

March 12<sup>th</sup>- 16<sup>th</sup>, 2018

**...a dynamic business environment.** The largest economy in Latin America and the fourth largest in the Western hemisphere, Mexico will be the 8th largest economy in the world by 2050. With few import-export procedures and 46 bilateral trade agreements, it is one of the countries most open to international trade.

**...human potential.** Of a population 115.6 million strong, more than 60% are of working age. 110 thousand engineering and technology students graduate annually from Mexican institutions. Per capita there are 26% more graduates in manufacturing, engineering and construction than in the United States—ambitious, hard-working young people building Mexico's future.

**...macroeconomic stability.** According to the most recent World Economic Forum (WEF) competitiveness report, Mexico is ranked 53 out of 144 countries for its macroeconomic environment, based on: budget balance, national savings rate, inflation, debt and credit rating. Mexico also has significantly better solvency than countries such as India, Brazil and the United States, with government debt as percentage of GDP at fifty percent.

The Mexican Advantage



Why do business in Mexico?  
**Because Mexico offers...**

**...cultural and natural treasures.** Mexico is ranked third in the world for world heritage sites and is renowned for its 45 thousand archeological sites and 120 thousand historical monuments—from Teotihuacan, one of the great mysteries of Mesoamerica, to the magical town of Real del Monte with its colorful 18th century buildings and old mines. Natural treasures include the Monarch Butterfly Biosphere Reserve, and the country is considered “megadiverse,” because 12% of the world's terrestrial diversity is located here.

## OBJECTIVES ONE WEEK PROGRAM

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 Markets  
Experience the Mexican culture



# Structure.

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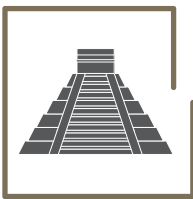
IPADE professors will give three introductory conferences about the Mexican economic, political and social environments. To complement these knowledgeable sessions professors will deliver two live case studies of leading enterprises in Mexico.

## Business-Academic sessions:

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Our program includes visits to successful companies, allowing students to familiarize themselves with the "day-to-day" operations of enterprises in Mexico.

## Company visits:



## Intercultural and social activities:



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.

## Team Assignment:

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Invited businessmen from different sectors and companies will come and share their experiences.

## Conferences by Business Leaders:

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



**Jorge Rosas**  
Corporate Human  
Resources Director  
CINEPOLIS

## Louise Marie Schonfeldt Mannheim Business School

The international week is an amazing experience, I met many people and my team was very diverse, very international. We learned not just business related, what really is about is how to understand business in this country and some aspects of the culture which are very interesting. It is a great mixture of work and cultural experience. I really enjoyed it.

## Contact

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