

Women in International Trade Gather at EGADE

By Humberto Mario Cantisani Montemayor, Monterrey Tech Alumni Office

A meeting of women in international business was held at the Graduate School of Business (EGADE) of Monterrey Tech in Monterrey, Mexico on May 24, 2007. It was a collaborative event of the Organization of Women in International Trade (OWIT), the EGADE and the Monterrey Tech Alumni Association.

Chaired by Jaime Bonilla Ríos, Ph.D., Director of the Monterrey Tech Alumni Association and the Centres for Professional Development, and, on behalf of EGADE, Claudia Quintanilla Domínguez, Ph.D., Coordinator of the Graduate Program in Marketing at EGADE, the event featured a panel discussion titled, *Challenges and perspectives for women in the international trade ambiance*. Panel participants were: Susan Baka, President of Bay Communications & Marketing Inc., a provider of business communication and information services, and Co-President of OWIT-Toronto; Lilia Navarrete, President and CEO of Commerce and International Markets, LKN Global Enterprises Inc., and President of OWIT International; and Rosalind Wilson, CEO of Business Development of Canadian Pacific Railway and President of the Canada Chamber of Commerce at Mexico. The moderator of the panel was Olivia Hernández Pozas, Ph.D., Dean of Academic Affairs of EGADE.

Highlights of the discussion included:

- There has been an increase in the number of women holding CEO positions in large companies – 21% in the United States and 3% in Latin American countries) as well as a rise in the number of women entrepreneurs.
- Women tend to be multi-taskers – heading households, as students, wives, mothers, and executives – making them distinctive and valuable in their ability to operate business ventures.
- Women have succeeded in proving themselves in predominantly male corporate cultures.

Following the panel discussion, works by Monterrey Techs alumnus, Elizabeth Welsh, titled *Flamenco's Passion and Magic*, were unveiled by Alicia Verduzco Cedillo, director of San Pedro Garza García's House of Culture, at a networking gathering.