

DOING BUSINESS IN MEXICO AS AN EMERGING MARKET

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



Objective

To give MBA International students the opportunity to:

- Learn about the countries that are considered as Emerging Markets, the role that they all play in the actual globalized world, and their impact in the world's economy.
- Enrich the interaction with other international and Mexican MBA students.
- Explore Mexico as an Emerging Market.
- Experience the Mexican culture.

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 numerous **Free Trade Agreements** in the world. The country has signed trade and investment agreements with 52 nations in three continents.
- Mexico is a hub for Latin America having one of the largest GDP growth in the last 6 years.
- It offers the opportunity to live in Mexico City and its surroundings; experience the contrast between the pre-Hispanic, Colonial and Modern culture.
- Examples of emerging market countries include China, India, and Mexico. Generally, these countries are described by a growing population experiencing a substantial increase in living standards and income, rapid economic growth, and a relatively stable currency, this gives IPADE faculty the occasion to analyze and explore the business opportunities and development.



Structure

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.

Engaging the students in an assigned Project which will enable them to establish a more meaningful relationship with our country and culture.

Intercultural and social activities:

Participants will have the opportunity to interact socially and culturally through organized events:

- Guided tour of the Teotihuacan Pyramids
- Guided tour of the Anthropology Museum
- Guided tour of Historic Downtown area

First, you are going to have a lot of fun, secondly you are going to learn a lot, you are going to meet a lot of nice and great people. The pace at which the module is going to be delivered is going to be very good and I feel that it's going to be an experience that you would enjoy so much and might actually be the best experience that you have through your MBA course.

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