



**Temple University's**  
**Center for International Business Education & Research (CIBER)**  
**presents**  
**A Faculty Development in International Business (FDIB): Santiago, Chile**

## **The Business Innovation in Chile: A Case Study of the Wine Export**

**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. Recently Chile and Australia are also outpacing the United States in terms of wine exports and have been leading the way in innovative production and marketing techniques.

On this faculty-focused immersion experience, participants will visit a number of innovative businesses in the wine export sector and related industries in Chile to better understand how innovation in a highly-regulated sector can disrupt the traditional approaches taken by Old World producers in Europe and provide a comparative advantage for modern producers.

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.

The immersion experience is being led by Fox School of Business Assistant Professor, Dr. Kevin Fandl, a Latin America specialist with deep knowledge of the region. Dr. Fandl's research emphasizes the relationship between law, policy, and business in global markets. He takes his extensive experience at senior levels of federal government policymaking to the marketplace by examining how laws and regulations drive or inhibit innovation and business opportunity.

**PROGRAM FEE**  
**FEE INCLUDES**

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

- 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 November 17, 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 November 17. Space is limited. A guest package is also available.

**QUESTIONS?** Please contact Phyllis Tutora at [ptutora@temple.edu](mailto:ptutora@temple.edu)



Temple University CIBER will be offering another  
FDIB to Hong Kong from May 20-25, 2018.  
Details coming soon!