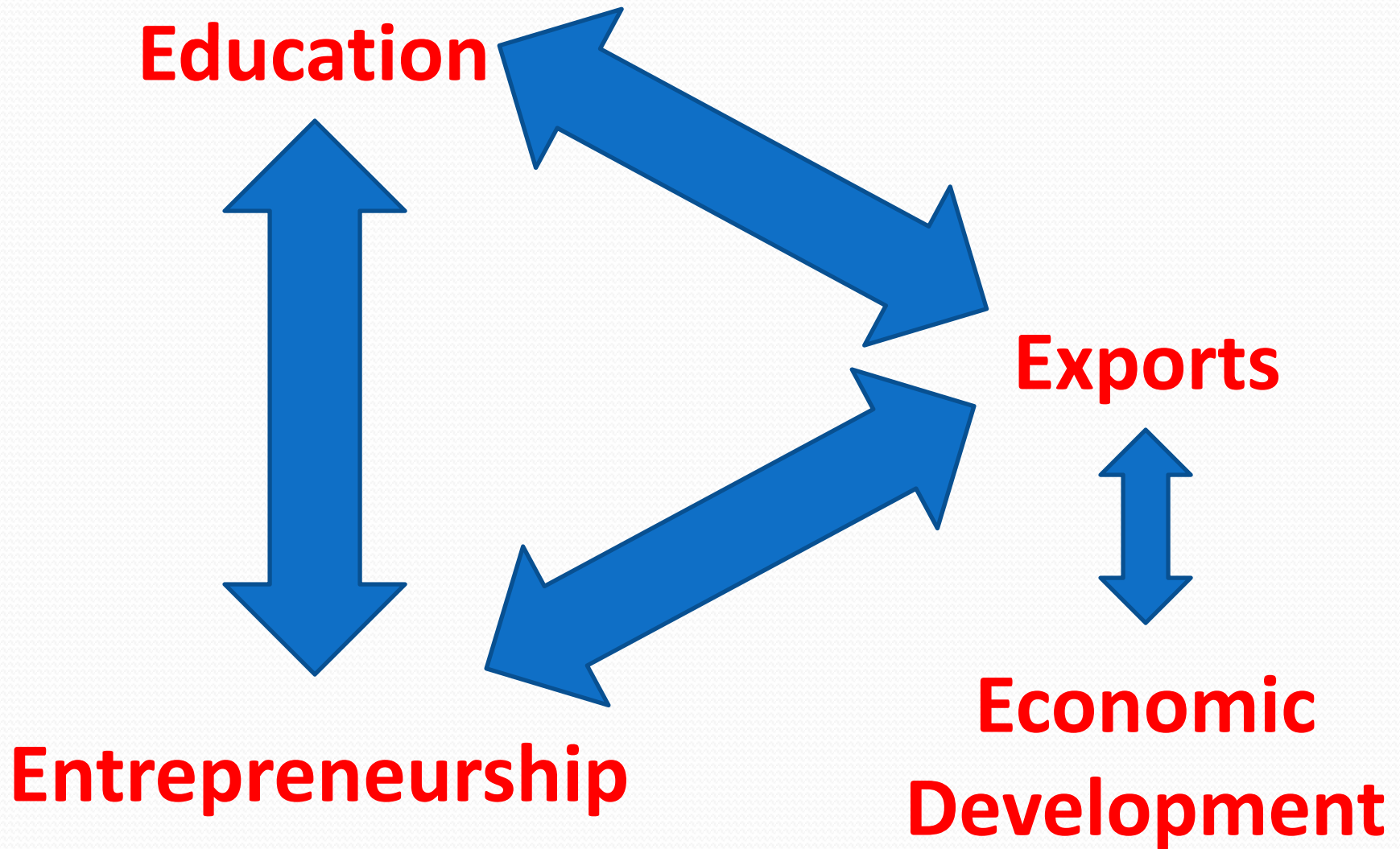


Trade: The Engine of Growth in North America, Latin America and the Caribbean

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E3 Purpose: ↑ Competitiveness
for Economic Development



Education and Entrepreneurial Worlds and International Trade: Separate v. Joint

	Separate	Joint
Education Content	Theoretical	Pragmatic
Opportunities and challenges of exporting	Very superficial awareness, at best	Students understand key issues and more interested
Skills of graduates	If hired, need on-site training	Ready to add value and contribute to achieve goals
Relevant innovations	Very limited, at best	Constant flow of valuable new ideas and approaches
Employers satisfaction	Low	High
Innovation, creativity and entrepreneurship	Low	High
Overall value of education	Low	High: World class

A Changing World of **Opportunities** for International Trade

1. Emerging markets growth > Developed markets growth
2. Commodities: Insufficient to meet growing demand; prices and margins increasing
3. Bottom of pyramid: Profitable for innovators focused on basics and lowest-cost
4. Trade South-South v. North-South
5. Universal access to information at almost no cost
6. Globalization, standardization and reduction in costs of international trade support services
7. Global competition: New players and new rules benefit trade segments traditionally ignored

National Forces Fueling Trade

USA	Double exports in 5 years (Obama's goal)
Latin America	Rising Multi-Latinas
Brazil, Argentina	Diversify and expand products and markets
Panama	Canal Expansion, FTA with USA
Peru, Chile	Minerals
Colombia	Diversify to cover Venezuela's loss, FTA USA
CAFTA-DR	Diversify to balance deficits
Caribbean	Diversify to pay for Venezuela's oil
Venezuela & China	Increase trade to feed domestic markets
EU	Increase trade to cover economic recession
Iran, Russia, others	Increase regional political influence via trade

A Changing World of **Challenges** for International Trade

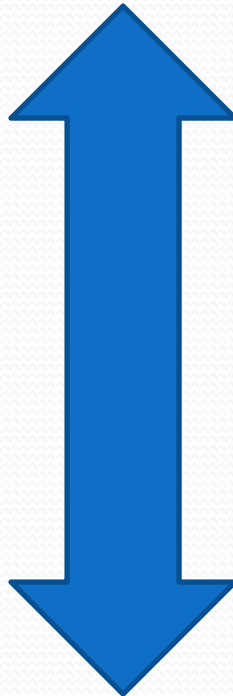
1. Insufficient infrastructure to handle trade growth
2. Urgency and rationale justifying resources supporting international trade are weaker than those for security, drug interdiction, unemployment, etc.
3. Increasing energy and environmental costs
4. Increased competition for most talented human capital from other more promising sectors
5. Stalled world trade negotiations
6. Protectionism triggered by world economic crisis
7. Political (and economic) agendas of new and traditional international trade players in conflict

E3 Purpose: ↑ Competitiveness by
Developing **Human Capital**

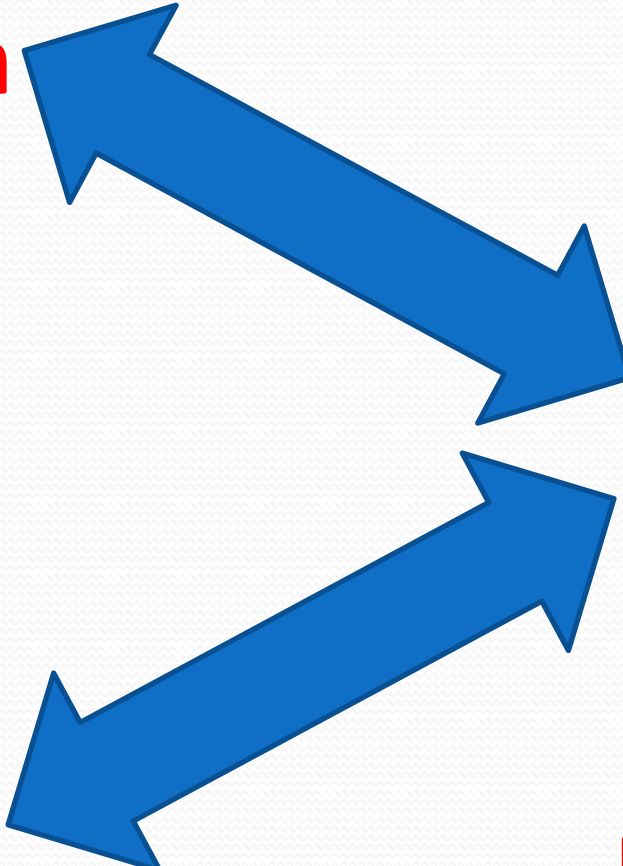
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Education



Entrepreneurship



Exports



**Economic
Development**

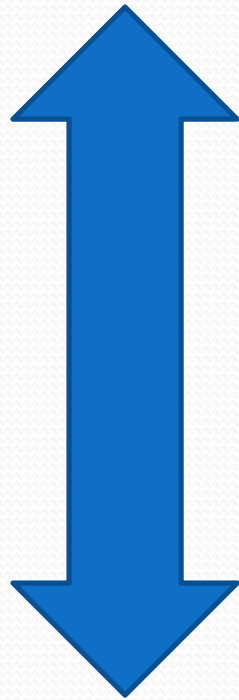
Moving Forward: Develop Human

Capital for Trade by Changing Approach

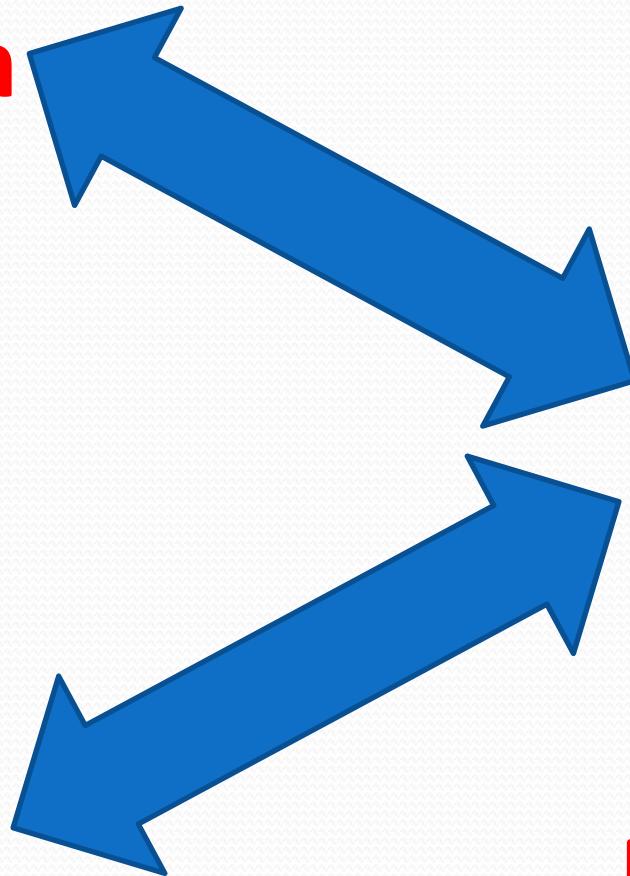
1. 20 Million Latin American youths aged 15 to 24 neither work or study → Huge potential to be developed
2. Most internships unpaid → abused, unmotivated
3. Most undergraduate business programs ignore trade
4. Few two-year vocational schools & cooperative programs
5. Most international trade employees trained at work
6. Define professional standards and programs to train (existing & future) trade professionals
7. Enable professional development programs to upgrade technological, strategic and managerial expertise of industry leaders, as well as their capacity to integrate efforts of corporate and supporting organizations

E3 Purpose: ↑ Competitiveness by
Encouraging **Entrepreneurial Behavior**

Education



Entrepreneurship



Exports



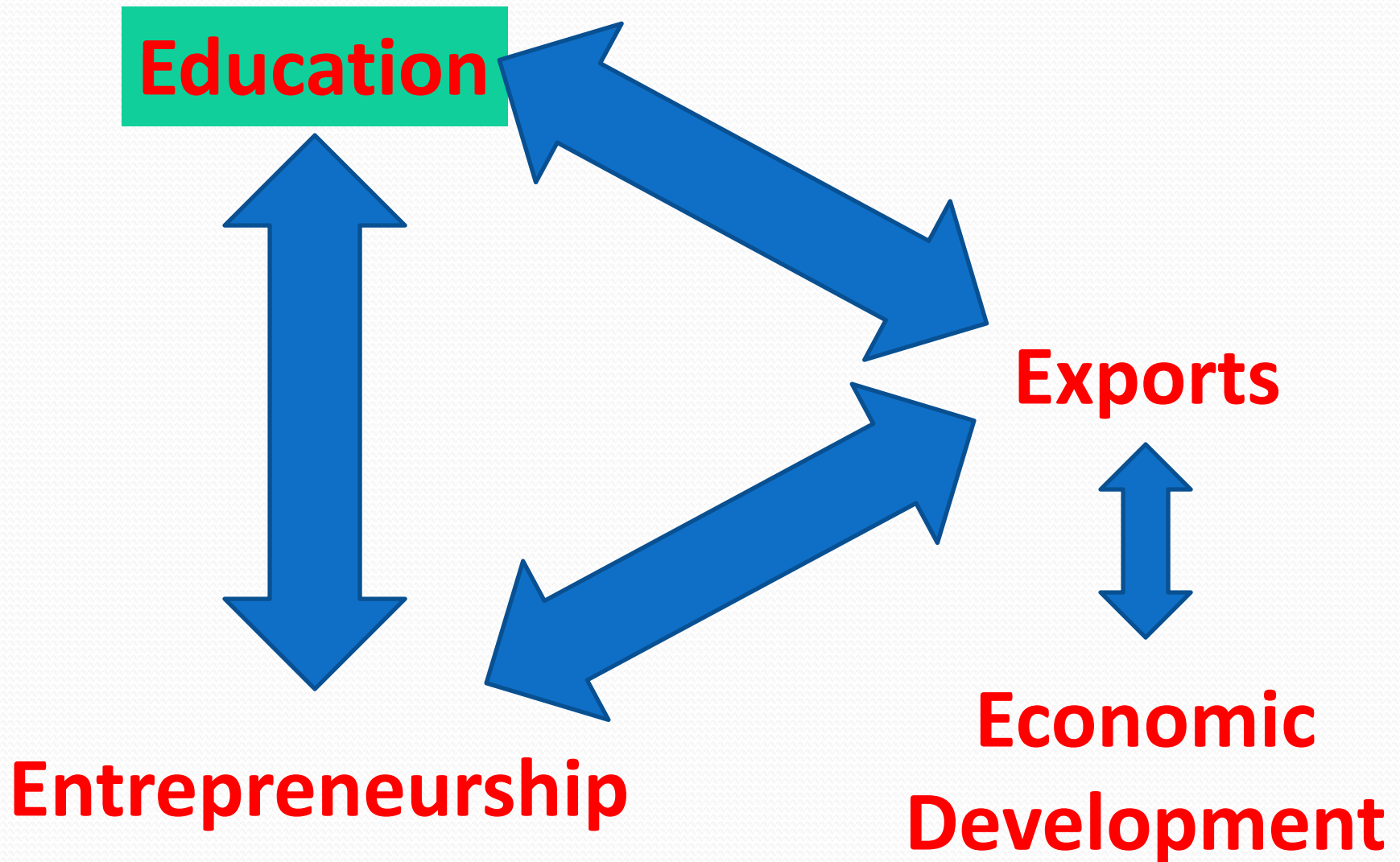
**Economic
Development**

Moving Forward: Leaders encourage

entrepreneurial wealth creation by

1. Identifying and focusing on new business opportunities
2. Creating new sustainable models (that is, valuable, rare, difficult to imitate, and embedded in their organizations)
3. Developing cultures that stimulate and reward all those contributing to create wealth, and in particular those advancing innovative solutions and approaches
4. Coordinating and integrating efforts and relations with all members of their value chains
 1. from suppliers to end-customers
 2. including supporting agents (e.g., ports, freight forwarders, transportation operators, educational institutions and public agencies regulating/supervising international trade)
5. Forming entrepreneurial-driven partnership with educational institutions

E3 Purpose: ↑ Competitiveness when
Educational Institutions Support Trade





Moving Forward: Educational institutions support trade by

1. Researching sector's challenges and opportunities and coming up with specific development programs
2. Assigning top priority to innovative programs to develop the much needed human and entrepreneurial capital
3. Forming alliances with businesses, ports, trade/ freight forwarding organizations, and agencies supporting trade
4. Providing the forum to analyze, discuss and integrate perspectives and lessons from different environments
5. Formulating well integrated & comprehensive strategies
6. Establishing and enforcing objective & ethical standards



Q & A

For additional comments please contact

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