



**IPADE BUSINESS SCHOOL**  
UNIVERSIDAD PANAMERICANA

**IPADE**  
BUSINESS SCHOOL  
**MBA**

**DOING BUSINESS IN MEXICO**  
March 7<sup>th</sup> to 11<sup>th</sup>, 2011

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

**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.*

**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 12 Free Trade Agreements (FTA) with over 40 countries including, Guatemala, Honduras, El Salvador, the European Free Trade Area, and Japan.
- Mexico, according to the experts, will have a foreign investment for 2009 of 2,500 million dollars, with the creation of 7,480 new jobs in the short and medium term.
- Mexico is a hub for Latin America having one of the largest GDP growth in the last 6 years.
- Mexico exports more than 90% of its goods under the FTA.
- It offers the opportunity to live in Mexico City and its surroundings; experience the contrast between the pre-Hispanic, Colonial and Modern culture.

**Structure:**

<b>Five Business - Academic sessions:</b>	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.
<b>Five conferences by Guest Businessmen:</b>	Invited businessmen from different sectors and companies will come and share their experiences.
<b>Three Visits to leading companies in Mexico:</b>	Our program includes visits to successful companies, allowing students to familiarize themselves with the "day-to-day" operations of enterprises in Mexico.
<b>Assigned team projects :</b>	IPADE offers students the invaluable opportunity to interact with colleagues from Mexico and abroad. Engaging the students in two assigned projects (a visit to a company and a real life team presentation), which will enable them to establish a more meaningful relationship with our country and culture.
<b>Intercultural and social activities:</b>	Students will have the opportunity to interact socially and culturally through three organized events: <ol style="list-style-type: none"> <li>1. Mexican food tasting</li> <li>2. Guided tour of the Anthropology Museum</li> <li>3. A Mexican Farewell lunch</li> </ol>

## Objectives of the Program



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## Key Questions to analyze

- Which are the big economic, social and human trends in Mexican Business that must be understood in order to engage in our business culture ?
- Which are the critical success factors in order to establish a success business model in Mexico ?
- How can a Mexican Company be successful in the global competition dynamics ?
- How can Mexico become a Worldwide platform to compete in regional base ?




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**Objective:**  
To analyze a Mexican Business Model and the possibility to replicate it in a foreign country.

**Team work task description:**

1. Visit the assigned business
2. We suggest you to think about these aspects of a business model:
  - a. The market (specially the segment and more specifically the customer, try to answer; what are their needs? and how are they satisfied?) **To whom?**
  - b. The product (is it tangible or intangible -a service- / quality, price, quantity, innovation and/or service attributes). Explore a little bit of its competitive strategy and differentiation. **What?**
  - c. The operations, how is the product delivered, "complies its promise?" **How?**
  - d. **SWOT analysis**
3. Complement the information with research
4. Specific Issues to be solved
  - a. Brief description of the business model
  - b. Success factors to maintain/increase the leadership position
  - c. Risk areas to be aware of
  - d. Replicate analysis of the business model to enter in the global market
5. Lessons learned
  - a. "Take away" of the week, conclusions, similarities and differences between the American, Latin American and Mexican way of doing business.
  - b. Write a 1 page long report and a Power Point presentation.





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Contact hours of the week:	3 credits		
	Sessions	Contact hours	Hours in class
Business Academic Sessions	5	7	7
Conference Sessions	5	7	7
Visits and session at the company	2	8	3
Assigned projects	2	12	3
Intercultural activities	3	18	3
Teamwork	5	5	5
		56	27
<b>Requirements to receive credits:</b>	100% of attendance		
	Active participation in sessions and conferences		
	Team work assignments (two)		

		IPADE BUSINESS SCHOOL UNIVERSIDAD PANAMERICANA		IPADE BUSINESS SCHOOL MBA							
Doing Business in Mexico March 2011											
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday						
	7:30 Meet in Camino Real	7:30 Meet in Camino Real	7:30 Meet in Camino Real	7:30 Meet in Camino Real	7:30 Meet in Camino Real						
10:00	7:30 to 8:00 Transportation to IFADE	7:30 to 8:00 Transportation to IFADE	7:30 to 8:00 Transportation to IFADE	7:30 to 8:00 Transportation to IFADE	7:30 to 8:00 Transportation to IFADE						
	8:00 to 9:15 Teamwork	8:00 to 9:15 Teamwork		8:00 to 9:15 Teamwork							
	9:15 to 9:30 Campus Tour	8:00 to 9:15 Teamwork		8:00 to 9:15 Teamwork							
	9:30 to 9:50 Mondays Coffee	8:00 to 9:15 Teamwork		8:00 to 9:15 Teamwork							
	9:50 to 10:20 Welcome at Program	8:00 to 9:15 Teamwork		8:00 to 9:15 Teamwork							
	10:20 to 11:30 What's next? (Edmundo Vallejo)	9:15 to 10:35 Scottiabank case (Mario Zavala) / Gas Metropolitano case (Julian Sánchez)	9:15 to 10:35 Scottiabank case (Mario Zavala) / Gas Metropolitano case (Julian Sánchez)	9:15 to 10:35 Scottiabank case (Mario Zavala) / Gas Metropolitano case (Julian Sánchez)	9:15 to 10:35 Pineda Covallin Case (Rafa Gómez)	8:50 to 10:10 Invited Speaker					
Optional Cultural Event Turbus	11:30 to Coffee Break	10:35 to Coffee Break	10:35 to Coffee Break	10:35 to Coffee Break	10:35 to Coffee Break	10:35 to Coffee Break	10:10 to Coffee Break				
	11:45 to 13:05 Mexican Politic and Economic Environment (Agustin Llamas)	10:55 to 14:15 Visit 1 and Lunch (Modelo)	10:55 to 12:15 Interlingua case (Antonio Casanueva)	10:55 to 12:15 Interlingua case (Antonio Casanueva)	11:55 to 14:15 Visit 2 and Lunch (Modelo)	10:55 to 12:15 Mexican Businessmen psychology (Ricardo Murcio)	10:25 to 12:00 Wrap-up and team's presentations				
	13:05 to Group picture						12:00 to Program evaluation				
	13:30 to 18:30 Lunch and team assignment	14:30 to Museum	12:15 to Lunch	12:15 to Lunch	14:30 to Museum	12:15 to Lunch	12:30 to Lunch				
		13:30 to 16: Visit 1 Bimbo	13:30 to 16: Visit 2 Bimbo	13:30 to 16: Visit 2 Bimbo	14:30 to Museum	13:30 to 16: Kidzania (Conference, dinner and visit)	13:30 to 18:30 Teotihuacan				

March, Doing Business in México 2011				
Registration deadline February 15th, 2010				
Week costs per student:	Hotel Intercontinental (Package red carpet hotel)		Wyndham Hotel Polanco (Package four star hotel)	
	Double room	Single room	Double room	Single room
Hotel in double room	\$ 520	\$ 1,040	\$ 380	\$ 760
All transportation (Buses)	\$ 45	\$ 45	\$ 45	\$ 45
Cultural Activities (City nearby, Anthropology museum and Teotihuacan)	\$ 40	\$ 40	\$ 40	\$ 40
Translation/material fees	\$ 45	\$ 45	\$ 45	\$ 45
Breakfast included	\$ -	\$ -	\$ -	\$ -
Lunch included	\$ -	\$ -	\$ -	\$ -
<b>TOTAL COST PER STUDENT</b>	<b>\$ 650</b>	<b>\$ 1,170</b>	<b>\$ 510</b>	<b>\$ 890</b>
				
	Hotel EL PRESIDENTE INTERCONTINENTAL (Campos Eliseos 218 Polanco) 5* <a href="http://www.intercontinental.com/mexico/city">www.intercontinental.com/mexico/city</a>		Hotel WYNDHAM GARDEN POLANCO (León Tolstói 22 - Anzures) 4* <a href="http://www.wyndhampolanco.com.mx">www.wyndhampolanco.com.mx</a>	
Student's responsibility spends				
	Dinner			
	Travel to Mexico			
	Airport- Hotel-Airport transportation			
<i>Transportation to and from the Mexico City Airport.</i> <i>By taxi: There are authorized taxi stands inside the airport where you can buy a ticket to your destination look for the stands that say "Transporte Terrestre" to buy a ticket and then proceed outside to the taxi line to catch the taxi. (The transportation fee from the Airport to Polanco/Anzures where both Intercontinental and Wyndham hotels are is \$170 to \$180 pesos per person)</i>				
AUTHORIZED TAXICABS: 