



IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA



DOING BUSINESS IN MEXICO 2024

March 11th - March 15th, 2024



IPADE

IPADE was founded in **1967** by a group of prominent Mexican businesspeople with strategic guidance from **Harvard Business School (HBS)** and **IESE Business School**.





MOTIVATED BY ITS HUMANISTIC APPROACH,
IPADE DEFINED ITS FOUNDING PRINCIPLES AS:

- Professionalize executive work
- Encourage personal development
- Help senior-level executives carry out their ethical and social responsibilities
- Offer an international business perspective

55 years of developing leaders

43,000+ alumni

3 permanent campuses

in Mexico and with presence
in Central America



DBiM OBJECTIVE

Analyze the **business opportunities** Mexico offers as an **emerging economy**.

This vision implies two possible business perspectives:

- **Understanding Mexico as an economy** with the potential and productive base to export high-quality products and services at a global scale.
- **Viewing Mexico as a potential market** to import international business models.





DOING BUSINESS IN MEXICO

Week-long program that gives you the opportunity to **learn about Mexico as an emerging market**. Learn about the role Mexico plays in the actual globalized world and its relevance in the world's economy.





CENTRAL PILLARS OF DBIM





STRUCTURE OF THE WEEK



5 ACADEMIC
SESSIONS



6 CONFERENCES
BY BUSINESS
LEADERS



3 COMPANY
VISITS



1 CULTURAL
MODULE



1 FINAL
PROJECT



SCHEDULE

MONDAY 11th

BREAKFAST AT IPADE

WELCOME

CULTURAL MODULE

TUESDAY 12 th

BREAKFAST AT IPADE

SEMINAR
INTRODUCTION

SESSION 1

SESSION 2

CONFERENCE BY
BUSINESS LEADER

WEDNESDAY 13 th

BREAKFAST AT IPADE

CONFERENCE BY
BUSINESS LEADER

SESSION 3

SESSION 4

CONFERENCE BY
BUSINESS LEADER

NETWORKING
ACTIVITY

THURSDAY 14 th

BREAKFAST AT HOTEL

COMPANY VISIT

COMPANY VISIT
AND CONFERENCE
BY BUSINESS LEADER

COMPANY VISIT
AND CONFERENCE
BY BUSINESS LEADER

FRIDAY 15 th

BREAKFAST AT IPADE

SESSION 5

CONFERENCE BY
BUSINESS LEADER

*This is a preliminary version, subject to changes.



WORKLOAD

3.7 US CREDITS /6 ECT's	SESSIONS	CONTACT HOURS	INDEPENDENT HOURS
Business Academic sessions	5	7	15
Guest Speakers	6	8	7
Company visits	3	6	3
Assigned Project			15
Cultural Activities	1		
Total	15	21	40

- **Credits and contact hours**





SEMINAR EVALUATION

- **Academic sessions Attendance:**

To obtain seminar credits, the participant must attend 100% of the seminar, which includes teamwork, academic sessions, conferences with businessmen, and business visits. Only in the case of cultural visits may it be optional.

- **Individual essay:**

Must submitted one week after the end of the seminar. This essay should include reflections on the cases discussed, lectures on the economic, political, and social environment of Mexico, and conferences with businessmen.

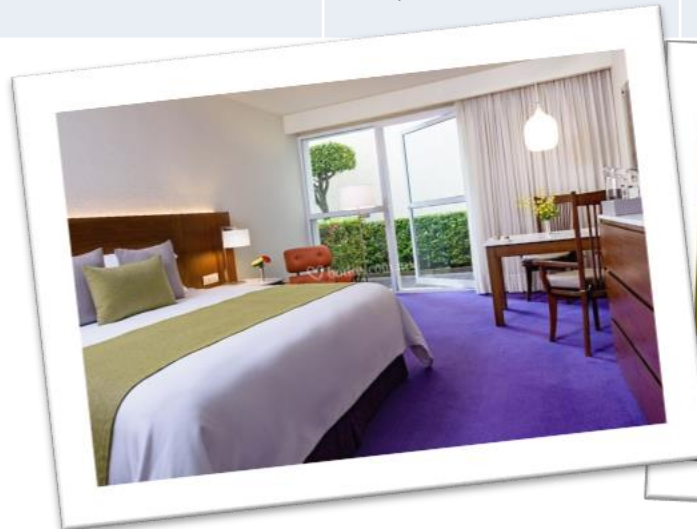




WEEK COSTS

CONCEPT * Optional Choice	OWN ACCOMODATION	SINGLE ROOM Camino Real	DOBLE ROOM Camino Real
PROGRAM FEE (LOGISTICS) a) Services: ground transportation b) Company and cultural visits c) Medical coverage d) Breakfast, lunches, and appetizers at school from Monday to Friday	\$360.00 USD	\$360.00 USD	\$360.00 USD
* HOTEL CAMINO REAL POLANCO Single room Price for 6 Nights Check website		\$1,180.00 USD	
* HOTEL CAMINO REAL POLANCO Double room Price for 6 Nights Check website			\$580.00 USD
TOTAL, COST PER PARTICIPANT	\$360.00 USD	\$1,540.00 USD	\$940.00 USD

Not included expenses: Dinner, travel to Mexico, airport – hotel – airport transportation, additional nights.





IPADE MEXICO CITY CAMPUS





DOING BUSINESS IN MEXICO

MARCH 11 -15, 2024

MEXICO CITY

FURTHER INFORMATION

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