

Masterclass: Entrepreneurial Economy Societies

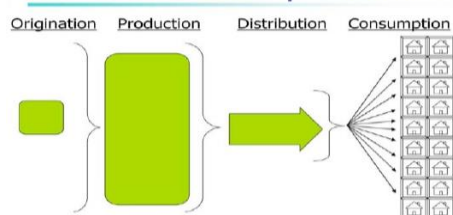
Providing Executives & Managers Insights to Expand, Innovate and Internationalise their Business through Smart Business Models

Professor Dr. Dewanand Mahadew
Queretaro, 20 May 2020: 13.00 – 18.00

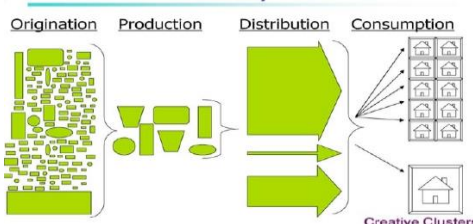
The transformation of the industrial economy to an entrepreneurial economy is affecting nations and societies around the world in many ways. More than ever before, there are opportunities for local communities to become integrated in (global) value chains, thanks to technological advancements. Technology is driving globalisation of the world towards a new era, characterised by mass-customisation, co-creation and co-innovation.

Creativity and the abilities to convert creativity into profitable business models, has become the new single major source for economic development and welfare. This masterclass will help you as Mexican executive to unlock the power of Mexican creativity. Topics include entrepreneurship, intrapreneurship, entrepreneurial economy, economical dynamics and 21st century skills.

Industrial Economy Structure



Creative Industry Structure



Organisation: International Business Development Academy in cooperation with WTC Queretaro;

Date: 20 May 2020;

Participants: (International) Directors, Managers, Executives and other Professionals from Mexico;

Certification: Certificate of participation Masterclass **Entrepreneurial Economy Societies**;

Fee: € 95 per participant, excl. VAT;

Moderator: Professor Dr. Dewanand Mahadew;

Dewanand Mahadew is a global citizen and visionair in smart economies, new generation business models, internationalisation strategies, innovation, entrepreneurship, value proposition engineering, strategic alliances and feasibility analysis. He has business experience on six continents, more than 60 countries across different industries and market sectors. He is currently the CEO of NewEconomyStrategies, Dean of IBDA and speaker on different conferences around the world.

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