

September 12-14, 2011  
Radisson Hotel  
Montevideo - Uruguay



[genexus.com/](http://genexus.com/meeting2011) meeting2011

# GENEXUS MEETING

The greatest event of the knowledge industry in Latin America



- Three consecutive days packed with activities.
- More than 150 different activities.
- More than 100 speakers.
- Over 3,500 attendees from all over the world.

## The leading tool in knowledge-based software development

Thousands of customers worldwide use GeneXus to **create and integrate** mission-critical **applications** that can easily **adapt** to constant changes in the business.

The GeneXus technology enables our customers to apply their unique **business know-how** on the market's **leading technology platforms**.

**Founded in 1988**, Artech is headquartered in Montevideo, Uruguay. It also has offices in the United States, Mexico and Brazil, a joint venture in Japan and a worldwide **network of distributors**.



**More than 70,000**  
users worldwide



**More than 5,500**  
companies use GeneXus



**More than 45 countries**  
all over the world



# THE MEETING

A conference aimed at IT professionals and decision makers from over 35 countries

The objective of this international event is to create an opportunity for us to showcase the work we've done over the last year, as well as discuss the latest global trends and how Artech will respond to them.

## We seek to:

- Demonstrate the value of GeneXus to corporations and software houses.
- Facilitate the realization of business opportunities.
- Promote strategic alliances between the biggest players in the technology sector.





There are many reasons to participate, and content is among the most important ones.

**Release of GeneXus X Evolution 2:** More technology, flexibility, productivity and value to the features provided by GeneXus.

**Successful experiences with EV1:** How to leverage all its potential in new projects. What are the advantages of using the latest technologies? What are the best practices for migration? What tools are available to help me?

**Click 2 Cloud:** Find out how to prototype and deploy directly to the most popular cloud platforms so that applications are immediately accessible from any location and from any device.

**Smart Devices:** New possibilities offered by GeneXus to quickly take advantage of the business opportunities created by the mobile revolution.

**GXserver and GXtest:** Get up to date on the latest developments, and listen to other users' experiences to learn how they can help you improve development processes and product quality.

**GXplorer, GXflow and GXquery:** Find out the latest advances of these technologies that empower development and enhance applications built with GeneXus.

**GXportal:** We will share experiences and the latest developments in SaaS and on-premise versions.

**e-Gov:** Citizen involvement, electronic invoices and files, education and public administration - news, discussions and case presentations.

**Theme tracks:** Marketing and Communication, Business Development, Enterprise Development, Innovative Ideas.

**Expo 2.0:** An exhibit area in which solutions and cutting-edge technologies are showcased, including global brands and manufacturers.

**Training:** Labs, hands-on workshops, certification exams for analysts and instructors.

# SPEAKERS

The GeneXus Meeting program of activities has been designed for a wide audience. In addition to technical sessions, it includes strategic, business and general presentations.

For this reason, it brings together many speakers from varied backgrounds. Among the most distinguished speakers of the past few years were:

- Direct customers from Uruguay and abroad
- Software and hardware manufacturers
- Leading figures from the worldwide IT and business sectors
- International opinion leaders and consulting firms
- Distinguished scholars
- Influential figures from the political world and state-owned enterprises



**Breogán Gonda**  
Artech



**Nicolás Jodal**  
Artech



**Karina Santo**  
K2B / GXC



**Gonzalo Frasca**  
Powerfull  
Robots



**Mike Culver**  
Amazon  
Web Services



**José Elías**  
eliax.com



**Pablo Brenner**  
Globant

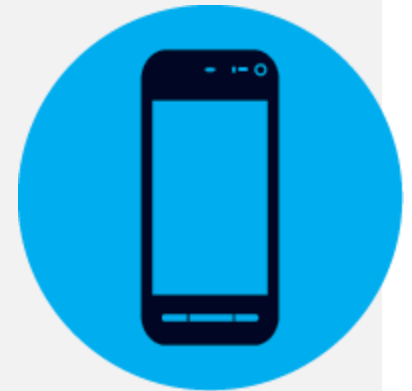


**José Clastornik**  
Agesic

# WHO IS IT FOR?

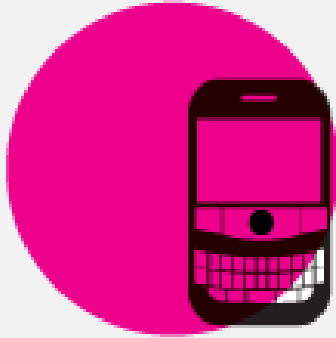
The GeneXus Meeting is a technology and business conference aimed at providing value to corporations and software houses, driving the professional development of attendees, and realizing business opportunities. That's why the GeneXus Meeting can benefit participants from various backgrounds:

- IT Professionals
- Software Developers
- Programmers
- Project Managers
- IT Managers and CTOs
- Technology and Business Consultants
- CEOs of IT companies
- Business Managers
- IT Executives and Decision Makers
- Technology Integrators
- Entrepreneurs from high value-added IT sectors
- Students pursuing technology degrees





# SIDE ACTIVITIES



- Business meetings
- Labs
- Solution presentations
- Raffles of products and merchandising
- e-Center (Internet access area)
- Complimentary functions for VIP and foreign attendees





## A space for networking and interaction



It's a relaxed environment to network, learn about the most innovative IT solutions, do some work or just rest.



# REASONS TO ATTEND (AND TO CONVINC MY BOSS)

**Attending the GeneXus Meeting is a smart investment that provides several benefits. We know that sometimes taking the leap is not easy, and convincing your boss can be even more complex. That's why we give you many reasons to come:**



- I can experience first-hand the possibilities offered by GeneXus X Evolution 2 to take full advantage of the business opportunities created by the explosion of mobile devices.
- The industry is evolving at a fast pace, which is difficult to keep up with. That's why attending this type of annual conferences is an efficient way to stay up to date with some topics of interest.
- It's a unique opportunity to boost the use and knowledge of the GeneXus technology, and to learn best practices for managing development projects with this tool.
- Attending this event allows me to interact with the most brilliant experts in the knowledge industry and cutting-edge technology gurus.
- This conference offers more than 150 activities over the course of three days, enabling attendees to learn about disruptive ideas and find out techniques, methodologies and practices that aren't applied in any training course.
- It allows me to interact with other colleagues from all parts of the world. Usually the best ideas and most interesting conversations take place in the hallways of these conferences.
- The Meeting is held in comfortable facilities, and provides tools such as Internet access so as to stay in touch with the office and keep doing some work from there.
- There is no admission fee, so attendees only have to pay for their travel and accommodation expenses. A significant effort on the part of GeneXus is required to reduce the investment needed to participate.
- I have the opportunity to visit Uruguay, a country with a great business potential and a growing IT industry. Besides, it's an attractive tourist destination that will allow me to recharge my batteries to go back to work.

# LATEST MEETINGS

2010



**XXGX**

making ideas happen, **together**  
*let's celebrate!*

2009



**NOW**  
is time to act!

2008



**IT'S TIME TO  
RELEASE**  
YOUR TALENT

Sign up now to plan your stay, create your personal agenda, find and network with people with similar interests, and add presentations to your agenda.

To sign up, follow these three simple steps:

1. Go to [www.genexus.com/meeting](http://www.genexus.com/meeting).
2. Log in with your GXtechnical username (if you don't have one, you can create one for free).
3. Confirm your attendance to the Meeting.