

ALABC: Our value proposition for Universities

1. Enhanced access, connectivity, visibility for students through ALABC membership:

ALABC provides Australian and other educational institutions enhanced access, connectivity and visibility to potential partners and clients in Latin America.

Several universities and other educational institutions such as TAFE are Patron and Large Corporate members of ALABC. As such they are eligible to receive the full benefits of membership (including access to members-only information and resources, member directory, networking opportunities, newsletter and attendance at certain ALABC events).

These institutions can also register an unlimited number of individual students from Latin America or Australia with interest in Latin America, as members of ALABC for 12 months. This is recommended for students that are in their last year of studies.

This will give students access to all the [benefits](#) under the University's membership umbrella as well as complimentary tickets to particular nominated events in cases where students provide voluntary support for ALABC activities.

Benefits: Through ALABC membership, educational institutions can access channels of communications with industry, key stakeholders and high-level decision makers in the Australia-Latin America business community. The records and capacities of individual institutions can also be promoted at ALABC events and through ALABC newsletters and social media posts to Australian and Latin American constituencies.

This will help develop an extensive network for the students themselves, including past, new and current students and benefit from talking to one another.

2. ALABC In-country workplace projects:

ALABC would like to offer the possibility of Latin American students receiving academic credit for in-country work on behalf of ALABC members not yet actively engaged in the region.

ALABC could help arrange for students, as part of their degree, to work on and receive academic credit for consulting projects for Australian companies interested in growing business in Latin America but not yet actively engaged there.

Such projects could range from studies of export potential for SMEs, to setting up an international franchise, evaluating alternative market entry strategies, identifying potential distribution networks in Latin America, to assessing the feasibility of establishing a manufacturing plant in the region. Their scope would need to be agreed between the company and the student or a small team of students (and approved by the university). They would generally focus on the potential opportunities in a particular Latin American market taking into account the operating environment (the political and economic framework, laws, regulations and standards), a review of the market (competitors, customers, channels, potential partners) and options for market entry.

Implementation would also be determined jointly by the parties to clarify expectations, timeframes, operational arrangements and monitoring procedures. Where appropriate students may engage with individual contacts recommended by the company or academic supervisors as well (subject to the views of Austrade) Austrade representatives in the field.

Students would undertake projects free of charge. Throughout the project-also when on location-they will be assisted by academic staff with extensive consulting experience and will have access to data and online library resources of industry and country reports.

They would also be responsible for transport and accommodation although, subject to the availability of resources, they could be subsidized by the company or the university. This is recommended for students going back to their countries of origin.

Students that stay in Australia could also do consulting work for Latin American SMEs interested in learning about their market opportunities in Australia.

The target country will be pre-selected on the basis of a number of criteria:

1. Interest in the Australia business community to explore more opportunities in the selected country.
2. A network, a culture and language that are familiar to the student so that the challenge is stretching those resources and offer a great opportunity for our members to tap into this local knowledge.

Benefits: Students would gain practical experience, exposure to professionals in the target country, academic credit for work related to their area of expertise, and the potential for future work opportunities with the requesting company. For their part companies would obtain research and analysis of the market potential for its products or services in particular Latin American markets, as well as access to a network of contacts and the local knowledge provided by the student.

There is also an opportunity to share and leverage ALABC's industry networks with universities in order to increase research opportunities for them e.g. research projects and staff mobility.

3. Internships/Volunteer experience in Australia

ALABC provides the opportunity for Latin American students to gain work experience in Australia with its members. This could potentially include Australian students completing internships in Latin America.

ALABC and its private sector members are committed to work to assist

students from Latin American countries to gain experience from work-based projects related to their courses, improve their professional skills and better understand Australia's business culture and practices while they undergo their studies. Through internships and voluntary work experience in Australian private sector companies that operate in Latin America students could complement their academic programs.

ALABC is well placed to identify among its members and stakeholders' companies willing to host and mentor student interns. Drawing on this data it could liaise with universities and other educational institutions to match a company's needs with an individual student's skills and expertise. Separately, subject to the availability of resources, there may be the possibility of creating internships within ALABC.

Benefits: Students and their educational institutions would gain from hands-on exposure to Australian professionals, technologies and business culture. Industry would benefit from connectivity with young professionals eager to learn and, looking ahead, likely to be future commercial, economic and policy leaders in their home countries.

4. Tailor-made events with Universities:

ALABC supports engagement by universities in forums with Australian and Latin American partners to promote their respective interests and capacities and explore opportunities for future collaboration.

There is untapped potential for cooperation and collaboration by universities and other educational institutions with Latin American countries in education, research and advanced technologies in areas beyond the traditional sectors such as mining and energy, agriculture and training.

Without prejudice to engagement on developments in traditional sectors, ALABC members are increasingly interested in exchanging experiences on advances and opportunities in Latin America in the digital economy (eg. Fintech, AgTech, Regtech, MedTech), health services, medicinal cannabis and water management. There is also value in drawing on the experience in Latin America in shaping public policy on such thematic issues as sustainability, innovation and entrepreneurship.

To raise visibility of developments in new and emerging sectors in Latin America, ALABC plans a series of events during 2020 for its members which it will seek to partner with universities and research centres, by co-branding and providing an opportunity for academics to speak at the events. It will build on the experience of recent conferences on the *Lithium Value Chain* with the support of QUT and the *Future of Fintech in Latin America*.

ALABC has a strategic partnership with the University of Queensland in the UQ Latin American Colloquium, attended by the Latin American Ambassadors and closing with the ALABC Brisbane Annual Dinner. ALABC would like to encourage Universities in other States or Regions to replicate this model to promote academic, training and business opportunities between Australia and Latin America to a broader audience.

Benefits: Universities can benefit from engagement with non-traditional partners and being better informed about technical, commercial and scientific developments and opportunities in Latin America which in turn assists with exposure to ALABC network. ALABC benefits from drawing on the expertise of scholars and academics from Australia and Latin America on new technologies, emerging sectors, the social and economic impact of technological disruption.

5. Integration of education in the supply chain of industries in Latin America:

ALABC facilitates the matching of skills gaps in the Latin American private sector with the training capabilities of Australian universities and other educational institutions.

Members of ALABC which are actively involved in Latin America are well placed to engage with the public and private sectors of the region to identify skills gaps and training needs in the countries where they operate.

For their part, Australian universities and other educational institutions have the capacity and experience to offer existing or tailor-made courses to interested Latin American companies and public sector entities to help meet those gaps.

ALABC is a logical medium to match the needs of the region and the resources of Australian institutions to integrate education in the supply chain of industries and services in Latin America.

Benefits: Universities and other educational institutions would have a clearer understanding of where, and to what extent, skills gaps and training needs exist in Latin American countries and, therefore, which markets to target.

6.-Visibility:

ALABC offers very effective channels of communications with industry, key stakeholder and high-level decision makers within the Australia Latin America business community. This is important to disseminate valuable insights and context in Latin America and could be promoted at ALABC events, Newsletters and

social media communications. This would assist Universities obtain greater exposure and public awareness for its engagement with Latin America across a range of areas.