



Business Trip Chattanooga, Nashville, Atlanta

Objetivos:

- Networking
- Establecer relaciones con posibles socios, clientes o proveedores
- Explorar nuevos productos y mercados
- Vislumbrar oportunidades de consolidación, asociación y generación de nuevas reuniones de negocios o eventos
- Conocer tendencias
- Adquirir una perspectiva global conociendo a líderes de negocios
- Entender la cultura de negocios del país vecino
- Aprender desde la inmersión en la experiencia acerca de negocios desde diferentes ángulos de análisis

Del : **5 al 13 de Noviembre, 2014**



Sintonía



THE UNIVERSITY of
TENNESSEE **UTC**
CHATTANOOGA

Agenda

Wednesday, November 5, 2014
Arrival to Chattanooga

Thursday, November 6, 2014 – Business Visits

- Morning - Volkswagen Plant Tour
Recently VW Chattanooga got a contract to produce the SUV and is in expansion
- Local business visit
- Lunch and Afternoon – Hamilton Place Mall for Shopping

Friday, November 7, 2014 – UTC and Business Visits

- Morning - Local Rotary Club Breakfast Meeting
Speaker Dennis Brice
CEO Goodwill of Chattanooga, that works to boost business in Chattanooga
- Local business visit
- Lunch to 2:00 – Lunch meet and greet with Executive MBA class followed
Discussion covering International Legal considerations
- Local business visit

Saturday, November 08, 2014 - Travel

Sightening in Atlanta
CocaCola World, CNN, Georgia Aquarium, Fox Theatre

Sunday, November 09, 2014 - Cultural

Sightseeing in Nashville

Monday, November 10, 2014 – UTC Campus

- Breakfast meeting with department heads
- Morning talk with Dr. Mark Mendenhall, International Management Professor
Dr. Mendenhall is partner in The Kozai Group, Inc., a consulting firm that specializes in assisting companies developing the global skills like Monsanto, Mitsubishi Motors, Sharp, Hitachi etc.
- Afternoon – class visit with Professor Jim Ebel, Innovation and Creativity in Business
Jim Ebel described as a unique combination of natural creativity and acquired strategic thinking developed from running businesses at Kimberly-Clark, Bristol-Myer's Squib,



Rhone-Poulenc-Rorer and the Iams Company led Jim to form CenterBrain Partners in 1991. Jim pioneered a number of approaches designed to consult the consumer to stimulate and shape creative positioning.

Tuesday, November 11, 2014 – UTC Campus

- Breakfast and “Entrepreneurial Forum” Keynote
- Morning – Entrepreneurship panels
- Lunch with participants
- Afternoon – class visit with Dr. Frank Butler, International Management
Focuses on bringing SMEs into the 21st century by creating or updating their network infrastructure. In addition we provided technical support services as needed to our customers.

Wednesday, November 12, 2014 – Travel

- 9 to 11 - Small Business Development Center Tour
Provides services for your new business or for established businesses seeking to reach the next levels of success.
- 11 to 2 – Chamber Innovation Exhibits and Awards Luncheon
The Innovation Awards speaker will be Jeff Silver, CEO of Coyote Logistics.
Listed as a Who’s Who in Chicago Business in 2012 and 2013
- 3 to 5 - International Council Representative
International Business Council aims to be the leading voice of International business in our Region and a world class model in promoting diversity, entrepreneurial innovation and excellent quality of life for local international communities. We will provide a culturally diverse forum for organizations, business leaders and communities.

Thursday, November 13, 2014

Back Home





Inversión

\$2,769 usd Pago 1 - 1,500 usd Fecha límite: 6 de Octubre

Pago 2 – 1,269 usd Fecha límite: 16 de Octubre

Incluye:

- Vuelo redondo
- Transporte terrestre durante todo el viaje
- Hospedaje en habitación doble con desayuno incluido
- Reuniones y visitas especificadas en la agenda
- 4 sesiones en la University of Tennessee, Chattanooga y Diploma
- Participación en Entrepreneurial Forum
- 5 comidas y 3 desayunos de negocios
- Visitas recreativas en Atlanta y Nashville, incluye entradas

Forma de Pago

- Se le suplica enviar copia de su comprobante de pago vía electrónica a rocio.prado@upaep.mx con el nombre de la persona que viajará.

Considerar tipo de cambio del día de pago publicado por el Banco de México mas 15 centavos, para pagos anteriores al 15 de Octubre.

UNIVERSIDAD POPULAR AUTONOMA DEL ESTADO DE PUEBLA, A.C.

BANCO: HSBC MEXICO S.A.

CUENTA: 4014052229

CLABE TRANSFERENCIA: 021650040140522293

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SWIFT: BIMEMXMM

DATOS FISCALES:

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