

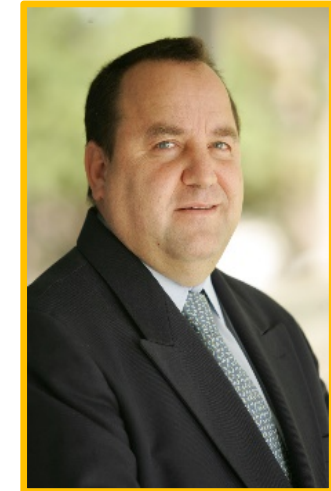
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SURENAME: VALDERREY

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EDUCATION

- Ph.D. Management and Marketing, Universidad de Valencia, Spain
- Master of International Management, Thunderbird, USA
- Bachelor degree in Business Administration, University of Houston, USA

AREA OF EXPERTISE

- Geoeconomics and the New Silk Road
- Chinese presence in Latin America
- International business diplomacy

BRIEF BIO

- 1 Full Professor at Tecnológico de Monterrey. International business and International relations-
- 2 Coauthor of two books in marketing, *Mercadotecnia, Conceptos y Estrategias* and *Fundamentos de Mercadotecnia*
- Chapters of textbooks and journal articles
- Visiting professor in Asia and Latin America

KITFEM WORK PACKAGE

- WORK PACKAGE no. 2: Collaborative innovation among stakeholders