



## Tulane University welcomes Universidad EAFIT

*This new school in the industrial city of Medellin will initiate coverage of Colombian companies during 2010.*

Last November 5-7, 2009, Pamela Shaw and Eduardo Pablo traveled to Medellin, Colombia to welcome Universidad EAFIT to the Latin Burkenroad Project. During the three-day workshop, professors Pamela Shaw and Eduardo Pablo shared with participants the knowledge and logistics associated with the program in order to guarantee the successful implementation of Burkenroad Reports at this prestigious school.

A total of 27 participants attended the workshop during the first two days. A productive interaction between Tulane professors and EAFIT faculty members about controversial valuation techniques in emerging markets generated a perfect climate to test the accuracy of different valuation models. Pamela Shaw shared with participants forecasting techniques and the best practices implemented in Burkenroad U.S.

The third day of the workshop was dedicated to discussing with EAFIT school directors the best strategy for the school. First, Sandra Gaitan offered to be EAFIT Burkenroad representative for the school (working very closely with Diana Piedrahíta). Second, eight Colombian companies listed in the Bolsa de Valores de Colombia (BVC) were identified as potential candidates for initiating coverage.

Tulane obtained a strong commitment from EAFIT about publishing reports by the end of 2010.

## UDEM Joins the Latin Burkenroad Program



**UDEM.**

La Universidad de Monterrey in Monterrey, Mexico, has joined the Latin Burkenroad Program. During the initial workshop, Pamela Shaw and Eduardo Pablo will visit the UDEM campus March 4-6, 2010 to provide UDEM faculty members with the necessary tools to successfully initiate coverage of Mexican companies.

UDEM was founded in 1969 with the objective of forming students with a vision of excellence. UDEM is a Catholic-oriented school that offers students a Personal Plan of Formation in order to maximize students' potential.

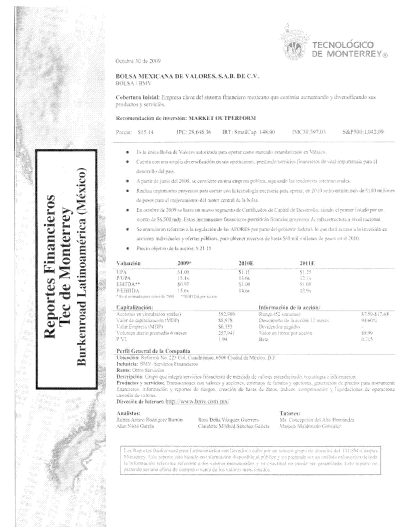
# ITESM Monterrey 2009 Investment Conference



In November 2009, ITESM campus Monterrey ended another successful year in the program with an Investment Conference that year after year attracts more companies and potential investors from Mexico.

Pamela Shaw from Tulane attended the conference and was impressed with the organization and quality of companies being covered by ITESM Monterrey. ITESM Monterrey Burkenroad Director Maria Concepción del Alto published six reports during 2009. Five of the reports were "continuing coverage": Embotelladoras ARCA, Grupo Lamosa, Minera Autlan, Organización Soriana, and Promotora Ambiental.

During the previous year, at the company's request, Conchita del Alto decided to begin coverage of Bolsa Mexicana de Valores, S.A.B de C.V., the Mexican Stock Exchange that went public



in June 2008. This was a challenge in terms of logistics given that the Mexican Stock Exchange is located in Mexico City and it is ITESM Monterrey's first financial firm covered.

You can find these six company reports at the Latin Burkenroad Web site: [www.latinburkenroad.com](http://www.latinburkenroad.com).

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