

eduniversal  
World Convention

LIMA  
PERU 2012  
October 17-19

PRESENTATION

# PRESENTATION

Hosted by



# PRESENTATION



## Welcome Speech

Dear Ladies and Gentlemen,

It's my distinct honour to welcome you all to the 2012 Eduniversal World Convention – the annual meeting for the best business schools in the world. I'm delighted that you have all joined us in the beautiful city Lima.

First of all, I would like to express my sincere gratitude to the host of this important Convention, namely CENTRUM Católica, for their commitment and effort in the preparation of this annual event.

Through this Convention, we would like to engage with all of you in an open and constructive cross-cultural dialogue on how to develop and maintain excellence in the business education sector of the 21st century. You will be the first to find out the results of the 2012 Eduniversal Business Schools Ratings and Rankings according to this year's Deans Vote and to discover the most distinguished business schools in the world.

As many of you already know, since 2008 we focused only on the ranking of the best business schools in 153 countries. Since 2011, we have decided to highlight the expertise of most of the selected institutions in the Eduniversal Official Selection, and published the first and unique ranking of the Best 4000 Masters in 30 majors worldwide on a dedicated website, [www.best-masters.com](http://www.best-masters.com).

Since the launch of the Eduniversal Global and Regional Best Masters Ranking last December, people from a total of 204 countries have visited its website, resulting in a worldwide and unprecedented success.

This year, during a special event "Spotlight on the best masters worldwide", you will witness the results of the 2nd edition of the Eduniversal Global and Regional 2012-2013 official selection of the best 4000 postgraduate programs in 30 majors worldwide.

Eduniversal has an objective – providing a wide panorama of perspectives and an in depth view on academic expertise worldwide with the ultimate goal of actively supporting international exchanges and encouraging mobility of students and lecturers.

I wish you to form strong alliances with your international counterparts, to work determinedly towards a common goal to expand the horizons in our pursuit of truly excellent education.

I believe that our distinguished guests' speeches will be received with great interest by all of you. Last, but not least, I also wish you a pleasant stay in Lima, a city that is widely considered to be one of the most beautiful in South America, as well as being among the most visited cities on the continent.

I wish the 5<sup>th</sup> Annual Eduniversal World Convention every success. Thank you!

Kind regards,

Martial GUIETTE  
CEO & Founder



## Dean's Message


Dear participants,

On behalf of CENTRUM Católica, I have the pleasure to welcome you to the 5th Eduniversal World Convention (EWC). CENTRUM Católica is honored to host such an engaging and significant world-class event devoted to business education. CENTRUM Católica reassures that our distinguished participants and guests will enjoy the activities and presentations throughout this event.

CENTRUM Católica is the Business School of the Pontificia Universidad Católica del Perú. This is a leading university in the country with over 90 years of proven track record, generating knowledge and forming the most prestigious professionals in the job market. Since its inauguration in 2000, CENTRUM Católica has been consolidated as one of the most attractive business schools in the region, thanks to its various global and innovative programmes.

Our school is the only business school in Peru and one of the seven Latin American institutions, having achieved the Triple Crown. Only 57 of 13,670 existing business schools have obtained the three most important accreditations in the world, AACSB International (The Association to Advance Collegiate Schools of Business), EQUIS (European Quality Improvement System) and AMBA (The Association of MBA's). In fact, during the past three years, CENTRUM Católica-MSM international program has been placed No. 1 in the Eduniversal Ranking.

As the Director General of CENTRUM Católica, I would like to express my recognition to the Eduniversal organizing committee whose relentless efforts have brought this convention into real at this fast-growing region as Latin America. Therefore, I hope this event accomplishes all your expectations with success. I wish you have a wonderful experience in Lima, Peru, and live the CENTRUM Católica's academic touch! ■■

  
Fernando A. D'Alesso  
Director General  
CENTRUM Católica



PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ

# CENTRUM Católica

## Business School

CENTRUM Católica's attractive and modern main campus is located in Lima, Peru, a cosmopolitan metropolis of more than 8 million people. The school also counts with branches in 9 other cities throughout Peru and a brand new small campus in Bogota, Colombia.



Its main goal is to craft leaders with global vision, strategic and socially responsible, executives who successfully compete in an increasingly complex world, while teaching DBA, MBA and executive education programs to facilitate the development of managerial capacity within a perspective of production, ethics and social commitment.

CENTRUM Católica has sponsored highly successful international events, including: the AACSB Conference, the EFMD-CENTRUM Católica Conference, and the First Latin American Regional

Assembly of the International Assembly for Collegiate Business Education – IACBE, among others.

CENTRUM Católica enjoys a flexibility of expertise that enables it to make important contributions to a wide variety of thematic areas. In addition, CENTRUM Católica has wide-ranging alliances with sister schools and corporations that broaden its ability to access speakers and experts on a variety of subject matters.



# The Eduniversal World Convention



The Eduniversal Group is a French-based company implemented in 2007 by SMBG, a consulting firm in Paris with 15 years of experience consultancy in the field of Higher Education. Eduniversal is the answer to the stakes of the globalization of Education and notably offers an information platform with a selection of the 1,000 Best Business Schools in 9 geographical zones.

The purpose of Eduniversal is to offer students a serious reference that reflects the international dimension of each School.

The EDUNIVERSAL Official Selection of the 1000 Best Business Schools worldwide is the result of the work of the International Scientific Committee (ISC) that has established a global mapping system that



meets the criteria of universality and the international reputation of each academic institution.

The International Scientific Committee is composed of 11 members: 2 executive members: SMBG's managing director and Eduniversal's international coordinator; 9 independent expert members who represent the nine academic zones: Africa, North America, Latin America, Central Asia, Eurasia and Middle East, Eastern Europe, Western Europe, Far East Asia, Oceania.



The role of each member of the ISC is significant and valuable, as all of them are the guarantors of the Official Selection of the 1000 Best Business Schools Worldwide. The members of the ISC are responsible for the elaboration of the EDUNIVERSAL Official Selection, monitor the Deans' Voting processes and work for the improvement of EDUNIVERSAL's Business Schools Ranking Methodology.

# Educating the world...

...In an ever-changing and rapidly globalizing world, students, professionals and universities are realizing the importance of a quality business education, that stretches across borders, and teaches future business leaders to think on an international scale, all while remaining socially responsible.

Therefore, the first crucial aspect for higher education institutions, and other stakeholders, is to come together to share their best practices and build the future for business education. The second aspect is to take this practical advice and continue to innovate, while remaining true to the heritage of the institution.



## Topics

- Business education in Latin America: What is the educational system like today?
- Innovative models of development for business schools
- Role of business school education in a more “greener” world
- Business schools – company’s dialogue: how to efficiently lead graduates to jobs?
- Innovative trends in postgraduate programs
- Effective promotion of master and MBA programs
- Meeting expectations of local and international students
- Transformation of MBA programs: innovative content and curriculum
- Business school branding: how to stay different?
- Managing accelerating changes: how to succeed in fast changing environments?
- Education 2020 – challenges for the near future
- Directing the way in leadership education: how to enhance leadership development with maximum impact on performance?

## Key Objectives

- Advance the goals and objectives of your institution by discovering success models, as well as some of the best practices in the field of business education.
- Gain a deeper understanding of the current topics concerning deans and academic personnel.
- Explore your role as a leader of a business school and learn how to yield despite the financial crisis.
- Interact closely with other leaders in the field of educational development and academia through conference sessions, exhibitions and informal gatherings.
- Develop sustainable and strategic partnerships with your counterparts in nine geographical zones and promote internationalization.
- Establish an international network with some of the best business schools from 153 different countries.



# The First Ranking for the Best Masters and MBA Programs Worldwide

There is no royal road to learning. But there is one royal road to find the best program to enrol in. **Eduniversal Masters Ranking** provides the students all over the world with the essential academic information based on the country and the region they are interested in.

Since its establishment, Eduniversal Masters Ranking has always steered itself toward the objective : **finding the best masters programs in the world**. Eduniversal is involved in a systematic search tool:

- for students to consult a ranking worldwide by region.
- for business schools to identify their expertise and specialties;
- for international HR managers to find competent applicants worldwide.

## Objectives

- Identify the expertise and specificities of the 1,000 Best Business Schools belonging to the EDUNIVERSAL Official Selection;
- Establish a serious referent of the Best Programs in the world for 32 different majors;
- Provide a reference that allows students to discover and choose the best academic programs in each 9 geographical zones;
- Support HR executives to recruit qualified graduates from varied areas and from all over the world.

## The 3 Criteria of the Methodology

### > THE REPUTATION OF THE PROGRAM/ 5 points

- 2,5 pts are given by the SMBG-EDUNIVERSAL firm according to the opinions of HR managers;
- 2,5 pts are given according to the number of the Eduniversal Palmes of the school.

### > THE SALARY OF THE 1<sup>ST</sup> EMPLOYMENT / 5 points

- This information is given by the schools and universities;
- To take into account the differences between countries, the salary is indexed to the average annual salary per inhabitant;
- These points will also depend on program: Master or Executive MBA.

### > STUDENT SATISFACTION / 5 points

- This criterion is an essential part of the added-valued of the Ranking;
- The survey is sent by e-mail to recent graduates regarding their satisfaction with their completed programs. A mark is given when at least 10% of the students have answered the survey;
- The survey is comprised of 11 questions: 25% of the points are allocated to question 1 and 2, 50% of the points are allocated to the remaining 9 questions.

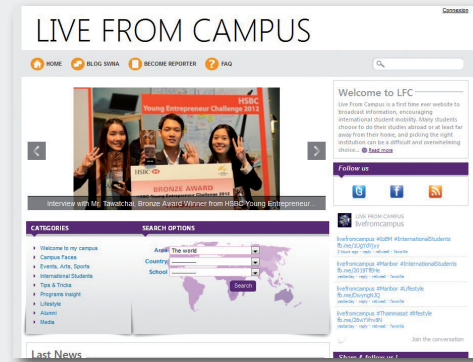


[www.best-masters.com](http://www.best-masters.com)



# Live from Campus

## The new EDUNIVERSAL Social Network



Last year we announced to you the creation of a student's reporters website, "Live From Campus" (LFC).

This new free network gathers blogs dedicated to the 1000 Best Business School of the EDUNIVERSAL's Official selection.

The service was designed to meet information needs of students about campus life.

The principle is simple:

- A student is chosen by campus to be the reporter for Live from Campus.
- Each school has its own dedicated blog. All the blogs are connected through the LFC platform.
- Each reporter runs the blog dedicated to his school enabling thousands of students to follow the news of the campus.
- The reporters are guided by the Student World News Agency advisers.

### PROVIDE A NEW CONTENT: FROM STUDENTS TO STUDENTS

"Live From Campus" is the first website to broadcast information that encourages and facilitates international student mobility.

Indeed when a student chooses its future institution of study, she/he takes into account, not only the academic dimension of the Institution, but also the general environment.

### INTERNATIONAL INFLUENCE FOR YOUR SCHOOL: HIGHLIGHT YOUR PROJECT THROUGH YOUR REPORTER

The blog is mainly an opportunity to highlight the special features of the school, and create a greater proximity to students, through, for example, interviewing key people in the school.

### YOUR STUDENTS ARE YOUR FIRST AMBASSADORS

Who better than a student from your school can promote and develop the life of your Institution with students from around the world?

Any student can be a reporter. They can either be a student from the Business School or any faculty of the University.

They just have to apply on this website: [www.live-from-campus.com](http://www.live-from-campus.com)

### LFC REPORTERS WILL COVER THE EWC 2012 IN LIMA

In order to highlight the work of the LFC's reporters, we have invited some of them to participate to the 5th Eduniversal World Convention.

As official student's reporters, they will cover the entire event including workshops and plenary sessions.

The main objective is to put them in real condition and situation of a newspaper agency as they are going to report in live, the event on a dedicated page on the LFC's website.

The reporters will also make interviews of participants (with their consent), publish pictures and keynotes on our dedicated social network pages.

Follow the 5th Eduniversal World Convention through the eyes of the reporters:



[www.live-from-campus.com](http://www.live-from-campus.com)



[www.facebook.com/LiveFromCampus](http://www.facebook.com/LiveFromCampus)



[twitter.com/LiveFromCampus](http://twitter.com/LiveFromCampus)

To livetweet during the convention use the Hashtag:  
**#EWC12**



# STAY CONNECTED



## social networks, interactivity and communication



### CONVENTION 5.0

For the 5<sup>th</sup> Eduniversal convention, we want to promote **collaborative** and **participatory** aspects.

For this purpose, we set up a system of **social** and **viral** communication allowing you to **share** your **impressions** and comments on the various activities in which you will participate.

### share your experience

We opened a dedicated **Facebook** page which will let you share your experience of the Convention to your colleagues and contacts.

Each day we will add on this page: information, photos, quotes, and all kinds of exclusive content on our event.



### Students Reporters invited in Lima

Last year Eduniversal presented a free service to promote your school's experience: "Live from Campus" (LFC).



The aim of this largest worldwide community of students is to encourage and facilitate international student mobility, and to present your school to students in other countries, around the world.

To reward the most active reporters we invite them to participate in different international events organized by Eduniversal.

For the 5<sup>th</sup> Eduniversal World Convention we invited 4 reporters to compose the news agency of the event.

Two Litanian and two Peruvian students will be able to attend conferences and workshops and publish summaries on a dedicated webpage:

[www.live-from-campus.com/event](http://www.live-from-campus.com/event)

They will also write news about the informal issues of the Convention and will highlight the participants through several interviews.

If you are interested, please follow the link below "one-to-one meeting" to have an interview with one of the reporters.

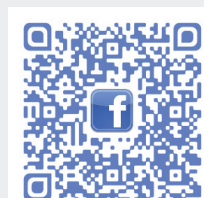
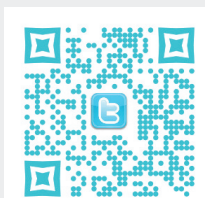
[http://convention.eduniversal.com/log\\_in.php](http://convention.eduniversal.com/log_in.php)



### Live tweeting #ewc12

This year we will innovate by implementing a «live tweeting» allowing each of you to **live tweet the convention** (using the hashtag #ewc12).

We set for this purpose several screens (tweet wall) that will allow you to **follow these comments**.



Flash the codes with your smartphone



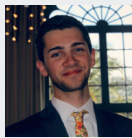
CEIBS - China Europe  
International Business School  
Mme DANGWAL NIVEDITA



Mip - Politecnico Di Milano -  
School Of Business  
MBA class



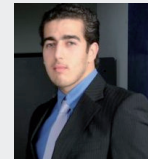
University Of Montenegro  
Faculty Of Economics  
Podgorica  
Mlle KANDIC MAJA



EBS Universität Für  
Wirtschaft Und Recht -  
EBS Business School  
Mr LISSON CONSTANTIN



Vytautas Magnus University  
Faculty Of Economics And  
Management  
Mr PRIEVELIS MARTYNAS



Mediterranean School of  
Business  
Mr JEMOUR AMINE



Vytautas Magnus University Faculty Of  
Economics And Management  
Mlle DIDZGALVYTE MONIKA



Université Mohammed V Agdal - Faculté des Sciences  
Juridiques, Economiques et Sociales  
Mlle BENABDELKRIM EL FILALI YASMINE



REPORTERS

Livre from Campus



HIBA - Higher Institute of  
Business Administration  
Mr AL-NASHAR KHALED



University Of Maribor Faculty Of  
Business And Economics  
Mme VODUSEK SPELA



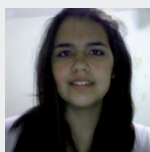
Université de Lomé - Faculté  
des Sciences Economiques et  
de Gestion (FASEG)  
Mr ROUFAI OURO-TAGBA



Universidad Del Pacifico  
Business School  
Mr CURISINCHÉ CESAR



Prince of Songkla University -  
Faculty of Management Sciences  
Mr TAWAITHONG KRITTIN



ITESM - EGADE Monterrey  
Mlle OCHOA DAMARIS



Université Mohammed V Agdal - Faculté des  
Sciences Juridiques, Economiques et Sociales  
Mlle ZAOUÏ ILHAM



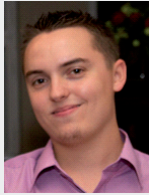
Thammasat University - Faculty Of  
Economics & Business School  
Mlle CHARANVATNAKIT PATRAPATU



Ecole Supérieure Algérienne Des  
Affaires - Esaa  
Mr BOUKANTAR HOUCINE



The Poznan University  
of Economics  
Mlle ANDRZEJCZAK  
DAGMARA



SGH - Warsaw School of Economics  
Mr MŁODZIANOWSKI SZYMON



IMRE - Institute of Management Research & Education  
Mr VALIKHANI ABOLFAZL



SGH - Warsaw School of Economics  
Mlle SOCHOCKA IZABELA



EDHEC Business School  
Mlle D'AILLIERES ISAURE



Institute of Business Management (IoBM)  
Mr MURAD ADNAN



United States International University - School of Business  
Mr KATAMBANI ANNACULATE

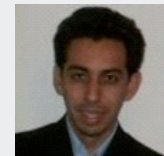
REPORTERS Livre from Campus



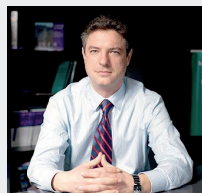
University Of Montenegro Faculty Of Economics Podgorica  
Miss DURKOVIC JOVANA



University Of Stellenbosch Business School  
Miss GANESAN SUDHA



Pontificia Universidad Catolica Del Peru  
Centrum Católica  
Mr MARCHENA SEKLI GIULIO



International Institute of Business  
Mr VERESHCHAK ALEXANDER



Alquds University - Faculty Of Business & Economics  
Mr TAMIMI HANI



Girne Amerikan Üniversitesi (GAU)- Faculty of Business & Economics  
Mr BAHAECI EMRE



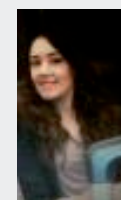
University Ss Cyril And Methodius Faculty Of Economics  
Mlle MAJA JANCEVSKA



Wuhan University School Of Economic & Management  
Mlle WU WENYANG



Zagreb School of Economics and Management  
Mr JERBIC IVAN



ROUEN BUSINESS SCHOOL  
Mlle LAMIAA MOUNTASSIR

## School visits:

### ESAN University Graduate School of Business



Universidad ESAN was founded in the sixties under an agreement signed by the governments of the United States of America and Peru. Its organization and implementation was entrusted to Stanford University Graduate School of Business of Stanford University.

ESAN is a non-profit private institution offering undergraduate and graduate programs in the area of Management, Economics, Information Technology, Engineering, Corporate Law, International Business and Psychology, etc. Also, a variety of executive development programs in various formats, corporate programs and professional services. The Research unit carries out academic studies in various disciplines, publishes such findings and is also very active in consulting.

**16:45:**

*Buses Departure CENTRUM Católica to Universidad ESAN*

**17:00 - 18:00**

**Workshop during the school visit:**

*The globalization of the business schools: opportunities in Latin America.*

*The economic vision of Latin American countries.*

- **Dr. Jorge TALAVERA**, Rector of ESAN University and Former President of CLADEA, Lima, Peru
- **Prof. Cesar FUENTES**, Universidad ESAN, Lima, Peru

ESAN's mission is to promote the social and economic development of Peru and the Latin American region through the education of professionals and through research in economics as well as other social sciences.

Our campus, located in the district of Surco, in Lima, is surrounded by green areas and provides easy access to the main business areas of the city. All working areas -the Information Center (ESAN/Cendoc), classrooms, offices and meeting rooms- have wireless access to Internet.



## School visits:

### Universidad Del Pacífico Escuela de Postgrado



#### 16:00:

*Buses Departure CENTRUM Católica to  
Universidad del Pacífico Business School, Peru*

#### 16:15 - 18:00

#### Workshop during the school visit:

*Transformation of MBA programs:  
innovative content and curriculum.*

- **Prof. Elsa DEL CASTILLO**, General Director, Universidad del Pacífico Business School, Peru

The Graduate School of Universidad del Pacífico has been recognized as a modern and top quality higher education institution in Peru for more than 33 years. The campus is strategically located, easy to reach from the main business areas of the city and receive students not only from Lima but from different cities of the country. In 2012, a new building has been inaugurated as the most modern campus in Peru for business schools.

Since its foundation, it has committed itself to excellence in performance which means being engaged to high and international academic

standards and, more important, giving a personalized and distinctive experience to its students, based on an education focused on leadership and responsible competitiveness. As well, the school encourages the involvement of its students in the Learning by Action initiative that includes the active participation of students in activities and projects oriented to develop a sustainable management vision, not only into the classroom but also participating in project and networks with a social impact.



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AGENDA

# AGENDA

Hosted by



# Agenda at a Glance



TUESDAY  
OCTOBER 16<sup>TH</sup>

19:00 - 21:00	The Westin Hotel	Welcome cocktail sponsored by CENTRUM Católica
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WEDNESDAY  
OCTOBER 17<sup>TH</sup>

08:00		Buses depart the Westin Hotel, Hotel Melia to CENTRUM Católica
08:30 - 09:30		Registration, Welcoming Coffee break & Exhibition
09:30 - 09:45	Auditorium	Opening of the 5 <sup>th</sup> Eduniversal World Convention
09:45 - 11:20	Auditorium	<b>Plenary session:</b> Business education in Latin America: what is the educational system like today?
11:20 - 12:00	Garden	Coffee break & Exhibition
12:00 - 13:00	Auditorium	<b>Plenary session:</b> Innovative models of development for Business Schools
13:00 - 14:00	Garden	Lunch
14:00 - 15:00	Auditorium	<b>Meeting expectations of local and international students</b>
15:00 - 16:00	Room: - 201 - 202  - 301 - 302	<b>Parallel Workshops:</b> - Role of business school education in a more «greener» world - Business schools – companies' dialogue: how to efficiently lead graduates to jobs? - Innovative trends in postgraduate programs - Effective promotion of the master and MBA programs
16:00		Buses Departure CENTRUM Católica to Universidad del Pacífico Business School, Peru
16:15 - 18:00		<b>School Visit:</b> Universidad del Pacífico Business School, Peru <b>Workshop during the school visit:</b> Transformation of MBA programs: innovative content and curriculum
18:00		Buses Departure Universidad del Pacífico Business School to the Westin Hotel, Hotel Melia
19:30		Buses Departure the Westin Hotel, Hotel Melia to Gala Dinner – 2012 Eduniversal Awards Ceremony, Mali Museum of Art
20:00 - 21:00	MALI Museum of Art	<b>Welcome Cocktail</b>
21:00 - 00:00	MALI Museum of Art	<b>Gala Dinner – 2012 Eduniversal Awards Ceremony</b>



THURSDAY  
OCTOBER 18<sup>TH</sup>

09:00		Buses Departure the Westin Hotel, Hotel Melia to CENTRUM Católica
09:30 - 11:00	Garden	One-to-One Coffee break & Exhibition
10:00 - 11:00	Room: - 203 - 204	<b>Parallel Workshops:</b> - Business school branding: how to stay different? - Cooperation with Latin American business schools: what we can learn and how we can cooperate effectively?
11:10-12:10	Auditorium	<b>Plenary session:</b> <i>Managing accelerating changes: how to succeed in fast changing environments?</i>
12:10-14:00	Garden	Lunch & 2012 Eduniversal Palmes Ceremony
14:00-15:30	Auditorium	<b>Plenary session:</b> <i>Education 2020 - challenges for the near future</i>
15:40-16:40	Auditorium	<b>Keynote speech:</b> <i>Leading the way in leadership education: how do we accelerate authentic leadership development for maximum impact on performance?</i>
16:45		Buses Departure CENTRUM Católica to Universidad ESAN
17:00-18:00		<b>School Visit:</b> Universidad ESAN, Peru <b>Workshop during the school visit:</b> The globalization of the business schools: opportunities in Latin America. The economic vision of Latin American countries.
18:00		Buses Departure Universidad ESAN to the Westin Hotel, Hotel Melia
20:00		Buses Departure the Westin Hotel, Hotel Melia to Networking Dinner – Huaca Pucllana Restaurant
20:30-23:30	Huaca Pucllana Restaurant	<b>Networking Dinner:</b> <i>Spotlight on the 2012-2013 Best Masters Worldwide</i>

AGENDA

FRIDAY  
OCTOBER 19<sup>TH</sup>

08:30		Buses depart The Westin Hotel & Convention Center Lima and Hotel Melia
09:30 – 11:00		Hacienda Mamacona – the Peruvian Paso Horse and the National Celebration (30km outside Lima)
12:00 – 13:00		Visit of the Museo Larco, one of the best Museums in Lima
13:00 – 15:00		Lunch at the Café Larco <b>Closing of the 5th Eduniversal World Convention</b>
15:00		Return to the Westin Hotel & Convention Center Lima and Hotel Melia



# Program

TUESDAY  
OCTOBER 16<sup>TH</sup>

19:00 - 21:00

Welcome cocktail sponsored by CENTRUM Católica

WEDNESDAY  
OCTOBER 17<sup>TH</sup>

08:00	Buses depart the Westin Hotel, Hotel Melia to CENTRUM Católica
08:30 - 09:30	Registration, Welcoming Coffee break & Exhibition
09:30 - 09:45	<p><b>Opening of the 5<sup>th</sup> Eduniversal World Convention</b></p> <p>Chairperson: <i>Dr. Beatrice AVOLIO, Deputy Director General, CENTRUM Católica, Peru</i></p> <ul style="list-style-type: none"> <li>• Welcome by <b>Dr. Fernando D'ALESSIO</b>, <i>Director General, CENTRUM Católica, Peru</i></li> <li>• Welcome by <b>Mr. Martial GUIETTE</b>, <i>CEO &amp; Founder, Eduniversal, France</i></li> </ul>
09:45 - 11:20	<p><b>Plenary Session 1:</b> <i>Business education in Latin America: what is the educational system like today?</i></p> <p>Chairperson: <i>Prof. Edson Luiz RICCIO, Eduniversal ISC member – Latin America, President International Cooperation Office, University of São Paulo, Brazil</i></p> <ul style="list-style-type: none"> <li>• <b>Dr. Fernando D'ALESSIO</b>, <i>Director General, CENTRUM Católica, Peru</i></li> <li>• <b>Dr. Maria de Lourdes DIECK-ASSAD</b>, <i>Dean, EGADE Business School – Tecnológico de Monterrey, Mexico</i></li> <li>• <b>Dr. Nancy MATOS</b>, <i>Chair, Doctoral Consortium of CLADEA, Vice-rector of Universidad ESAN, Peru</i></li> </ul>
11:20 - 12:00	Coffee break & Exhibition
12:00 - 13:00	<p><b>Plenary Session 2:</b> <i>Innovative models of development for business schools</i></p> <p>Chairperson: <i>Mr. Axel SCHUMACHER, Eduniversal ISC member – Western Europe, Associate Dean, International Relations EBS Universität für Wirtschaft und Recht EBS Business School, Germany</i></p> <ul style="list-style-type: none"> <li>• <b>Prof. Gonzalo GARLAND</b>, <i>Director of external relations, IE Business School, Spain</i></li> <li>• <b>Prof. Marc SMELIK</b>, <i>Head of Corporate &amp; International Relations, Leeds University Business School, United Kingdom</i></li> <li>• <b>Dr. Longbao WEI</b>, <i>Associate Dean, Zhejiang School of Management, China</i></li> </ul>
13:00 - 14:00	Lunch
14:00 - 15:00	<p><b>Meeting expectations of local and international students</b></p> <p><b>Live From Campus and Eduniversal Ranking of the Best Masters &amp; MBA</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Martial GUIETTE</b>, <i>CEO &amp; Founder, Eduniversal, France</i></li> <li>• <b>Mr. Cesar CURISINCHE</b>, <i>Live from Campus reporter, Universidad del Pacifico, Peru</i></li> </ul>


15:00 - 16:00	<b>PARALLEL WORKSHOPS:</b>
	<p><b>WORKSHOP 1: Role of business school education in a more «greener» world</b></p> <p><i>Moderator: Prof. Charles MOYER, Eduniversal ISC member – North America, Dean College of Business University of Louisville, USA</i></p> <ul style="list-style-type: none"> <li>• <b>Prof. Ruben GUEVARA</b>, Director Centre for Social Responsibility, Entrepreneurship and Sustainable Studies, CENTRUM Católica, Peru</li> <li>• <b>Prof. Vanina FARBER FUKS</b>, Professor and Chair of Sustainable Entrepreneurship and Social Inclusion, Universidad del Pacífico Business School, Peru</li> </ul>
	<p><b>WORKSHOP 2: Business schools – companies' dialogue: how to efficiently lead graduates to jobs?</b></p> <p><i>Moderator: Mrs Inés TEMPLE, Executive President, DBM Peru and DBM Chile.</i></p> <ul style="list-style-type: none"> <li>• <b>Dr. Luis PEREZ VAN MORLEGAN</b>, Vice Dean, Buenos Aires University (UBA) Business School, Argentina</li> <li>• <b>Mr. Jose Antonio ESPINOZA</b>, Director of MBA programs » at CENTRUM Católica, Peru</li> </ul>
	<p><b>WORKSHOP 3: Innovative trends in postgraduate programs</b></p> <p><i>Moderator: Dr. George JABBOUR, Professor of Finance, The George Washington University- GWU School of Business, USA</i></p> <ul style="list-style-type: none"> <li>• <b>Prof. Recep PEKDEMIR</b>, Professor of Accounting, School of Business, Istanbul University, Turkey</li> <li>• <b>Mr. Ali ELQUAMMAH</b>, Co-Director of Academic Affairs in Charge of International Affairs, HEM, Morocco</li> <li>• <b>Dr. Sergio OLAVARRIETA</b>, Director, Universidad de Chile – Escuela de Postgrado Economía y Negocios, Chile</li> </ul>
16:00	Buses Departure CENTRUM Católica to Universidad del Pacífico Business School, Peru
16:15 - 18:00	<p><b>School Visit: Universidad del Pacífico Business School, Peru</b></p> <p><b>Workshop during the school visit: Transformation of MBA programs: innovative content and curriculum</b></p> <ul style="list-style-type: none"> <li>• <b>Prof. Elsa DEL CASTILLO</b>, General Director, Universidad del Pacífico Business School, Peru</li> </ul>
18:00	Buses Departure Universidad del Pacífico Business School to the Westin Hotel, Hotel Melia
19:30	Buses Departure the Westin Hotel, Hotel Melia to Gala Dinner – 2012 Eduniversal Awards Ceremony, Mali Museum of Art
20:00 - 00:00	<p><b>Welcome Cocktail</b></p> <p><b>Gala Dinner – 2012 Eduniversal Awards Ceremony</b></p>

THURSDAY  
OCTOBER 18<sup>TH</sup>

09:00	Buses Departure the Westin Hotel, Hotel Melia to CENTRUM Católica
09:30 - 11:00	One-to-One Coffee break & Exhibition
10:00 - 11:00	<p><b>WORKSHOP 1: Business school branding: how to stay different?</b></p> <p><i>Moderator: Prof. Michael WOOD, Eduniversal ISC member – Oceania, Professor of Management, School of Business Notre Dame, Australia.</i></p> <ul style="list-style-type: none"> <li>• <b>Dr. Karim SEGHIR</b>, Associate Dean, the American University in Cairo - School of Business, Egypt</li> <li>• <b>Prof. Devanath TIRUPATI</b>, Professor and Dean (Academic), Indian Institute of Management Bangalore, India</li> <li>• <b>Dr. Anand KUNNATHUR</b>, University of Toledo College of Business Administration, USA</li> </ul>
	<p><b>WORKSHOP 2: Cooperation with Latin American business schools: what we can learn and how we can cooperate effectively?</b></p> <p><i>Moderator: Prof. Edson Luiz RICCIO, Eduniversal ISC member – Latin America, President International Cooperation Office, University of São Paulo, Brazil</i></p> <ul style="list-style-type: none"> <li>• <b>Mrs. Clara ROSSELLÓ</b>, Director of CENTRUM Alianzas, CENTRUM Católica, Peru</li> <li>• <b>Lic. Beatriz GUZMÁN GONZÁLEZ</b>, Director International Office, IPADE Business School, Mexico</li> <li>• <b>Mrs. Anna WINNIK</b>, International Office Senior Expert, Lomonosov Moscow State University Business School, Russia</li> </ul>

11:10 - 12:10	<p><b>Plenary Session 3:</b> <b>Managing accelerating changes: how to succeed in fast changing environments?</b></p> <p>Chairperson: <i>Dr. Virginijus KUNDROTAS, Eduniversal ISC member – Eastern Europe, Dean of Adizes Graduate School USA</i></p> <ul style="list-style-type: none"> <li>• <b>Dr. Beatriz MERINO</b>, Professor of Strategy and Leadership, CENTRUM Católica, Perú</li> <li>• <b>Mr. Milenko GUDIC</b>, Director, CEEMAN's IMTA – International Management Teaching Academy, Slovenia</li> </ul>
12:10 - 14:00	Lunch & 2012 Eduniversal Palmes Ceremony
14:00 - 15:30	<p><b>Plenary Session 4:</b> <b>Education 2020 - challenges for the near future</b></p> <p>Chairperson: <i>Prof. Dr. Aneeta MADHOK, Eduniversal ISC member – Central Asia, Director, Open Spaces Consulting, India</i></p> <ul style="list-style-type: none"> <li>• <b>Prof. Jaime Alonso GÓMEZ</b>, Professor of Strategy and International Operations Tecnológico de Monterrey, Mexico</li> <li>• <b>Prof. João AMARO DE MATOS</b>, Associate Dean International Development, Nova School of Business and Economics, Portugal</li> <li>• <b>Dr. Beatrice AVOLIO</b>, Deputy Director General, CENTRUM Católica, Peru</li> </ul>
15:40 - 16:40	<p><b>Keynote speech: Leading the way in leadership education: how do we accelerate authentic leadership development for maximum impact on performance?</b></p> <p>Chairperson: <i>Prof. Nehme AZOURY, Eduniversal ISC member – Eurasia &amp; The Middle-East, Dean, Faculty of Management Holy Spirit University of Kaslik, Lebanon</i></p> <ul style="list-style-type: none"> <li>• <b>Prof. Bruce AVOLIO</b>, Director, Center for Leadership &amp; Strategic Thinking, Michael G. Foster School of Business, University of Washington, U.S.A</li> </ul>
16:45	Buses Departure CENTRUM Católica to Universidad ESAN
17:00 - 18:00	<p><b>School Visit: Universidad ESAN, Peru</b></p> <p><b>Workshop during the school visit: The globalization of the business schools: opportunities in Latin America.</b></p> <p><b>The economic vision of Latin American countries</b></p> <ul style="list-style-type: none"> <li>• <b>Dr. Jorge TALAVERA</b>, Rector of ESAN University and Former President of CLADEA, Lima, Peru</li> <li>• <b>Prof. Cesar FUENTES</b>, Universidad ESAN, Lima, Peru</li> </ul>
18:00	Buses Departure Universidad ESAN to the Westin Hotel, Hotel Melia
20:00	Buses Departure the Westin Hotel, Hotel Melia to Networking Dinner – Huaca Pucllana Restaurant
20:30 - 23:30	<p><b>Networking Dinner</b></p> <p><b>Spotlight on the 2012-2013 Best Masters Worldwide</b></p>

FRIDAY  
OCTOBER 19<sup>TH</sup>

8:30	Buses depart The Westin Hotel & Convention Center Lima and Hotel Melia
09:30 - 11:00	<p><b>Hacienda Mamacona – the Peruvian Paso Horse and the National Celebration (30km outside Lima)</b></p> <p>At HACIENDA MAMACONA you will enjoy our utmost symbol: the Peruvian Paso Horse. This noble animal, unique in its breed is characterized by the elegance of its gait; a manner of treading, that is more like dancing. You are welcome to enjoy the beautiful animals and appreciate the work of the «chalanés», trainers and horse riders in a show full of grace and fineness.</p> 
12:00 - 13:00	<p><b>Visit of Museo Larco</b></p> <p>Located in a unique vice-royal mansion of the 18th century built over a 7th century pre-Columbian pyramid, Museo Larco is surrounded by beautiful gardens. For an unforgettable experience, Larco is one of the few museums in the world where visitors can also choose to enter the storage area with its 45.000 classified archaeological objects. Its masterpieces are considered worldwide icons of Pre-Columbian art, after being exhibited in the world's leading museums.</p>
13:00 - 15:00	<p>Lunch at the Café Larco</p> <p><b>Closing of the 5th Eduniversal World Convention</b></p>
15:00	Return to the Westin Hotel & Convention Center Lima and Hotel Melia

eduniversal  
World Convention

LIMA  
PERU 2012  
October 17-19

# SPEAKERS

SPEAKERS

Hosted by





## Prof. João AMARO DE MATOS

*Associate Dean International Development - Nova School of Business and Economics*



He is a Director of the Ph.D. Program and CEMS Director at Nova SBE. João Amaro de Matos joined Nova SBE in 1995 and is a Professor of Finance. He has a Ph.D. in Management from INSEAD, with a major in Finance, and a Ph.D. in Physics from the Universidade de São Paulo, Brazil.

At Nova SBE he teaches Corporate Finance, Investments, Options, Risk Management and Continuous-Time Finance in the undergraduate and graduate programs, MBA and in the Ph.D. programs. He has also participated in various dissertation committees and has been advisor of Ph.D. and M.Sc. candidates. Additionally, João Amaro de Matos has taught in various European and Brazilian schools such as INSEAD, London School of Economics, Queen Mary – University of London, HEC - Geneva and Fundação Getulio Vargas in Brazil.

Interests: Incomplete markets, derivatives and risk management, corporate governance and network analysis



## Dr. Beatrice AVOLIO

*Deputy Director General - CENTRUM Católica*



Beatrice Avolio Alecchi holds a Ph.D. in Strategic Business Administration from the Pontificia Universidad Católica del Perú and a Doctorate in Business Administration from Maastricht School of Management, the Netherlands. She has also obtained a M. Phil. from Maastricht School of Management, the Netherlands and an MBA from The Graduate School of Business Administration, ESAN, in Lima, Peru. She obtained a Bachelor degree in Business Administration and a Bachelor degree in Accounting from the Universidad del Pacífico in Lima, Peru.

She has been a Financial Analyst in Southern Peru Ltd., an international mining company; an Advisor at Price Waterhouse; and Chair of the departments of Finance, Accounting and Economics at business schools. Her areas of specialization include Finance and Business Management, Financial Planning and Entrepreneurship. She is the founder of the Center of Womens at CENTRUM Católica and is conducting research on female entrepreneurs and executive in Latin América. Dr. Avolio is currently Deputy Director General of CENTRUM Católica and Professor of Finance at CENTRUM Católica.



## Prof. Bruce AVOLIO

*Director Center for Leadership & Strategic Thinking – University of Washington  
Marion B. Ingersoll Professor  
Executive Director, Foster Center for Leadership*



PhD, University of Akron, 1981, MA, University of Akron, 1978, BA, State University of New York, 1975

Specialties: Leadership Assessment and Designing Micro Development

Interventions: University of Nebraska-Lincoln, Professor of Management (2001-2008), Director, Gallup Leadership Institute (2003-2008), Director of Doctoral Program in Leadership (2003-2008), Clifton Chair in Leadership (2001-2008), Senior Research Scientist

Current Research: Examining how to accelerate positive forms of leadership

Positions Held:

Queensland University of Technology, Brisbane, Australia : Distinguished Visiting Professor (2000-2003)

University of Nebraska-Lincoln : Professor of Management (2001-2008), Director, Gallup Leadership Institute (2003-2008), Director of Doctoral Program in Leadership (2003-2008), Clifton Chair in Leadership (2001-2008), Senior Research Scientist

Binghamton University, State University of New York: Co-Director of Global Center for Leadership Studies (2000-2001), Director of Global Center for Leadership Studies (1998-2000), Co-Director Eisenhower Leadership Development Project (1993-1996), Director of Doctoral Programs (1993-1994), Co-Director of the Kellogg Leadership Program (1990-1994), Director of Graduate Programs (1990-1993), Associate Director of the Center for Cognitive and Psycholinguistics Sciences (1988-1992)

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## Prof. Valiant CLAPPER

*CEO and Executive Director, UNISA – Graduate School of Business Leadership*



Valiant Clapper is the acting Executive Director & CEO of the Unisa Graduate School of Business Leadership. Before taking up this position he was the Deputy Executive Dean in the College of Economic and Management Sciences at Unisa. He completed a Doctorate in Administration (with a thesis in public service transformation and values) from UNISA. He also holds a Bachelor's Degree in Theology from Andrews University (USA). Prof Clapper authored numerous articles published in accredited journals, and contributed towards four books published nationally and internationally.

He has also served as editor and served on editorial board of a variety of publications. Prof Clapper has done consultation work in collaboration with Q-Data, DANCED and others (a Danish donor organisation) for various state departments in all spheres of the South African government and The South African Air Force. His involvement in the South African Development Community (SADC) countries includes policy development workshops for the Department of Arts and Culture of Zimbabwe, and general needs assessment consulting for the Central Government of Swaziland.



## Dr. Fernando D'ALESSIO

*Director General - CENTRUM Católica*



Fernando A. D'Alessio, DBA, is the Director General founder of CENTRUM Católica, the Graduate Business School of the Pontificia Universidad Católica del Perú established in 2000. He is Vice Admiral Naval Academy's Sword of Honor, class of 1964. Bachelor of Science in Naval and Maritime Sciences, Peruvian Naval Academy, and Bachelor of Science and Master of Science in Mechanical Engineering and Degree of Engineer, U.S. Naval Postgraduate School, Monterey, California. Master of Science in Management, Salve Regina University, Rhode Island. He followed Strategic Studies and International Relations, U.S. Naval War College, Newport, Rhode Island. Chief of Naval Material and Chief of Naval Operations. He followed graduate executive education in Babson College, London Business School, and Harvard Business School. He has been Diplomatic Permanent Representative of Peru in London at the International Maritime Organization, United Nations.

Professor D'Alessio was elected by the AACSB International membership to join the Board of Directors (2006-2012). On April 29, 2011 he was nominated as Beta Gamma Sigma Officer, instituting the first Chapter of this Honor Society in Peru and the third to Latin America. Member of the Beta Gamma Sigma Board of Governors (2012-2016). He is also member of the MBA Roundtable (2009-2013), EFMD's Board of Directors (2011-2013) and of the Globally Responsible Leadership Initiative [GRLI] (2008-2013). He is a member of the International Advisory Board [IAB] of EADA Business School in Barcelona (2007-2013). Vice-President of the Peruvian Association of Human Resources (Asociación Peruana de Recursos Humanos [APERHU]) (2010-2012). Furthermore, he was nominated by the International Assembly for Collegiate Business Education [IACBE] as the 2008 Education Leader. He is Chair of the AACSB's Latin America and the Caribbean Advisory Council (2012-2015).

Professor of Business Administration in Operations Management, Strategic Management, and Leadership courses at the Peruvian Naval and Air War Colleges, National Defense College, Universidad del Pacífico, and ESAN Graduate Business Administration School from 1983 to 1998. D'Alessio is Professor at CENTRUM Católica from 2000 to date. He is national as well as international consultant and researcher since 1973.

He is a visiting scholar to the University of Miami, Coral Gables; Escuela de Alta Dirección y Administración [EADA], Barcelona; and Instituto de Empresa [IE], Madrid. He is author of several academic books by Pearson Education and a researcher in leadership and strategic management studies.



## Prof. Elsa DEL CASTILLO MORY

*General Director- Universidad del Pacifico*



PhD in Economics and Business Management, University of Deusto and M.B.A. from Instituto de Empresa, Spain. Degree in Business Administration from Universidad del Pacifico, Peru. Principal Professor and full-time researcher since 1988, at Universidad del Pacifico.

Dean of the Graduate School of Universidad del Pacifico, Director of the Peruvian team of the Social Enterprise Knowledge Network (SEKN network) and General Coordinator of the same network.

Previous positions held at Universidad del Pacifico were General Manager, Director of the Centre for Management Development, Director of Academic Quality of the Graduate School and Head of the Academic.



## Dr. Maria de Lourdes DIECK-ASSAD

*Dean - EGADE Business School*



Before her current position Dr Dieck Assad was the President of Santa Fe Campus, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) (2009-2010). In July 2010 she was also appointed as a member of the Board of Pemex-Petrochemical and Pemex-Gas and Basic Petrochemical, Subsidiaries of PEMEX. She is also a member of the Scientific Committee of the Global Adaptation Institute in Washington, D.C.

Dr. Dieck-Assad was Dean of the School of Government, Social Sciences and Humanities (2007-2009) and Dean of the Economics and Law School Division (DED) (2008-2009) at ITESM. She was a National Director of the Graduate Schools of Public Administration and Public Policy (since August 2008) at ITESM.

In the academic sector, she was the Director of the PhD Program in Management at ITESM (EGADE) (1992-2002); and a consultant at ITESM's Center for Strategic Studies. She has also been full professor and researcher of Economics at ITESM (1995-2002).

In the public sector, she was appointed by President Vicente Fox as an Ambassador of Mexico to Belgium and Luxembourg, Chief of the Mexican Mission to the European Union, and Permanent Representative before the European Council (2004-07).



## Mr. Ali ELQUAMMAH

*Co-Director of Academic Affairs in Charge of International Affairs - HEM Business School*



He holds an MBA from the University of Phoenix in the USA, together with a MSCIS (Master of Science in Computer Information Systems) from Regis University in Colorado USA.

Ali started his career in the corporate world by holding a position of an account manager at Merrill Lynch in Denver Colorado. When he finished his MSCIS, he moved on to become a senior information systems analyst in the MIS department at Merrill Lynch. He then held a position of a senior analyst developer in the Business Intelligence department at EchoStar Corporation; a premier global provider of satellite operations and digital TV solutions in the US.

At HEM BS, Ali held several positions; General Secretary, Director of Executive Education and now he is in charge of the International Relations. He has been teaching MIS in both the master and the executive master levels at HEM for the last 5 years. Ali's key qualifications are in the areas of Information Technologies, Organization and Business Intelligence.





## Mr. Jose Antonio ESPINOZA

*Director of MBA programs at CENTRUM Católica*



MBA, Pontificia Universidad Católica del Perú. B.Sc. in Engineering with mention in Mechanical Engineering, National Engineering University, Lima, Peru. Postgraduate studies in Systems Analysis, Pontificia Universidad Católica del Perú. Postgraduate studies, IBM Systems Research Institute, Brazil. Postgraduate studies in consultancy at the IBM Advanced Business Institute, Palisades, New York, USA. He is professor and Director of MBA programs Lima at CENTRUM Católica.



## Prof. Vanina Andrea FARBER FUKS

*Professor and Chair of Sustainable Entrepreneurship and Social Inclusion - Universidad del Pacífico*



PhD in Economics and Business Management, University of Deusto and M.B.A. from Instituto de Empresa, Spain. Degree in Business Administration from Universidad del Pacífico, Peru. Principal Professor and full-time researcher since 1988, at Universidad del Pacífico.

Dean of the Graduate School of Universidad del Pacífico, Director of the Peruvian team of the Social Enterprise Knowledge Network (SEKN network) and General Coordinator of the same network.

Previous positions held at Universidad del Pacífico were Director of the Centre for Management Development, Director of Academic Quality of the Graduate School and Head of the Academic Department of Management.



## Prof. Cesar FUENTES

*Universidad ESAN*



Peruvian, Ph.D. in Economics by the University of Pittsburgh, with major fields of concentration, in Macroeconomics, International Trade and Finance. He studied economics at the Pontificia Universidad Católica del Perú, where he received his Licenciatura and B.A. degrees. He has been Advisor the Comptroller General in economic affairs, and Chief (a.i.) of the Development Division, directly responsible at the Comptroller Office, of the economic evaluation of public debt contracts and Public Private Partnerships between the Peruvian Government and the Private Sector. Also, he has been member of the Board of Directors at OSIPTEL, the Peruvian regulatory body on telecommunications. He worked as Senior Consultant and Team Leader at the Peruvian Ministry of Finance, responsible for the design, build-up and implementation of a quarterly and annual econometric model for the Peruvian Economy. He was Senior Economist/Manager of the Latin America Service, Global Division, at WEFA, (Wharton Econometrics Forecasting Associates, now Global Insight), based in Philadelphia, USA. He was in charge of analyzing, forecasting and modeling the economies of Brazil, Ecuador and Peru. He has been Economist, at the Balance of Payments Department, Economic Research Division at the Central Reserve Bank of Peru. Currently, Dr. Fuentes is Professor at the Economics and Finance Department at University ESAN in Lima, Director of the Master of Public Administration Program at University ESAN and is Member of the Board of Directors of Popular SAFI, an investment fund focus in small firms.



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## Prof. Gonzalo GARLAND

*IE Business School*



As well as teaching the core course on Economic Environment, an elective course on Business in Developing Countries and several short courses and conferences in the executive education division, Prof. Gonzalo Garland also finds time to carry out the administrative responsibilities required of him in his role as director of external relations at Instituto de Empresa.

Academic Background: PhD Candidate in Economics, University of Pennsylvania, USA. MA in Economics, Stanford University, USA. Degree in Economics, Universidad del Pacifico, Lima, Peru

Academic Experience: Director of External Relations, Instituto de Empresa, 2004 to present. Professor of Economic Environment, Instituto de Empresa, 1994 to present. Professor of Business in Emerging Markets, Instituto de Empresa, 1994 to present

Corporate Experience: Consultant, Prepared forecasts on employment and industrial production growth, Macroconsult, Lima, Peru, 1989. Member of the Board of Directors, Banco Industrial, Lima, Peru, 1988. Consultant, UNESCO, Caracas, Venezuela, 1987 to 1989



Member of the IAB of  
CENTRUM Católica

## Prof. Jaime Alonso GOMEZ

*Professor of Strategy and International Operations - Universidad de Monterrey*



Distinguished Professor of Strategy and International Operations at the Tecnológico de Monterrey, Mexico. Research professor, consultant, and member of several councils and international business boards. Ph. D. in Economy and Business Management, Wharton School, Pennsylvania. M.Sc. at University of Waterloo, Canada. Postgraduate in Engineering and Quality Administration for Overseas Technical Scholarship, Japan. Industrial and Systems Engineer, Tecnológico de Monterrey, Mexico.



## Prof. Rubén GUEVARA

*Director Centre for Social Responsibility, Entrepreneurship and Sustainable Studies, CENTRUM Católica, Peru*



Professor Guevara is the Director of the Corporate Social Responsibility, Entrepreneurship, and Sustainability Research Centre at CENTRUM Católica Graduate Business School, and professor of Global Corporate Ethics, Strategy and Responsible Leadership.

He holds a Ph. D. and M.Sc. in Natural Resource Economics and Management, University of Idaho, USA; P.M.D., in Business Administration and Management, Harvard University, USA, and B.Sc. in Natural Resource Management (Summa Cum Laude), Stephen F. Austin State University, USA.

He is co-author or co-editor of eight books, several book chapters, numerous technical and scientific articles (papers), and more than ten monographs dealing with ecobusiness strategy, and ethical entrepreneurial approaches to development, wealth creation, and .Prior to joining CENTRUM Católica Graduate Business School he was the Regional Manager for South America at Oxfam Great Britain, the largest charity organization in the UK, and prior to that he was the Regional Director for Latin America of the World Agroforestry Centre, which is part of the Consultative Group for International Agricultural Research of the World Bank. He was also the Director and representative of the UNCTAD-ITTO in Brazil, and rector and Director General at the Tropical Agricultural Research and Graduate Education Center, which is linked with the Organization of American States and the Inter-American Institute for Cooperation on Agriculture. He has also been consultant to corporations, international organizations, NGOs, and governments in Latin America, Europe, Southeast Asia, and Africa. He has been Chairman, Vice-Chairman or member of numerous Boards of Directors at institutions based in Latin America, the USA, Europe, and Asia.



## Mr. Martial GUIETTE

*Founder and CEO, SMBG Eduniversal*



Founder of SMBG Eduniversal in 1994, Martial Guiette graduated in Law, Politics, Finance and Corporate strategy. Holder of Master in Taxation from the University Paris II Pantheon Assas and graduated from Sciences Po Toulouse, he then obtained a Master in Corporate Finance in Dauphine University before attending the course of corporate strategy in the ESCP Europe.

Fascinated by the world of education, Martial Guiette has been developing SMBG EDUNIVERSAL together with his teams during the past 15 years in order to provide innovative information tools and effective reference for students, universities and enterprises. By consolidating the expertise and expanding its activities, SMBG EDUNIVERSAL is now a key player in notation and evaluation in the field of higher education. Passionate about entrepreneurship Martial Guiette has also developed in parallel, societies in the field of gastronomy and wine.

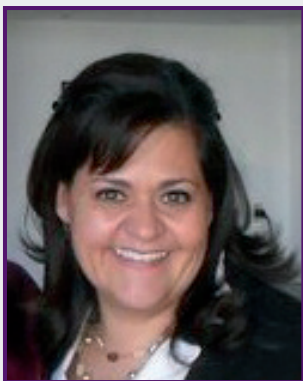


## Mr. Milenko GUDIC

*Director, CEEMAN's IMTA – International Management Teaching Academy*



Milenko Gudić has been Director of CEEMAN's IMTA (International Management Teachers Academy) since its establishment in 2000. He is also a consultant, researcher, and lecturer at the Economics Institute – Belgrade, Serbia; visiting lecturer at the Faculty of Economics Podgorica, University of Montenegro; and a frequent guest speaker at universities and management development institutions in more than twenty countries. He has been extensively engaged as an expert and consultant to various international institutions, organizations, and/or agencies, including OECD, UNDP, UNIDO, EEC, ETF, ICPE, and major international management development associations. He has completed training programs at prominent multinational consulting firms, as well as faculty development programs at IESE-Barcelona; the US Consortium for Management Education in CEE; and Harvard Business School. His professional focus is on leadership and change management, entrepreneurship, business ethics and value-driven management. He has been heavily involved in various CEEMAN activities including international research projects, strengthening of managerial and leadership capabilities in business schools, and faculty development projects and programs. His research results and cases were presented and published nationally and internationally. He was also Program Chair of EURAM 2008 conference. Since 2008 he has been coordinator of the United Nations Global Compact PRME Working Group on Poverty as a Challenge to Management Education.



## Lic. Beatriz GUZMÁN

*Director International Office - IPADE Business School*



### Academic Degrees :

- BA in Pedagogy, Universidad Panamericana (UP).

### Relevant courses:

- Management Program (D-1), Instituto Panamericano de Alta Dirección de Empresa (IPADE Business School).
- Graduate course in Human Development, Escuela Superior de Administración de Instituciones (ESDAI).

### Managerial Background :

- Associate Director of International Affairs, MBA, IPADE Business School, 2006-2009.
- Associate Director of Admissions in charge of pedagogic projects, IPADE Business School, 1999-2006.
- Coordinator of Development Management and Planning, Idiomas, S.A. de C.V. Interlingua, 1993-1997.
- Translations of manuals adapted to the Mexican culture, New Horizons. TI development skills office, 1993.
- Coordinator of the "International Business Ambassadors Program", Mexican Management Development, Junior Achievement Mexico, 1992-1993.
- English teacher of pre-school and elementary school, Colegio Merici, 1990-1992.



### Prof. George M. JABBOUR

*Eduniversal International Scientific Committee Member - Masters Ranking Branch  
The George Washington University*



Prof. George M. Jabbour currently holds the position of the Director, MS Finance Program at The George Washington University Washington, DC.

Degrees : Ph.D., George Washington University, 1989 ; M.B.A., George Washington University, 1983 ; B.B.A., Lebanese University, Lebanon, 1979 ; B.S. Lebanese University, Lebanon, 1973.

Area of Expertise : Investments; Derivative securities; Financial engineering; Option valuation

Editorial Positions: Journal of Business and Economics Research

Professional Activities : Center of Excellence in Management, Kuwait; Notre Dame University in Lebanon; University of Balamand, Lebanon; International Training Center for Bankers, Budapest, Hungary



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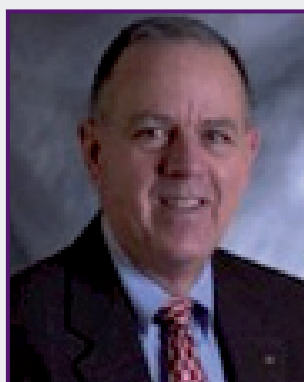


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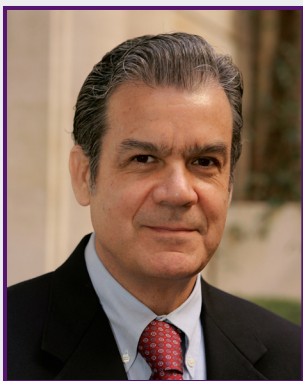
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Mr. Axel Schumacher is Associate Dean for International Relations at the EBS Business and Law Schools of the EBS Universität für Wirtschaft und Recht i. Gr. (EBS University for Economics and Law) in Oestrich-Winkel and Wiesbaden (Germany). Before joining the EBS team he held the position of Director International Programmes at WHU, Otto Beisheim School of Management (Germany).

For more than 20 years he has been working in the field of International Relations. Over this period he initiated more than 200 university cooperations with more than 45 countries around the globe, including at least 40 dual degree agreements at both undergraduate and graduate levels.

Mr. Axel Schumacher published several research papers focusing on the concept of private institutions of higher education in Germany. Furthermore internationalization strategies for business and law schools comprise his research interest.



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He earned his M.Sc. in Mathematical Methods in Economics and Finance and a Ph.D. in Mathematical Economics from University of Sorbonne in Paris in 1998 and 2002 respectively. He holds a BS in Mathematics from the University of Tunis.

Karim has worked as a visiting researcher in the School of Business at NOVA University in Lisbon from September 2002 to September 2004. Before arriving at AUC in 2006, he worked as Assistant Professor of Economics at the American University of Beirut from September 2004 to September 2006.

Karim has taught a diverse range of undergraduate and graduate courses in Africa, Europe, Middle East and South America such as Introduction to Microeconomics, Mathematics for Economists, Mathematical Economics, Intermediate and Advanced Microeconomic Theory and Financial Economics.

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Marc is responsible for internationalisation and corporate engagement strategies at Leeds University Business School, having previously developed talent development and employability operations at the School. He started his career at Barclays PLC in 1990, where he held management roles in corporate finance in the UK and Australia, credit management, venture capital, and as head of Barclays global graduate recruitment. He was Vice President, International Recruitment for Merrill Lynch Europe before developing his own business ventures in retail and media. Currently an International Business doctoral student with Prof. Peter Buckley OBE, speaker and chair of conferences at efmd and MBA CSC, a visiting lecturer at IE Madrid, entrepreneur, and showing further masochist traits through endurance sports.

Marc studied English at Utrecht University (Netherlands), Medieval Lit and Linguistics at Newcastle University (UK) and MBA at Durham Business School.



## Dr. Jorge TALAVERA

*Rector of ESAN University and Former President of CLADEA*



Jorge Talavera holds a Ph.D. degree with honors from the Pennsylvania State University (1979); an MBA from ESAN in Peru (1972); and the professional title of Mechanical Engineer from Universidad Nacional de Ingeniería (National Engineering University, of Lima, Peru) with a major in Electronics. He is one of the best representatives of CLADEA, the Latin American parallel of AACSB, and has been its Executive Director since 1986, and its President twice. He has been one of the most active and most visible leaders in the effort for internationalization of business schools in Latin America through all of this time.

He has helped the development of international business throughout Latin America in his efforts to globalize CLADEA and the member schools, as well as through his direct involvement as Dean at the Adolfo Ibañez business school in Chile (1994-96), and also as President of the Universidad San Ignacio de Loyola in Peru (1996-2006). He returned to ESAN as President in 2006. He has also been a visiting professor at Penn State and at Instituto de Empresa in Madrid.

Jorge participates actively in a number of international business school associations, from AIB where he has spoken at the annual meeting on several occasions, to AACSB, EFMD, AMBA, and other associations in Latin America, Europe, and Asia. He was elected Chair of the global Partnership in International Management, PIM, in 2011. He is also on the steering committee of the UN business school association for Principles of Responsible Management Education (PRME). He is a tireless promoter of international business education (for example, working with several US schools in their CIBER activities over the years). He also eloquently advocates that we professors and our students need to maintain a global mindset – emphasizing this key idea long before this approach became popular.



## Prof. Inés TEMPLE

*Executive President - DBM Peru & Chile*



Executive President of Lee Hecht Harrison/ DBM Perú and President of the Board of Directors of Lee Hecht Harrison Chile.. She is President of the Directorio de Perú 2021. She is also Vice-President of OWIT Peru, the Peruvian chapter of the Organization of Women in International Trade. She is a member ex officio of the Board of Directors of the Peruvian American Chamber of Commerce – AMCHAM. She is past President of OWIT Peru, past Vice-President of AMCHAM Peru and past Vice-President of its Human Resources Committee

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*International Office Senior Expert, Lomonosov Moscow State University Business School*



Anna Winnik is currently holding a position of a Senior Expert at the International Office of Lomonosov Moscow State University Business School. Her field of responsibilities includes work on the internationalization process of the MSU BS through increasing the number of international partners, intensifying the student and faculty academic mobility, developing the short-term international educational programmes and international joint programmes, and providing the presence of the MSU BS at the academic events.

Anna has successfully graduated from the St. Petersburg State University with a degree in Sociology. Before joining the MSU BS she gathered her professional experience having worked at several state organizations, NGOs and communication agencies in Russia and Germany. Following her individual life-learning plan Anna develops her professional skills participating in different specialized stipendiary programmes (Berlin Free University "Journalisten International" program (Germany, 2005); Praktikantenprogram der Senatskanzlei der Freie und Hansestadt Hamburg für angehende Fach- und Führungskräfte aus der Nordwest-Region Russlands (Germany, 2008)



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Prof. Michael Wood is currently Professor of Management in the School of Business at Notre Dame and the director of Mike Wood Consulting. He retired as Executive Dean of the Curtin Business School in May 2007, after nearly 8 years in the position. He has had extensive experience in the public and private sectors: he has worked in four Australian universities, held the most senior position in the public sector and profitably conducted his own business.

Professor Wood was formerly chair of the Wood Consulting Group and he has held leading positions in the Western Australian Public Sector. He was Public Service Commissioner from June 1990 to August 1993, Secretary for Local Government from 1984 to 1990, and Chairman of the Local Government Grants Commission from 1983 to 1985.



## Cesar CURISINCHE ESTRELLA

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Cesar Curisincche Estrella is a Systems Engineer graduated from Universidad Lima in the top third of the 1998 class. One year later, Cesar started to be involved with data analysis and developing report services expertise. At age of 24 years old he started his experience as entrepreneur in the IT industry, creating a firm committed to provide Business Intelligence consulting services to the Peruvian market.

In 2005, after 5 year of partnering with a top BI software vendor (MicroStrategy), Cesar decided to leave his first firm and focus into a new technology, Location Intelligence. Since then and with a new firm, Cesar has been helping companies to take advantage to the geographical variable that any business data has. His firm now represents 2 major Location Intelligence software vendors (Pitney Bowes MapInfo and OptiTime). Cesar is now a current MBA student at Universidad del Pacifico Business School.

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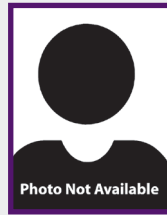


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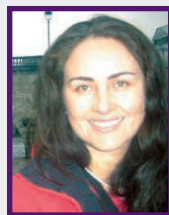
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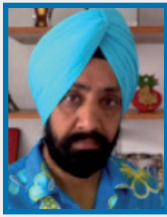
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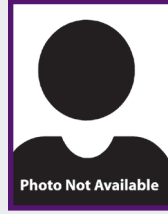
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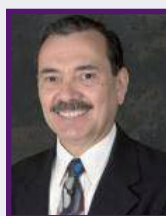


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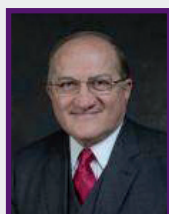


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MBA International Business Magazine



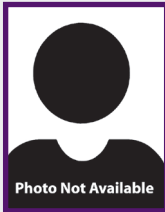
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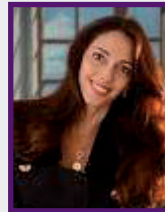


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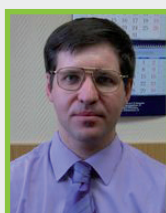


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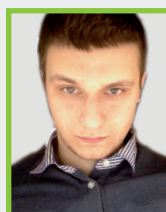
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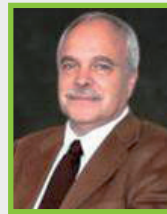
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Universidad Católica del Perú



Peru



eduniversal  
World Convention

LIMA  
PERU 2012  
October 17-19

# LOGISTICS

LOGISTICS

Hosted by



## ► Importantes Dates to Remember

### ► Wednesday, 17th October

#### 20:00 Gala Dinner and Awards Ceremony

This Awards Ceremony puts into the spotlight the Top 27 Business Schools, which have distinguished themselves in their respective zone by the best recommendation rate from the Deans across the world.

#### Where? Museum of art MALI

Address: Paseo Colón 125, Parque de la Exposición, Lima 1  
Tel: + 511 204 0000 - Fax: + 511 331 0126  
[informes@mali.pe](mailto:informes@mali.pe)

#### Details:

20:00-21:00 - Cocktail in the Hall de Ingreso & Segundo hall  
21:00-24:00 - Dinner in the Grand Patio



### ► Thursday, 18th October - Lunch

#### 12:10 - 14:00 Lunch & 2012 Eduniversal Palmes Ceremony

During the "Palmes Awards Ceremony", each School receives its official trophy that will reward the number of Palmes reached.

#### Where? CENTRUM Católica Gardens

Jr. Daniel Alomía Robles 125  
Urbanización Los Álamos de Monterrico - Surco Lima - Perú

### ► Thursday, 18th October - Dinner

#### 20:30 Informal Networking Dinner - Spotlight on the Best Master Programs

The « Spotlight on the Best Masters » will occur during the second dinner evening of the Eduniversal World Convention and will unveil the latest ranking results of the 4000 best Masters and MBA in 30 majors worldwide. The representatives of the ranked Masters and MBA programs will be rewarded during this evening.

#### Where? Huaca Pucllana restaurant

Address: General Borgoño cdra. 8, Huaca Pucllana - Miraflores  
Tel: + 51 1 445 4042 - Fax: + 51 1 445 2630  
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## Useful Contacts

There are central emergency phone numbers for the police and the fire department. Amazingly the whole of Lima is only covered by voluntary fire brigades and the service they provide is very good! Hopefully you'll never need them, but in case you do...

### Police - 105

Central Emergency Number

### Fire - 116

The voluntary fire brigades of the various districts have very well equipped vehicles and respond to any kind of emergency quickly.

### First Aid and Emergency Ambulance - 120

Plan Vital is a company for all types of medical and accidental emergencies. In addition they offer ambulatory medical

attention. Their modern first responder units are very well equipped, able to cope with any kind of medical emergency.

*Address: Av. Salaverry 3555 San Isidro, Lima, Emergencies (24 hours) Phone: 241-1911*

### Tourist Police Miraflores, Seguridad Miraflores

The municipality of Miraflores operates like most other districts as well, its own city – police (called Seguridad or Serenazgo). These forces are independent from the police and give additional security to the citizens.

*Phone Number: (+511) 313-3773*

## ATM services, Currency Exchange Credit Cards in Lima

Peru's official currency is the Nuevo Sol (S/.), divided in 100 cents. There are 5,10,20 and 50 cents coins and S/. 10, 20, 50, 100 and 200 banknotes.

### ATM Services:

We recommend using guarded ATM's only and preferably inside buildings / banks at daytime. Don't withdraw money at night. Most ATM's aren't guarded by police or security companies at night and therefore an increasing number of locals and tourists have been mugged when withdrawing cash at this time. Sometimes it's only possible to withdraw US\$ 100 or US\$ 200 or the equivalent in Soles. This has nothing to do with your actual limit on your card, but with the precautions of some banks here in Peru.

### Currency Exchange:

The national currency is the Nuevo sol (S/.), available in notes and coins.

Hotels, restaurants and stores in the main cities accept most major credit cards, and sometimes traveller checks too. However, it is important to always carry some cash money with you. You can use the US dollar as well, and you can pay with such notes at the exchange rate of the day, or in soles.

### Credit Cards:

Most establishments accept the main credit cards, including Visa, Master Card, Diners and American Express. The use of traveler's checks may be restricted. Ask the individual establishment if they are accepted. When using a credit card, make sure you are charged the right amount for your purchase. Visa is the most widely accepted card in Peru.

The general information telephone numbers for these cards in Peru are: *American Express 690-0900; MasterCard 442-0206; Diners Club 221-2050 and Visa 242-5253*

## ► Transportation in Lima

### ► Airport Information

Westin Lima Hotel & Convention Center and Melia hotel are located about 16 kilometers (9.32 miles – 25 minutes) from the Jorge Chavez International Airport.

To book the transportation from the airport to the Westin Lima Hotel & Convention Center and Melia Hotel, please contact :

Ms. Mercedes Vasquez - General Manager Viajes Golden Tours S.A.

[gerencia@viajesgoldentours.com](mailto:gerencia@viajesgoldentours.com)

Phone numbers: +511 242 2833 / +511 445 7907



### ► Taxi Service

In the city you may choose different types of taxis. The taxi service from your hotel is highly recommended, and/ or, if you wish to reserve transportation you can contact the following suggested companies:

<b>Taxi Crucero</b>	<b>Happy Taxi</b>
511 7176000	511 -680500 ( anexo 109)
Maria Carmen Jiménez	Judith Huaranga

You will also see unofficial taxis. It is strongly advised **NOT TO USE** these taxis. Your safety may be at risk.

Taxis do not have fare meters. This means you will need to negotiate a price. You should do this prior to getting into the taxi.

### ► Transportation to the Convention Events

A Shuttle bus from Westin Lima Hotel & Convention Center and Hotel Melia to the Conference Venue will be organized during the Convention. information on when and where to meet are stated below:

- *When?* Wednesday 17 October - 07h40 am  
Thursday 18 October - 08h40 am

- *Where?* In front of Westin Lima Hotel & Convention Center and Hotel Melia

## ► Security in Lima

Lima is a safe city, especially near the areas of your hotel, although as in any city of the world you need to take reasonable care of yourself and your belongings.

Some tips are suggested:

- If you travel by car never put your bag near the window to prevent being robbed.
- Preferably do not walk alone at night.
- Never walk talking with your cellular phone and make sure nobody is following you.
- If you wish to visit the city always take an official taxi.

## ► Dress Code

The dress code for the Convention is business professional for women and suit and tie for men. For the Gala Dinner & Awards Ceremony and for the International Networking Dinner, the dress code is business professional, cocktail attire or national dress.

## Shopping

Peru is one of the top shopping destinations in Latin American, with some of the finest and best - priced crafts anywhere. Most shops, malls and handicrafts markets are open every day (including holidays) from 10am to 8 pm. Bargaining for prices is acceptable in most establishments.

Lima is a very diverse cosmopolitan city full of ancient history, but also very modern. It is an amazing melting pot of different Peruvian and international cultures and traditions. You will be amazed by the huge variety of shopping facilities the capital of Peru has to offer. It can be assured that nearly all tastes and preferences will be catered for.

Lima is a great place for all your shopping needs and wishes. So enjoy your shopping experiences, either the modern or the traditional way:

### Traditional Peruvian ponchos

Clothing in Peru is richly steeped in tradition. Even in modern times, traditional customs are woven into the fabric of today's Peruvian clothing. The vibrant and colorful designs of traditional Peruvian clothing, and the bright, geometric patterns on ponchos and blankets, continue to blend thousands of years of Peruvian style mixed with traditional Spanish and modern influences.

A poncho, *punchu* in Quechua (< Mapudungun *pontro*, blanket, woolen fabric) is an outer garment designed to keep the body warm or, if made from a watertight material, to keep dry during rain. Ponchos have been used by the Native American peoples of the Andes since pre-Hispanic times and are now considered typical South American garments.

Alternative ponchos are now designed as fashion items. They are the same shape but of different material. They are designed to look fashionable and provide warmth while remaining breathable and comfortable, rather than to ward off wind and rain. These are often made out of wool or yarn, knitted or crocheted.



### Shopping areas in Lima:

#### Peruvian Artisan Craftworks (Miraflores)

Address: *Av. Petit Thouars blocks 52 – 55, Miraflores, Lima*

- A huge selection with hundreds of little stores can be found at the Artisan markets in Miraflores and San Miguel.
- Daily from around 10.30 am to around 09.00 pm

#### Larcomar Shopping mall (Miraflores)

Address: *Malecon de la Reserva 610 Miraflores, Lima*

- Around 160 shops and boutiques offer a wide variety of products for their high-end customers and tourists. From clothes, shoes and accessories to sportswear and jewelry and many Peruvian arts and handicrafts
- 11.00 am to past midnight (depending on the shop or establishment)

#### Jockey Plaza - Super-sized mall

Address: *4200, Avenida Javier Prado Este, Lima 33*

- Jockey Plaza in Surco is Lima's biggest shopping center. Purchase a whole new wardrobe from department stores Saga Falabella and Ripley, or visit the boutiques for luxury goods such as cigars and perfume.
- Daily 7am-11.30pm

#### Ilaria - High-class jewellery

Address: *308, Avenida Dos de Mayo, Lima 27*

- Ilaria sells eye-catching Peruvian silver jewellery in both traditional and modern designs, finished with mother of pearl, amethyst and other precious stones.
- Mond-Sat 10am – 7.30pm

Ilaria can also be found at big shopping malls as the Jockey Plaza.

## Language Tips

The official language of Peru is the Spanish, and in the areas where prevail are also the Quechua, Aymara and other aboriginal languages. English is a language that many people linked to the tourism sector dominate, and the tourist operators dominate other foreign languages, as German, French, Italian, Japanese, etc.

As a traveller you will be best served knowing a little Spanish (about 80% of the population speak Spanish). Until 1975 this was the sole official language of Peru but since then Quechua, which is main language of the highland Indians, has also been made official (about 16% of the population speak Quechua). Around Lake Titicaca Aymara, another Indian language, is also spoken. Many Indians speak Spanish too but if you venture into the more remote areas you will find few people who speak any Spanish at all. In most large hotels, airline counters, and tour companies English is generally understood.

Let's learn a few useful basic and common Spanish words and phrases that will help you break barriers with your Spanish speaking friends.

- Hello / Hi : **Hola**
- How are you? : **¿Cómo estás?**
- Please : **Por favor**
- Thank you : **Gracias**
- Have a nice day! : **¡Que tengas un buen día!**
- I don't speak Spanish : **No hablo Español**
- I speak very little spanish : **Hablo muy poco Español**
- Yes/No : **Sí/No**
- Passport : **Pasaporte**
- Traveler check. : **Cheque de viajero**
- ATM : **Cajero automático**
- Store, shop : **Tienda**
- Toilet : **Baño**
- Let's go dancing! : **¡Vamos a bailar!**

## Cultural Events

### Lord of the Miracles (October the purple month)

The Lord of the Miracles is the most spectacular of Peru's thousands of religious festivals. The annual 24-hour procession through Lima honours the venerated image of a black Christ, which was allegedly drawn by an Angolan slave on a wall in colonial times, and has survived all attempts to erase it, including an earthquake in 1746, which levelled all surrounding buildings.

**Venue:** Streets of downtown Lima

**Date:** 18, 19 and 28 October 2012

In Lima, October is known as el mes morado, the purple month. Why? Purple is the color worn by the faithful who follow the processions of the most venerated religious image in Peru: *El Señor de los Milagros*, the Lord of Miracles, a uniquely Peruvian image of Jesus Christ.

During *el mes morado*, the purple month, Peruvians demonstrate their loyalty not only to their religious beliefs but also to their culinary traditions.

Ask for the Turrón de Doña Pepa, a typical dessert that is prepared especially during the purple month.

## Electricity

The supply is 220 volts AC, 60Hz - twin flat blade (as used in the USA) and twin round pin plugs (as used in continental Europe) are both standard here. (The only exception is Arequipa which is 220 volts AC, 50Hz) If you travel to Peru with a device that does not accept 220 Volts at 60Hz then you will need a voltage converter/transformer which can easily be bought in electrical shops in the main cities. However many electrical devices such as battery charges, shavers & laptops are multi-voltage but it is always best to check the device BEFORE plugging it in.



## Local Restaurants

Peru has an amazing cuisine, one that has evolved from both local and immigrant traditions. Foods that were prepared by ancient civilizations are still enjoyed today, while typical Peruvian dishes also benefit from European, African and Asian influences. Peru's geography yields diverse ingredients: abundant seafood from the coast, tropical fruits from the jungle, and unusual varieties of grains and potatoes from the Andes.

Peruvian cuisine is recognized around the world as one of the best in South America - try it and see what everyone is raving about.

Here below you can find some quality restaurant nearby Westin and Melia hotel.

### Top-end selection

- **Restaurant Rafael**  
Operating hours: Daily 1pm-3pm 8pm – 12am  
Address: Calle San Martín N° 300, Miraflores
- **La Rosa Náutica**  
Upmarket seafront dining  
Operating hours: Daily 12pm-12am  
Address: Espigón 4, Circuito de Playas, Lima 18
- **Astrid y Gastón - Celebrity chef**  
Operating hours: Mon-Sat 12.30pm-3.30pm & 7pm-12am  
Address: 175, Calle Cantuarias, Miraflores, Lima 18
- **Brujas de Cachiche**  
Upmarket traditional cuisine  
Operating hours: Mon-Sat 12pm-12am; Sun 12.30pm-5pm  
Address: 472, Calle Bolognesi, Miraflores, Lima 18

### Mid-range selection

- **La Carreta**  
Meat-lovers' paradise  
Operating hours: Daily 12pm-12am  
Address: 740, Avenida Rivera Navarrete, San Isidro, Lima 27
- **La Gloria Restaurant**  
Fashionable Peruvian dining  
Operating hours: Mon-Sat 1pm-4pm & 8pm-12am  
Address: 201, Calle Atahualpa, Miraflores, Lima 18
- **Segundo Muelle**  
Value for money  
Operating hours: Daily 12pm-5pm  
Address: 605, Avenida Canaval y Moreyra, San Isidro, Lima 27

### Budget

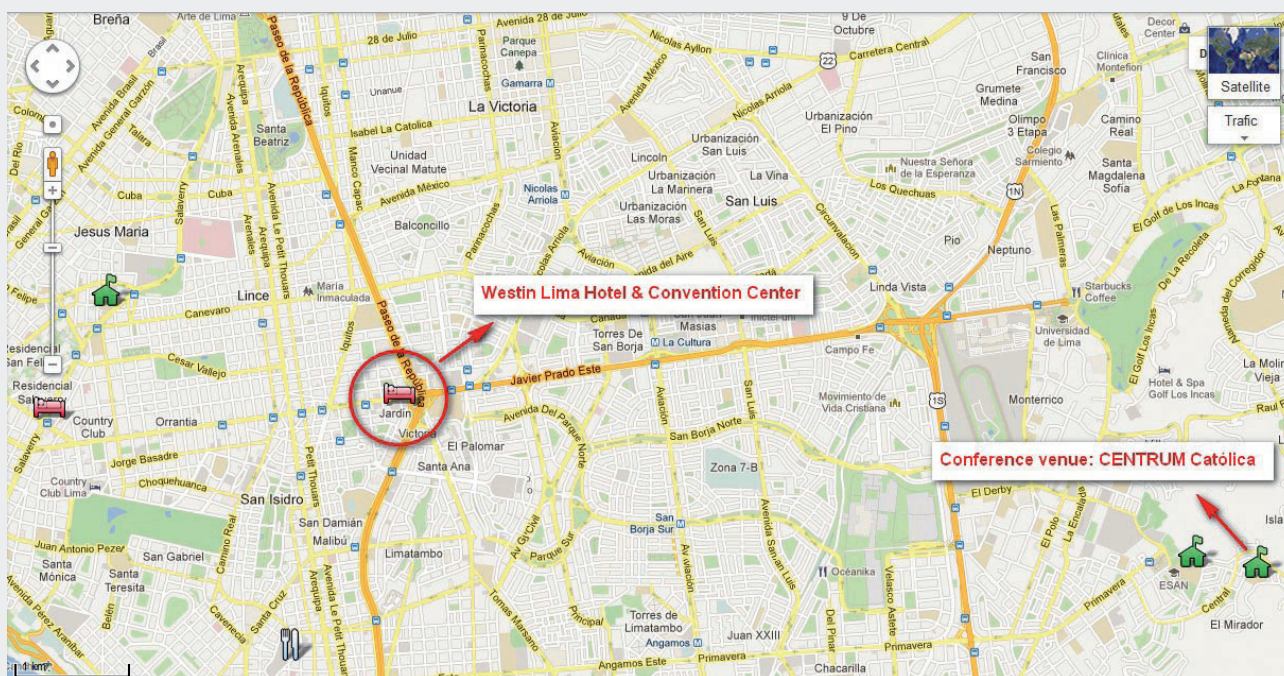
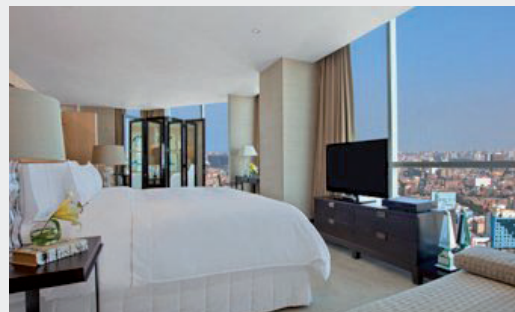
- **Pescados Capitales**  
Classic Peruvian fish dishes  
Operating hours: Mon-Sat 12.30pm-5pm & 7pm-11pm;  
Sun 12.30pm-5pm  
Address: 1337, Avenida La Mar, Miraflores, Lima 18
- **Chifa Internacional**  
Latin American-Oriental mix  
Operating hours: Daily 12pm-3.30pm & 7pm-12.30am  
Address: 5915, Avenida República de Panamá, San Antonio, Miraflores, Lima 18
- **El Paraiso Bio-Leben**  
Peruvian vegetarian dishes  
Operating hours: Daily 8am-10pm  
Address: 416, Alcanfores, Miraflores, Lima 18

## Map of the Westin Lima Hotel & Convention Center

The Westin Lima Hotel & Convention Center is the official hotel sponsor of the 5<sup>th</sup> Eduniversal World Convention. Its restaurant Maras has been recognized as the BEST NEW RESTAURANT 2012. The hotel will not only accommodate most of the Eduniversal's participants but will host as well, the **Welcome Cocktail**.

### Westin Lima Hotel & Convention Center

Calle Las Begonias 450 Cercado de Lima 27, Pérou  
Tel: + 51 1 201 5000

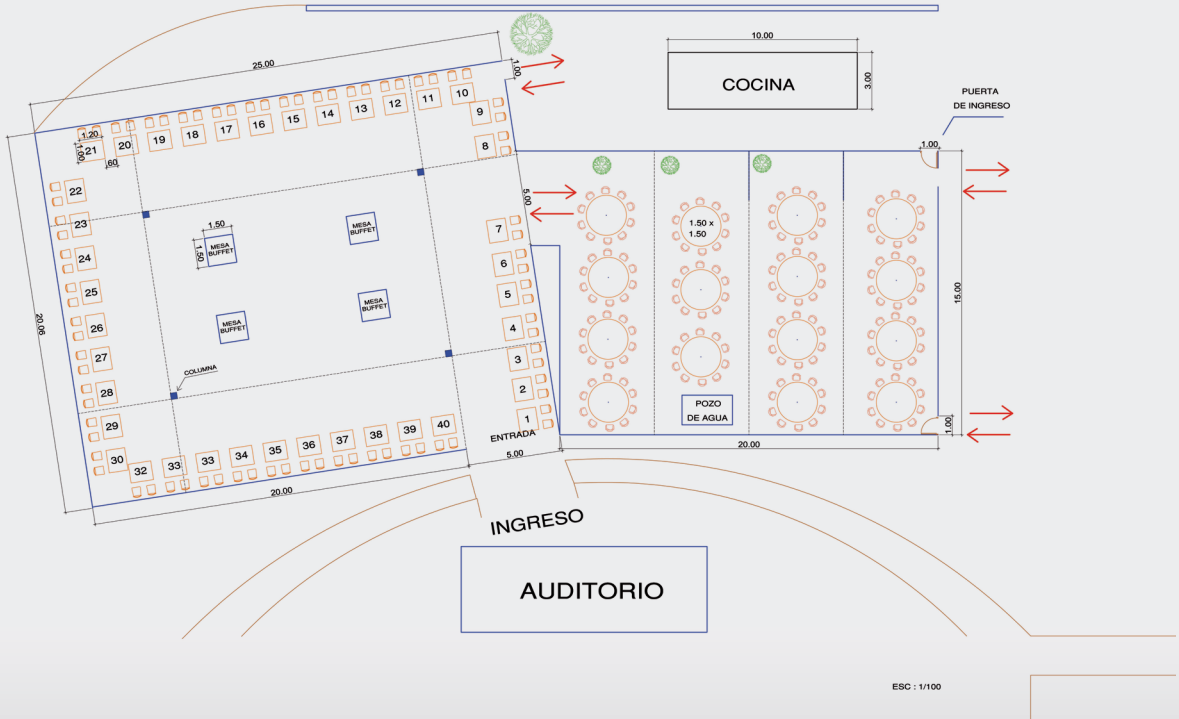
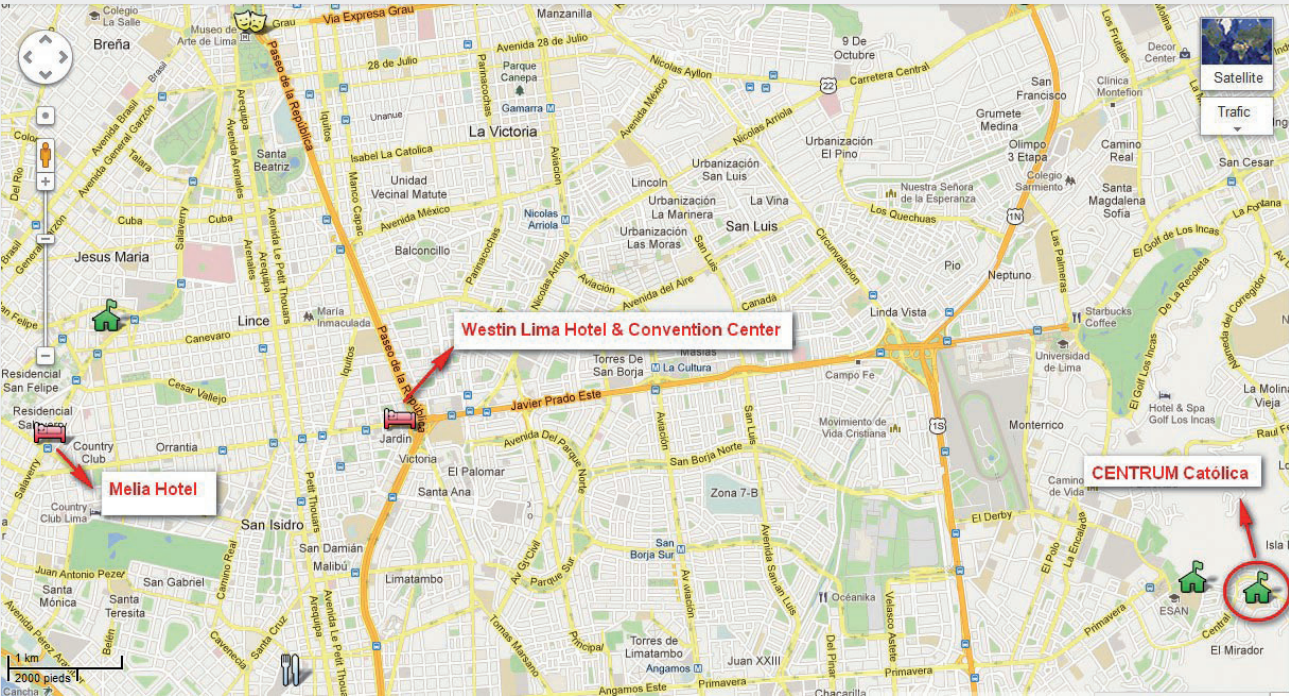




# Map of the Conference venue: CENTRUM Católica

## CENTRUM Católica, Business School

Jr. Daniel Alomía Robles 125-129  
Urbanización Los Álamos de Monterrico - Surco  
Lima – Perú  
Tel: + 51 1 626 7100

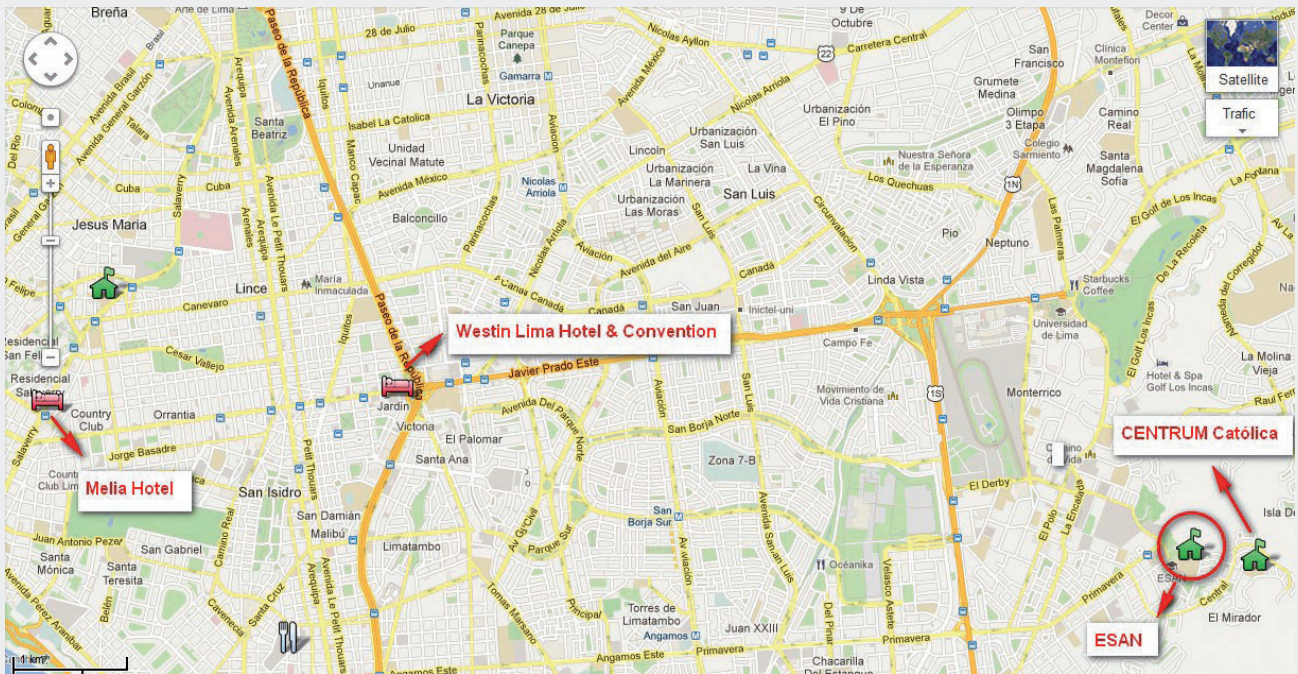


LOGISTICS

## Map of ESAN University

### ESAN University – Graduate School of Business

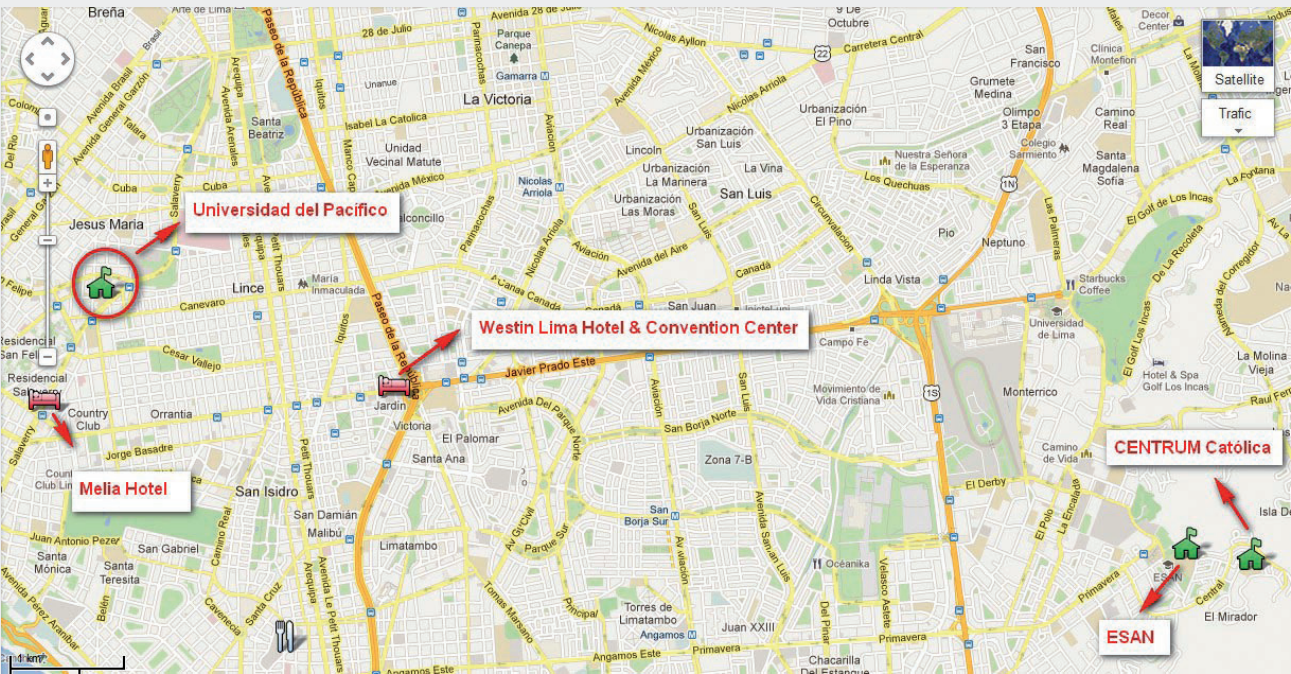
Alonso de Molina 1652, Monterrico, Surco, Lima - Perú  
Tel: + 51 1 317 7200



# Map of Universidad Del Pacífico

## Universidad Del Pacífico

Av. Salaverry 2020 Jesús María, Lima - Perú  
Tel. +51 1 2190100



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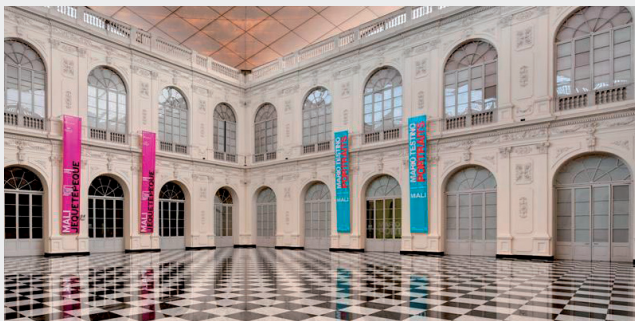
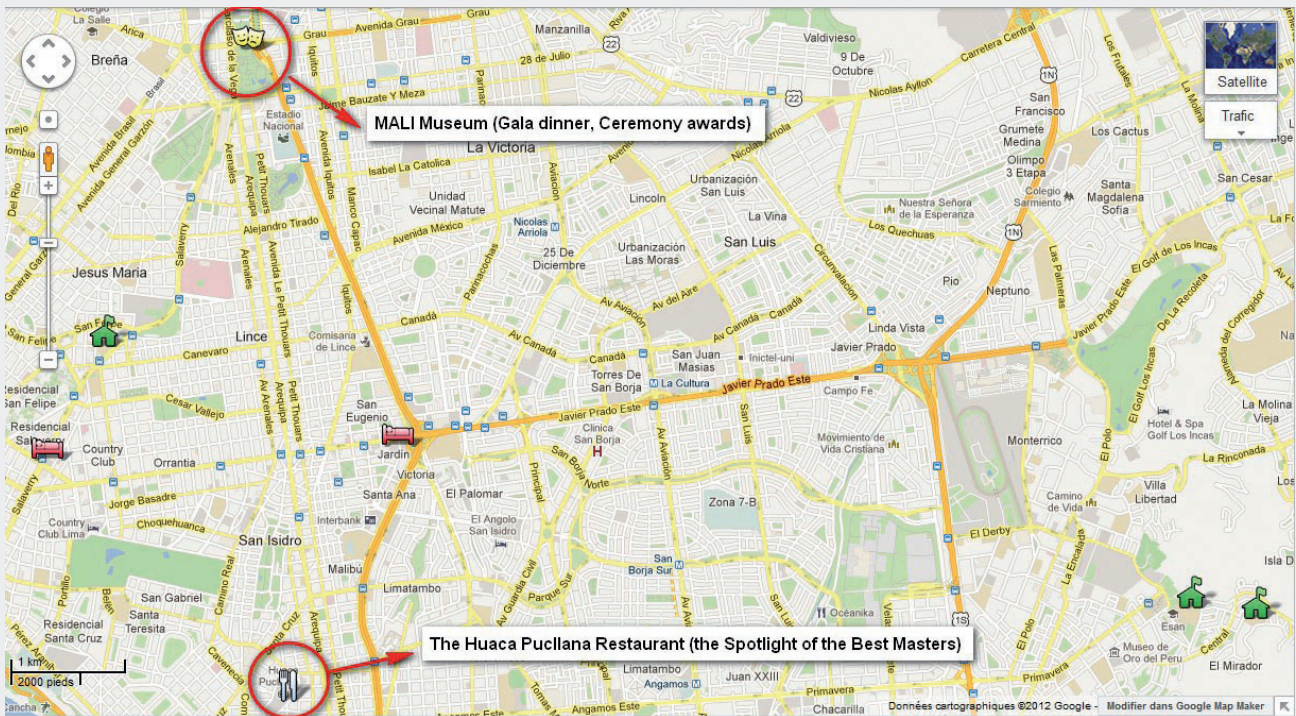
## Map of MALI Museum and Huaca Pucllana Restaurant

### ► MALI Museum (Gala dinner, Ceremony awards)

Address: Paseo Colón 125, Parque de la Exposición, Lima 1  
Tel: + 511 204 0000 - Fax: + 511 331 0126  
[informes@maliperu.com](mailto:informes@maliperu.com)

### ► The Huaca Pucllana Restaurant (the Spotlight of the Best Masters)

Address: General Borgoño cdra. 8, Huaca Pucllana - Miraflores  
Tel: + 51 1 445 4042 - Fax: + 51 1 445 2630  
[huacapuc@rednextel.com.pe](mailto:huacapuc@rednextel.com.pe)



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PERU 2012  
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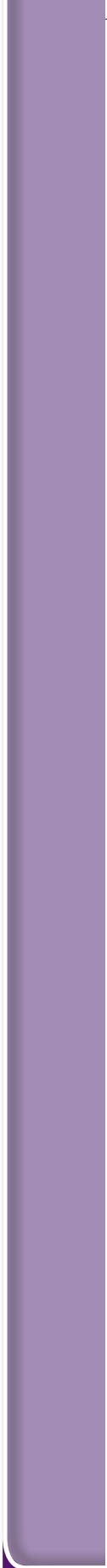
# NOTES

Hosted by



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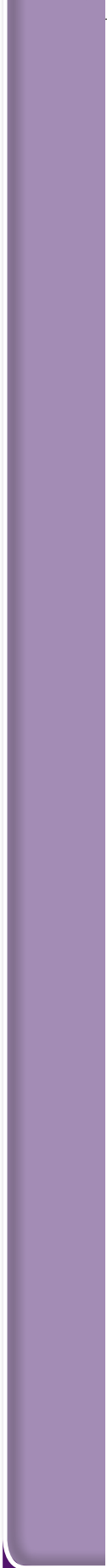




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