IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

DOING
BUSINESS IN MEXICO
Mexico as an Emerging Market



March 8th - March 12th , 2027

Doing Business in Mexico



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:

- Understanding Mexico – Gain insights into the country's economic, political, and social context, as well as its culture.Global perspectives – Explore topics affecting Mexico and its relationships with other countries.Business experience – Experience Mexican business culture in a short period.Networking opportunities – Interact with other international MBA participants.

55 years of developing leaders

43,000+ alumni

in Mexico and with presence in Central America

3 permanent campuses

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

Mexico as an Emerging Market

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

UNDERSTANDING MEXICO'S CONTEXT AND CULTURE





FUTURE AND NEW TRENDS

CREATING SOCIAL VALUE IN MEXICO

DBIM
PROGRAM





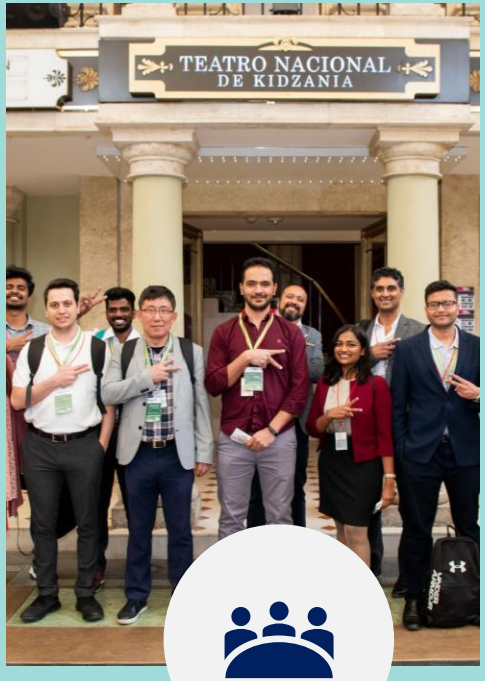
HOW TO COMPETE IN MEXICO

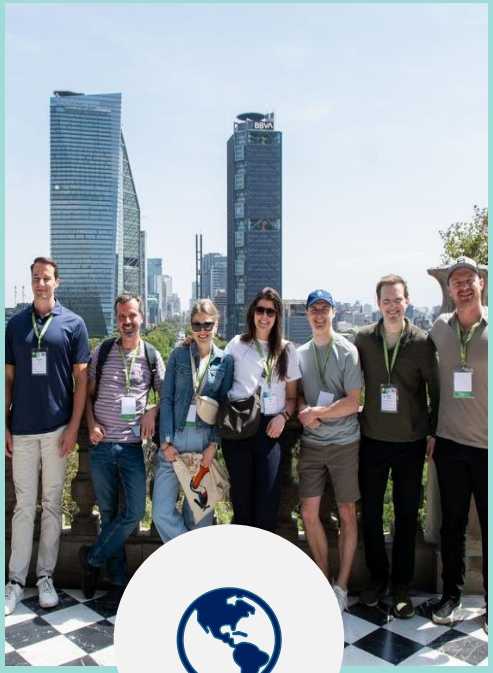
BEING AN ENTREPRENEUR IN MEXICO

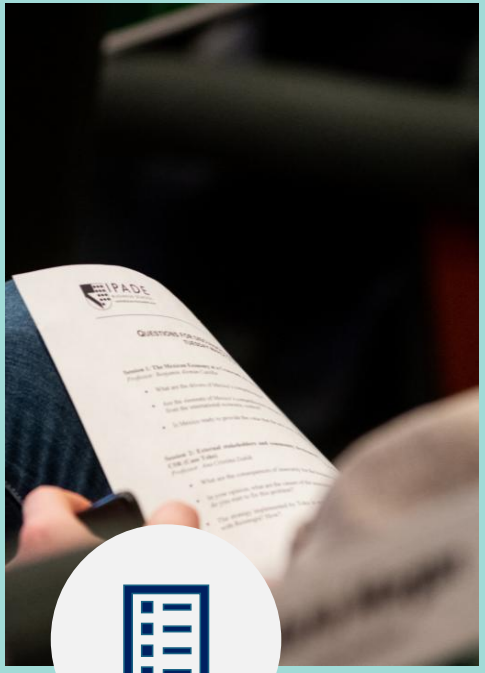
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5 ACADEMIC SESSIONS

6 CONFERENCES BY BUSINESS LEADERS

2 COMPANY VISITS

1 CULTURAL MODULE

1 FINAL PROJECT

STRUCTURE OF THE WEEK

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SCHEDULE

MONDAY 8

- BREAKFAST AT IPADE
- WELCOME
- CULTURAL MODULE

TUESDAY 9

- BREAKFAST AT IPADE
- WELCOME
- SESSION 1
- SESSION 2
- CONFERENCE BY BUSINESS LEADER

WEDNESDAY 10

- BREAKFAST AT IPADE
- CONFERENCE BY BUSINESS LEADER
- SESSION 3
- SESSION 4
- CONFERENCE BY BUSINESS LEADER

THURSDAY 11

- BREAKFAST AT HOTEL
- COMPANY VISIT
- COMPANY VISIT

FRIDAY 12

- BREAKFAST AT IPADE
- SESSION 5
- CONFERENCE BY BUSINESS LEADER

WEEK COSTS

LOGISTIC FEE: PROGRAM FEE (LOGISTICS)

a) Services: ground transportation (Transportation: All program transportation will depart from and return to Camino Real Polanco Hotel)
b) Company and cultural visits
c) Medical coverage
d) Breakfast, lunches, and coffee breaks at school from Monday to Friday

USD $530








Not included expenses: Additional meals, travel to Mexico, airport – hotel – airport transportation.

WORKLOAD

3.7 US CREDITS /6 ECT´s	SESSIONS	CONTACT HOURS	INDEPENDENT HOURS
Academic Sessions (Case-Based & Faculty-Led)	5	7	15
Guest Speakers	6	8	7
Company visits	2	6	3
Final Project			15
Cultural Module	2		
Total	15	21	40



- **Credits and contact hours**

The program awards 6 ECTS (equivalent to 3.7 U.S. credits), earned through pre-program readings, case preparation, classroom participation, company visits, independent study, daily teamwork activities, and successful completion of the final project..

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.

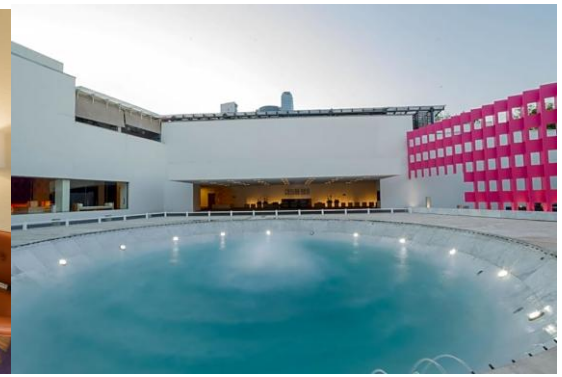
- **Individual essay:**

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.

SEMINAR HOTEL: caminoReal®

Check website



Reference rates based on a 6-night stay

- **Check-in: Sunday, March 7th**
- **Check out: Saturday, March 13th**

Room Type	Estimated Rate (MXN)
Deluxe Double Room (per person)	$11,860
Deluxe Single Room	$23,620
Superior Deluxe Double Room (per person)	$13,660
Superior Deluxe Single Room	$27,220

Optional Accommodation: Preferential rates have been negotiated with Camino Real for program participants. Students will receive the contact information of the hotel representative and will make reservations directly with the agency. Rates shown are based on a six-night stay and may vary according.





MEXICO CITY CAMPUS

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FURTHER INFORMATION

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