

# Event Agenda

Eduuniversal World Convention 2024



## Wed, Nov 20, 2024

- 7:30 AM - 8:45 AM**      **Networking Breakfast**  
Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara
- 7:30 AM - 8:45 AM**      **Registration**  
Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara
- 8:45 AM - 9:15 AM**      **Departure to EGADE Business School - Tecnológico de Monterrey campus Guadalajara**  
Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara
- 9:30 AM - 9:40 AM**      **Bienvenidos on Campus!**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 2
- 9:40 AM - 10:10 AM**      **Welcome Speeches**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 2  
Speakers: Martial Guiette, Claudia Félix, Horacio Arredondo, Edson Luiz Riccio
- 10:15 AM - 10:35 AM**      **Dean's Insights: EGADE Shaping the Future: Insights and Innovations for Generating Social Impact**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Lobby, Level 2  
Speaker: Horacio Arredondo
- 10:35 AM - 10:55 AM**      **Dean's Insights: The challenges LATAM region faces and the valuable lessons we've learned that can be shared with the world**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Lobby, Level 2  
Speaker: Virginia Sarria Allende
- 10:55 AM - 11:10 AM**      **Dean's Insights: Business School Strategies for Impact in the Age of AI**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 2  
Speaker: Pavel HNÁT
- 11:10 AM - 12:00 PM**      **Networking Session & Business Schools Fair**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Lobby, Level 2
- 12:00 PM - 12:30 PM**      **Dean's Insights: Global partnerships as a means for enhancing value for students**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 2  
Speaker: Jake Cohen
- 12:30 PM - 12:50 PM**      **Dean's Insights: [Managing Growth in Higher Education Internationalization Strategy with Limited Resources](#)**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 2  
Speaker: Catherine Da Silveira  
[Presentation](#)
- 12:50 PM - 1:30 PM**      **[Guided and interactive discussion about models for developing and setting up abroad. B-School Partnerships through Networks and Consortia.](#)**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 1, Auditorium 1  
Speakers: Cai Zhenyao ([Presentation](#)), José Carlos Sanchez, Emmanuel Santosh ; Moderator: Axel Schumacher
- 12:50 PM - 1:30 PM**      **[Driving innovation and creating value by connecting leading global business schools. The GNAM Network case. B-School Partnerships through Networks and Consortia.](#)**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 1, Auditorium 2  
Speakers: Armida Lozano, Camino de Paz ([Presentation](#))
- 1:30 PM - 1:45 PM**      **Group Picture**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Stairs

- 1:45 PM - 2:45 PM**                      **Networking Mexican Lunch**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Terrace 1
- 2:45 PM - 3:30 PM**                      **Panel Session 1: Entrepreneurship and Innovation with Impact**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 2  
Moderator: Raúl Montalvo ; Speakers: Irina Sennikova, Tarik El Malki, Pedro Carreón
- 3:45 PM - 4:00 PM**                      **Case 1: [Highlighting Best Initiatives, Centers and Masters in Entrepreneurship](#)**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Terrace 1  
Speaker: Hassan R. HassabElnaby  
[Presentation](#)
- 4:00 PM - 4:15 PM**                      **Case 2: [Highlighting Best Initiatives, Centers and Masters in Entrepreneurship](#)**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Terrace 1  
Speaker: Miriam Mazo  
[Presentation](#)
- 4:15 PM - 4:30 PM**                      **Case 3: [Highlighting Best Initiatives, Centers and Masters in Entrepreneurship](#)**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Terrace 1  
Speaker: Emilina Sarreal  
[Presentation](#)
- 4:30 PM - 5:15 PM**                      **How B-Schools Support Entrepreneurship?**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Terrace 1  
Speakers: Sascha Fürst, Ricardo Valles
- 5:15 PM - 6:00 PM**                      **On the Road to the Hotels**  
Location: Buses will depart from the same point upon arrival.
- 7:30 PM - 8:00 PM**                      **ONLY for guests staying at the Hard Rock Hotel: Bus departure to the Quinta Real Hotel for the Eduniversal Palmes of Excellence Ceremony**
- 8:00 PM - 11:00 PM**                      **Eduniversal Palmes of Excellence Trophies Ceremony**  
Location: Quinta Real hotel, Av. México 2727 Col. Vallarta Norte, 44690 Guadalajara, Jalisco, México

---

## Thu, Nov 21, 2024

- 7:30 AM - 8:30 AM**                      **Networking Breakfast**  
Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara
- 8:30 AM - 8:30 AM**                      **Departure to EGADE Business School - Tecnológico de Monterrey campus Guadalajara**  
Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara
- 9:30 AM - 10:00 AM**                      **Keynote session: [Leveraging Cutting-Edge Technologies for Greater Impact](#)**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 2  
Speaker: Rajeev Gupta  
[Presentation](#)
- 10:00 AM - 10:30 AM**                      **Keynote session: [The Business Application of GenAI, ChatGPT](#)**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 2  
Speaker: Sung Joo Park  
[Presentation](#)
- 10:30 AM - 11:30 AM**                      **Panel Session 2: [Digital Transformation Strategies for Business and Opportunities for Business Schools](#)**  
Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 2  
Moderator: Raúl Montalvo ; Speakers: Himanshu Rai, Aigerim Kaumenova ([Presentation](#)), Tawhid Chtioui
- 11:30 AM - 1:15 PM**                      **Explore & Experiment: Campus Discovery & Tools Tasting 1 - Decision Theater**  
Location: Level 1, EGADE Building, Habitat Futuro de los Negocios
- 11:30 AM - 1:15 PM**                      **Explore & Experiment: Campus Discovery & Tools Tasting 2 - Finnovation Lab**  
Location: Level 1, EGADE Building, Habitat Futuro de los Negocios

11:30 AM - 1:15 PM

**Explore & Experiment: Campus Discovery & Tools Tasting 3 - Financial Trading Room**

Location: Level 1, EGADE Building, Habitat Futuro de los Negocios

11:30 AM - 1:15 PM	<b>Explore &amp; Experiment: Campus Discovery &amp; Tools Tasting 4 - International Business Lab</b> Location: Level 1, EGADE Building, Habitat Futuro de los Negocios
11:30 AM - 1:15 PM	<b>Explore &amp; Experiment: Campus Discovery &amp; Tools Tasting 5 - Entrepreneurship Lab</b> Location: Level 1, EGADE Building, Habitat Futuro de los Negocios
11:30 AM - 1:15 PM	<b>Explore &amp; Experiment: Campus Discovery &amp; Tools Tasting 6 - Behavioral Research Lab</b> Location: Level 2, EGADE Building, Habitat Futuro de los Negocios
11:30 AM - 1:15 PM	<b>Addressing AI, IoT &amp; Cybersecurity Challenges for Universities</b> Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 1, Auditorium 1 Speaker: Juan Arturo Nolasco
11:30 AM - 1:15 PM	<b><a href="#">Strategic Intelligence in B-Schools</a></b> Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 1, Auditorium 2 Speaker: Sonia Monárrez <a href="#">Presentation</a>
1:15 PM - 2:00 PM	<b>Networking Lunch</b> Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Gardens
2:15 PM - 3:00 PM	<b>Keynote session: Tec21 Model: Collaboration between Academia &amp; Enterprises</b> Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 2 Speaker: Rafaela Diegoli
3:00 PM - 3:45 PM	<b>Panel Session 3: Successful Implementations of Technology in Business Schools Program Content</b> Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 2 Moderator: Nelson Ribeiro; Speakers: Luis Osorio, Anne L. Balazs, Sascha Fürst
3:45 PM - 4:15 PM	<b>Connect &amp; Collaborate</b> Location: Congress Center, Tecnológico de Monterrey, Campus Guadalajara/ Indoor, Level 2
4:15 PM - 4:45 PM	<b>Road to Oracle</b> Location: Buses will depart from the same point upon arrival.
5:00 PM - 6:00 PM	<b>Company Visit: ORACLE. Artificial Intelligence &amp; ERP</b>
6:00 PM - 6:30 PM	<b>Road to the Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara</b>
7:45 PM - 7:45 PM	<b>Departure to the Eduniversal Gala Awards Ceremony</b> Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara
8:30 PM - 11:59 PM	<b>Eduniversal Gala Awards Ceremony</b> Location: Palacio Municipal de Zapopan, Av. Hidalgo 151, Zapopan, 45150, Jalisco, Mexico

---

## Fri, Nov 22, 2024

8:45 AM - 9:00 AM	<b>Departure to Tequila</b> Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara
9:00 AM - 10:00 AM	<b>On the Road to Tequila</b>
10:00 AM - 11:15 AM	<b>Discovering Agave Cultivation</b> Location: Farmland in the Tequila area
11:30 AM - 12:00 PM	<b>Keynote session: <a href="#">What leadership is needed these days to make impact?</a></b> Location: José Cuervo Hacienda GRAN SALON Speaker: Virginijus Kundrotas <a href="#">Presentation</a>

<b>12:00 PM - 12:50 PM</b>	<p><b>Panel Session 4: Between Global Consistency and Local Uniqueness: The Challenge for Business Schools and Universities</b></p> <p>Location: José Cuervo Hacienda GRAN SALON  Speakers: Joao Matos, Katarzyna Dziewanowska, Ivan Valdovinos, Souleymane NDAO ; Moderator: George Jabbour</p>
<b>12:50 PM - 1:10 PM</b>	<p><b><u><a href="#">Best Practices in Education and Collaboration with Industries : Hospitality Management</a></u></b></p> <p>Location: José Cuervo Hacienda GRAN SALON  Speaker: Rodolphe Bardot</p> <p><u><a href="#">Presentation</a></u></p>
<b>1:10 PM - 1:30 PM</b>	<p><b>Reinventing Education for a Better Future: Transforming Tomorrow Through Innovation</b></p> <p>Location: José Cuervo Hacienda GRAN SALON  Speaker: Luis Portales Derbez</p>
<b>1:30 PM - 3:00 PM</b>	<p><b>Networking Lunch</b></p> <p>Location: José Cuervo Hacienda Explanada</p>
<b>2:30 PM - 3:00 PM</b>	<p><b>Cultural Museum of the Hacienda</b></p> <p>Location: La Rojenia</p>
<b>3:00 PM - 3:30 PM</b>	<p><b>Innovating for impact: Strategic partnerships for sustainable development.</b></p> <p>Location: José Cuervo Hacienda GRAN SALON  Speaker: Diego Diaz</p>
<b>3:30 PM - 4:30 PM</b>	<p><b>Spotlight on Tequila: Industry Insights and Challenges Presented by the Regulatory Council</b></p> <p>Location: José Cuervo Hacienda GRAN SALON</p>
<b>5:00 PM - 6:00 PM</b>	<p><b>Tour of the La Rojenia Plant</b></p> <p>Location: José Cuervo Hacienda Tienda de Rayas</p>
<b>6:30 PM - 7:15 PM</b>	<p><b>Tequila Tasting and Cocktail Experience</b></p>
<b>7:15 PM - 7:45 PM</b>	<p><b>Entertainments</b></p>
<b>7:45 PM - 8:15 PM</b>	<p><b>Quick bite</b></p>
<b>8:15 PM - 9:30 PM</b>	<p><b>Return to Guadalajara: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara</b></p>

---

## Sat, Nov 23, 2024

<b>9:30 AM - 9:45 AM</b>	<p><b>Departure to the center of Guadalajara</b></p> <p>Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara</p>
<b>10:30 AM - 4:00 PM</b>	<p><b>Day in Tlaquepaque</b></p>
<b>10:30 AM - 12:00 PM</b>	<p><b>Visit 1: Reception and Visit of the Museum Pantaleón Panduro</b></p> <p>Location: Center of Guadalajara; Colonia Americana - Casonas</p>
<b>12:20 PM - 12:50 PM</b>	<p><b>Visit 2 : Cultural Tour in Tlaquepaque - La casa del Artesano</b></p> <p>Location: Tlaquepaque</p>
<b>12:50 PM - 1:10 PM</b>	<p><b>Visit to the Gallery Nuestros Dulces</b></p>
<b>1:15 PM - 3:00 PM</b>	<p><b>Lunch at El Abajeño</b></p> <p>Location: El Abajeño</p>
<b>3:00 PM - 4:00 PM</b>	<p><b>El Parian -Closing fiesta with Mariachis</b></p> <p>Location: Plaza de los Mariachis</p>
<b>4:00 PM - 4:00 PM</b>	<p><b>End of activities</b></p>

