



Latin American Burkenroad Workshop, Tulane University, New Orleans - United States

On March 25th, 2009, partnering schools gathered in New Orleans. The focus of the Workshop was expansion of the Program during a financial crisis.

On March 25th, 2009, representatives from business schools all over the continent participated in the Annual BRLA Workshop. The workshop opened the activities of the Latin American Research Consortium (LARC) 2009 Annual Meeting. This year, the Workshop was enriched with the active participation of the following professors:

- Helmuth Chavez, UFM - Ciudad de Guatemala, Guatemala
- Julián Benavides, Universidad ICESI – Cali, Colombia
- Bernardo Bernardi, Uninorte – Barranquilla, Colombia
- Virginia Lazio, ESPAE-ESPOL – Guayaquil, Ecuador
- Alexandra Portalanza, ESPAE-ESPOL – Guayaquil, Ecuador
- Eduardo Court, CENTRUM-Católica – Lima, Peru
- Carlos Steiger, Universidad Belgrano - Buenos Aires, Argentina
- Marcelo Davós, Universidad Belgrano - Buenos Aires, Argentina

- Pamela Shaw, Tulane University - New Orleans, United States
- Eduardo Pablo, Tulane University / IESA – Caracas, Venezuela

The objective of this year's workshop was to coordinate efforts to increase the number of reports associated to public companies in Latin America. Also, some methodological issues associated to valuing and forecasting in high-uncertainty environments were presented. Participants missed the always-important contribution of other participating schools from Mexico (ITESM Monterrey and ITESM Guadalajara) and Colombia (Universidad de los Andes).

Latin Burkenroad Expansion in Central America

At the end of August, Eduardo Pablo and Helmuth Chávez visited Panama to begin establishing a network of institutional parties that might be interested in improving the quality of the information associated to public Panamanian companies. On Tuesday August 25th, Eduardo Pablo met Roberto Brenes, Vielka Ramírez, and Mónica De Chapman. Roberto Brenes is the president of the Panama Stock Exchange. He briefly commented on the exchange's efforts to increase the quality of the information in the market and highlighted the growth perspectives of the Panamanian exchange relative to other stock exchange in Central and South America. The same day, Eduardo Pablo met Vielka Ramírez and Mónica De Chapman, both of them representatives of the main association of companies that issue securities (bonds and stocks) in the Panama Stock Exchange. They welcomed Burkenroad as a tool to improve the efficiency of the markets in Latin America.

On Wednesday August 26th, Helmuth Chávez met representatives from issuing companies and private companies interested in Valuation issues. Helmuth presented to the attendants the benefits of (1) knowing the corporate value in an uncertain environment and (2) being covered for the case of public companies.

The participation of Helmuth and Eduardo in Panama are part of a joint effort of Universidad Francisco Marroquín and IESA to cover Central American companies.

New Schools join Latin Burkenroad



Since the last Annual Latin Burkenroad Workshop in March 2009, two new schools have joined the network of partnering schools.

EAFIT, the School of Management and Finance - Technological Institute, was founded in 1960 by businesspeople with the objective of preparing professionals with the sense of responsibility and the necessary tools for the correct administration of organizations and the growth of the country. Then called EAF, it opened its doors to 59 students, who were to take the undergraduate program in Business Management. In 1962, the Institute of Technology was created, with the financial aid of the "Tools for freedom" program of the U.S. government and the Whirlpool Foundation. In 1971, EAFIT became University and offered only five-year undergraduate programs.

Between 1988 and 1996, EAFIT opened branches in Bogotá and Pereira, offering graduate programs and continuing education courses. In 1996 the campus in Llanogrande was opened, in the town of Rionegro, 40 kilometres outside the city, where undergraduate courses in Business Management, Civil Engineering and computer Science are being currently offered. In 2000, the School of Law and the undergraduate program Product Design Engineering were opened. The only Mathematics Engineering program to be found in Colombia began activities in 2002. In 2004, three new undergraduate programs opened: Engineering Physics, Social Communication, and Political Science.

Today, prospective students have a choice in 17 undergraduate, and in 48 graduate programs.

Tecnológico de Monterrey was founded in 1943 thanks to the vision of Eugenio Garza Sada and a group of businessmen who established a non-profit association called Enseñanza e Investigación Superior, A. C. Tecnológico de Monterrey is a private, non-profit institution independent of and not related to any political party or religious group. The **Tecnológico de Monterrey campus Chihuahua** was founded in August 1976. It is part of ITESM system with 33 campuses in Mexico and international presence in 7 cities in Latin America and Miami, FL. The school of business at campus Chihuahua opened in 1978 and it offers a Master in Business Administration. ITESM Campus Chihuahua joins Campus Monterrey – partner of Latin Burkenroad since the beginning of the program – in the effort of covering Mexican public companies.

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