



JORGE B. LOPEZ LAFUENTE JOINS BOLIVIAN-AMERICAN CHAMBER OF COMMERCE BOARD OF DIRECTORS

New York, June 15, 2017 — The Bolivian American Chamber of Commerce (BACC) today announced the appointment of Jorge B. Lopez Lafuente as an independent director of the organization, effective immediately. Mr. Lopez is Executive Director and Founder of JALA Group in Bolivia, which comprises Jalasoft, the Jala Foundation, and Jala Industries.

Mr. Lopez joins the Board's other 9 directors, 8 of whom are independent.

“Jorge is an accomplished entrepreneur operating a successful ITC company both in Bolivia and the U.S., make him an ideal director for our organization, said Iván Rebolledo, President of the BACC. “His business acumen and non-profit/civil society expertise will also add great value to our Board and Chamber benefiting from his insights, judgment and counsel.”

He has made important contributions to the software industry in his home country and has a recognized international trajectory. In the nine years he worked with Adobe Systems (Silicon Valley), he played a key role in the development of innovations such as Adobe Illustrator, Adobe Photoshop 3.5 and Adobe Premiere 5.0. He was also co-founder of AppManager NetIQ (Silicon Valley), currently the third largest IT platform in the world for data centers.

He strives to contribute to the reduction of technological dependence and the existing gap between Latin America and more industrialized countries, which obliges Latin Americans to import technology (intellectual property), in the form of products at higher prices, than those paid by Americans or Europeans despite the income difference among them.





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The Bolivian-American Chamber of Commerce was established in 1983 as a private, professional organization aimed at fostering and promoting trade, commerce and investment between Bolivia and the United States. Over the years, its corporate membership has grown to include companies headquartered in Europe, Asia, and elsewhere in Latin America. Currently, the BACC's membership represents over 80% of total foreign direct investment in Bolivia and has become a prominent voice in North America-Bolivia relations.

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