FROM IDEAS TO IMPLEMENTATION
Management Education for socially responsible business leaders

1. BUSINESS ENVIRONMENT IN LATIN AMERICA
2. WHAT WE ARE DOING
3. WHERE WE ARE GOING
4. Q & A

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BUSINESS ENVIRONMENT IN LATAM

ON ONE HAND…………
• CSR has been for decades part of the company business model (mainly large companies had to provide schools, clinics, food, recreation etc, (……..governments could not provide)
• Strong initial evidence that CSR strategies are becoming more formalized throughout the region as we have seen in Brazil, Peru, Chile, Argentina, México, Colombia, etc.)

ON THE OTHER HAND…………
• Dynamic political environment (changes between right and left)
• Difficult to eliminate issues (drug traffic, violence, poverty…..)
• Markets have been open for only 20 – 30 years
• Serious asymmetries (econ, social, tech)
• Government capabilities and institutions lacking knowledge to formally engage in government fostered CSR initiatives
• Demographic issues (Population, age, etc…….)
BUSINESS ENVIRONMENT IN LATAM

WE CAN NOT THINK OF A BETTER TIME TO INVEST IN CSR INITIATIVES IN LATAM

The Monterrey Tech University System
93,000+ students
8000+ professors
33 campuses

EGADE Business School
EQUIS, AACSB, AMB Accredited
Has been Ranked by FT, WSJ, The Economist, BW, Handelsblatt
Expansión, A. Economía
EGADE’s Strategy

Country & Regional Challenges

• Sustainable Wealth Creation
• International Competitiveness (I,O)
• Research for technological Innovation (NVC)
• Democracy, community/regional development =>competitive society
• Quality on higher education management systems

Strategies:

Corporate Social Responsibility + Sustainable Development

TBNVC (Incub + Accel) Family Business Inst.

Base of the Pyramid efficient markets.

New and more robust education methods

Strategic International Alliances

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SOME RESULTS: Alumni Profile

- Undergraduate level: 158,887
- Graduate level: 35,911

<table>
<thead>
<tr>
<th>YEARS AFTER GRADUATION</th>
<th>Is or has been a business owner or business partner</th>
<th>Is or has been in public service</th>
<th>Belongs or has belonged to a civil association</th>
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<tr>
<td>5</td>
<td>39%</td>
<td>13%</td>
<td>28%</td>
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<td>10</td>
<td>51%</td>
<td>14%</td>
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<td>20</td>
<td>70%</td>
<td>20%</td>
<td>39%</td>
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<tr>
<td>25</td>
<td>76%</td>
<td>23%</td>
<td>54%</td>
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> 5,000 students/yr coming from abroad
> 6,000 students/yr + going abroad

Professors going abroad (last 5 years) > 4,800, 65% in the USA/Can
Professor coming from abroad (last 5 years) > 2,100, 40% from the USA/Can

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Data from 2007
1626 Centros Comunitarios de Aprendizaje (CCA´s): Community Learning Centers in Mexico

- 263 micro regions
- 99,981 counties
- 62,238 counties less than 50 inhabitants
- 20 millions are in These micro regions

USA: 230
CA/SA: 80
Socially responsible
Ecologically respectful
Economically Robust
WEALTH CREATION

- Business created: 963
- Including 25,000 jobs

ENGINE FOR DEVELOPMENT

- **ENERGY**: eolic (low-cost generator) solar (solar panels based on nano-particles and nanomolecules)
- **WATER**: water treatment using nano-membrane
- **HEALTH CARE** systems using nano-devices.
- **ENVIRONMENT**: wireless sensors for monitoring and control of emissions and other environmental impact conditions, Geographic Information Systems.
- **HOUSING**, and low cost construction and construction systems.
EGADE: From Ideas to Implementation

Country, Regional and Global Challenges

- Sustainable Wealth Creation
- International Competitiveness (I,O)
- Research for technological Innovation (NVC)
- Democracy, community/regional development =>competitive society
- Quality on higher education management systems

Strategic Initiatives

- Corporate Social Responsibility + Sustainable Development
- TBNVC (Incub + Accel), Family Business Inst.
- Base of the Pyramid efficient markets.
- New and more robust education methods
- Strategic International Alliances

Socially Responsible Innovation Driven Differentiated Institution

Wealth Creation and Employability
Knowledge Economy New Companies
Improved International Competitiveness
Well Rounded Citizens
More Robust Democracy