

Overview of the Workshop

“Creating Economic Opportunities in Ocosingo”

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WESTERN
ILLINOIS
UNIVERSITY



19 February – 23 February 2007

Tonina



Cascadas de Agua Azul



Background on Project “Capacity Building in Southern Mexico”

- Funded by US-AID
- The goal of this project is to utilize the cooperative expertise at Western Illinois U and UA Queretaro to build the capacity of UT Selva to facilitate the strengthening of rural small-scale producers in Southern Mexico.

Project Activities

- Short-term Training Workshops
- Faculty Research Projects
- Faculty Sabbaticals in the US
- MBA Degree in Rural Economics at WIU
- Summer Undergraduate Student Training in US

October 2006 Trip



Top Goals for the Project

- Training - Faculty members/students at the UT Selva acquire more knowledge and skills in working with producer groups
- New Business Center – UT Selva forms a new Business Center (expanding on the incubator) to work with producer groups

Goal of This Workshop

- Get Started with New Outreach Center!!
- Use Appreciative, Asset-Based Approach

Objectives of the Workshop

- Identify Strategy for Outreach Center
- Build Partnership between UT Selva and Important Organizations
- Begin Working on Specific Projects
- Learn Marketing Skills That You Can Use to Train Small Producers

Why Did You Come???



What is the Role of Chris, Clara, and John?

- We are not the experts. What works in Illinois or Queretaro may not work here.
- You are the experts on Ocosingo and the region!!
- Our job is to ask you questions that guide you in achieving the goals
- And to provide tools to help you in working with small producers (e.g., Clara's session on marketing)

What Do We Expect From You??

- We need your ideas!! Remember you are the experts on Ocosingo!!
- Please be on time
- Take a short break whenever you need one
- Be prepared to assist with a Project after the workshop

START HERE!

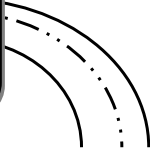


Step One:
Introduction to
Economic Development
and Small Business
Development

Step Two:
Identify
Assets and
Resources
of
Participants

Step Three:
Identify Assets
of Ocosingo

Step Four:
Identify
Opportunities
for Economic
Development
Outreach



Step Five:

Start Short-
Term
Projects with
Action
Teams

Step Six:
Marketing Module:
An Example of
Training Needed by
Small Producers

Step Seven:

What Are the
Next Steps
Toward
Success??