

Exploring the Silver Economy in Latin America

Alexandra Hui, Cornell University | LiA 2026

Community Learnings

Organization: INCAE Business School

Location: Alajuela, Costa Rica

Costa Rica is a place where rich, energetic culture and unique nature intersect respectfully. Experiencing the country alongside INCAE's collaborative atmosphere taught me to be a more thoughtful citizen, learner, and community member.



Organizational Contributions

- Synthesized academic research on the Latin American Silver Economy into a **31-page report**
- **Interviewed local leaders** in housing and financial services on their offerings for the elderly
- Conducted a **market sizing** on the Costa Rican Silver Economy for 2025
- Created **2 educational slide decks** for future INCAE classes on the topic of interest

Personal Growth

- Adapted to linguistic/cultural differences
- Learned how to follow a self-paced workstyle, but also how much I love working with other people
- Visited 5/7 of Costa Rica's provinces

Future Connections

This experience has made me more committed to pursuing international affairs in my academic work and encouraged me to take a global perspective in whatever career I choose!

