SUMMER COURSE PARAGUAY: DOING BUSINESS IN LATIN AMERICA

Period: September-Octubre 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 Paraguayische 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 Urbieta, 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 - Brasilian 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