
Zamorano's work with Micro and Small Enterprises

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What is Zamorano?

Zamorano is a Latin American University which aspires

To address the challenges of rural poverty, environmental sustainability, and global competition

By enabling the sustainable development of the rural sector and agricultural and food industries; and the conservation, management, and environmentally responsible exploitation of natural resources

Through programs of undergraduate, graduate and continuing education; applied research; and outreach;

Guided by a philosophy of academic excellence; practical, applied and student-centered learning; a leadership- and values-based education; and panamericanism.

What is Zamorano?

A Latin American
Private University

Addressing challenges of

- *Rural poverty*
- *Environmental sustainability*
- *Global competition*

Focus on:

- *Rural development*
- *Sustainable agriculture*
- *Food industry*
- *Environmental management*



Zamorano

Guiding principles:

- *Academic excellence*
- *Practical learning (“Learning by doing”)*
- *Leadership values-based education*
- *Panamericanism*

Programs:

- *Undergraduate education*
- *Applied research*
- *Outreach*

Zamorano's work with MSE's

PROEMPRESAH is Zamorano's integrated outreach program providing Business Development Services to MSE's and high school students in rural Honduras

- ▼ Based on “Zamorano Methodology for Entrepreneurial Development”
 - Training in Organization and Administration
 - Technical and Entrepreneurial Assistance
 - Marketing Assistance
- ▼ Two major projects
 - Rural Agro-industry MSE Development (IADB / European Union)
 - Micro-Enterprise Development in Rural High Schools (Argidius Foundation)