



TEMPLE UNIVERSITY CIBER

## Faculty Development in International Business: Santiago, Chile

### The Business of Wine and Innovation in Latin America's Gem

January 5-11, 2018

As an innovation-driven economy, the United States prides itself on developing and delivering innovative goods and services domestically and globally through high-tech exports, creative branding, and in-demand services. Among those exports is our growing wine sector, led by Napa Valley but recently expanding into other parts of California, Oregon, Virginia, and other lesser known wine producing regions of the United States. Despite this expansion, the United States remains behind old world wine producers in Europe. Surprisingly, Chile and Australia also outpace the United States in terms of wine exports.

On this faculty-focused immersion experience, participants will examine the innovation happening in emerging markets, such as Chile, with a particular emphasis on the wine sector. Some of the key learning outcomes will include:

- An understanding of how innovation is utilized to drive growth in emerging markets;
- A comparative perspective of an innovative sector active in the home and target market;
- A better sense of the supply chain for a commodity such as wine and how innovation can accelerate movement along that supply chain and;
- Tools that can be used to leverage enhancements in innovation for U.S. exporters.

**PROGRAM FEE** \$2,750 per person\*

**FEE INCLUDES**

- Accommodations (single occupancy)
- Corporate visits
- Cultural activities
- Some meals
- Visits to Chilean Vineyards
- In-country transportation

**DEPOSIT** A \$500 non-refundable deposit is due at initial time of registration. Final payment will be due on October 27, 2017. To register: <https://noncredit.temple.edu/templeciberfdb>

\*A \$500 non-refundable deposit is required at the time of registration. The remaining balance, also non-refundable, must be paid in full by October 27th. Space is limited. A guest package is also available and would require an additional \$500 non-refundable deposit.

**QUESTIONS?** Please contact [lauren.letko@temple.edu](mailto:lauren.letko@temple.edu)