

SUMMER COURSE PARAGUAY: DOING BUSINESS IN LATIN AMERICA

Period: September-October 2020

Participants: All bachelor and master students from the Mobile University, other SRH Hochschule, EBS and the University of Aalen

Study points: 5 ECTS (to be discussed)

Language: English

Evaluation method: The participants are to prepare an academic paper on one of the topics lectured during the program evaluated by Professors of UPA

Organisation: The Summer course will be organized by the Mobile University SRH and UPA in collaboration with The Industrial Union of Paraguay, the Paraguayan Chamber of Software Companies and the Deutsch Paraguaysische Handelskammer

Learning objective: The program aims to gain a better understanding of basic economic, business and socio-cultural principles of doing business with Latin America.

Program set up: The program will include a combination of 1) Lectures at UPA; 2) Interactive presentations and discussions with renowned CEOs from Paraguayan and multinational companies with operations in Paraguay and 3) Company visits in Paraguay covering examples of the main economic sectors¹.

Program Week 1

Monday - The socio-cultural approach to business in Latin America

09.00 Welcome & Introduction to Paraguayan Business - Dr. Enrique Bendana , Rector UPA

10.00 Key features of the business environment in Latin America - Dr. Enrique Bendana, Rector UPA & Prof. Dr. Stijn van der Krogt, Dean Faculty of Business Sciences

15.00 Spanish classes with UPA students

18.00 Your first Asado!

Tuesday - Macro economic development in Latin America

09.00 Macroeconomic developments in Latin America - Prof. Allesandro Cerini

13.00 Spanish classes with UPA students

16.00 Visit Deutsch-Paraguayische Handelskammer - MSc. Tim Pieper

20.00 The real Paraguayan spare ribs Food park Mburucuya

Wednesday Industry in Latin America

09.00 How competitive is industry in Latin America? - Prof. Dr. Eladio Martinez

14.00 Visit the cookie factory MASSEI - Marco Riquelme, CEO

18.00 Visit Industrial Union of Paraguay - Lic. Gustavo Volpe, President

20.00 Dinner Aquarella

¹ Program can see changes depending on interest of participants

Thursday Innovation & Digital Technology in Latin America

09.00 The Digital Gap in Latin America - Prof. Dr. Carlos Nunez

16.00 Visit Cámara de Software de Paraguay - Sebastian Ortiz, President

Friday Entrepreneurship & Start Ups

09.00 How far is the start up scene in Paraguay compared to Germany? Christian Sosa, Association of SMEs Paraguay, Bruno Defellippo, KOGA; Roberto Urbieto, Global Entrepreneurship Network

14.00 Visit Ministry of Trade & Industry, Vice Minister of SMEs

16.00 Drinks at KOGA with members KARAKU, the Entrepreneurship Ecosystem in Paraguay

Program Week 2

Saturday - Sunday - Foz de Iguazu Brasil/Argentina

Travel to Foz de Iguazu

Visit Iguazu Falls - Argentinian side

Visit Iguazu Falls - Brazilian side

Monday Energy in Latin America - Ciudad del Este

09.00 Visit ITAIPU dam

14.00 The energy balance in Latin America

16.00 Visit Biogas installation

Tuesday Agribusiness in Latin America - Ciudad del Este

09.00 Visit Yerba Mate plantation

12.00 Vitis soya plantation

Wednesday Agribusiness in Latin America - Encarnacion

09.00 Visit Industrial Fruit production company FRUTICA

18.00 Barbecue on the Encarnacion Yacht Club!

Thursday Agribusiness in Latin America - Villeta

09.00 Visit Industrial Chicken farm Tacuaras

Friday Recap day at UPA

09.00 What have we learned?

11.00 Exchange students UPA

18.00 Farewell Dinner with UPA students