


# Doing Business in Mexico as an Emerging Market
## March 6th -10th, 2017

| Sunday 5th |
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| Arrival |
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| Monday 6th | |
|---|---|
| Schedule | Activite |
| 7:00 - 7:30 | Transportation to Hotel-IPADE |
| 7:30 - 8:00 | Registration |
| 8:00 - 9:00 | Breakfast in teams |
| 9:00 - 9:15 | Welcome: Ernesto Bolio Barajas / |
| 9:15 - 9:45 | Program overview: María Cruz Monjaraz |
| 9:45 - 10:00 | Final proyect academic information: Antonio Sancho |
| 10:00 - 10:20 | Break & Individual photo |
| 10:20 - 11:40 | Máster PB: Silvia Cacho<br>IPADE: Antonio Sancho<br>Harvard: Rodrigo Garza<br>IESE: Ricardo Murcio |
| 11:40 - 12:00 | Break & Individual photo |
| 12:00 - 13:20 | Assignment Teamwork |
| 13:20 - 13:30 | Break |
| 13:30 - 14:30 | IPADE: Silvia Cacho<br>Harvard: Antonio Sancho<br>IESE: Rodrigo Garza<br>Master PB: Ricardo Murcio |
| 14:30 - 16:00 | Lunch /Terraza Clavería |
| 16:00 - 17:20 | Present and future of the Mexican economy: ready for the take off? Rafael Ramírez de Alba |
| 17:20 - 17:40 | Break |
| 17:40 -19:00 | Guest Speaker |

| Tuesday 7th | |
|---|---|
| Schedule | Activite |
| 7:30 - 8:00 | Transportation to Hotel-IPADE |
| 8:00 - 9:00 | Breakfast |
| 9:00 - 10:20 | Guest Speaker |
| 10:20 - 10:40 | Break |
| 10:40 - 12:00 | IESE: Silvia Cacho<br>Master PB: Antonio Sancho<br>IPADE: Rodrigo Garza<br>Harvard: Ricardo Murcio |
| 12:00 - 12:20 | Break |
| 12:20 - 14:30 | Harvard: Silvia Cacho<br>IESE: Antonio Sancho<br>Master PB: Rodrigo Garza<br>IPADE: Ricardo Murcio |
| 14:30 - 16:00 | Lunch /Terraza Clavería |
| 16:00 - 17:20 | "Mexico in search of a story" PROFESOR PENDIENTE |
| 17:20 - 17:30 | Break |
| 17:30- 18:30 | Assignment Teamwork |
| 18:30 - 19:20 | Transportation to MIDE |
| 19:20 - 20:50 | MIDE |
| 20:50 | Transportation to Hotel -IPADE |

| Wednesday 8th | |
|---|---|
| Schedule | Activite |
| | Transportation MTY & IPADE-Hotel (Exchange) |
| 8:50 - 9:30 | Breakfast at hotel |
| 09:30 | Transportation to Historic Center |
| 10:00 - 12:20 | Historic Center |
| 12:30 -14:00 | Transportation to Teotihuacan |
| 14:00 - 15:10 | Lunch |
| 15:30 - 17:30 | Teotihuacan |
| 17:30 | Transportation to Hotel-IPADE |

| Thursday 9th | |
|---|---|
| Schedule | Activite |
| 5:30 - 6:00 | Transportation to Hotel-IPADE |
| 6:00 - 8:00 | Transportation to TOLUCA |
| 8:00 - 9:30 | Breakfast |
| 9:30 - 10:00 | Transportation |
| 10:00 - 12:00 | Company visit |
| 12:00 - 12:30 | Transportation |
| 12:30 - 14:30 | Company visit |
| 14:30 - 15:00 | Transportation to Lunch |
| 15:00 - 16:30 | Lunch |
| 15:30 - 17:30 | Transportation to Kidzania (Santa Fé) |
| 17:30 - 20:30 | Kidzania |
| 20:30 | Transportation to Hotel-IPADE |

| Friday 10th | |
|---|---|
| Schedule | Activite |
| 7:30 - 8:00 | Transportation to Hotel-IPADE |
| 8:00 - 9:00 | Breakfast |
| 9:00 - 10:20 | Guest Speaker |
| 10:20 - 10:40 | Break |
| 10:40 - 11:40 | Assignment Teamwork |
| 11:40 - 12:00 | Break |
| 12:00 - 14:00 | Final project presentations (4 classrooms) |
| 14:10 - 14:30 | Antonio Sancho<br>Event Wrap up |
| 14:30 -14:50 | Evaluación (DAC) |
| 14:50 - 16:30 | Final Lunch |
| 16:30 - 17:00 | Transportation to Antropología museum |
| 17:00 - 19:00 | Antropología museum |
| 19:00 | Transportation to Hotel-IPADE |