



EGADE Business School  
Tecnológico de Monterrey

Global Network Week  
Online

# STRATEGIC INNOVATION AND MANAGEMENT IN EMERGING MARKETS - LATIN AMERICA

- Analyze the importance of historical occurrences for Mexicans and their society, hierocracy, communication, and protocols.
- Learn how agreements are generated and formulated successfully in Mexico, from a cultural standpoint.
- Analyze Latin America as a region in order to understand their situation and challenges in this new global economic, social, and political reconfiguration.
- Learn new methodologies to design successful entrepreneurial business models.
- Learn how to increase revenue and profitability via customer loyalty, and how to achieve it.

## ACADEMICS

- Economic, Social and Political overview
- Global Business Development in Mexico: Culture, Protocol & Etiquette
- SME versus a MNE brand
- Entrepreneurial Ecosystem in LATAM



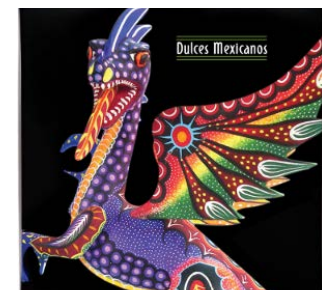
## BUSINESS SECTOR

- Recorded Interviews with Business Leaders
- Live Business Guest Speakers



## CULTURE

- Mexican Experience
- Recorded Cultural Capsules
- Live Online Cultural Interactions



## Agenda

Global Network Week

Strategic Innovation and Management in Emerging Markets: Latin America

Mexico City, Mexico

October 19 - 23, 2020

Sunday, October 18	Monday, October 19	Tuesday, October 20	Wednesday, October 21	Thursday, October 22	Friday, October 23
	Welcome Director EGADE Business School 8:00 AM				
	Group Photo	Mexico and Latin America: An Economic, Social and Political Overview Raúl Montalvo 09:00 AM - 11:00 AM	Global Business Development in Mexico: Culture, Protocol & Etiquette Juan Carlos Rivera 09:00 AM - 11:00 AM	The Entrepreneurial Ecosystem in Latin America Luis Marquez 09:00 AM - 11:00 AM	Group Project  Teams Final Presentation 09:00 AM
	Innovation in a Competitive World Luis Márquez 09:10 AM - 11:00 AM				
	Break	Break	Break	Break	Wrap Up Luis Márquez
	Introduction to Mexican Culture Valeria Sánchez 11:15 AM - 11:30 AM	Introduction to Mexican Culture Valeria Sánchez 11:15 AM - 11:30 AM	Introduction to Mexican Culture Valeria Sánchez 11:15 AM - 11:30 AM	Introduction to Mexican Culture Valeria Sánchez 11:15 AM - 11:30 AM	Program Survey
Virtual Tour Pyramids of Teotihuacan Valeria Sánchez Recorded	Performance  Carlos Dávila Luis Márquez 11:30 AM - 13:30 PM	Mexico and Latin America: An Economic, Social and Political Overview Raúl Montalvo 11:30 AM - 13:30 PM	Global Business Development in Mexico: Culture, Protocol & Etiquette Juan Carlos Rivera 11:30 AM - 13:30 PM	The Entrepreneurial Ecosystem in Latin America Luis Marquez 11:30 AM - 13:30 PM	Live Tasting Event Valeria Sánchez 12:00 PM - 13:00 PM
	Break	Break	Break	Break	Closure
	Culture Capsule Valeria Sánchez Recorded	Culture Capsule Valeria Sánchez Recorded	Culture Capsule Valeria Sánchez Recorded	Culture Capsule Valeria Sánchez Recorded	
	Recorded Interview with Special Guest TBC	Recorded Interview with Special Guest TBC	Recorded Interview with Special Guest TBC	Team Work	

Note: The content of this agenda is subject to be modified with no previous notice



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Shape the future.

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