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

Region of focus: South America
OVERVIEW

As the fourth largest continent in the world, and a population of over 380 million citizens, South America possesses extremely diverse natural resources and human capital. Despite the deceleration of economies in South America due to the effects of the global recession within recent time, South America has shown steady growth performance and its economies have proved to be resistant to external crises. This region has dealt with the challenges of crime, natural disasters, and political instability, yet has managed to persevere in strengthening its infrastructure base, implement social reformation policies and capitalised on natural resources.

The region continues to attract relatively high levels of foreign direct investment and is comparatively well positioned due to its low levels of debt and commerce potential to capitalise on the present global conditions and fuel growth for the region. With its relatively close proximity to Trinidad and Tobago and the remainder of the Caribbean region, South America offers an opportunity to reach a large market for any organisation seeking to expand its reach in a progressive region that abounds with opportunities.

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:

- Identify potential markets 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 South American countries
- Regional synergies: South America and the Caribbean
- International market entry strategies for South America
- Partner identification and selection strategies
- Flagship companies in South America
Professor Miguel Carrillo is one of the most sought after experts in the area of Strategy and Innovation by governments across all continents, multi-lateral agencies like World Bank, Inter-American Development Bank and private sector organisations such as Ernst and Young, Coca Cola, CEMEX, Volkswagen, Novartis. Consultations undertaken with companies in South America include: AON, Latin America; Ernst and Young, SA; Banco Pichincha, Ecuador; Grupo Gloria, Peru. He also generously gives his time, knowledge and expertise to non-profit and non-governmental organisations.

Professor Carrillo has lectured in over 15 different countries, and has taught in all of the South American countries with the exception of Uruguay and Paraguay. He has also been a visiting lecturer at MIT, University of Massachusetts, HEC Paris and University of Texas in Austin.

He has published in several international journals and has been the lead researcher of the Global Entrepreneurship Monitor Project in Chile, Trinidad and Tobago, Guyana and Suriname. He is the pioneer or champion of other nova research for the region in the area of Business Analytics, Cluster Mapping, Sustainable Innovation, Governance to name a few.

Professor Carrillo holds a Ph.D. in Strategy from the joint PhD. Program of Concordia and McGill University in Montreal Canada. Prior positions include Dean, Adolfo Ibanez School of Management, Miami Campus; Dean, School of Business, Monterrey Institute of Technology, Mexico; Finance Manager, Hewlett Packard; Association Consultant, McKinsey & Company.

Since 2009, he assumed position as the Executive Director and Professor of Strategy Arthur Lok Jack Graduate School of Business.
DETAILS

Date: May 8th 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

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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.