

Market Growth Strategies for Economic Development Agencies



Thunderbird Mission:

“We educate global leaders who create sustainable prosperity worldwide.”

Thunderbird is consistently ranked best in the world:

#1 “Best in International Business” Full-time MBA, Financial Times 2010

#3 “Best Executive MBA Programs,” The Wall Street Journal 2008

Thunderbird Learning Consulting Network

1 Global Place
Glendale, AZ 85306

Office: (602) 978-7587
Fax: (602) 439-4851
Email: tlcn@thunderbird.edu

More information about TLCN is available at:
www.thunderbird.edu/tlcn

THUNDERBIRD WOULD LIKE TO INTRODUCE YOU TO OUR MARKET GROWTH ADVISORY SERVICES.

The Thunderbird Learning Consulting Network (TLCN) undertakes a broad range of consultancy services in the field of sustainable economic and social development. Our main focus is on regional growth strategies within the context of globally competing regional markets just like yours.

Our core areas of expertise are:

- **Opportunity Assessment:** Thunderbird can help you define your regional strengths, weaknesses, opportunities and threats to identify potential opportunities for economic development.
- **Regional Competitiveness:** Our consultants can give you clear insight into how other regions compete against you in their industry growth strategies, including attracting capital investment and developing talent.
- **Strategy Development:** Thunderbird can help you translate economic opportunities into growth strategies by matching your region’s current and future capabilities against market demands and industry trends.

Our solutions are highly implementable and are developed in collaboration with industry experts drawn from our renowned global network.

Selected Projects

Fundación Sonora, a long standing TLCN client, is a private initiative supported by the Government of the Mexican State of Sonora, focused on the strategic development of new and sustainable industries. Thunderbird has been instrumental in defining the market feasibility of creating new aquaculture and wine sectors.

Key Deliverables:

- Defined a go-to-market strategy, including pricing and distribution.
- Benchmarked future business plans against global competing regions.
- Created new industry contacts and business opportunities.

CORFO, The Chilean Economic Development Agency, is a government organization that fosters economic growth through investments, innovation and business cluster development. Thunderbird has played an integral role in helping to position Chile as a regional force in higher value-added service categories.

Key Deliverables:

- Analyzed companies and establishments in competing regional countries.
- Conducted an assessment of industry trends along its value chain.
- Identified opportunities for growth within target service categories.