

ARTHUR LOK JACK GRADUATE SCHOOL OF BUSINESS IN GUATEMALA



February 14th, 2017

WHY GUATEMALA?



- Youngest and more steady economy in Central-America.
- Sustained and consistent growth over the last 10 years
- It plays a leadership role in Central America like T&T in the Caribbean
- Big enough and small enough
- +200,00 SME's
- Because is a young emerging economy it has attracted many global and regional players such as Walmart, America Movil, Bancolombia, Bimbo, Coca-Cola, Banco Azteca, Tigo, Telefonica
- Very strong yet very traditional local private sector

Guatemala

Population:15.5 million
GDP (PPP): \$81.8 billion / 3.5% growth
2.8% 5-year compound annual growth
\$5,282 GDP per capita
Unemployment: 2.8%
Inflation (CPI): 4.3%
FDI Inflow:\$1.3 billion
Currency Quetzal 1 U\$= Q7.58

Trinidad & Tobago

Population: 1.3 million
GDP (PPP):\$27.5 billion / 1.6% growth
-0.8% 5-year compound annual growth
\$20,438 GDP per capita
Unemployment:6.6%
Inflation (CPI):5.2%
FDI Inflow:\$1.7 billion
Currency TT Dollar 1 U\$= Q6.38

Source: *Index of Economic freedom 2015*

<http://www.heritage.org/index/country/guatemala>

<https://www.cia.gov/library/publications/the-world-factbook/geos/gt.html>

Education in Guatemala

Nearly 31.7% of the country's people is illiterate

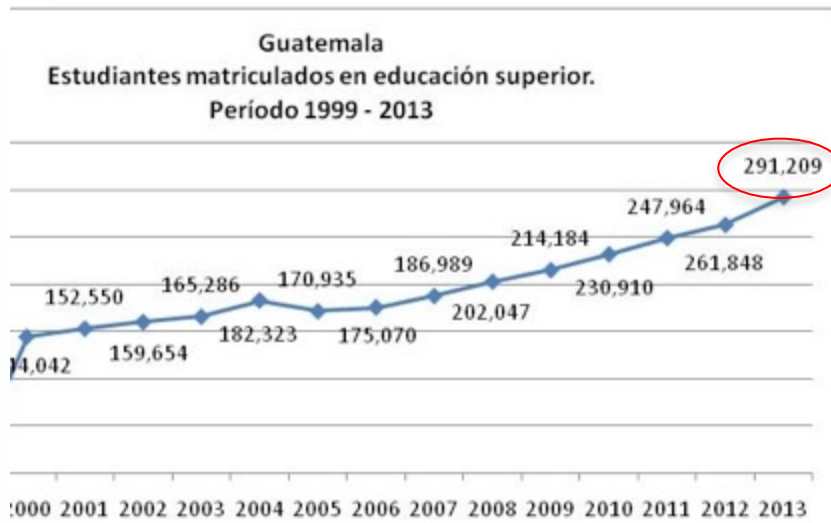


http://www.ghrc-usa.org/Publications/factsheet_education.pdf

Tertiary Education in Guatemala

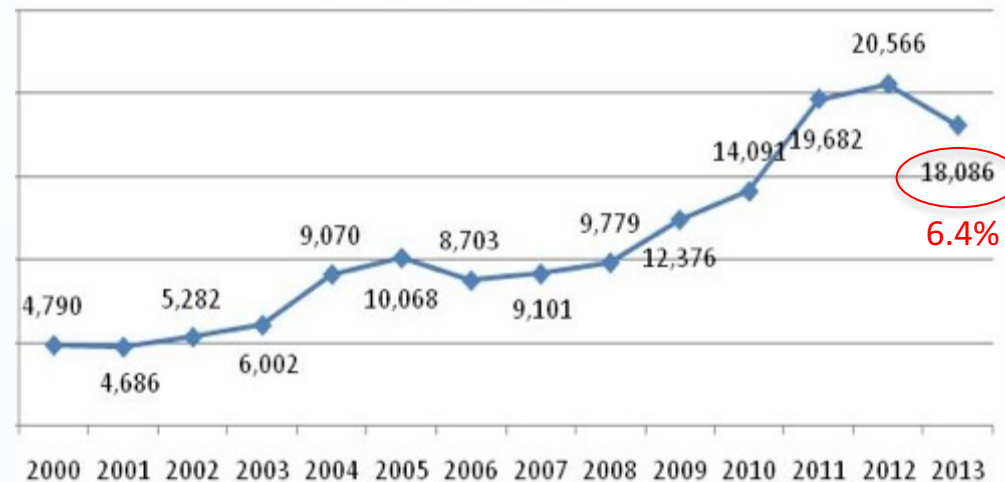
1.8% of population (291,209 enrolled in tertiary education, out of which only 6.4% graduate.

60% at the public sector



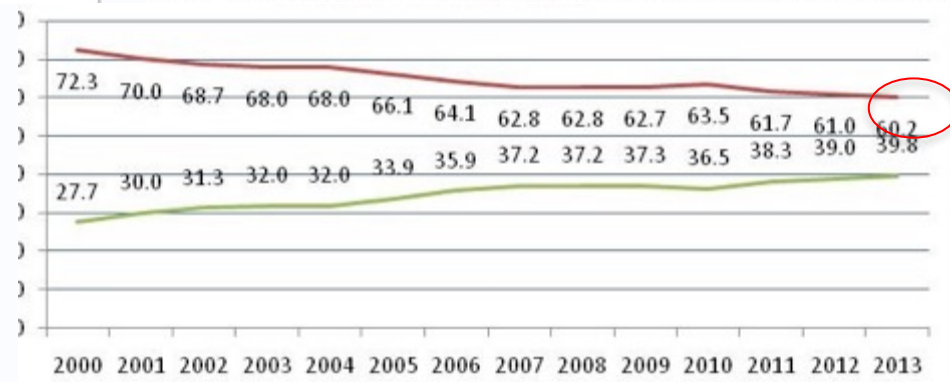
Graduados en educación superior.

Período 2000 - 2013



6.4%

The academic divide is huge, therefore the opportunity as well. Is a young underserved country



Major Players: (Local)



UNIVERSIDAD
MARIANO GÁLVEZ



USAC



Universidad
Rafael Landívar

ón Jesuita en Guatemala



UNIVERSIDAD
Galileo
Guatemala, C. A.



Range cost of a Master U\$2,500 – U\$5,000

Main Players: (Local & International Business Schools)



BUSINESS SCHOOL
UNIVERSIDAD DEL ISTMO



Range cost of a Master U\$4,500 – U\$18,000

Lok Jack's Objectives for Guatemala

- ✓ Academic Diversity
- ✓ Risk Mitigation
- ✓ Market diversification
- ✓ Access to new markets and global companies
- ✓ Accreditation
- ✓ To Create a magnet for talent acquisition
- ✓ To Connect Caribbean with LatinAmerica

Lok Jack's Strategy in Guatemala

1. B 2 SME

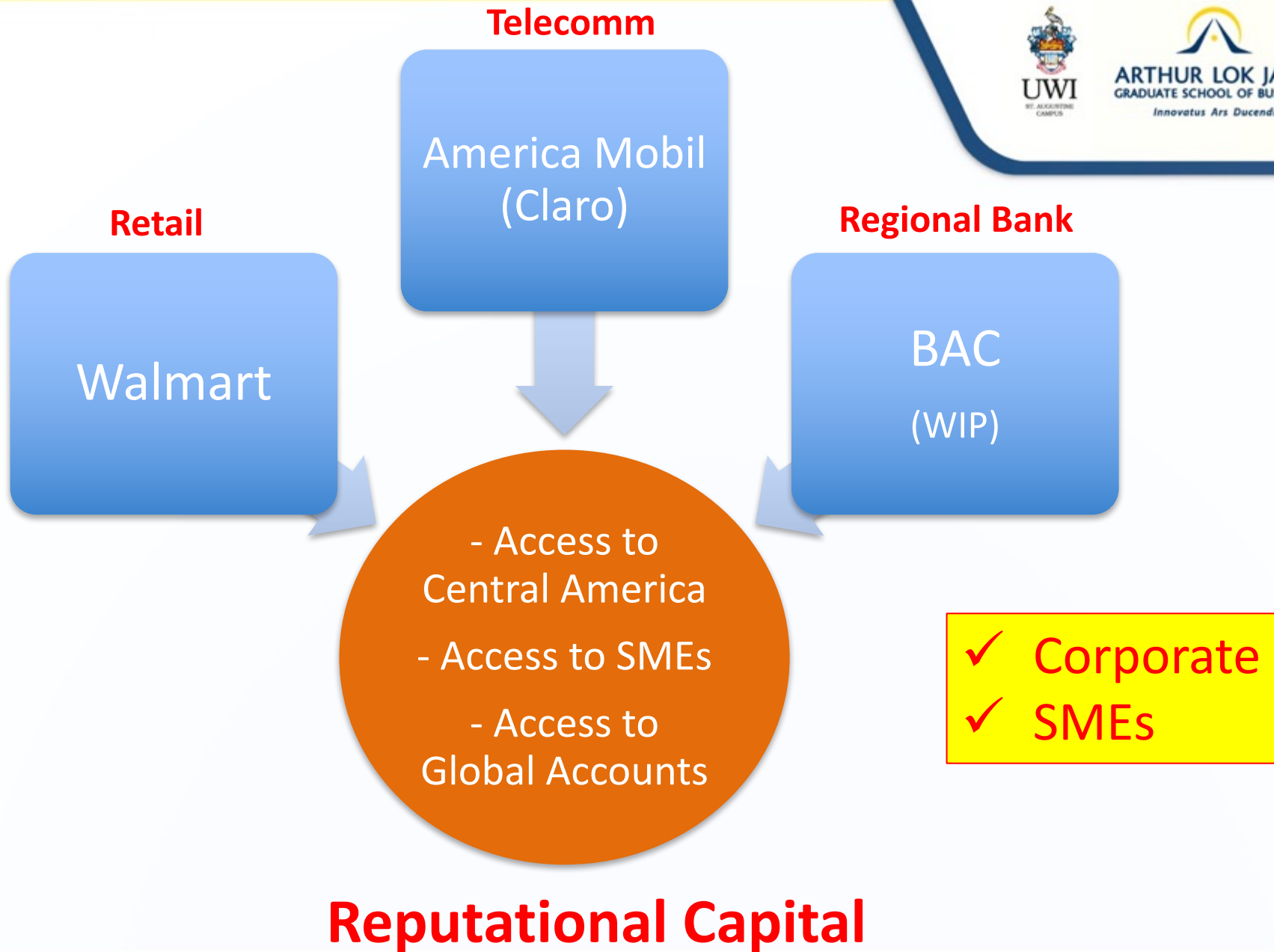
a) Enter the market with the differentiated Master of *Small and Medium Enterprise* Management; raising awareness of the school and the programme through **strategic alliances and digital marketing and events.**

2. B 2 G

b) B2B approach to *global and big companies* for specific training and in-company/customised interventions both for their employees and their SME suppliers (where apply)

c) Innovation and Digital Marketing as School's **Pillars**

d) Other Initiatives



Lok Jack's Strategy in Guatemala



- a) Enter the market with the differentiated Master of *Small and Medium Enterprise* Management; raising awareness of the school and the programme through **strategic alliances and digital marketing and events.**



- ✓ Signed MoU
- ✓ Office Space and Services
- ✓ Training Facilities
- ✓ Access to their Database
- ✓ Participation in their events
- ✓ Participation in their media channels
 - ✓ DataExport Magazine
 - ✓ Agexport Hoy (Digital Newsletter)
- ✓ 50% Scholarship Award for the Exporter of the Year

A series of events have been held to launch and position the school.

These initiatives have generated aprox. 20 leads for the MSMEM programme



Walmart

México y Centroamérica

- ✓ MoU in process
- ✓ Open doors to Central America, Mexico, South America and the US markets
- ✓ Training/ Labs Calendar for 2015 for a “A hand to grow SME programme”
 - ✓ 4 paid workshops YTD
 - ✓ Walmart’s discount code for airfare and accommodation for facilitators
- ✓ Focus on Guatemala and Costa Rica
- ✓ 50% Scholarship Award for SME provider of the year and SME woman of the year
- ✓ Participation in ExpoWalmart (Feb24-26th 2015)
- ✓ In 2 weeks the school will be presenting to Walmart the the SME development programme



Ciudad de Guatemala - 25 y 26 de febrero



January 7, 2015

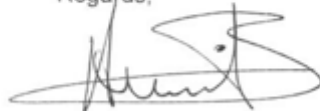
Ms. Adi Montas
Director-Marketing & Student Recruitment
Arthur Lok Jack Graduate School of Business
The University of the West Indies, St. Augustine

Walmart Mexico and Central America has engaged The Arthur Lok Jack Graduate of Business under its program for small and medium businesses "A Hand to Grow" to develop and enhanced the competencies of our small and medium suppliers. In 2014, the graduate school delivered 2 webinars and 3 workshops that were very well received both by our suppliers and our internal team, and some of the teachings shared are being implemented by our suppliers.

In this regard, the Arthur Lok Jack Graduate School of Business will be developing and delivering a series of Interactive and Practical Labs covering the main areas for development for our suppliers (Strategy, Branding, Finances, Pricing, etc), throughout 2015.

Walmart Mexico and Central America, commends Arthur Lok Jack Graduate School of Business; The University of the West Indies, St. Augustine on being a pioneer in developing specific content needed by the small and medium businesses in Latin America and that will further develop the economy of the region. I look forward to our institutions continued to increase our collaboration in future years.

Regards,



Alejandro Echandi
Regional Director of Private Brands and Small Business Initiative –
Central America
WALMART de México y Centroamérica
"Contribuimos a mejorar la calidad de vida de las familias en México y Centroamérica"



- ✓ Special Financing Option for the MSMEM Programme
- ✓ Joint events with SME clients to present the MSMEM programme
- ✓ Special assigned agency to support the school's efforts
- ✓ 50% Scholarship Award for top SME clients of the bank
- ✓ Potential internal Intervention for Agencies Managers

Guatemala, 7 de Enero del 2015

Profesor
Miguel Carrillo
Director Ejecutivo y Profesor de Estrategia
Arthur Lok Jack Graduate School of Business
The University of the West Indies, St. Augustine



Estimado Profesor Carrillo:

Reciba un cordial saludo y nuestras felicitaciones a la Escuela de Negocios Arthur Lok Jack, The University of the West Indies, en su 25 Aniversario.

Para nosotros como InterBanco ha sido un gusto desarrollar una relación de Alianza con la Escuela de Negocios desde su introducción en Guatemala. Hemos desarrollado un Plan de Financiamiento Especial a través de nuestro Producto InterPréstamos Profesionales, para los estudiantes de la Maestría en Gestión, Desarrollo y Crecimiento de Pequeñas y Medianas Empresas. Agradezco por el apoyo de la Escuela de Negocios por haber coordinado e impartido los tres seminarios a nuestros clientes y una sesión interesantísima con nuestros gerentes de agencia de la ciudad capital de Guatemala. Todas las sesiones fueron excelentemente recibidas tanto por nuestros clientes como por nuestro equipo Gerencial de Agencias.

Nos complace enormemente la calidad, el dinamismo y el profesionalismo del equipo de la Escuela de Negocios Arthur Lok Jack, el cual compartimos y apoyamos la visión que quieren entregar en Guatemala para elevar la competitividad en la región.

Seguimos comprometidos en la continua relación de colaboración entre nuestras instituciones.

Saludos Cordiales,

Lic. César Fajardo
Gerente Banca de Personas



www.interbanco.com.gt



**Growth Strategy and
Digital Strategy Session
with CLARO's (America
Movil) Top Management
Feb 17th 2015**





- ✓ Largest Telecommunication Company in Central America
- ✓ +3000 employees
- ✓ Open doors to LATAM
- ✓ Strategy Session conducted with the Top Management (Feb 17th'2015)
- ✓ MoU in negotiation process with the SME Business Unit
- ✓ Corporate and SMEs



- ✓ MoU in process of being signed.
- ✓ Central America scope with focus on Guatemala, Costa Rica and El Salvador
- ✓ IT-based workshops for the MSMEM programme at the end of each trimester
- ✓ They will be donation SAP licenses to the programme and to the school to be able to do simulations and role play with the platform
- ✓ Scholarship Award for top SME clients.

Launch of Advisory Board in Guatemala



Ing. Luis Godoy – Director Ejecutivo de Agexport

Lic. Silvia Penados – Presidente de Solucion Web

Lic. María Taboush – Empresaria – Presidente de WSI link

Ing. Maria Mercedes Zaghi- Desarrollo de Negocios Campus Tec

Lic. Luis Fernando Andrade – Director para Centroamerica para la Escuela de Negocios Arthur Lok Jack

Christopher Lok Jack – Gerente de Desarrollo de Negocios de Associated Brands Limited

Prof. Miguel Carrillo – Director Ejecutivo Escuela de Negocios Arthur Lok Jack

- Strategy of Alliances
- Insert the school on the main private and public sector networks.
- Mentorship to students
- Programme Content review (market relevance)
- Design the support ecosystem for Innovation, Internationalisation and Growth for the SMEs.
- Guide and Guía y gestor with government relationship
- Facilitate the connection between Central America and the Caribbean.
- Support on Recruitment Events.
- Support in the cretion of Investment fund for High potential SMEs
- Support in the Creation of the Regional Innovation Center (CAM and the Caribbean).

Minister Dookeran Visit to Guatemala for the signing of the Partial Scope Agreement between Guatemala and Trinidad & Tobago



Dinner host by the school with key stakeholders, advisory board members ,
main partners and clients

Feb 6th'2015





MISIÓN COMERCIAL Y DE CRECIMIENTO A TRINIDAD & TOBAGO 2015
 La puerta de entrada al Caribe de habla Inglesa y los países del Caribe del Commonwealth
13-15 de Abril del 2015

- + Agenda de reuniones personalizada
- + Oportunidades de Exportación, Alianzas estratégicas e Inversión
- + Exposición a los gurús de negocios más influyentes de todos los tiempos
- + Ampliación de redes de contacto, no solo en T&T sino en la región
- + Acceso a mercados de alto poder adquisitivo

Contacto:
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 Escuela de Negocios Arthur Lok Jack
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www.maestrosapymes.com / www.lkjjackgb.edu.tt



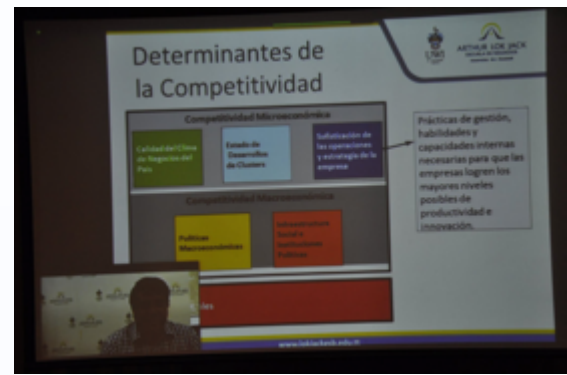
Execute the 1st commercial mission from Guatemala to Trinidad and Tobago

April 2015





- **CEO Roundtable Event, co-hosted by IDB and UWI-ALJGSB**
 - Great exposure opportunity to the school
 - Target: 25 Medium Size Company's CEOs (US\$1MM minimum revenue per year)
 - Costs mostly covered by IDB
 - Focus of the event: Innovation for Growth
 - Prof. Carrillo as feature speaker
 - Guatemala office in charge of all communications, marketing and logistics for the event.





Costa Rica

Meetings Held with



Universities & Institutes

Universidad Nacional, Costa Rica
Universidad Tecnica Nacional, Costa Rica
Universidad Landivar, Guatemala
Central America Public Administration Institute

Chambers / Associations

Chamber of Commerce Costa Rica
AMCHAM Costa Rica
PROCOMER

Ministries

Ministry of Foreign Trade
Ministry of Economy, Industry and Commerce
Ministry of Public Education

Private Sector

WALMART

International Funding Agencies

Inter American Development Bank

Universidad Nacional de Costa Rica (UNA):

Prof. Carrillo was the feature speaker at the II Round of International Relations Forum. Following the conference, UWI-ALJGSB (T&T and GT) and the Universidad Rafael Landivar (from Guatemala) held strategic action planning meeting on areas of collaboration.

Potential Areas of Collaboration:

- Faculty Exchange
- Students exchange
- Joint Research
- Joint Executive Education Courses
- Potential Double degree (Master if Institutional Innovation)
- Internship opportunities for ALJ GSB students (MBA SEM, MIIE)
- Other

All 3 entities (UWI-ALJGSB; Universidad Nacional de Costa Rica and Universidad Rafael Landivar) are expected to sign a Memorandum of Understanding before close of 2015



Chamber of Commerce of Costa Rica:

Meeting held with Alonso Bolanos - Executive Director and Nestor Salazar - Business Development Manager.

Potential Areas of Collaboration:

- Webinars
- Workshops/Labs (Growth Strategies, Turning insights into business opportunities, social media strategies, etc.)
- Master in Small and Medium Enterprise Management
 - o Scholarships for their annual awarded members
 - o Partial scholarships for their members
- Others

Initial proposal has been submitted for their review and we expect to execute some initiatives with them Q1 2016.



PROCOMER (Exports promotion Office):

Meeting held with Ministry of Foreign Trade with Ericka Viquez, Coordinator Latin America, Mexico and the Caribbean Affairs yielded a panoramic knowledge sharing of the growth areas of Costa Rica.

We were guided by the Ministry of Foreign Trade to meet with Ms. Lila Johnson, Foreign Trade Office Coordinator - PROCOMER and Alexander Roman - Manager of the Commercial Offices in the Caribbean (Dom. Rep and T&T).

Potential Areas of Collaboration:

- Commercial Missions
- Master in Small and Medium Enterprise Management
 - o Scholarships for their annual awarded members
 - o Partial scholarships for their members
- Others



Ministry of Economy, Industry and Commerce:

Meeting held with Ms. Jeannina Dinarte – Vice-Minister of Economy, Industry and Commerce and Ms. Laura Lopez Salazar - Director of SME Development.

Potential Areas of Collaboration:

- Master in Small and Medium Enterprise Management in collaboration with the Chamber of Commerce
 - o Partial scholarships for their members
- Clusters Studies
- Vendor Development Programme in collaboration with PROCOMER
- Others



AMCHAM Costa Rica:

Meeting held with Alberto Arguedas - Executive Director AMCHAM Costa Rican Chamber of Commerce and Ms. Mayl Ramirez - Assistant Manager - AMCHAM Costa Rican Chamber of Commerce.

Potential Areas of Collaboration:

- ALJGSB to become member of AMCHAM Costa Rica
- Master in Small and Medium Enterprise Management in collaboration with the Chamber of Commerce
 - o Partial scholarships for their members
- Webinars
- Workshops/Labs (Growth Strategies, Turning insights into business opportunities, social media strategies, etc.)
- Vendor Development Programme
- Internship for our students
- Others



Universidad Tecnica Nacional Costa Rica:

Meeting held with members of the Academic Committee:

- Katalina Perera, Vice President of Teaching
- Francisco Romero, Vice President of Research
- German Rudín Represent of Vice president of social action (extension in spanish)
- Pedro Avendaño, Represent and assistant of Vice president of teaching
- Jorge Espinoza, Coordinator of CEDEMIPYME (Centro para el Desarrollo de las Micro, Pequeñas y Medianas Empresas)

Potential Areas of Collaboration:

- *Faculty Development Programme*
 - o Scholarship for some of their Faculty to enroll in our MSMEM and MBA SEM programmes.
- Student exchanges
- Internship opportunities for their students in T&T and for ours in CR
- Bizbooster as benchmark of their business incubator
- SME Executive development programme for banks
- Others

UWI-ALJGSB and Universidad Tecnica Nacional are expected to sign a Memorandum of Understanding.



Ministry of Education in Costa Rica

Meeting held with The Ministry of Education Vice-chancellor and the Int'l Collaboration team

Potential Areas of Collaboration:

- *Faculty Development Programme*
 - o Scholarship for some of their Faculty to enroll in our academic and/or certificate programmes
- Faculty Exchange
- Special interest in the MSMEM programme



IDB Central-America headquarters

Meeting held with Christian Schneider, *Investment Officer- Opportunities for the Majority*.

Potential Areas of Collaboration

- CEO Roundtable joint- event to be held in Guatemala on Oct 23rd (ALJ-GSB-IDB-Kinesis)
- Research funding for indigenous entrepreneurship in Guatemala
- Vendor development programme to include SMEs in the Value chain of large and multinational companies



In terms of Media, we have been able to generate an equivalent of aprox U\$10k in Free Press through Media Interviews, Events, etc.



Actualidad

Escuela de Negocios Arthur Lok Jack Promoviendo el crecimiento de las pymes

Para el 2015, la Escuela de Negocios Arthur Lok Jack dará inicio con su primera Maestría en Gestión, Desarrollo y Crecimiento de las Pequeñas y Medianas Empresas (PMSE) con el fin de brindar herramientas necesarias para hacer crecer a las pymes.

Al igual que todas las capacidades y competencias con mayor énfasis en el sector empresarial y de ser tanto un líder como un colaborador en el desarrollo de un país.

El objetivo es educar y fomentar a líderes y futuros empresarios jóvenes, creando valores, competencias, actitudes en sus áreas de especialización. Los estudiantes contarán con las herramientas técnicas y conocimientos que les permitan gestionar, administrar y crear valor agregado, creando un negocio que trascienda generaciones. [1]

Maestría

AGROPECUARIO y de Iniciación para Negocios Arthur Lok Jack de Trinidad y Tobago otorgará en Guayana el Máster en Gestión, Desarrollo y Crecimiento de Pymes.

Esta maestría tiene duración de 24 meses, y comienza en enero de cada año y se imparte, enfocada en la gestión y el crecimiento de una pequeña empresa en un sector de comercio, industria, servicios turísticos, manufactura o sector salud, agroalimentación. Es un programa de alto nivel académico y profesional.

El programa es un programa de maestría en el área de gestión y el crecimiento de una pequeña empresa en un sector de comercio, industria, servicios turísticos, manufactura o sector salud, agroalimentación. Es un programa de alto nivel académico y profesional.

La maestría está dirigida a personas que poseen una gran experiencia y experiencia en el comercio. La maestría se imparte en modalidad de tiempo completo.

Convierta su pyme en una gran empresa

Crecimiento de PYMES

TVAGR le encuentra una solución productiva Agropyme

Escuela de Negocios

Arthur Lok Jack es una institución de élite de Trinidad y Tobago que ofrece un programa de maestría en el área de gestión y el crecimiento de una pequeña empresa en un sector de comercio, industria, servicios turísticos, manufactura o sector salud, agroalimentación. Es un programa de alto nivel académico y profesional.

La maestría está dirigida a personas que poseen una gran experiencia y experiencia en el comercio. La maestría se imparte en modalidad de tiempo completo.

Photo: Report - La Nación de Guyana, Trinidad y Tobago

With the digital strategy and only in FB we have been able to generate a good fan base in a short period of time.

We are aiming for the digital platform to be our greatest conversion tool

Through relevant Content, Engagement, Interconection.

The digital strategy was centered on the programme And will now evolve To be centered in The school.



A screenshot of a Facebook page for 'Maestría en Gestión, Desarrollo y Crecimiento de PyMEs'. The page features a cover photo of a smiling man with the text 'FORTALECIENDO A LOS EMPRESARIOS GUATEMALTECOS PARA HACER CRECER SU NEGOCIO'. Below the cover photo is a yellow profile picture with the Arthur Lok Jack logo and the text 'Maestría en Gestión, Desarrollo y Crecimiento de PyMEs Educación'. The page has 4403 likes and 5 notifications. The right sidebar shows 'ESTA SEMANA' with 382 likes and 177,353 reach. The bottom of the page shows a post from 'Maestría en Gestión, Desarrollo y Crecimiento de PyMEs'.



Friday 5th May 2017

Hyatt Regency



GO GLOBAL OR GO HOME



Pankaj Ghemawat *Global Strategist*

- + Named as the youngest "guru" to be included in the "Guide to the Greatest Management Thinkers of All Time" published by The Economist.
- + Youngest person to be appointed as full professor at the Harvard Business School
- + Authored over 100 research articles & case studies on the recommendations to current global challenges
- + His book "World 3.0" won the "50 Thinkers Book Award" for the best business book published on 2010-2011

Register now and take **\$250USD off** the full-price to attend **DLIC 2017**



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Jim Collins

Author of "Good to Great", "How the Mighty Fall" and co-author of both "Great By Choice" and "Built to Last" and founder of a management lab.
Photo credit: George Lane

Live Interactive Session via satellite



Sir Ken Robinson

Internationally Acclaimed Expert on Creativity and Innovation and Author of "Finding Your Element", "The Element" and "Out of Our Minds" and the most watched Ted Speaker in history.

Live Interactive Session via satellite



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Friday 5th May 2017

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Main Learnings:

- ✓ Low awareness of T&T. Start with the country, the company and then your product or service.
- ✓ Identify a niche and let your value proposition be different and innovative
- ✓ Have a local partner/employee (that can read and guide through the culture)
- ✓ Trial and error..
- ✓ Build reputation and credibility among influencers
- ✓ Take the risk, learn and re-adjust.

Any Questions?





A word cloud featuring various expressions of gratitude in multiple languages. The most prominent words are 'THANK YOU' in large, bold, black letters. Other visible words include 'GRACIAS', 'ARIGATO', 'SHUKURIA', 'BOLZIN', 'MERCİ', 'BIYAN', 'SHUKRIA', 'DANKSCHEEN', 'TASHAKKUR ATU', 'SUKSAMA', 'GRAZIE', 'MEHRBANI', 'PALLIES', 'GOZARNAHITA', 'EPCHABISTO', 'JUSPAXAR', 'YAQHANYELAY', 'TANGCI', 'KORWAPUNBIDA', and 'HAKET'.