Strategic Innovation & Entrepreneurship in LATAM

July 6-17, 2020
2 weeks - 2 cities: Mexico City & Guadalajara

Get to know the innovative and entrepreneurial mindset that distinguish successful companies in emerging markets.

TOTAL INVESTMENT
2,900 USD

ACADEMIC CREDITS:
12 EGADE Units
= 3 US graduate credits
= 7,5 ECTS

Includes: tuition, lodging in a shared room, breakfast & lunch, transportation during event & from Mexico City to Guadalajara.

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Participant profile
This program has been designed for international graduate students interested in developing an innovative and entrepreneurial mindset by getting to know techniques, tools and strategies that allowed emerging markets companies to develop and expand successfully in global 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 emerging markets 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 emerging markets innovative and entrepreneurial environments 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 and guest speakers
- Networking
- Cultural visits.

Participant benefits
- Stay ahead of the ever-changing world we are living in.
- Strengthen your leadership and entrepreneurial skills and strategic vision.
- Create change.
- Develop connections between colleagues.
- Share ideas with disruptive leaders, innovators, executives and entrepreneurs.
Agenda

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**WEEK 1**

**SATURDAY**

07:00 **BREAKFAST AT THE HOTEL**

08:30 **TRANSPORT TO EGADE**

09:00-13:00
- **Arrival to Mexico City**
- **Teotihuacán visit**
- **Welcome**
- **Lecture: A Panoramic overview of Latin American markets**
- **Lecture: Digital markets and the clients experience**
- **Lecture: Entrepreneurship in emerging markets**
- **Closing**

13:00-14:00 **LUNCH**

14:00 **WORKSHOP**
- **Cultural Visit**
- **Company Visit**
- **Guest Speaker**

15:00 **Business Etiquette and Protocol in Mexico**

16:00-21:00 **MEZCAL TASTE**

**WEEK 2**

**SUNDAY**

08:00-12:30 **REGISTRATION**

08:30-13:00
- **Tequila Visit**
- **Key processes for innovation**
- **The mindset of innovation focused on the client**
- **Lean startup**
- **Strategy design for innovation management**
- **Start up paths**
- **Perfect Pitch**

13:00-14:30 **LUNCH**

15:00-18:00
- **Identifying Opportunities: "Framing the problem"**
- **Company Visit**
- **From the idea to the prototype "How to tangible solution ideas?"**
- **Company Visit**
- **Close-up & Farewell Mexican Lunch**
- **Departure**

*Students should not make any arrangement (i.e. flight ticket, etc.) before receiving final confirmation of admission from EGADE.*