





Icesi University is a private educational institution accredited by the National Ministry of Education with a high quality recognition, located in the city of Cali - Colombia. It was founded in 1979 by a group of entrepreneurs from one of the most important regions for the country's industry. Nowadays, is one of the best universities in the country.







This organization offers 28 undergraduate programs, 1 doctorate, 24 master's degrees, 21 medical-surgical specializations and 15 specializations. Currently, it has about 7.500 national and international students



# Description of the event

- The most important free entrance symposium of the Colombian southwest region is carried out by the students of the Industrial Engineering undergraduate program from Icesi. The University Meeting of Industrial Engineers, recognized by its acronym in Spanish as EUDII, presents a series of conferences by experienced speakers of international class in the selected subject.
- + A group of students of the Engineering Project Management course have the challenge of managing a high-profile event, that allows the attendees to enrich their knowledge about the Industrial Engineering applications in a selected topic. At the event, the audience will be presented with business experiences related to the topic, which contribute to the development of their professional growth.





On **April 25th 2019** in the main auditoriums of Icesi University the thirty-sixth edition of the EUDII will be held. It is expected to have the attendance of at least **1100 people**; which seeks to overcome the quality and recognition of speakers from companies such as Adidas, Google, Starbucks, Circus of the Sun, Tomorrowland, Ducati and Nestle, who have participated in previous versions of the EUDII.



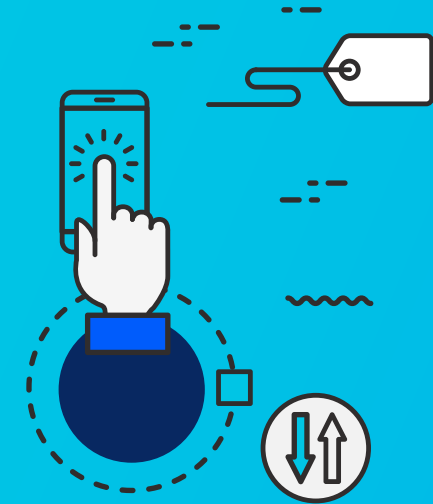
The **@EUDII Networks**, will reunite students, entrepreneurs, professionals and speakers to expose the topic of the social media industry and how this new tool has been used in the publishing of information and logistic of online commerce. The role of Industrial Engineering in technological development will be reflected in the main themes of the event: **e-Commerce, Logistics and Innovation**, in the industry of social networks.



# Main Themes

## 1. eCommerce

Social networks became one of the best options when marketing and selling products or services through the internet. E-commerce has had an exponential growth in recent years and different types of "social media" have positioned themselves as the main channel to get empathy with customers. In this order, there are many classes of eCommerce that satisfy different purposes related to Industrial Engineering.



## 2. Logistics

As well as in the manufacturing companies the suppliers management, production, distribution and storage are important, in social media similar logistical processes are carried out, as content control, accessibility, compatibility and databases regulation, where information technology and digital marketing knowledge are implemented, making possible the generation of customer service processes through electronic platforms.





For us, your participation in this event is very important, that's why we extend to you the invitation and hope we can have your support.



Attentively,

A handwritten signature in black ink, appearing to read 'E. Pinto'.

**EFRAÍN PINTO BRAND**  
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A handwritten signature in black ink, appearing to read 'S. Buesaquillo'.

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# Companies that have believed in EUDII



