



LATAM: A new era of Innovation & Entrepreneurship

July 15th-26th,
2019

EGADE
Business School
Guadalajara

Get to know
the innovative
and entrepreneurial
mindset that
distinguish
successful
Latin American
companies.



DURATION
2 weeks

LANGUAGE
English

**TOTAL
INVESTMENT**
\$2,200 USD

Includes tuition, lodging
in a shared room, breakfast
and lunch.

Participant profile

This program has been designed to all the business leaders and decision makers interested in creating an innovative and entrepreneurial mindset within the organization by getting to know techniques, tools and strategies that allowed Latin American companies to develop and expand successfully in international markets.

Overview

The Program provides a framework and guide based on Latin American successful companies, in order to create an entrepreneurial and innovative culture within organizations by the introduction and learning of new techniques and tools to identify and develop cutting edge products and/or services.

The first week is focused in getting to know the frame and strategies that allowed Latin American companies to develop and expand successfully in international markets.

The last week you will be submerged in an innovative and entrepreneurial environment that will lead you to a pathway full of techniques, tools and key processes useful to make your ideas tangible and profitable.

Key benefits

- Get to know the Latin American innovative and entrepreneurial environment from an economic, cultural and international perspective.
- Learn about the experience and mindset of local companies with international exposure
- Development of innovation techniques to apply in organizations.
- Design thinking as tool for innovation
- Identify opportunities by "framing the problem"
- Design of an strategy for innovation management
- How Latin American business groups performance has an effect in the internationalization of a Company
- Get to know your client by innovative techniques

Activities

- Lectures & Workshops
- Company Visits
- Networking
- Cultural visits (Tequila Magic Town)

Contact:

Ana Lorena Mendoza
ana.lorena.mendoza@tec.mx
+52 (33) 3669 3809

egade.tec.mx



LATAM: A new era of Innovation & Entrepreneurship

JULY 2019	SUNDAY JULY 14	MONDAY JULY 15	TUESDAY JULY 16	WEDNESDAY JULY 17	THURSDAY JULY 18	FRIDAY JULY 19	SATURDAY JULY 20
7:00-7:30							Breakfast at the hotel
7:30-8:00							Pick-up at the hotel
8:00-8:30							
8:30-9:00							
9:00-13:00							
13:00-15:00	ARRIVAL						
15:00-18:00							
18:00-18:30							
18:30-19:00							
19:00-23:00							

Transport to EGADE

Welcome Breakfast
Ice breaker activity

LECTURE

Economic and social trends of entrepreneurship and innovation in Latin America

LECTURE

Latin American business groups: strategy & internationalization

WORKSHOP

Multilatin companies success cases

WORKSHOP

Minerva Brewery success case

LECTURE

Entrepreneurship in emerging markets - focus LATAM

CULTURAL VISIT
TO TEQUILA

Breakfast at the hotel

Transport to EGADE

ARRIVAL

Lunch at EGADE

LECTURE

The same yet different- perspective on doing business in the LATAM Context

Lunch at EGADE

LECTURE

Innovation Techniques for LATAM Businesses

Lunch at EGADE

Company Visit

Lunch at EGADE

Company Visit

Lunch at EGADE

LECTURE

Leadership & Corporate Entrepreneurial Teams

Transport to the hotel



LATAM: A new era of Innovation & Entrepreneurship

JULY 2019	SUNDAY JULY 21	MONDAY JULY 22	TUESDAY JULY 23	WEDNESDAY JULY 24	THURSDAY JULY 25	FRIDAY JULY 26	SATURDAY JULY 27
7:00-7:30				Breakfast at the hotel			
7:30-8:00				Transport to EGADE			
8:00-8:30							
8:30-9:00							
9:00-13:00		<p>LECTURE Key processes for innovation</p>	<p>LECTURE Identifying Opportunities: "Framing the problem"</p>	<p>LECTURE The mindset of innovation focused in the client</p>	<p>LECTURE Strategy design for innovation management</p>	<p>WORKSHOP Perfect PITCH</p>	
13:00-15:00	FREE DAY		Lunch at EGADE				DEPARTURE
15:00-18:00		<p>WORKSHOP Design thinking as tool for innovation</p>	<p>Company Visit</p>	<p>WORKSHOP From the idea to the prototype "How to tangibilize solution ideas?"</p>	<p>Company Visit</p>	<p>CLOSE UP & FAREWELL MEXICAN LUNCH</p>	
18:00-18:30		Transport to the hotel	Transport to the hotel	Transport to the hotel	Transport to the hotel		
18:30-19:00						FREE TIME	
19:00-23:00							