

Program

Online

CERALE-EGADE Business School 2021 Colloquium
**Global Challenges and technological, business, and social response strategies in
the Americas and Europe**
September 22nd, 23rd and 24th, 2021

Wednesday, September 22nd

Central Daylight Time (North America CDT) / Central European Summer Time (CEST)

- 08.00/15.00 **Instructions to access the Colloquium**
José Ernesto Amorós, National Director of Doctoral Programs, EGADE Business School
- Simultaneous translation into English*
- 08.15/15.15 **Parallel Working Sessions**
Sessions in confirmation process
- 09.30/16.30 **Break**
- 09.45/16.45 **Inauguration Ceremony**
Osmar Zavaleta, Interim Dean, EGADE Business School
Florence Pinot de Villechenon, Director of CERALE, ESCP Business School
Adelino Braz, Counselor for Cooperation and Cultural Action of the French Embassy in Mexico, French Embassy in Mexico
Jean-François Chanlat, "Our challenges in the age of the Anthropocene", Co Chair at Scientific Committee Colloquium CERALE 2021, Université Paris-Dauphine PSL
- Simultaneous translation into English*
- 10.15/17.15 **Keynote Speaker**
"LATAM's Challenge: Developing Businesses with Purpose"
Silvia Dávila, Regional President Danone LATAM / Member of Executive Committee Danone Global
- Simultaneous translation into English*
- 11.00/18.00 **Q&A Session**
Moderator: Jaime Martínez Bowness, Director, EGADE Business School, Santa Fe

11.15/18.15 **First Round Table: Trends in higher education: Challenges and opportunities.**

Speakers:

Veneta Stefanova Andonova Zuleta, Dean, Faculty of Administration, Universidad de los Andes

Léon Laulusa, Executive Vice-President, Dean for Academic Affairs and International Relations, ESCP Business School

Gustavo Genoni, Dean, School of Business, Universidad de San Andrés

Elsa Beatriz Palacios Corral, Director of Educational Innovation, Dean's Office for Academic and Educational Innovation, Tecnológico de Monterrey

Moderator: Laura Zapata, Academic Associate Dean, EGADE Business School

Overview

In recent years, trends in higher education have led to exponential changes in many areas of the sector. As opportunities arise, universities have faced several challenges: The need to make changes in academic regulations, improve technological infrastructure, support the transformation of key actors in the teaching-learning process, and promote the institution's evolution towards an educational model focusing on the integration of technologies and pedagogical strategies that promote inclusion in learning activities. Undoubtedly, the contingency has accelerated some of these challenges and added some others. As higher education institutions, we must encourage innovative solutions to be prepared for an uncertain and complex future.

Simultaneous translation into English

Thursday, September 23rd

Central Daylight Time (North America CDT) / Central European Summer Time (CEST)

08.00/15.00 **Second Round Table: Exploring the rise and role of the unicorns in Latin America.**

Speakers:

Guibert Englebienne, Cofounder at Globant, President for Latin America, Globant X and Globant Ventures, GLOBANT, Argentina

Alejandro Guerra, General Manager, Kavak, Mexico

Augusto Lins, President, Stone, Brazil

Moderator: Diego Finchelstein, Professor of Strategy and International Business, Universidad de San Andrés

Overview

The goal of this panel is to examine the rise of a new wave of Latin American firms that have their focus on the digital and/or knowledge economy and how have these firms positioned at the vanguard of the internationalization from the region. Many of these firms have become part of the exclusive group of Latin-American unicorns. Key executives and/or founders of some of the most emblematic Latin American unicorns will provide their insights about their own experiences and will also address how these unicorns contribute to the value creation within Latin America.

Simultaneous translation into English

09.15/16.15 **Parallel Working Sessions**
Sessions in the confirmation process

10.45/17.45 **Break**

11.00/18.00 **Parallel Working Sessions**
Sessions in the confirmation process

Friday, September 24th

Central Daylight Time (North America CDT) / [Central European Summer Time \(CEST\)](#)

08.00/15.00 **Third Round Table: Reshaping local and global value chains.**

Speakers:

Merling Preza, Manager at PRODECOOP, CLAC

Philip von der Goltz, Managing Partner, List + Beisler

Hernan Manson, Head Inclusive Agribusiness Systems, International Trade Centre

Moderator: Gerald McDermott, Professor of International Business, Darla Moore School of Business, University of South Carolina

Moderator: Jorge Walter, Director of the Research Center for a Safety Culture, CONICET - Universidad de San Andrés

Overview

Using the example of coffee, the panelists will address the challenges posed by food production by smallholder and family farmers in developing countries suffering from chronic food deficits aggravated by recurrent price, climate and sanitary crises. Agroecological diversification, fair trade, women's leadership, buyer-seller partnerships and corporate and consumer social responsibility are some of the terms that will inspire the professional practice of the speakers and their organizations in favor of sustainable and inclusive local and global value chains.

Simultaneous translation into English

09.15/16.15 **Parallel Working Sessions**
Sessions in the confirmation process

10.45/17.45 **Keynote Speaker**
Inspiring, Caring and Challenging, today's Leadership
Magdalena López Estrada, President and General Director, Renault Mexico

Simultaneous translation into English

11.30/18.30 **Q&A Session**
Moderator: Eva Guerra, Director of EGADE MBA, Monterrey and EGADE - UNC Charlotte
MBA in Global Business & Strategy

11.45/18.45

Closure

Gautier Mignot, Ambassador / Chief of Delegation, Delegation of the European Union in Mexico

Jean-François Chanlat, Co-Chair of the Scientific Committee, CERALE 2021 Colloquium, Paris-Dauphine University PSL

Florence Pinot de Villechenon, Director of CERALE, ESCP Business School

José Ernesto Amorós, National Director of Doctoral Programs, EGADE Business School

Simultaneous translation into English

12.15/19.15

Social Event (Culture capsules)