susan Segal during an exclusive program in Mexico City.*

*Installation image of Americas Society's art gallery with Part II of the exhibition El Dorado: Myths of Gold*

*2024 COA Symposium*

*Rebecca Lissner, deputy assistant to the President, principal deputy national security advisor to the Vice President, and José Manuel Salazar-Xirinachs, executive secretary, Economic Commission for Latin America and the Caribbean, speak at the Washington Conference on the Americas.*

*Ensemble La Chimera and Nell Snaidas: Mare Nostrum concert at Americas Society.*

*Guatemala's President Bernardo Arévalo speaks at the 2024 Latin America Cities Conference in Guatemala City.*

*Argentina's President Javier Milei speaks at the 2024 Latin America Cities Conference in Buenos Aires.*

## SHAPING THE FUTURE OF THE HEMISPHERE:

*Entrance of ASCOA's 680 Park Avenue headquarters.*

## BY THE NUMBERS:

*From left to right: Simone Tebet, minister for planning and budget of the Federative Republic of Brazil, at a private meeting in ASCOA's Washington office.*

*Jorge Macri, chief of government of Buenos Aires, at the 2024 Latin America Cities Conference in Buenos Aires*

*Rafael de la Cruz, senior adviser to Venezuela's opposition leaders, speaks with the press.*

*Public at the Washington Conference on the Americas.*

## PRESIDENTS OF THE AMERICAS:

*From left to right: Luis Abinader, president of the Dominican Republic, during a private meeting with AS/COA's members.*

*Irfaan Ali, president of Guyana, with AS/COA's President and CEO Susan Segal.*

*Colombia's President Gustavo Petro after a private meeting with AS/COA's members.*

## OTHER INITIATIVES:

*From left to right: Maria Lou Valdez, deputy director of the Pan American Health Organization, during a Healthcare Series conversation.*

*CFO Forum in Buenos Aires.*

*AS/COA's Cuba Working Group after a private discussion in Miami.*

*Members of Young Professionals of the Americas with Aitor Jauregui, head of BlackRock in Latin America.*