

WORLD INDIGENOUS BUSINESS FORUM 2026



OCTOBER 26-28, 2026

RBC CONVENTION CENTRE
375 YORK AVENUE

WINNIPEG, MANITOBA, CANADA

REGISTRATION

WWW.WIBF.CA

**PANEL
SPEAKER**

ALEJANDRA JÉLVEZ OYARZÚN

Strategic Manager, Cervecería Cumbres del Ranco
Chile



INDIGENOUS
LEADERSHIP
DEVELOPMENT
INSTITUTE INC.



WINNIPEG
ECONOMIC DEVELOPMENT & TOURISM

Alejandra Jélvez Oyarzún is a Chilean Mapuche professional, entrepreneur, and advocate for indigenous economic development and environmental stewardship. She holds a degree in Agricultural Engineering, a master's degree in Technology Management and she is an MBA student.

With over 15 years of experience in regional economic development, innovation, and productive fostering, Alejandra served for the past two years as the Head of the Sercotec Business Center in Valdivia Province. In this leadership role, she actively designed and promoted strategic actions to strengthen and empower indigenous and non-indigenous entrepreneurs, cooperatives, and economic networks across the territory.

For the past eight years, Alejandra has co-led the strategic management, sustainability, and community impact of her family business, Cervecera Cumbres del Ranco, located in the Ranco Lake basin. Rooted in Mapuche worldview and environmental responsibility, the brewery operates using renewable energies, water conservation practices, and local ingredients. Additionally, she has actively driven the articulation and connection of indigenous business networks and participated in national indigenous entrepreneurship forums. Her work significantly contributes to building an indigenous business ecosystem in southern Chile, highlighting and validating the strategic contribution of indigenous enterprises to the local economy while honoring culture, community, and future generations.