

## Doing Business in Mexico:

Mexico as an Emerging Market 2020



**...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.

**...Macroeconomic stability.** According to the most recent World Economic Forum (WEF) competitiveness report, Mexico is ranked 51 out of 137 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.

**...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.

**...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 Teotihuacán, 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 Market
- Experience the Mexican culture



# Structure.



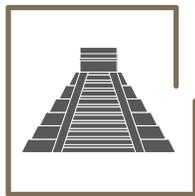
IPADE professors will give three introductory conferences about the Mexican economic, political and social environments. To complement these knowledgeable sessions professors will deliver two live case studies of leading enterprises in Mexico.

## Business-Academic sessions



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



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 Historic Downtown area



**Pablo Moreno**  
CEO of ampm Group

## Audra Hill

**Kenneth Levene Graduate School of Business - Canada**

The International Week has been a wonderful experience. The people are always very welcoming. Mexicans are very business savvy. We were able to visit many successful businesses: some in hospitality, some in manufacturing but the focus is always in the people, on the employees and on the development of the people. With this experience, I was able to see many aspects of Mexico that I've never seen before.

## Contact

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