Dear Professional

The recent media coverage of the new, break-through approach of real options analysis (Business Week, USA Today, Economist, CFO, CFO Europe) has attracted the attention of leading corporations around the globe: "Embraced by the USA’s top business schools and consulting firms, Real Option Valuation could quickly become the new standard for valuing risky ventures..." (USA Today).

EAFIT University and the Real Options Group are co-organizing a practitioner-focused conference on flexible decision making under uncertainty (real options) at EAFIT University in Medellin on July 23-24, 2014. This managerial conference will use the powerful perspective of real options analysis to focus on valuation issues in natural resources, energy and telecom, infrastructure and large-scale development projects, entrepreneurship and innovation, transportation, environment and public policy, and various other issues of our global knowledge-based economy. Real options is a new valuation, project management and strategic decision-making paradigm that is revolutionizing the corporate world through its ability to deal with the unprecedented rate of economic change that has created a new level of uncertainty about markets, technologies and industries. Real options, which capitalizes on this uncertainty (turning it into an ally rather than adversary), provides the basis for a decision making culture which is conducive to adaptation, learning, risk taking and innovation. The Real Options Group and EAFIT University which pride themselves in leading through innovation and promoting and applying the latest managerial toolkits, are pleased to bring the benefits of this new approach to decision making under uncertainty to a group of companies in Colombia and the broader Latin American region.

Real options captures both the value of managerial flexibility which allows a firm to adapt to unexpected market developments, as well as the strategic value that results from proving a new method, capitalizing on dynamic or cross-project synergies, and strategic or competitive positioning. Such managerial operating flexibility and strategic adaptability are crucial for capitalizing on favorable investment opportunities or limiting losses from adverse market developments. Real options provides companies with a more accurate value assessment of flexibility as well as a decision map that is responsive to changing business conditions.
The conference will gather together some of the world’s leaders in real options thinking, along with prominent experts from leading corporations to share their ideas and experiences in applying these powerful ideas. The conference includes special sessions and panel discussions on valuation of infrastructure, telecom, energy, entrepreneurship and innovation, intangible assets, strategy and competitiveness. Come meet the world’s real options leaders and learn how real options analysis can be applied in energy and natural resources, telecom and public infrastructure investment, technology, manufacturing and retailing, company valuation, corporate strategy, contract design and various other business areas, in intuitive ways that enhance shareholder value.

This state-of-the-art educational platform is designed to also allow corporate executives, financial and strategy professionals as well as leading academics to interact and discuss critical issues of business and investment strategy. The insights and contacts that this conference brings will be of lasting value to you and your organization.

For more information about fees, registration, accommodation or the accompanying back-to-back academic conference, contact EAFIT Continuing Education at call (57) (4) 261 92 27 or by email, send your personal information to cec.eafit@eafit.edu.co. You can also consult the International Real Options Conference website www.realoptions.org.

We look forward to welcoming you to this exciting, state of the art and learning-packed event.

Yours sincerely,

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