# Doing Business in Mexico: Emerging Markets: Business Opportunities & Challenges

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## Monday 9th
- **7:30 - 8:00** Registration & Individual photo
- **8:00 - 9:00** Teamwork (breakfast included)
- **9:00 - 9:15** Welcome: Full-time MBA Director
- **9:15 - 9:45** Program overview: International Office
- **9:45 - 10:00** Break & Individual photo
- **10:00 - 11:20** Academic Session with IPADE Professor: Edmundo Vallejo
- **11:20 - 11:40** Break & Individual photo
- **11:40 - 12:40** Guest Speaker: CRIT
- **12:40 - 13:20** Lunch
- **13:20 - 14:30** Transportation to Company Visit
- **14:40 - 16:00** Company Visit: CRIT
- **16:00 - 19:00** Transportation to Hotel-IPADE
- **19:00** Transportation to Hotel

## Tuesday 10th
- **7:30 - 8:00** Breakfast in teams
- **8:00 - 9:00** Academic Session by sections: A: Silvia Cacho - Mary Conway, B: Alberto Ibarra, C: Rodrigo Garza, D: Ricardo Murcio
- **8:50 - 9:30** Breakfast at hotel
- **9:00 - 9:30** Teamwork (breakfast included)
- **9:00 - 10:20** Academic Sessions by sections: A: Silvia Cacho - Mary Conway, B: Alberto Ibarra, C: Rodrigo Garza, D: Ricardo Murcio
- **9:15 - 9:45** Program overview: International Office
- **9:45 - 10:00** Break & Individual photo
- **10:00 - 11:20** Academic Session: Edmundo Vallejo
- **11:20 - 11:40** Break & Individual photo
- **11:40 - 12:40** Guest Speaker: CRIT
- **12:40 - 13:20** Lunch
- **13:20 - 14:30** Transportation to Company Visit
- **14:40 - 16:00** Company Visit: CRIT
- **16:00 - 19:00** Transportation to Hotel-IPADE
- **19:00** Transportation to Hotel

## Wednesday 11th
- **7:30 - 8:00** Registration & Individual photo
- **8:00 - 9:00** Teamwork (breakfast included)
- **9:00 - 10:20** Academic Sessions by sections: A: Silvia Cacho - Mary Conway, B: Alberto Ibarra, C: Rodrigo Garza, D: Ricardo Murcio
- **9:15 - 9:45** Program overview: International Office
- **9:45 - 10:00** Break & Individual photo
- **10:00 - 11:20** Academic Session with IPADE Professor: Rafael Ramírez de Alba
- **11:20 - 11:40** Break & Individual photo
- **11:40 - 12:40** Assignment Teamwork
- **12:40 - 14:00** Final project presentations (4 classrooms)
- **14:00 - 15:10** Lunch
- **15:30 - 17:30** Teotihuacan Pyramids
- **17:30** Transportation to Hotel-IPADE

## Thursday 12th
- **7:30 - 8:00** Breakfast in teams
- **8:00 - 9:00** Teamwork (breakfast included)
- **9:00 - 10:20** Academic Sessions by sections: A: Silvia Cacho - Mary Conway, B: Alberto Ibarra, C: Rodrigo Garza, D: Ricardo Murcio
- **9:15 - 9:45** Program overview: International Office
- **9:45 - 10:00** Break & Individual photo
- **10:00 - 11:20** Academic Session with IPADE Professor: Rafaél Ramírez de Alba
- **11:20 - 11:40** Break & Individual photo
- **11:40 - 12:40** Assignment Teamwork
- **12:40 - 14:00** Final project presentations (4 classrooms)
- **14:00 - 15:10** Lunch
- **15:30 - 17:30** Teotihuacan Pyramids
- **17:30** Transportation to Hotel-IPADE

## Friday 13th
- **7:30 - 8:00** Breakfast in teams
- **8:00 - 9:00** Teamwork (breakfast included)
- **9:00 - 10:20** Academic Sessions by sections: A: Silvia Cacho - Mary Conway, B: Alberto Ibarra, C: Rodrigo Garza, D: Ricardo Murcio
- **9:15 - 9:45** Program overview: International Office
- **9:45 - 10:00** Break & Individual photo
- **10:00 - 11:20** Academic Session with IPADE Professor: Rafaél Ramírez de Alba
- **11:20 - 11:40** Break & Individual photo
- **11:40 - 12:40** Assignment Teamwork
- **12:40 - 14:00** Final project presentations (4 classrooms)
- **14:00 - 15:10** Lunch
- **15:30 - 17:30** Teotihuacan Pyramids
- **17:30** Transportation to Hotel-IPADE

## Saturday
- **7:30 - 8:00** Breakfast in teams
- **8:00 - 9:00** Teamwork (breakfast included)
- **9:00 - 10:20** Academic Sessions by sections: A: Silvia Cacho - Mary Conway, B: Alberto Ibarra, C: Rodrigo Garza, D: Ricardo Murcio
- **9:15 - 9:45** Program overview: International Office
- **9:45 - 10:00** Break & Individual photo
- **10:00 - 11:20** Academic Session with IPADE Professor: Rafael Ramírez de Alba
- **11:20 - 11:40** Break & Individual photo
- **11:40 - 12:40** Assignment Teamwork
- **12:40 - 14:00** Final project presentations (4 classrooms)
- **14:00 - 15:10** Lunch
- **15:30 - 17:30** Teotihuacan Pyramids
- **17:30** Transportation to Hotel-IPADE

## Departure from Mexico City and Hotel check out
- **18:00 - 19:00** Wine tasting
- **19:00** Transportation to Hotel