

INCAE Business School

March 13-17, 2017

Alajuela, Costa Rica

Doing Business in Latin America: The Competitiveness and Sustainability Challenge

Latin America is one of the most thriving regions in the World. Growing income, successful economic integration, booming markets, and a privileged geography makes this region a must for big and small companies. However, there is a stark competitiveness and sustainability divide between and within countries. This module will analyze the current challenges and opportunities for doing business in the region both from a macro and micro perspective covering the most important topics to comprehend the intricacies of the region. Lectures include the political economy of regional integration, microeconomics of competitiveness, sustainability management, public-private partnerships, implementing CSR strategy, BoP and creating social value, agribusiness and global value chains and investment in emerging markets.

Faculty involved (tentative): [Alberto Trejos](#), [Francisco de Paula Gutiérrez](#), [Roy Zúñiga](#), [Bernard Kilian](#), [Andrea Prado](#), [Urs Jäger](#), [Esteban Brenes](#) and [Víctor Umaña](#), Deputy Director of INCAE's [Latina American Center for Competitiveness and Sustainable Development](#).

Company visits: Dos Pinos (Dairy Coop), Florida Ice and Farm (Brewery), DHL Express (Logistics).

Other elements: Britt Coffee Tour, Poas Volcano and La Paz Waterfalls.