



International Office:

Beatriz Guzmán, Director
bguzman@ipade.mx

Rosa Garcidueñas, Manager
rgarciduenas@ipade.mx

María Cruz, Manager
s guerra@ipade.mx

FULL - TIME MBA

Doing Business
in México e **M**erging
Markets

March 6th - 10th

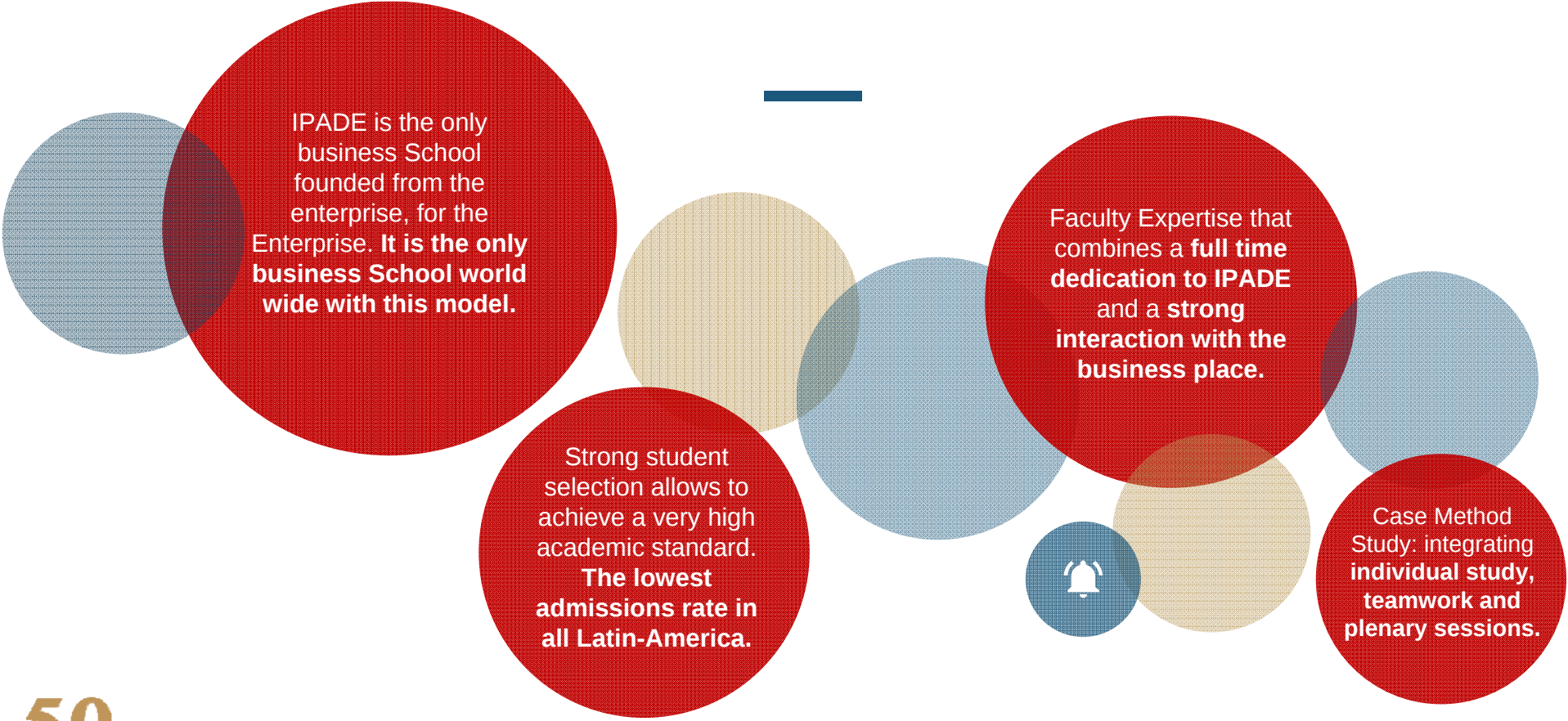
IPADE's Foundational Principles

IPADE was founded in 1967 by a group of prominent Mexican businessmen with the strategic guidance from **Harvard Business School (HBS)** and **IESE Business School** – life long associates through an Advisory Committee –

- To bring top management practices to a **professional level**.
- To encourage self improvement, and help top managers carry out their **ethical and social responsibilities**.
- To offer an **international business perspective**.



An integral perspective in practical learning



IPADE is the only business School founded from the enterprise, for the Enterprise. **It is the only business School world wide with this model.**

Strong student selection allows to achieve a very high academic standard.
The lowest admissions rate in all Latin-America.

Faculty Expertise that combines a **full time dedication to IPADE** and a **strong interaction with the business place.**

Case Method Study: integrating **individual study, teamwork and plenary sessions.**

Strong Alumni Network and Continuing Education

- Alumni continuing Education Program; giving the alumni the **opportunity to be up dated**. 10 Topics in 2 sessions per month throughout the year.
- **Biggest alumni network and top business connections in Mexico** and Latin America, gives our alumni the benefits of an IPADE community in workplace and business opportunities.



Lorenzo Zambrano

CEO
CEMEX



Marcos Martínez

CEO
Banco Santander
Mexico



Luis Berrondo

CEO
MABE



Ramón Zapata

Financial Operations
Worldwide
Novartis



Emilio Azcárraga

CEO
Grupo Televisa

IPADE's International Accreditations and Associations



The Association to Advance Collegiate Schools of Business (AACSB)



Association of MBA's



European Quality improvement System



European Foundation for Management Development



Graduate Management Admission Council (GMAC)



Public Education Ministry (Mexican Government)



National Quality Graduate Programme



* In process



A one-week Program

Doing Business in México eMerging Markets

March 6th - 10th

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.



Questions behind the Program

- How to do business in Mexico in different sectors?
- How to identify and develop entrepreneurial opportunities?
- How to use your talent as MBAs to create entrepreneurial opportunities in Mexico?
- How do emerging markets behave and develop?





Structure

5 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.

3 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.



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.



Assigned team project:

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.

5 conferences by Guest Businessmen:

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

Work load

Credits and contact hours



1.5 US credits	Sessions	Contact hours	Independent hours
Business Academic Sessions	5	7	6
Conference Sessions	5	7	6
Company Sessions	3	4	
Company Visits	3		10
Intercultural activities	2	3	
Assigned Project	1		15
Teamwork	5		15
Total	24	21	52

Requirements to receive credits:

- 100% attendance
- Active participation in sessions and conferences
- **Teamwork assignment**

Week costs per student

(prices in US dollars)

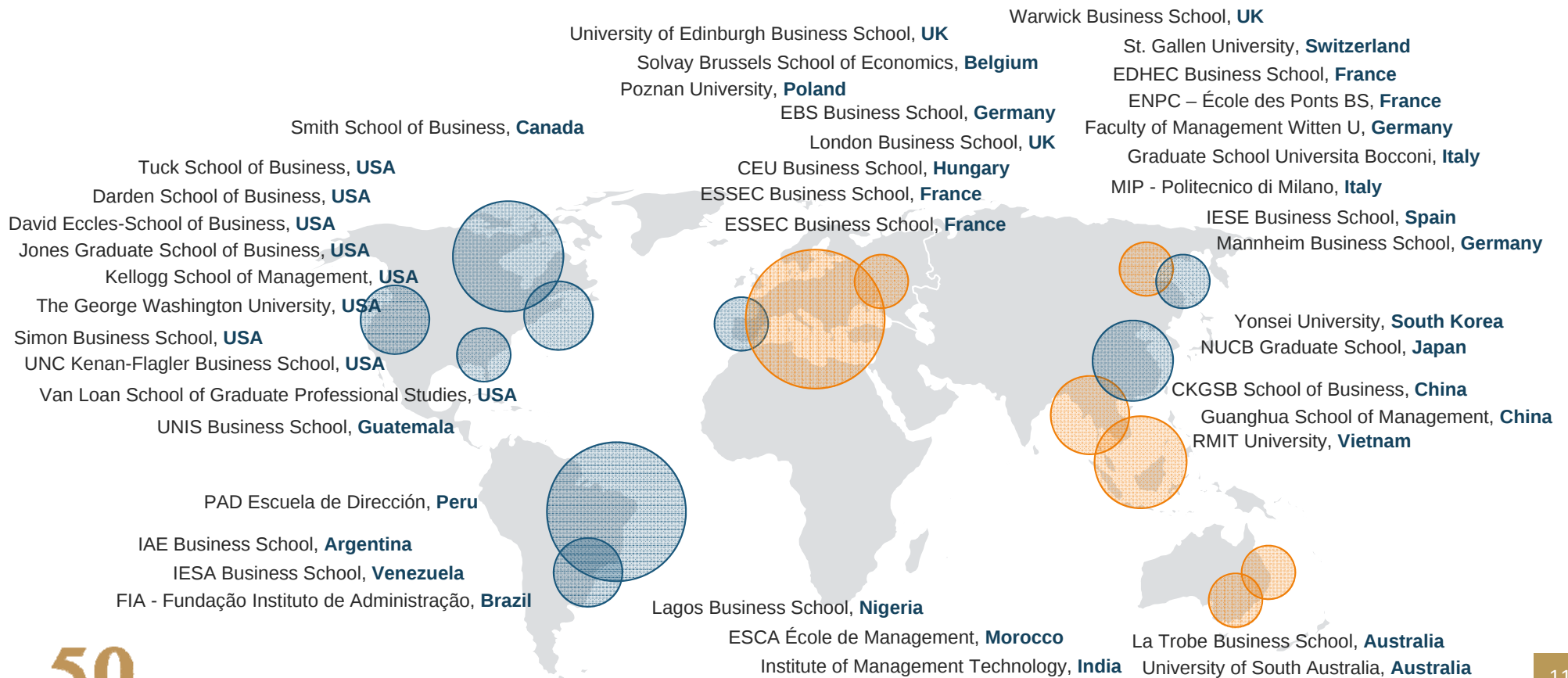
	Hotel Marquis Reforma (red carpet hotel) www.marquisreforma.com		Wyndham Polanco Hotel (four star hotel) www.wyndhampolanco.com/Polanco/index.html	
	Double room	Single room	Double room	Single room
Hotel (6 nights)	\$594	\$1144	\$460	\$690
All transportation (Buses)	\$ 88	\$ 88	\$ 88	\$ 88
Cultural Activities	\$ 61	\$ 61	\$ 61	\$ 61
Translation/material fees	\$ 72	\$ 72	\$ 72	\$ 72
Total cost per student	\$815	\$1365	\$681	\$911



March 6th to 10th, 2017
Registration deadline
January 15th, 2017

- Breakfast and lunch included.
- School's library, computer lab and printers no extra charge.
- Includes 6 hotel nights, checking in on Sunday, March 5th and checking out on Saturday, March 11th.
- Student's not included expenses: dinner, travel to Mexico, airport-hotel-airport transportation, additional hotel nights.

Schools that have participated in previous years



Why is Mexico
the choice





Mexico is open for trade

- Mexico has a North American Free Trade Agreement (NAFTA) that gives **business and entrepreneurial opportunities** for American and Canadian MBA's
- Mexico is currently the country with the largest number of free-trade agreements in the world.



Latin America

- Trade Agreements Network.
- Business leadership, **strongest economy in Latin America.**
- **Strategic geographic location.**
- **Language.**



Mexico, gateway to

- **Low rates**, benefits when manufacturing in Mexico.
- \$146 billion US currently exported to the region.
- **Business relationships** already established.
- Mexico's **land transportation network** is one of the most extensive in Latin America.
- Mexico's ports have experienced an **investment and traffic boom** following a 1993 law that privatized the port system.

An opportunity to enjoy the city





Thank you