



CONECTA
BUSINESS EXPO
2025

HOSTED BY THE:

HISPANIC
BUSINESS ASSOCIATION
OF THE LOWCOUNTRY



EVENT SCHEDULE

8:30 AM	DOORS OPEN
9:00 AM - 9:15 AM	OPENING CEREMONY by Alex Navarro, HBA President

9:30 AM - 10:15 AM	THE \$4.1 TRILLION BLIND SPOT
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10:45 AM - 11:30 AM	VISION TO VENTURE
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1:00 PM - 1:45 PM	EMPRENDER CON PROPÓSITO
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2:15 PM - 3:00 PM	THE NEW CHAMBER PLAYBOOK
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3:45 PM - 4:00 PM	EXPO CLOSING REMARKS
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JOIN OUR SEMINARS

Seminars are free



THE \$4.1 TRILLION BLIND SPOT

Tapping the Next Generation's Bicultural Brilliance to Transform South Carolina's Economy
Seminar in English

Dr. Frank Rodriguez, Superintendent of SC
Dr. Araceli Hernández-Laroche, Director of the South Carolina Centro Latino



VISION TO VENTURE

Bridging Public Policy and Small Business Success
Seminar in English

Dr. Delores Dacosta, Executive Director of South Carolina Commission for Minority Affairs
Alex Navarro, President of the Hispanic Business Association of the Lowcountry



EMPRENDER CON PROPÓSITO

Del Sueño a la Acción

Seminario en Español

Mauricio Sopo Guerrero, Certificación de Liderazgo Maxwell



The New Chamber Playbook

Tapping Into the Latino Economic Engine
Seminar in English

Nancy Gutierrez, Jasper County Chamber Chair
Mark Cutler, Beaufort Regional Chamber Chair
Veronica Navarro, Hispanic Business Association of the Lowcountry Chair



**HISPANIC BUSINESS ASSOCIATION
OF THE LOWCOUNTRY (HBA)**

Our mission is to develop, empower, and inspire Hispanic-owned businesses in the Lowcountry region by providing access to resources and opportunities to build a business ecosystem, which fosters community integration. For this reason we bring you Conecta Business Expo 2025

We are a Charity Non-Profit Organization, donations are welcome
www.hbalowcountry.org



Conecta Business Expo's goal is to empower local businesses and promote the significant contribution of Minority Owned Businesses to our local communities



OCTOBER 11, 2025
FREE ENTRY

Time 9:00 am to 4:00 pm
Bluffton High School
12 H.E. McCracken Cir,
Bluffton, SC 29910

2025 CONECTA BUSINESS EXPO TEAM

