

Program overview: Innovation & Agrobusiness

Date	Content
Yvette Sánchez & Angélica Rotondaro & Guest Speakers	<p data-bbox="913 405 1705 491">Business Culture in International Trade (to be presented in Portuguese and Spanish)</p> <ul data-bbox="638 501 1976 1196" style="list-style-type: none">• Cross-cultural management• Globalization and the importance of developing cross-cultural awareness and skills• BRIC relations: Brazil-China, Brazil-India, Brazil-Russia• Exercise I: Self-image, meta-image and the image of the other• Cultural dimensions applied to a case study: orange juice concentrate export/trade from Bahia to Switzerland• Exercise II: role play on an agricultural product sold to a Swiss retailer• The cultural dimension of collectivism in the context of Family Business• The most common communication mismatches• Influence of the image constructs• Cross-cultural Marketing and Branding (examples of brand failures)• Exercise III: introducing a Brazilian product at the Agrama Fair in Bern