



Sumaq Summit

International Business Strategies in Latin America



May 5-7, 2004
OMNI Hotel. Atlanta, GA.



Sumaq

Organized by **Sumaq Alliance**

EGADE - Tec de Monterrey, Mexico

FGV- EAESP, Brazil

IE - Instituto de Empresa, Spain

IESA, Venezuela

INCAE, International School of Management

Pontificia Universidad Católica de Chile

Universidad de los Andes, Colombia

Universidad de San Andrés, Argentina

The **Sumaq Alliance** is a strategic initiative designed by the leading business schools in Latin America and Europe to partner with companies, organizations and institutions in their quest to generate collective wealth and social well-being.

Sumaq provides the international business community with intense, innovative and international executive education, relevant research, and learning technologies.

As companies increasingly demand cross-the-border programs and services, Sumaq acts as a **business partner** with clients in order to satisfy the current/future business and lifestyle needs of international firms and their decisionmakers. We specialize in developing executives capable of designing competitive organizational practices that bring public policies and corporate strategy into line with each other, against a backdrop of social responsibility.

This initiative is not a question of looking to the future, it means building the future now. To form part of Sumaq is a commitment to our people, our society and our values.



Jaime Alonso Gómez
Dean, EGADE - Tec de Monterrey
President of the Sumaq Alliance

Sumaq Summit

International Business Strategies in Latin America

It's my pleasure to present a program designed to help you do business in Latin America. If you and your company need information on this region to enhance your strategic options, or you aim to increase and improve your presence there, this is a unique opportunity to gain the latest insights on how to do just that.

The program will equip you with up-to-the-minute knowledge on the business arena and institutional and social environments, all of which play a key role in the region. You will also learn of Latin America's most interesting and advanced managerial practices in the fields of strategy, organization and human resources, supply chain management, finance and marketing.

To make this happen the **Sumaq Alliance** will be bringing the best of its pooled faculty to Atlanta, professors with extensive experience in teaching, consulting and research in the above mentioned fields.

The program is structured to offer a wide range of parallel sessions in such a way that you may select those most suited to your needs. At the same time, you will have a unique opportunity to establish a highly valuable network of contacts in Latin America.

Looking forward to seeing you in Atlanta,



José Luis Álvarez
Vice Dean, IE - Instituto de Empresa
Academic Director of the Program



Sumaq representatives welcomed on the Senate floor of the Georgia State Capitol in Atlanta

Program Objectives

The **Sumaq Summit 2004** challenges you to consider fresh approaches and will give you the opportunity to maximize and expand on your activities in **Latin America**.

The program equips participants with an integral vision of the different regions where investments are currently being made or could be made in the foreseeable future.

Participants also learn about the latest management tools in important functional areas from a markedly practical strategic perspective.

Program Overview

It is the first time that an **Executive Education** program has been organized by eight business schools from different countries. The program is a platform for these leading schools to present the latest breakthroughs made by their joint faculty in terms of management and business development in the different regions of Latin America.

The program is structured along these **two main lines**. Morning activities are centered on the current scenario, including the macroeconomic, political, cultural and social situations of the different countries. In the afternoons, experts from the different partner schools will present the latest management techniques for the regions hinging on five key areas: competitive strategies, marketing, operations, finance and organization, and human resources, all from a Latin American perspective.

Politicians, businesspeople and academics will be providing different insights and points of view in **three panels** that will debate burning issues: corporate governance, social responsibility and sustainable development, and the FTAA.

The **luncheons** form a core part of the program, given that participants have the opportunity to share the successful experiences of prominent business leaders from different countries currently operating in different parts of Latin America. The program also features different social activities that serve to exchange opinions and permit participants to extend their networks throughout the continent.

During the course of the program participants have access to an **exhibition area** where different firms present their products and services to the rest of the business community.

An extensive list of professors and specialists acts in parallel in the different forums. Some 50 professors, all experts in executive education, offer participants innovative, up-to-the-minute knowledge. The program is based on two main pillars: **information and training**.

Participant Profile

Given the focus on key aspects and techniques for investing and operating in different Latin American countries, the program is aimed at **senior managers** of firms from the US and worldwide with current or potential interests in the region. General managers, directors of area, vice-presidents for Latin America or divisional directors are among those who can take full advantage of the program. There is also distinct added value for professionals from sectors like investment banking, consulting and similar services, who can acquire a clear and accurate snapshot of the Latin American region.

Differentiating Features

- Outstanding expertise of each of the partner schools in their respective areas of influence.
- Faculty highly specialized in Latin America.
- Innovative, intensive 2 ½-day program that provides companies that operate in Latin America and investors with advanced management knowledge and tools.
- Creation of a top level international network.

Program Length: 2 ½ days

Registration Fee: \$1,300

Cocktails, luncheons with business leaders, coffee breaks and all materials are included

Dates and Location:

May 5 - 7, 2004

Omni Hotel at CNN Center, Atlanta, GA.



Distinguished Speakers

Mr. José María Aznar*
Prime Minister, Spain

Speaker Terry Coleman
Georgia House of Representatives

Mr. Luis Ernesto Derbez*
Secretary of Foreign Affairs, Mexico

Mr. Jorge Desormeaux
Member of the Board, Central Bank of Chile

Mr. Enrique García
Executive President,
Andean Development Corporation (CAF)

Governor Sonny Perdue
State of Georgia

Dr. Martín Redrado
Secretary of International Trade, Argentina

Mr. Alberto Trejos*
Minister of Foreign Trade, Costa Rica

Mr. Steve Aronson
Founder and President, Café Britt

Mr. Emilio Azcárraga Jean*
President, Televisa

Mr. Rolf Beisswanger
Vice President and Head of Global Sponsoring,
Siemens mobile

Mr. Jonathan Coles*
Chairman of the Board, Genesis Telecom BCI

Mr. Chris Crommett*
Executive Vice President and General Manager,
CNN en Español

Mr. Douglas Daft*
CEO, The Coca Cola Company

Mr. Valentín Díez Morodo*
Executive President and Executive President of
Sales, Grupo Modelo

Mr. Raul J. Fernández
Special Advisor,
General Atlantic Partners

Mr. Armando Garza Sada*
President, Versax

Mr. José Ignacio González
Executive Director,
Hemisphere Inc.

Mr. Horácio Lafer Piva*
President, Sao Paulo State Industrial Federation
(FIESP), Brazil

Mr. Armando Monteiro Neto*
President, National Confederation of Industries
(CNI), Brazil

Mr. Alberto Padilla
Business Anchor, CNN en Español

Mr. William R. Phinney*
Group Executive, Equifax Latin America

Mr. Anco Saraiva
Senior Vice President of Marketing
Globo Television

Mr. Edward Schumacher
Chief Executive and Editorial Director,
Meximerica Media

Mr. Lorenzo H. Zambrano*
Chairman of the Board and Chief Executive
Officer, CEMEX



Schedule	Wednesday 5					Thursday 6					Friday 7
7:30-8:00 am	Registration										
8:00-8:45 am	Opening Session										
8:45-10:30am	Brazil					US Hispanic Market	Andean Region	Southern Cone	Central America & The Caribbean	Mexico	
10:30-11:00 am	Coffee Break					Coffee Break					Coffee Break
11:00-12:30 pm	Panel Corporate Governance					Panel Corporate Entrepreneurship		Panel Corporate Social Responsibility & Sustainable Development		Panel Free Trade Area of the Americas	
12:30-2:00 pm	Luncheon with Business Leaders					Luncheon with Business Leaders					Closing Session
	H. Resources	Operations	Finance	Marketing	Strategy	H. Resources	Operations	Finance	Marketing	Strategy	
2:00-3:10 pm	Global Age Challenges	Self-managed Teams	Company Valuation in Emerging Economies	Marketing Infrastructure for Mercosur	Do Country Differences Matter for Strategy?	Best Practices in Organizations: A Latin American Perspective	Managing Supply Chains & Networks in Latin America	Risk Factors and the Cost of Capital in Emerging Economies	New Strategies for the FMCG Sector	Strategic Responses to Globalization in Latin America	
3:10-3:40 pm	Coffee Break					Coffee Break					
3:40-4:50 pm	Change Leadership in Turbulent Times	Innovation for the Supply Chain in Latin America: the Automotive and Pharmaceutical Industries	Using financial market performance to forecast business opportunities in Latin America	Marketing for Popular Sectors	Value-driven Management Lessons from Chilean Companies	Brazilian Management Styles and Business Models	Continuous Improvement in Large Chilean Companies	The Use of Derivatives as a Hedge Instrument in Latin American Markets	Branding Strategy in Latin America	Strategic Thinking and Differentiation Strategies in Latin America	
4:50-5:10 pm	Break					Break					
5:10-6:20 pm	Overcoming Cultural Gaps between Anglo & Latin Cultures	World Class Competitive Models for Adverse Conditions in Latin America	Financing Alternatives in Latin America	Supermarkets in Brazil-Market Demand, Market Share and Trading	Strategic Action Model for the Free Trade Negotiation Environment	Human Resource Management: Developments in Latin America	Country Risk In Emerging Economies	Brazilian Finance: from Turbulence to Success	Sports & Business	Competitive Strategies in Argentina	
6:20-7:30 pm	Cocktail					Cocktail					

Sumaq Summit 04
International Business Strategies in Latin America



* To be confirmed

Faculty

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Vice Dean and Professor of General Management and Corporate Governance, IE - Instituto de Empresa

Álvarez del Blanco, Roberto

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Director, Euro-Latin America Center and Professor of Innovation, IE - Instituto de Empresa

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Villaquirán, Andrés

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Walker H., Eduardo

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Yáñez, Javier

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Directors of Area

Finance	Baptista, Asdrúbal	IESA
Operations	Donoso I, Patricio	PUC
Human Resources	Gore, Ernesto	U. de San Andrés
Strategy	Ickis, John C.	INCAE
Marketing	Jones, Victoria	FGV - EAESP

REGISTRATION FORM.

For on-line registration, please go to www.sumaq.org
Alternatively, please complete this form and fax to
Sumaq Alliance: + 34 91 745 21 48

Delegate

Title _____ Initial (s) _____ First Name _____ Surname _____
Nationality _____ Date of Birth _____ / _____ / _____ Male Female
Department _____ Job Title _____

Your present level of responsibility:

- Chief Executive / President / Chairman Managing Director / Board Director / Senior Partner
 General, Divisional, Senior Manager / Partner Function Manager / Middle Manager / Associate

Organization

Direct Telephone _____ Mobile Telephone _____
Direct Fax _____ E-mail _____
Organization _____ Address _____
Town _____ State _____ Country _____ ZIP Code _____
Primary Industry Sector _____ Parent Company Name _____

PAYMENT METHOD (tick as appropriate)

Credit card. Please charge my Visa _____ Mastercard _____ American Express _____ Discover _____ Diners Club _____ JCB _____
Card Number: _____ Expiration Date: _____ Amount \$: _____
Cardholder's Name: _____ Cardholder's Signature: _____

Bank Transfer to Chase Bank, New York, NY.
Bank ABA # 021000021
Account Name Instituto de Empresa Fund, Inc.
Account Number 668-5033868-65
Reference SS04 + name of the person wiring the transfer
Amount \$ _____

Please invoice my organization. Is a Purchase Order Number required on the invoice? No Yes
If yes, PO No. _____

Name and address to which the invoice should be sent if **different from the delegate's**:

Send to delegate Send to different address, details given below.

Title _____ Initial (s) _____ First Name _____ Surname _____
Job Title _____ Organization's Name _____
Address _____
State _____ Country _____ ZIP Code _____

Person in charge of training/development in your company: _____
Title _____ Initial (s) _____ First Name _____ Surname _____
Address _____
Town _____ State _____ Country _____ ZIP Code _____
Telephone Number _____ Fax Number _____

Accommodation

There is an agreement with the hotel where the program is to be held whereby rates for participants stand at \$150 plus taxes, for a limited number of rooms. Participants who wish to take advantage of this offer must reserve by April 20, calling the hotel at the toll free number 1-800-400-1700 (please refer to Sumaq Summit 2004) or reserve on-line at www.sumaq.org

Cancellation Policy

After registration, 90% refunds will be made if notice of cancellation is received in writing at least five weeks prior to the start date of the program. A registered participant may be substituted by another from the same firm up to the day before the start date of the program.

The program organizers reserve the right to alter the content, speakers or schedule of the sessions, in case of unforeseen circumstances. Any modifications will respect program objectives.



Sumaq Summit 2004 with the support of the IE Fund

Instituto de Empresa Fund
Change through Excellence in Business Education



Sumaq

For further information on the Sumaq Summit 2004, please contact:

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