

**Workshop Agenda  
Universidad Tecnologica de la Selva  
19 February – 23 February 2007**

**Creating Economic Opportunities in Ocosingo**

Facilitated by: Christopher Merrett and John Gruidl, Illinois Institute for Rural Affairs, Western Illinois University  
Clara Escamilla, Universidad Autonoma de Queretaro

**Monday, 19 February**

- 9:00 am. Opening Comments by Rector Roberto Vazquez  
Introductions  
Clara Escamilla  
“Ice-breaker” Exercise  
John Gruidl
- 11:00 am. Coffee break
- 11:15 am. Overview of the Workshop  
Clara Escamilla, Chris Merrett and John Gruidl
- 11:45 am. Introduction to Economic Development  
Chris Merrett
- 1:00 pm. Introduction to Small Business Development  
Clara Escamilla
- 2:00 pm. Adjourn
- 4:00 pm. Current Outreach Programs by UT Selva  
Nora Penagos
- 5:00 pm. Appreciative Inquiry Interviews  
John Gruidl
- 7:00 pm. Adjourn

**Tuesday, 20 February**

- 9:00 am. Identifying our Key Assets and Skills for Economic Development  
John Gruidl
- 11:00 am. Coffee break
- 11:15 am. Asset Mapping for the Ocosingo region  
John Gruidl
- 1:00 pm. Inventory of Ocosingo Producers and Organizations  
Clara Escamilla and Nora Penagos
- 2:00 pm. Adjourn





- 4:00 pm. Creating an Opportunity Map  
John Gruidl and Clara Escamilla
- 6:00 pm. Art, Music, Storytelling from Ocosingo Artists
- 7:00 pm. Adjourn

**Wednesday, 21 February**

- 9:00 am. Outreach Models for Economic Development  
Chris Merrett, Illinois Institute for Rural Affairs  
Clara Escamilla, Business Center, Universidad Autonoma de Queretaro
- 11:00 am. Coffee break
- 11:15 am. The Assets of Government Agencies
- 1:00 pm. Identifying Short-term Projects
- 2:00 pm. Adjourn
  
- 4:00 pm. Forming Action Teams to Implement Projects
- 6:00 pm. Art, Music, Storytelling from Ocosingo Artists
- 7:00 pm. Adjourn

**Thursday, 22 February**

- 9:00 am. Marketing in micro regions, Part 1  
Clara Escamilla
- 2:00 pm. Adjourn
- 4:00 pm. Marketing in micro regions, Part 1  
Clara Escamilla
- 7:00 pm. Adjourn

**Friday, February 23**

- 9:00 am. Trading products of small regions, Part 2  
Clara Escamilla
- 12:00 pm. Successful business practices in the region  
Local business owners
- 2:00 pm. Adjourn
- 4:00 pm. Basics of International marketing  
Clara Escamilla
- 6:00 pm. Wrap-up  
Closing Comments by Rector Roberto Vazquez
- 7:00 pm. Adjourn

