Lok Jack GSB’s Market Entry Strategy for Latin America Series

Region of focus: Central America
OVERVIEW

As one of the most integrated regions of the world, Central America is made up of seven (7) countries that are known for their diverse natural resources, progressive economies, and relatively low labour costs, altogether providing an attractive investment opportunity for the discerning business person seeking to extend their organisation’s reach.

With these opportunities in mind there are still challenges that abound that impede Caribbean businesses from entering these markets such as the language barrier of a predominately Spanish speaking region, its political complexities, as well as the regulatory and cultural barriers to entry. The Lok Jack GSB has designed this one-day session to provide the relevant insight for organisations currently operating or desirous of operating within Central American territories successfully.

TARGET GROUP

This workshop targets persons responsible for developing their organisation’s international strategies as well as those that drive business development and expansion activities such as:

- Business Development Managers
- Managers, Corporate Strategy
- Regional Managers
- Entrepreneurs
- Export Managers
- Trade Executives
LEARNING OBJECTIVES

Participants who actively participate in this 1-day workshop should be able to:

- Discuss potential markets and/or opportunities for their organisation’s goods and services.
- Create a market entry strategy for a territory of interest
- Recognise the importance of cultural norms in the conduct of cross-national business.

PROGRAMME OUTLINE

Topics to be covered in this 1-day workshop include:

- Economic analysis of Central American countries
- Regional synergies: Central America and the Caribbean
- International market entry strategies for Central America
- Potential partner(s) identification and selection strategies
- Flagship companies in Central America
Ambassador Luis Fernando Andrade Falla was the Secretary General of the Association of Caribbean States from 2008 to 2012. As a Career Diplomat of the Ministry of Foreign Affairs of Guatemala for over 15 years he worked tirelessly to develop and strengthen ties across Latin America. Ambassador Andrade was formerly the Vice Minister of Foreign Relations in Guatemala as well as Pro-Tempore Representative of the Security Commission of the Central American Security System (SICA).

Prior to his efforts on the diplomatic front, Ambassador Andrade was the Director of the Foundation for the Development of Guatemala (FUNDESA), a foundation which seeks the interest of Guatemalan businessmen to generate and implement programmes and projects that promote economic and social development of Guatemala in a sustainable manner. He was also an Executive and Director of the Board of Directors of Banco del Quetzal. Ambassador Andrade also has experience developing financial and real estate projects, as well as was heavily involved in promoting the exportation of goods and services within the Latin American and Caribbean Region. He has also consulted on numerous projects both in public and private sector organisations on international affairs.

Ambassador Andrade lectures and has conducted a seminar at Landivar University on “Guatemala in the UN Security Council”, and he has been retained by the Lok Jack GSB as a representative of the School in Central America.

Ambassador Andrade has completed post-graduate studies in International Relations and holds an undergraduate degree in Economics, and he is proficient in Spanish and English.
DETAILS

Date:      May 15th 2014

Time:     8:30 a.m. – 4:30 p.m.

Cost:     TT $1,500.00 per participant, inclusive of all training materials, lunch, refreshments and certificate

Venue:    Arthur Lok Jack Graduate School of Business
          Max Richards Drive, Uriah Butler Highway,
          North West, Mt. Hope

Contact:  Tel: 645-6700
          Coordinators:
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Certification:
Certificates will only be issued to participants who have attained a minimum attendance rate of 75% for the duration of the course.

Course Cancellation/Reschedule Policy
Arthur Lok Jack Graduate School of Business (Lok Jack GSB) reserves the right to cancel training at any time. If Lok Jack GSB cancels the training due to unforeseen circumstances beyond the control of Lok Jack GSB, you are entitled to a full refund of the course fee, or your course fee can be credited toward a future training, based upon availability (Providing payments have been made before original advertised date).

Lok Jack GSB reserves the right to reschedule training at any time. If Lok Jack GSB reschedules training due to unforeseen circumstances beyond the control of Lok Jack GSB, the training will take place at the next available time. Participants will be informed via phone and/or e-mails.