

# 100,000 Strong in the Americas Innovation Fund

A collaborative project and opportunity between Polk State College (Florida, USA) and Instituto Tecnológico de Mérida (Yucatán, Mexico)



# 100,000 Strong in the Americas Innovation Fund

- Sponsored by the U.S. Department of State, the U.S. Embassy in Mexico City, and Partners of the Americas
- Funded by the U.S. Department of State, Bureau of Western Hemisphere Affairs, Fundación Banorte, and Fundación Gruma
- Eleven \$25,000 grants (partial list of school partnerships)
  - Arizona State University & Instituto Tecnológico de Sonora
  - University of Montana & Benemérita Universidad Autónoma de Puebla
  - The University of Tennessee & Colegio de Postgraduados Campus Córdoba
  - Kent State University & Universidad Panamericana



# International Study Abroad Alliance

(press release)

Polk State College and the *Instituto Tecnológico de Mérida* (ITM) have partnered to prepare Business Management students to become business leaders and entrepreneurs in today's shifting political and economic landscape. In two, week-long training sessions hosted at Polk State and ITM, students will work with local businesses to complete project-based learning activities focused on comparative analyses leading to reduced inequality, increased financial inclusion, and enhanced cross-cultural understanding.

## SPECIAL EVENT

Join us for the announcement of new 100K grant-winning teams from Mexico and the United States

December 9, 2020 at 1:00 PM CST (2:00 PM ET)

### REMARKS

Christopher Landau  
U.S. Ambassador to Mexico

Carlos Hank Gonzalez  
Chairman of the Board of  
Grupo Financiero Banorte

Event Access Link: <https://bit.ly/39HmbXr>



[WWW.100KSTRONGAMERICAS.ORG](http://WWW.100KSTRONGAMERICAS.ORG)





# Not our first rodeo

## Panama

USA - PSC, CFDC, Madrid Engineering  
Panama – Central A. Chamber of  
Commerce & City of Knowledge &  
Ministry of Finance



## Brazil

Polk State College

Brazil – G100 (trade group of 100  
CEOs in Brazil)





# Objectives/ Opportunities

- Students will:
  - Develop international business skills/expertise
  - Identify opportunities linking technology with business
  - Improve their cultural awareness and language skills
  - Earn credit toward graduation requirements
  - Collaborate with participating local business leaders to identify opportunities
  - Research and generate a business plan for participating businesses
- Businesses will:
  - Open trade routes/opportunities between Central Florida (Port Tampa Bay) and the Yucatán Peninsula (Porto Progress)
  - Import/export products or services into/out of the USA or Mexico
  - Receive a business plan developed by students with guidance from instructors **FREE OF CHARGE**

# Why Trade Route Mérida to Tampa?



# Project Structure

- Two 16-week projects (one per semester)
- Teams of 8 students at both Polk State and ITM
- Teams to collaborate via Zoom to learn and coordinate activities that build toward on-site visits
- Week-long travel to the USA and Mexico for each team for research and cultural appreciation activities\*
- Travel expenses for students and faculty covered by the grant with contributions from both schools
- Students to present complete business plan at the end of the semester to participating business partners

\*If conditions and travel advisories permit



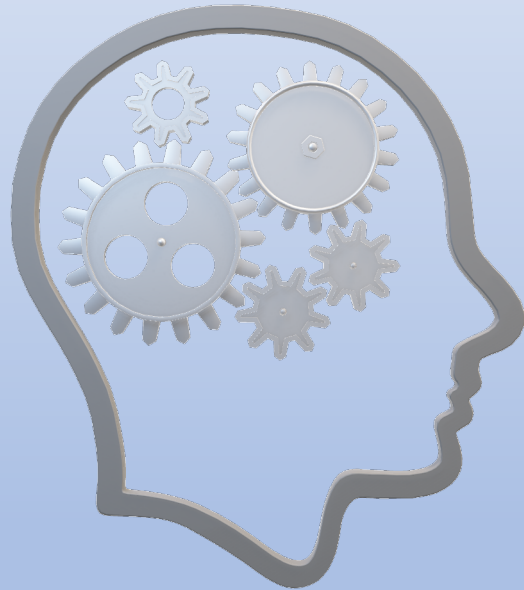


# Who are the players?

- Polk State College
  - Dr. Herb Nold, DM, CPA – Project lead
  - Dr. Tristan Davison, DBA – Strategy lead
  - Dr. Thelma Chicas, PhD – Spanish language and cultural appreciation lead
- Instituto Tecnológico de Mérida
  - Alejandro Espinosa-Faller, PhD – ITM lead
  - David Alvarez del Castillo Torres MBA, Director Grupo de Consultoría PICA, Agencia Consultora – strategy and business development
- Central Florida Development Council (Javier Marin, Senior Director of Business Resiliency & Global Trade)
- Port Tampa Bay (Gonzalo Padron, Director of Business Development, Latin America & Torrey Chambliss, Director of FTZ and Cargo Business Development)
- Consulate of Mexico in Orlando (Vincente Colmenares Sumano, Cónsul de Comunidades)

# A Win – Win – Win Opportunity

**Students**

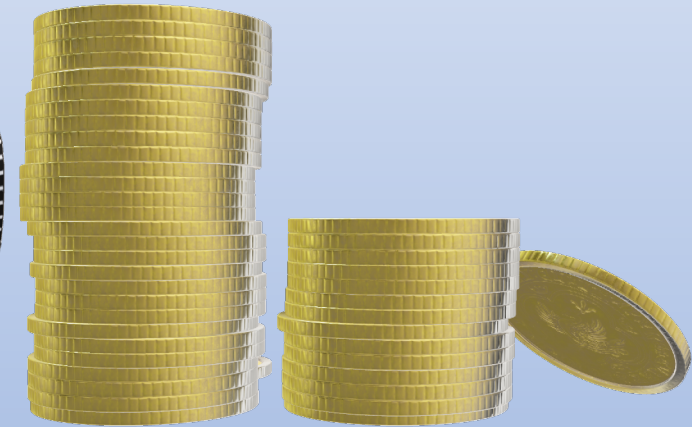


**Central Florida, USA**



**Yucatan, Mexico**

**Business Partners**



Interested in  
Participating?

Javier Marin

Senior Director of Business  
Resiliency and Global Trade

[Javier@cfdc.org](mailto:Javier@cfdc.org)

863.337.5597







[WWW.100KSTRONGAMERICAS.ORG](http://WWW.100KSTRONGAMERICAS.ORG)



TECNOLÓGICO  
NACIONAL DE MÉXICO



**CENTRAL FLORIDA**  
DEVELOPMENT COUNCIL

| Polk Global  
Trade Alliance