The 4th Eduniversal World Convention

SHANGHAI, October 13, 2011

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Academic Vice President ESAN
你好

Hi

Hola
• Latin America Council of Graduate Business School (CLADEA) is one of the most important webs of business school in the world.

• It offers international cooperation and has membership reciprocity with the principal academic institutions in the world.

• CLADEA´s affiliates are around 140 in LA, NA, Europe and Oceania, all its members are public and private teaching and research institutions in the business area.

• ESAN is the first graduate business school in the Spanish speaking world, founded by Stanford University in 1963. It is a founded member of CLADEA.
The Standards of Business School Development.

How not to lose your academic uniqueness
Latin America

- Comprises 20 nations
- 4 sub regions:
  - Central America
  - Caribbean
  - South America
  - Mexico
- Land exceed that of Canada and USA
- Population close to 600 million
## Higher education

<table>
<thead>
<tr>
<th>Country</th>
<th>Tertiary Element</th>
<th>1995</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td></td>
<td>1 054 145</td>
<td>2 098 180</td>
</tr>
<tr>
<td>Bolivia</td>
<td></td>
<td>154 040</td>
<td>339 252</td>
</tr>
<tr>
<td>Brazil</td>
<td></td>
<td>1 661 034</td>
<td>4 163 733</td>
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<tr>
<td>Chile</td>
<td></td>
<td>327 074</td>
<td>694 971</td>
</tr>
<tr>
<td>Colombia</td>
<td></td>
<td>576 540</td>
<td>1 112 574</td>
</tr>
<tr>
<td>Costa Rica</td>
<td></td>
<td>83 608</td>
<td>175 284</td>
</tr>
<tr>
<td>Ecuador</td>
<td></td>
<td>174 584</td>
<td>295 608</td>
</tr>
<tr>
<td>Mexico</td>
<td></td>
<td>1 420 461</td>
<td>2 366 661</td>
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<td>Panama</td>
<td></td>
<td>69 528</td>
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<tr>
<td>Peru</td>
<td></td>
<td>346 532</td>
<td>839 328</td>
</tr>
<tr>
<td>Uruguay</td>
<td></td>
<td>74 842</td>
<td>109 817</td>
</tr>
<tr>
<td>Venezuela</td>
<td></td>
<td>597 487</td>
<td>1 074 350</td>
</tr>
<tr>
<td><strong>Total (around)</strong></td>
<td></td>
<td>8 millions</td>
<td>20 millions</td>
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Higher education has grown significantly
...and in the role of private provision for higher education
Business schools in LA

• Follows the Bologna process
  – Universities from Continental Europe were the model followed in LA.
  – We perceive the Europe’s globalization as less “menacing” than that from the USA.
  – Traditional and historical ties between Europe and LA
  – Bologna for us is a “work in process”
Business schools/standardizing process

- **ALCUE Summits.** Heads of State and Government of both regions got together on several occasions, and proposed to create the UEALC/ALCUE higher education space, establishing a joint secretariat for such a purpose. Very little came out of them.

- **Tuning Latin America.** Following its European version and funded by the EU, this is the largest teaching oriented international project undertaken in LA.

- **6x4 UEALC.** Working with university professors from 6 different knowledge areas, and viewing each area from 4 different perspectives – academic credits, assessment, competencies and research-, this is the largest teaching oriented project financed by LA universities.

- **ALFA III.** Collaboration between EU and LA universities in teaching, development and integration.

- **Accreditation’s and membership.** ACCSB, AMBA,EQUIS, PIN, NIBES
Business schools/Globalization

• We believe in Globalization
  – Recognizing that we all compete in a global environment.
  – Much of the world’s population isn’t in the US or Western Europe.
  – Diversity and reaching more diverse members.
  – Welcoming to new partners.
  – Exposing our students and colleagues to other cultures.
  – Keep annual meeting turning in different countries.
  – Integrating corporate social responsibility in our schools.
Business schools/situation

– Encouraging production in publications.
– Internationalization in progress
  • Courses taught entirely by international faculty
  • International speaker within courses some as video conferences
  • International weeks (1 by semester) –students and faculty
  • International travel (in all our programs)
  • Exchange and Double degree agreements
  • Share some courses with universities abroad -4 or more prof. from different countries offer a team teaching course supported on virtual rooms
  • International competitions for MBA students
– Implications of Internationalization
  • Renew the material and content in courses
  • Teaching and learning methodologies
  • Faculty development (languages and PhD is a must)
  • Prepare students for performing in multicultural context
What LA can offer?

• LA Business school's are doing their homework.
• Management is the overriding resource of all countries.
• Strategic alliances with academic institutions, regional bodies and worldwide companies, are needed to deal with societal demands and business needs of a global world.
• After the crisis of 1990’s. LA people created the solutions that let countries grew. Now the world call us “the emergent countries”
• It was our Emergent LA people who uses Creativity to reinvent our lives.
LA propose this model

• Take advantages of Natural resources
• Investing in Infrastructure requirements
• Adjusting its education model
• Create intercultural models of Management
• Build Relations based on trust
• Build technology spaces
• Promoting technology development
• We have Multinational Latin companies
MN Latin companies

- 25 from Brasil
- 13 from Mexico
- 12 from Chile
- 3 from Argentina
- Peruvians:
  - Topy Top (Textil)
  - Ajeper (Soda)
  - Ransa (Logistique)
  - Alicorp (Food distribution)
  - Grupo Gloria (Cans food)
- Ebel (beauty)
- Pardo’s Chicken (Food)
- Grupo Inka Tops (Alpaca)
- 2do Muelle (Restaurant)
- Brujas de Cachiche (Restaurant)
- Gaston Acurio Restaurants
- Grupo Hochschild (minning)
Is LA´s future tied to America or to Asia?

– Our economies like the case of Peru has strong growth over the past 5 years helped by market-oriented economic reforms and privatizations in the 1990´s and measures taken since 2001 to promote investment. GDP grew 8.0% in 2006, 6.7% in 2005 and projected to grow by more than 6.5% in 2011.

– Recent economic expansion has been driven by construction, mining, export growth, investment and domestic demand.
Is guanxi different from life in LA?

• We tide our relations supported in our families and friends.
• 5.6 millions of micro and small business are moving to the formal economy. They work between 60 and 80 hours by week and provide less than 50% of PBI.
• We don't have an insurance for unemployment, we count on our business and our families.
Is it a future LA-China?

• I believe Yes
• 600 of million people
• Growing economies
• Complementary sectors to ASIA Pacific
• Come to see the characteristics of emerging countries!
Shie Shie!

Thank You!

Muchas gracias!