



EGADE Business School  
Tecnológico de Monterrey

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Challenge  
the present,  
Shape  
the future.

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**Global Network Week  
Online**



# Innovation Strategies to Venture into 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



- Economic, social and political overview
- Global Business Development: Culture, Protocol & Etiquette
- Consumer Behaviour & Retail
- Extending iconic regional brands
- Innovative Entrepreneurship and Corporate Venturing
- Financial Services



- Challenge with a LATAM Company
- Live Business Guest Speakers



- Immerse in Mexican Experience
- Recorded cultural capsules
- Live cultural interactions



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**Innovation Strategies to venture into Emerging Markets: Latin America**  
 January 17-21, 2022  
 Mexico

Sunday, January 16th	Monday, January 17th	Tuesday, January 18th	Wednesday, January 19th	Thursday, January 20th	Friday, January 21th
Welcome 02:00 p. m.	Group Photo 2:00 pm				Program Survey 02:15 p. m.
Ice Break Session  2:15 pm - 3:15 pm	An overview of the Mexican Economy: Covid 19, Public Policy and Uncertainty  Raul Montaño 2:05 pm - 3:30 pm	Expanding Business Arenas, Strategies Beyond Markets  Christiane Molina 2:00 pm - 3:30 pm	Extending iconic regional brands through brand innovation: The working case of Frida Kahlo Edgar Centeno 2:00 pm - 3:30 pm	Financial Services: Challenges and responsibilities in Latin America Ivan Valdovinos 2:00 pm - 3:30 pm	Group Projects Teams Final Presentation  2:15 pm - 4:15 pm
Recorded Material  Program Introduction	Culture Capsule The Mexican Taco 3:30 pm - 3:45 pm	Culture Capsule The Mariachi 3:30 pm - 3:45 pm	Culture Capsule The Day of the Dead 3:30 pm - 3:45 pm	Culture Capsule The Museum of Anthropology 3:30 pm - 3:45 pm	
	Break  3:45 pm - 4:00 pm	Break  3:45 pm - 4:00 pm	Break  3:45 pm - 4:00 pm	Break  3:45 pm - 4:00 pm	
Recorded Material  Culture Virtual Tour	Live Chat Karina Kitzing, General Manager Brian Bauer, C Economy & Alliances ALGRAMO 4:00 pm-5:00 pm	Global Business Development in Mexico: Culture, Protocol & Etiquette  Juan Carlos Rivera 4:00 pm-5:30 pm	Consumer Behaviour & Retail in LATAM  Sandra Nuñez 4:00 pm-5:30 pm	Innovative Entrepreneurship and Corporate Venturing in Latin America Sascha Fuerst 4:00 pm-5:30 pm	
Recorded Material  Challenge Introduction Final Presentation		Live Team Work Session The working case of Frida Kahlo Teams @ 5:40 pm	Asynchronous	Asynchronous	Culture experience Tasting of Mexican Sweets  4:30 pm - 5:00 pm
Recorded Material  Circular Economy as a Business Strategy Lessons from Algramo	Welcome Osmar Zavaleta 5:00 pm-5:20 pm  Asynchronous	Edgar Centeno	Students  Team Work	Students  Team Work	Closure  5:00 pm - 5:15 pm
	Recorded Material The working case of Frida Kahlo  To Do: Reading & Watch Videos Edgar Centeno	Asynchronous Recorded Material Music and Clothing in Mexico  Culture Capsule	Recorded Material Festivities and crafts in Mexico  Culture Capsule	Recorded Material Museums and their importance Mexico City Culture Capsule	
	Recorded Material Gastronomy in Mexico				
	Culture Capsule				

Class lectures
Recorded Material
Team Work /Group Project
Break
Culture experience

NOTE: The content of this Agenda is subject to be modified with not previous notice



# FACULTY



**Dr. Montalvo Corzo** has dedicated his research and teaching work to microeconomic theory and applied it to the economy of a business, industrial organization, econometrics, game theory and global business, areas on which he has extensively written. Amongst his publications and intellectual contributions the following stand out: the co-authorship of 6 books, 10 book chapters, 15 scientific articles, diverse publications and participation in numerous newspapers, specialized journals and radio and tv programs.

Dr. Raul been an associate researcher in applied macroeconomics and optimum stochastic control in the Centro de Investigación y Docencia Económicas and has worked in the private sector in the field of insurance. He has also acted as a consultant in projects for a range of businesses.

He has been active as a member in various professional organizations such as Coparmex Jalisco's Economic Analysis Committee, the Committee for Economic Development and the Board of the US Chamber of Commerce, the Consultative Board of Advisors of the Secretariat of Economic Promotion of the State of Jalisco, the Jalisco Academy of Sciences and the Institute of Statistics and Geography. He is also a member of the SNI (Sistema Nacional de Investigadores), Level 1, Conacyt.

In addition to his role as Director of EGADE Business School Guadalajara, Dr. Montalvo has served as the Director of the Graduate School of Administration on the Guadalajara campus and of the Graduate School of Administration and Business Administration. He has been a visiting professor in countries such as the UK, Peru, Ecuador, Colombia, Panama, France and the US and has delivered a SNOC (Small Network Online Course) for the GNAM (Global Network for Advanced Management) consortium.

He has completed short term programs in economic geography and overlapping generations in the Technical University of Lisbon; business and the Chinese market in Fundan University and Peking university; data visualization at the Stevens Institute of Technology and Entrepreneurship at Babson College.



**Sascha Fuerst** is Research Professor in Entrepreneurship and Innovation at EGADE Business School, Tecnológico de Monterrey. He holds an affiliation as a researcher in international entrepreneurship with Turku School of Economics at the University of Turku in Finland. In addition, he is a visiting lecturer at the University of Tübingen in Germany teaching business in the context of Latin America.

He has been invited to teach internationalization-related courses at the University of Northern Iowa (Cedar Falls, United States), Ecole de Management Strasbourg (Strasbourg, France), Universidad del Norte (Barranquilla, Colombia), and Pontificia Universidad Javeriana Cali (Cali, Colombia). Prior to joining EGADE Business School, he was a full professor for international business within the Department of International Business at Universidad EAFIT in Medellin, Colombia.

His research in progress is focused on the analysis of entrepreneurial internationalization from a process perspective. His research has been published, among others, in the European Business Review, Academia Revista Latinoamericana de Administración – ARLA, Heliyon, Cambridge University Press, the Case Centre, Palgrave Macmillan, and UNCTAD.

Professor Fuerst received a PhD degree with distinction in International Business from the University of Turku in Finland and a Master degree in Business and Engineering (MBE) from the University of Kaiserslautern in Germany.



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México



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