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NORTHWESTERN
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Dear Latin America Business Conference Participant:

On behalf of the faculty, staff and students at the Kellogg School of Management, it is my delight to welcome you to the 2009 Latin America Business Conference.

This year, the student organizers have come together to continue the legacy of this conference by creating a memorable and world class event. The conference will explore a long-term vision for Latin America as a “two-way avenue to the world”. Through these exciting events you will engage with an interactive forum of students, professionals and experts who are interested in understanding the new challenges and opportunities in Latin America. They have done this by assembling a distinguished group of speakers and panelists to discuss important topics and trends that are reshaping the Latin America business environment as we know it. Today’s panel topics include discussions on the following issues: assessment of risk and reward in the Latin American business landscape, marketing challenges for American companies going into the region and local companies expanding to other markets, and how to handle innovation and entrepreneurship in the tech sector.

I, most of all, want to show my sincerest appreciation to all of the conference speakers that have travelled from near and far to present to you. We look forward to gaining their significant insights regarding their personal experiences engaging with the Latin American region.

Thank you for taking part in the 2009 Kellogg Latin America Business Conference. I hope you enjoy your time on campus and find this event to be a valuable experience for gaining knowledge about an important region, networking with professionals and growing as a leader.

Warmest personal regards,

Dipak C. Jain
Dean, Kellogg School of Management