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

LANGUAGE
English

DURATION
2 weeks

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

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

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.

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.

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

09:00-13:00  TRANSPORT TO EGADE

13:00-14:00  LUNCH

14:00  WORKSHOP

15:00  CULTURAL VISIT

18:00-21:00  MEZCAL TASTING

**SUNDAY**

09:00-13:00  Arrival to Mexico City

13:00-14:00  Teotihuacán visit

14:00  BUSINESS ETIQUETTE AND PROTOCOL IN MEXICO

15:00  THE NATIONAL MUSEUM OF ANTHROPOLOGY

**MONDAY**

09:00-13:00  Welcome

13:00-14:00  LECTURE: A Panoramic Overview of Latin American Markets

14:00  WORKSHOP

15:00  CULTURAL VISIT

18:00-21:00  MEZCAL TASTING

**TUESDAY**

09:00-13:00  LECTURE: Digital Markets and the Client Experience

13:00-14:00  LUNCH

14:00  LECTURE: Entrepreneurship in Emerging Markets

15:00  Guest Speaker

18:00-21:00  MEZCAL TASTING

**WEEK 2**

**SUNDAY**

08:00-8:30  REGISTRATION

08:30-13:00  Key processes for innovation

13:00-14:30  LUNCH

15:00-18:00  Identifying Opportunities: "Framing the problem"

**MONDAY**

09:00-13:00  THE MINDEDNESS OF INNOVATION, FOCUSED ON THE CLIENT

13:00-14:30  LUNCH

14:00-15:00  Company Visit

15:00-18:00  From the idea to the prototype: "How to translate innovation ideas?"

**TUESDAY**

09:00-13:00  LEAN STARTUP

13:00-14:30  LUNCH

14:00-15:00  Company Visit

15:00-18:00  Strategy design for innovation management: Start-up path

**WEDNESDAY**

09:00-13:00  PERFECT PITCH

13:00-14:30  LUNCH

14:00-15:00  Company Visit

15:00-18:00  Closing

**THURSDAY**

09:00-13:00  PERFECT PITCH

13:00-14:30  LUNCH

14:00-15:00  Company Visit

15:00-18:00  Closing

**FRIDAY**

09:00-13:00  PERFECT PITCH

13:00-14:30  LUNCH

14:00-15:00  Company Visit

15:00-18:00  Closing

**SATURDAY**

09:00-13:00  PERFECT PITCH

13:00-14:30  LUNCH

14:00-15:00  Company Visit

15:00-18:00  Closing

**DEPARTURE**

Bus departs to Guadalajara, Jalisco