

General Information

Tipo (workshop, taller o curso)	Doing Business in LATAM
Facultad o Escuela	Escuela de Administración
Fechas	6 al 10 de Junio 2022
Sede	Plataforma Zoom
Intensidad	10 horas
Horario	9:00 am a 11:00 am
Idioma (español, inglés, francés)	Inglés
Requisitos	N/A

	<p>Latin American economies main countries.</p> <p>Employment, inflation, and economic growth.</p> <p>Main features for development strategies.</p> <p>International trade in latam</p>				
<p>Módulo 2:</p> <p>INTERCULTURALITY AND NEGOTIATION IN LATAM</p>	<p>History: Where we come from.</p> <p>Anthropology: Who we are.</p> <p>Interculturality and politics.</p> <p>Main negotiation strategies.</p> <p>Interculturality and politics.</p> <p>Negotiation techniques and protocol.</p> <p>Some examples of successful Latin American businesses. (Zumba, Open English, Mercado Libre, Rappi).</p>	<p>Cesar Camilo Martinez Lozano</p>	<p>Wednesday 8</p> <p>Thursday 9</p>	<p>9:00 am to 11:00 am</p> <p>*Colombia time*</p>	<p>4 hours</p>
<p>Módulo 3</p> <p>THE EMERGENCE OF MULTILATINAS</p>	<p>Innovation and entrepreneurship in Latin America</p> <p>Multilatinas: Strategies for internationalization</p> <p>How do Multilatinas create competitive advantage?</p> <p>Case Studies</p>	<p>Alejandra Pulido</p>	<p>Friday 10</p>	<p>9:00 am to 11:00 am</p> <p>*Colombia time*</p>	<p>2 horas</p>