

EGADE Business School

Global Network Week October 2026

“From Market to Table: Innovating Food Systems, Retail, and Consumer Behavior in Mexico”

(held at EGADE Monterrey 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**
FULLTIME

ACADEMIC PROGRAMS

+170
Adjunct &
Global Faculty

5 MBAs
4 Specialist Masters
2 Doctoral
22 Executive
Education Open
Programs + Custom

**GLOBAL
ACADEMIC
PARTNERS** **+150**



Global LATAM Leadership



Principal Global Networks and Consortia



PRME Champion School

EGADE Sites in Mexico

Monterrey

Santa Fe/Qro

Guadalajara



Program Description

- Module:

“From Market to Table: Innovating Food Systems, Retail, and Consumer Behavior in Mexico ”

- Description:

This course develops an integrated understanding of how ethical, behavioral, and strategic decisions shape sustainability outcomes in urban food systems, particularly in emerging-market contexts. Drawing on marketing, behavioral economics, sustainability science, and supply chain analysis, students examine food waste as both a moral and economic challenge influenced by decisions across the entire food value chain. The course explores how marketing practices, corporate responsibility, and consumer behavior contribute to or mitigate food waste, emphasizing the influence of behavioral biases, social norms, and ethical trade-offs. Students are introduced to applied sustainability tools—including WRAP's Future-Proof Food framework and Life Cycle Sustainability Assessment (LCSA)—to identify waste hotspots, evaluate sustainability trade-offs, and design evidence-based interventions. Special attention is given to small retailers and urban markets, where financial and operational constraints demand practical, low-cost, and high-impact solutions. By integrating ethics, analytics, and applied decision-making, the course prepares students to design responsible strategies that balance economic performance, environmental sustainability, and social well-being across diverse global contexts.

Mode: In-person

- Location:

EGADE Business School Monterrey Campus. Monterrey, NL. México

Address: Rufino Tamayo y Eugenio, Av. Eugenio Garza Lagüera, Valle Oriente, 66269 San Pedro Garza García, N.L.



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Program Description

- **Learning Outcomes**

Upon successful completion of the course, participants will be able to:

- **Analyze food waste as a systemic sustainability challenge** by integrating ethical reasoning, consumer behavior, marketing practices, and supply chain dynamics in urban and emerging-market contexts.
- **Evaluate the role of marketing and corporate decision-making** in shaping sustainability outcomes, consumer trust, and ethical responsibility across food systems.
- **Apply behavioral and sustainability assessment frameworks**, including WRAP's Future-Proof Food framework and Life Cycle Sustainability Assessment (LCSA), to identify waste hotspots and evaluate sustainability trade-offs.
- **Design practical, low-cost interventions** that reduce food waste while balancing economic performance, environmental impact, and social well-being, with particular emphasis on small retailers and urban markets.
- **Communicate evidence-based sustainability recommendations** through structured analyses, presentations, and decision-making frameworks that integrate data, ethical considerations, and real-world constraints.



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Program Structure (draft)



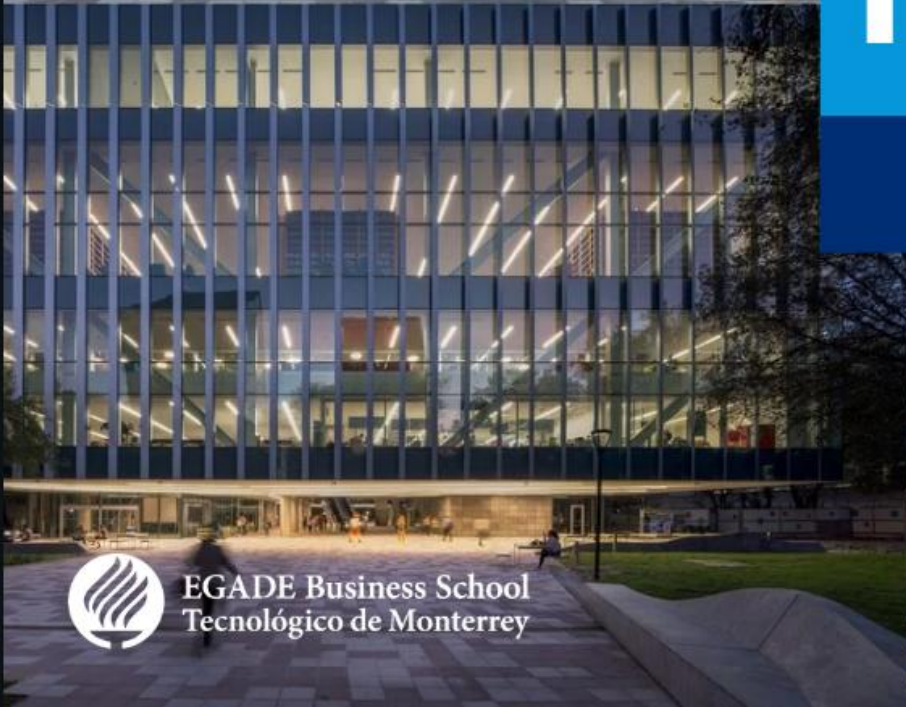
October 19 – 23, 2026

Time	Day 1 - Monday	Day 2 - Tuesday	Day 3 - Wednesday	Day 4 - Thursday	Day 5 - Friday
8:50	Register	Register	Register	Register	Register
9:00	Welcome, ice break, and group photo	Moral Transgressions, Corporate Responsibility, and Consumer Response	Corporate Responsibility, Supply Chains, and Consumer Trust	Marketing for Social and Environmental Impact	Final presentations
9:30					
10:00	Week overview and assessment		Coffee break	Coffee break	
10:30	Coffee break	Coffee break	Coffee break	Coffee break	Coffee break
11:00	Ethics, Sustainability and Food Systems: When Marketing Decisions Create Waste	Moral Transgressions, Corporate Responsibility, and Consumer Response	Behavioral Biases, Social Norms, and Food Waste	Marketing for Social and Environmental Impact	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	Applying WRAP's Future-Proof Food Framework in Small Retail Systems	Visit 1 (Cultural Activity/ Company visit)	Team Work	Visit 2 (Cultural Activity/ Company visit)	
14:30					
15:00					
15:30	Coffee break		Coffee break		
16:00	Life Cycle Sustainability Assessment: Measuring Sustainability Across Urban Food Systems		Team Work		
16:30					
17:00					
17:30	Welcome cocktail/dinner				
18:00					



THE CAMPUS

Learning HubSpot



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About Monterrey

Monterrey is Mexico's premier **business and innovation hub**, attracting global companies through nearshoring, entrepreneurship, and world-class infrastructure. Beyond business, the city offers rich culture, renowned gastronomy, and stunning natural attractions, making it an exciting destination for professionals and visitors alike.

Business Hub & Innovation

- Monterrey is known as the **industrial and business capital of Mexico**, hosting major multinational corporations and innovative startups.
- It is home to key industries such as **technology, manufacturing, finance, and healthcare**.
- The city is a major center for **entrepreneurship and venture capital**, with strong ties to **EGADE Business School and Tec de Monterrey**.

Nearshoring & Economic Growth

- Monterrey is a **strategic hub for nearshoring**, attracting foreign direct investment due to its proximity to the U.S. and robust supply chains.
- Many global companies are establishing or expanding operations in Monterrey to optimize logistics and production costs.
- The city has world-class **industrial parks, infrastructure, and talent** that make it a preferred destination for international businesses.



About Monterrey

Culture & Lifestyle

- A dynamic and cosmopolitan city with a **blend of modern and traditional Mexican culture**.
- Home to top museums like **MARCO (Museum of Contemporary Art)** and **Mexican History Museum**.
- A strong sense of community with a thriving **arts, music, and cultural scene**.

Gastronomy & Food Scene

- Famous for **Carne Asada (grilled meat)**, a social and culinary tradition.
- Renowned for **Cabrito (roast goat)**, a signature dish of Northern Mexico.
- A growing **gastronomic scene with international cuisine, fine dining, and trendy cafés**.

Tourism & Natural Attractions

- Surrounded by breathtaking landscapes, including **Chipinque Ecological Park** and **La Huasteca Canyon**, ideal for hiking and outdoor activities.
- The **Fundidora Park**, a former steel factory turned urban park, is a key landmark with museums, events, and entertainment.
- **Grutas de García (García Caves)** and **Cola de Caballo Waterfall** are must-visit natural wonders near the city.



Global Network Week Monterrey Video Experience:



Monterrey:





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Challenge the present,
Shape the future.

egade.tec.mx