

EGADE Business School

Global Network Week March 2025

“Entrepreneurship and Corporate Innovation in an Emerging Market Context”

(held at EGADE Guadalajara Campus)



EGADE Business School
Tecnológico de Monterrey

GLOBAL NETWORK FOR
ADVANCED MANAGEMENT



EGADE at a Glance

STUDENTS **+ 1,500** **27** Nationalities

**EXATEC
EGADE
ALUMNI** **+20,000
globally** **300** Connected
Companies

FACULTY **+60** **ACADEMIC PROGRAMS**
FULLTIME

+170 **5 MBAs**
Adjunct &
Global Faculty **4 Specialist Masters**

+150 **2 Doctoral**
GLOBAL **22 Executive**
ACADEMIC Education Open
PARTNERS Programs + Custom



Global LATAM Leadership



Principal Global Networks and Consortia



PRME Champion School

EGADE Sites in Mexico

Monterrey

Santa Fe/Qro

Guadalajara



Programme description

- Topic of the week:

Entrepreneurship and Corporate Innovation in an Emerging Market Context

- Programme description:

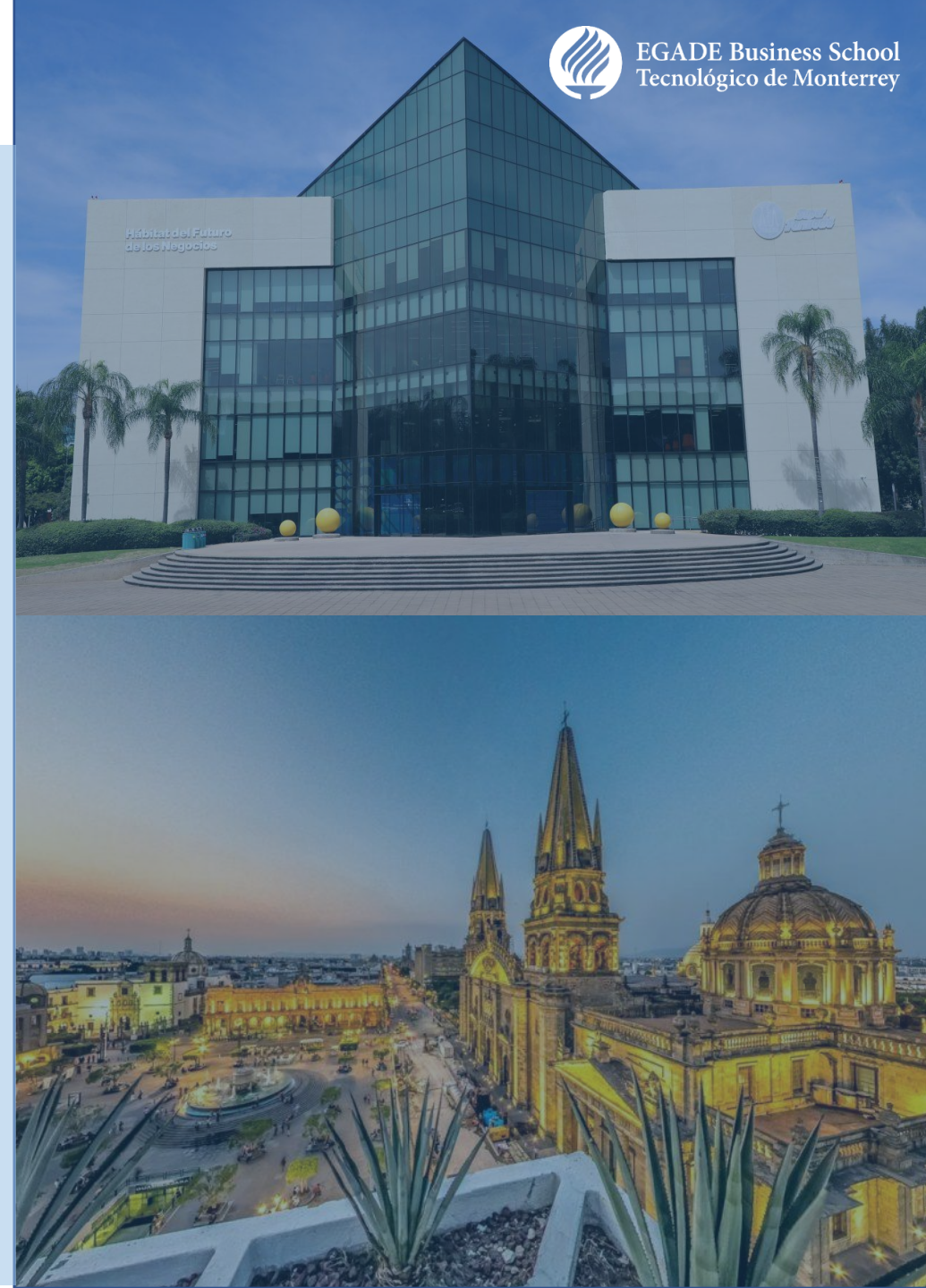
The Global Network Week (GNW) addresses entrepreneurship and corporate innovation in the context of Mexico. Both activities are crucial for the sustained economic development of Latin America, especially in a country like Mexico, which has a unique blend of challenges and opportunities. Innovation activities are challenged by weak institutions, vulnerable markets, public security, and income inequalities. Opportunities prevail regarding a growing middle class, increased access to technology, and Mexico's strategic position within supply chains underscored by the country's proximity to the United States.

Companies in the country are increasingly leveraging technology to drive social and economic transformation, contributing to more inclusive growth and sustainable development. Furthermore, a culture of entrepreneurship and innovation is important to not only drive domestic growth but to ensure long-term prosperity and resilience in the global economy.

During the week, participants explore how companies accomplish entrepreneurship and innovation not only for the domestic but also international markets. This involves developing an understanding about the country context and the firm-specific characteristics as well as the application of that knowledge for the creation of a business concept innovation.

Location:

EGADE Guadalajara. Guadalajara, Jalisco, Mexico



Programme Structure



March 10 – 14, 2025

	Day 1	Day 2	Day 3	Day 4	Day 5
	Monday	Tuesday	Wednesday	Thursday	Friday
08:50	Register	Register	Register	Register	Register
09:00	Welcome, ice break, and group photo	Academic session	Academic session	Academic session	Final presentations
09:30					
10:00	Week overview and assessment				
10:30	Coffee break	Coffee break	Coffee break	Coffee break	Coffee break
11:00	Academic session	Academic session	Academic session	Academic session	Final presentations
11:30					
12:00					
12:30	Team work	Transportation	Team work	Transportation	Wrap up, Closing Ceremony and group photo
13:00	Lunch	Lunch on your own	Lunch	Lunch on your own	
13:30					
14:00	Academic session	Cultural activity/Company visit	Academic session	Cultural activity/Company visit	
14:30					
15:00	Coffee break		Coffee break		
15:30	Academic session		Academic session		
16:00	Academic session				
16:30					
17:00	Welcome cocktail/ dinner				
17:30					
18:00					
18:30					
19:00					

About Guadalajara

Guadalajara, the capital of the state of Jalisco, is a dynamic city known for its rich cultural heritage, vibrant economy, tourism appeal, and deep-rooted traditions. Here are the highlights of the city across different areas:

Culture

- **Mariachi & Traditional Music:** Guadalajara is considered the birthplace of mariachi music, one of Mexico's most iconic cultural expressions.
- **Tequila:** Just a short trip from the city is the town of Tequila, where the famous Mexican spirit originated. The tequila culture is deeply embedded in the identity of the region.
- **Arts & Architecture:** The city is home to impressive architecture, including the **Hospicio Cabañas**, a UNESCO World Heritage Site famous for its murals by José Clemente Orozco.

Economics

- **Technology Hub:** Often called "Mexico's Silicon Valley," Guadalajara has developed a strong tech industry. Major international companies like Intel, IBM, and Oracle have a presence here. The **software development** and **electronics** sectors are key drivers of the local economy.
- **Manufacturing & Industry:** The city's economy is also bolstered by manufacturing, particularly in **automotive**, **aerospace**, and **electronics** sectors.
- **Entrepreneurship & Innovation:** Guadalajara has a growing startup ecosystem, supported by government initiatives and local universities, which promote innovation in technology, design, and digital sectors.



About Guadalajara

Tourism

- **Historic Center:** Guadalajara's historic center is full of colonial-era landmarks such as the **Cathedral of Guadalajara**, **Teatro Degollado**, and the **Plaza de Armas**. These places reflect the city's historical and architectural importance.
- **Chapala Lake & Surroundings:** Tourists often visit **Lake Chapala**, Mexico's largest freshwater lake, located just outside Guadalajara, as well as the picturesque town of **Ajijic**, known for its expat community.
- **Tlaquepaque & Tonalá:** These nearby towns are known for their artisan crafts, such as pottery, glasswork, and textiles. Tlaquepaque is especially popular for its art galleries, shops, and colorful streets.
- **Festivals:** Apart from the Mariachi Festival, Guadalajara hosts the **Guadalajara International Film Festival (FICG)**, the largest in Latin America, and the **Guadalajara International Book Fair (FIL)**, one of the most significant in the world.



Global Network Week Guadalajara Video Experience:



Guadalajara Campus:





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Shape the future.

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