

SumaqSummit06

Heading South:
Marketing & Logistics in Latin America



May 15-16, 2006

**Georgia Tech Hotel &
Conference Center, Atlanta, GA (USA)**



Sumaq Alliance
The Global Learning Network

Sumaq Summit 06

Heading South: Marketing & Logistics in Latin America



Roberto Artavia
President
Sumaq Alliance

The Sumaq Alliance comprises 8 business schools from different countries in Europe and Latin America, all leaders in their respective markets. The Sumaq Alliance is the only entity of its kind in the Latin American marketplace that trains corporate leaders, interacts with top-level national decision-makers in their respective countries, and prepares corporations for the global economy. Sumaq schools share more than 500 experts in executive education, 100.000 alumni in 90 different countries and nine operating campuses.

Apart from customized in-company training sessions for corporations with implementation in Latin American markets, the Sumaq Alliance organizes the annual Sumaq Summit.



Patricio Donoso
Program Director
Sumaq Summit 2006

It is my pleasure to present our specialized program on current and emerging trends on Marketing and Logistics/Supply Chain Management in Latin America.

We believe that the SUMAQ SUMMIT 2006 will bring you privileged insights into optimum strategies and practices aimed at gaining a foothold and increasing your exposure to Latin American markets. It is also an opportunity to share experiences and develop a solid contact network in the region.

To make this happen, the Sumaq Alliance has convened a select group of practitioners and academicians - all outstanding experts in their respective fields - who will share their extensive knowledge and experience with participants during sessions and luncheons.

The program structure comprises a general opening session followed by two parallel tracks dedicated to marketing and logistics/supply chain environments. It will address the following issues:

- What is the profile of the Latin American consumer? How is it most likely to evolve? What are the differences among sub-regions?
- Which are the fastest-developing distribution channels? What alternatives are enjoying success in Latin America?
- What are the main logistics problems that must be tackled in order to operate in Latin American markets? Does it make sense to centralise operations in specific countries in the regions? Are local logistics firms reliable?
- What type of publicity makes most sense in Latin America? Can global campaigns be justified or should they be more local?
- How do supply chains work in Latin America? How are they expected to evolve?
- How is the media sector developing in Latin America? What do Latin American consumers see and read?

Ultimately, Sumaq Summit helps executives to formulate and execute better business initiatives through the latest management techniques, relevant analysis of critical business issues, and winning strategies for investing and operating in Latin America, through extensive use of Latin American case studies and examples, challenging participants to consider fresh approaches.

I look forward to seeing you in Atlanta.



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May 15th				
7:00	8:30 am	Registration		
8:30	9:00 am	Inauguration Governor Sonny Perdue , State of Georgia Roberto Artavia , President, Sumaq Alliance Patricio Donoso , Academic Director, Sumaq Summit 2006		
9:00	10:30 am	Marketing and Logistics in Latin America: Who are we aiming at and how can we improve our response in Latin America? Walter Westphal , Managing Director, FARMACIAS BENAVIDES, Mexico – Grupo FASA Roberto Méndez , President, ADIMARK, Chile - GFK Douglas Lambert , Professor of Logistics and Supply Chain, Ohio State University Patricio Donoso , Professor, PUC de Chile Moderator: Jorge Menéndez, Professor, IESA - Venezuela		
10:30	11:00 am	Coffee Break		
		<table border="0"> <tr> <td style="background-color: #008080; color: white; text-align: center; padding: 5px;">Marketing</td> <td style="background-color: #333; color: white; text-align: center; padding: 5px;">Logistics</td> </tr> </table>	Marketing	Logistics
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11:00	12:45 pm	<table border="0"> <tr> <td style="vertical-align: top;"> Internationalization and marketing of firms in Latin America: What kind of marketing is needed for successful internationalization in Latin America? <ul style="list-style-type: none"> • Andrés Ibáñez, Professor, PUC de Chile • Marcelo Ciano, Area Director of the Andean Region, ARCOR, Argentina • Manuel Cuevas, President, CARRIER Latin America Moderator: Juan Carrillo, Professor, Universidad de los Andes - Colombia </td> <td style="vertical-align: top;"> Vision and evolution of logistics/supply chains in Latin America: What big advances have been made, and what are the opportunities and shortcomings of logistics/supply chains in Latin America? <ul style="list-style-type: none"> • Harvey M. Donaldson, Director, The Logistics Institute, GEORGIA TECH • Sergio Biggemann, Director of Research, LALC/Georgetown • Marcos Singer, Professor, PUC de Chile • Paul Esqueda, Professor, PENN STATE University Moderator: Javier Yáñez, Professor, Universidad de los Andes - Colombia </td> </tr> </table>	Internationalization and marketing of firms in Latin America: What kind of marketing is needed for successful internationalization in Latin America? <ul style="list-style-type: none"> • Andrés Ibáñez, Professor, PUC de Chile • Marcelo Ciano, Area Director of the Andean Region, ARCOR, Argentina • Manuel Cuevas, President, CARRIER Latin America Moderator: Juan Carrillo, Professor, Universidad de los Andes - Colombia	Vision and evolution of logistics/supply chains in Latin America: What big advances have been made, and what are the opportunities and shortcomings of logistics/supply chains in Latin America? <ul style="list-style-type: none"> • Harvey M. Donaldson, Director, The Logistics Institute, GEORGIA TECH • Sergio Biggemann, Director of Research, LALC/Georgetown • Marcos Singer, Professor, PUC de Chile • Paul Esqueda, Professor, PENN STATE University Moderator: Javier Yáñez, Professor, Universidad de los Andes - Colombia
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1:00	2:30 pm	Luncheon Guest Speaker: Rajandra Srivastava , Professor, EMORY School of Management “Key Trends in Marketing: Messages to Latin America”		
2:30	4:15 pm	<table border="0"> <tr> <td style="vertical-align: top;"> Successful marketing and distribution strategies in Latin America: How to succeed in defining and exploiting distribution channels in Latin America <ul style="list-style-type: none"> • Alberto Mario Rincón, Executive Vice President, CARULLA VIVERO, Colombia • Hernán Palacios, Professor, PUC de Chile • Senior Representative from QUILMES, Argentina Moderator: Carlos Mancilla, Professor, Universidad de los Andes - Colombia </td> <td style="vertical-align: top;"> Successful logistics/supply chain strategies in Latin America: How to design a successful logistics strategy in Latin America <ul style="list-style-type: none"> • Luis Pereda, Director of Logistics, POLAR, Venezuela • Rodolfo López Cerdán, Director of Value Chain, GILLETTE • Jesús López, VP Logistics, CEMEX, Mexico • Luis Solís, Professor, IE – Instituto de Empresa Business School Moderator: Fernando Mata, Professor, EGADE – Tecnológico de Monterrey </td> </tr> </table>	Successful marketing and distribution strategies in Latin America: How to succeed in defining and exploiting distribution channels in Latin America <ul style="list-style-type: none"> • Alberto Mario Rincón, Executive Vice President, CARULLA VIVERO, Colombia • Hernán Palacios, Professor, PUC de Chile • Senior Representative from QUILMES, Argentina Moderator: Carlos Mancilla, Professor, Universidad de los Andes - Colombia	Successful logistics/supply chain strategies in Latin America: How to design a successful logistics strategy in Latin America <ul style="list-style-type: none"> • Luis Pereda, Director of Logistics, POLAR, Venezuela • Rodolfo López Cerdán, Director of Value Chain, GILLETTE • Jesús López, VP Logistics, CEMEX, Mexico • Luis Solís, Professor, IE – Instituto de Empresa Business School Moderator: Fernando Mata, Professor, EGADE – Tecnológico de Monterrey
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8:30	10:15 am	<table border="0"> <tr> <td style="vertical-align: top;"> Marketing for consumers in low-income sectors in Latin America: The keys to reaching low-income segments in Latin America <ul style="list-style-type: none"> • Hugo Bethlem, Director, COMPREBEM/SENDAS, Grupo Pão de Açúcar, Brazil • Juracy Parente, Professor, FGV-EAESP - Brazil • Reynaldo Aragón, President, COLCERÁMICA, Colombia • Raquel Puente, Professor, IESA - Venezuela Moderator: Michael Metzger, Professor, INCAE </td> <td style="vertical-align: top;"> Tools for a top level logistics/supply chain: How to incorporate and fully exploit technologies and outsourcing in the Latin American logistics sector <ul style="list-style-type: none"> • Fernando Bolt, Director of Logistics, CODELCO, Chile • Patricio Donoso I., Professor, PUC de Chile • Pedro Luis Angarita, Executive Vice President, FARMATODO, Venezuela • Guillermo Selva, Professor INCAE • Omar González, President ALMACENAR, Colombia Moderator: Cándido Pérez, Professor, IESA - Venezuela </td> </tr> </table>	Marketing for consumers in low-income sectors in Latin America: The keys to reaching low-income segments in Latin America <ul style="list-style-type: none"> • Hugo Bethlem, Director, COMPREBEM/SENDAS, Grupo Pão de Açúcar, Brazil • Juracy Parente, Professor, FGV-EAESP - Brazil • Reynaldo Aragón, President, COLCERÁMICA, Colombia • Raquel Puente, Professor, IESA - Venezuela Moderator: Michael Metzger, Professor, INCAE	Tools for a top level logistics/supply chain: How to incorporate and fully exploit technologies and outsourcing in the Latin American logistics sector <ul style="list-style-type: none"> • Fernando Bolt, Director of Logistics, CODELCO, Chile • Patricio Donoso I., Professor, PUC de Chile • Pedro Luis Angarita, Executive Vice President, FARMATODO, Venezuela • Guillermo Selva, Professor INCAE • Omar González, President ALMACENAR, Colombia Moderator: Cándido Pérez, Professor, IESA - Venezuela
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12:30	1:15 pm	Closing Session Presented by Alberto Padilla , Business Anchor, CNN en Español		
1:15	3:00 pm	Luncheon		

Organized by
Sumaq Alliance



www.sumaq.org

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Date May 15-16, 2006

Place Georgia Tech Hotel
& Conference Center,
Atlanta, GA (USA)

Fees US\$ 980 (Cocktails,
luncheons, coffee-breaks
and all materials included)

Special early enrolment fee of \$800, if you register before March 31, 2006

Registration Form

For on-line registration, please go to www.sumaq.org

Alternatively, please complete this form and fax to Sumaq Alliance: + 34 91 745 21 48

Delegate

Title	First Name	Surname
Nationality	Date of Birth	Male <input type="checkbox"/> Female <input type="checkbox"/>
Department	Job Title	

Organization

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Primary Industry Sector	Parent Company Name		

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Amount \$	
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<input type="checkbox"/> Bank Transfer to Chase Bank. New York, NY.	
• Bank ABA #	021000021
• Account Name	Instituto de Empresa Fund, Inc.
• Account Number	668 - 5048453 - 65
• Reference SS06	+ name of the person wiring the transfer
• Amount \$	
Please invoice my organization. Is a Purchase Order Number required on the invoice?	No <input type="checkbox"/> Yes <input type="checkbox"/>
If yes, PO No.	

Accommodation

There is an agreement with the hotel where the program is to be held whereby rates for participants stand at \$149 plus taxes, for a limited number of rooms. Participants who wish to take advantage of this offer must reserve by April 15, calling the hotel at the toll free number 1-800-706-2899 (only when calling from the US). Please refer to Sumaq Summit 2006.

Cancellation Policy

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

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



Sumaq Summit 2006 with the support of the IE Fund

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FGV-EAESP, Brazil
IE - Instituto de Empresa, Spain
IESA, Venezuela
INCAE Business School
Pontificia Universidad Católica de Chile
Universidad de los Andes, Colombia
Universidad de San Andrés, Argentina

For more information

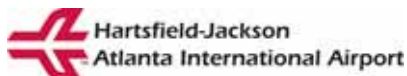
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