



# DOING BUSINESS IN MEXICO

March 12<sup>th</sup> to 16<sup>th</sup>, 2012

*One of the factors that today make Mexico so attractive is its enormous business potential.*

## Objective:

*To give MBA International Students the opportunity to live the Mexican Business Culture in a short period of time, plus the possibility of an enriching interaction with other international and Mexican MBA Students. To explore issues that affect Mexico and the relationship with other countries in the world.*

## Why a week in Mexico?

### Because...

- Mexico is a leader in development of emerging markets in Latin America with at least 35 multilateral commerce trades.
- Mexico has 12 Free Trade Agreements (FTA) with over 40 countries including, Guatemala, Honduras, El Salvador, the European Free Trade Area, and Japan.
- Mexico, according to the experts, will have a foreign investment for 2009 of 2,500 million dollars, with the creation of 7,480 new jobs in the short and medium term.
- Mexico is a hub for Latin America having one of the largest GDP growth in the last 6 years.
- Mexico exports more than 90% of its goods under the FTA.
- It offers the opportunity to live in Mexico City and its surroundings; experience the contrast between the pre-Hispanic, Colonial and Modern culture.

## Structure:

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| Five Business - Academic sessions:           | IPADE professors will give three introductory conferences about the Mexican economic, political and social environments. To complement these knowledgeable sessions' professors will deliver two live case studies of leading enterprises in Mexico.  |
| Five conferences by Guest Businessmen:       | Invited businessmen from different sectors and companies will come and share their experiences.   |
| Three Visits to leading companies in Mexico: | Our program includes visits to successful companies, allowing students to familiarize themselves with the "day-to-day" operations of enterprises in Mexico.   |
| Assigned team projects :                     | IPADE offers students the invaluable opportunity to interact with colleagues from Mexico and abroad.<br>Engaging the students in two assigned projects (a visit to a company and a real life team presentation), which will enable them to establish a more meaningful relationship with our country and culture. |
| Intercultural and social activities:         | Students will have the opportunity to interact socially and culturally through three organized events: <ol style="list-style-type: none"> <li>1. Mexican food tasting</li> <li>2. Guided tour of the Anthropology Museum</li> <li>3. A Mexican Farewell lunch</li> </ol>  |