

## **Mexico-Japan Exchange Program for the Strategic Global Partnership**

### **Information for applicants**

#### **1. Course Title**

Strengthening Business Opportunities between Mexico and Japan: Exploring the Agro-Industrial Sector.

#### **2. Name of Mexican Organization:**

ProMexico

#### **3. Course dates:**

The course will take place from September 18<sup>th</sup> to October 3<sup>rd</sup> 2017.

#### **4. Brief Profile of the Organization and the Department that will receive the Japanese trainees.**

ProMexico is the México's Federal Government agency responsible of the promotion of Foreign Direct Investment and export of goods and services, as well as the internationalization of Mexican companies in order to contribute to Mexico's economic and social development and strengthen the country's image as a strategic business partner.

The Executive Directorate for International Business Models (EDIBM), part of the Sector Development Unit of ProMéxico, is the area that will receive the Japanese trainees. EDIBM is responsible of overseeing the operation of five international business models, including the International Cooperation Department (ICD). The ICD, in turn, is in charge of the design, implementation and execution of strategies that allow the creation of international cooperation schemes between ProMéxico and other national and international support organizations. The ICD aim is to help Mexican companies to have access to diverse programs designed to foster internationalization, increase exports and attract Foreign Direct Investment, as well as to promote human resources training to raise competitiveness of Mexican enterprises and institutions.

#### **5. Field of the Training Program:**

International Business, Bilateral Trade, Agro-industrial sector.

#### **6. Course Objective:**

- To gain an understanding of the bilateral trade opportunities between Mexico and Japan and the main economic sectors.
- To introduce How to do Business with Mexico.
- Outline the key elements of the Foreign Trade Agreement between Mexico and Japan in terms of General Rules, Sanitary and Phytosanitary measures, rules of origin among others.
- To appreciate the main incentives to attract Foreign Direct Investment in Mexico.

- To understand how to access the Mexican market, including specific requirements and certifications in the Agro-industrial sector.
- To gain a broader perspective of the Federal Government Programs developed for the Agro-industrial sector in Mexico.
- To appreciate the key Agricultural States in Mexico.
- To gain knowledge from the experiences of Mexican companies who have succeed in this sector in the international markets.

## 7. Tentative Course Program

1. Business Opportunities between Mexico and Japan
  - a. Mexico-Japan Free Trade Agreement
  - b. Foreign trade of products
  - c. Requirements and certifications
  - d. Investment projects
  - e. Sectors of Opportunity
  - f. Entrepreneurial approach
2. Development of Exportable Supply in Mexico
  - a. Export support programs: Best practices and platforms
  - b. Financing for trade
  - c. Multiregional Linkage: Mexico's Free Trade Agreements Network as access to international markets
  - d. Supply Chains Integration (Special guest, Nestlé México)
3. Sectoral approach: Strategic Alliances in the Agro-industrial Sector between México and Japan
  - a. Perspectives of the Mexican Agro-industrial sector
  - b. Competitiveness programs in the Agro-industrial sector (SAGARPA - Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food)
  - c. Innovation in the Agro-industrial sector (Invitation from SIGMA Alimentos <http://www.sigma-alimentos.com/>)
  - d. Research Development in Agricultural Products
    - i. Visit to the SENASICA Research Center (National Service of Health, Safety and Quality)
    - ii. Visit to the College of Postgraduates of the University of Chapingo (facilities route and field trip).
  - e. Linking the primary sector to suppliers' development (Meetings with LALA, BIMBO, Mexican Beef, National Poultry Union, and others.)
  - f. Opportunities for co-investment in key Agricultural production states (visits and organized activities)
    - i. Sinaloa: Visit to Bachoco Plant (<http://bachoco.com.mx/>), SuKarne (<https://www.sukarne.com/>), La Chata (<http://www.chata.com.mx/>), PINSA (<http://www.pinsa.com/>), and Café el Molino.
    - ii. Queretaro: Development of Industrial Parks and Agroparks in Mexico
      - Visit to Agroparks.
      - Visit to industrial plant Pascual (<http://www.pascual.com.mx/>)

## 8. Tentative Schedule of the Training Program

The tentative Program Schedule is attached.

**9. Trainees profile (academic, professional, linguistic, others)**

Academic Background	- Japanese professionals who have completed a Bachelor's degree, specialization or master's degree. - Proficient in spoken and written English. (The course will be conducted in English; all participants are expected to have a good working knowledge of the English language.
Work Experience	Graduates in Business Administration, International Business or similar, Food Engineers, Agronomists, Economists, among others.
Years of Experience	Minimum 2 years of experience as government functions.
Language Proficiency	English Scores: TOEIC: 700 pts TOEFL PBT: 500 TOEFL IBT: 90 IELTS: 6
Others	n/a

**10. Dress code**

The dress code for the Opening and Closing Ceremonies is formal attire (i.e. business suits) while the remaining days of the Program, the dress code is office attire (i.e. long sleeve shirts and pants for men and office blouses/dresses for ladies).

**Strengthening Business Opportunities between Mexico and Japan:  
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**Day 1, Monday. September 18, 2017**

Time	Session
09:30 – 10:00 am	<b><u>Opening Ceremony</u></b>
10:00 – 11:30 am	<b><u>Introduction to Business Opportunities between Mexico and Japan</u></b> <ul style="list-style-type: none"> <li>• Mexico-Japan Free Trade Agreement (Secretariat of Economy)</li> <li>• Foreign trade of products</li> </ul>
	Coffee Break
12:00 – 01:30 pm	<ul style="list-style-type: none"> <li>• Requirements and certifications (NORMEX, México Calidad Suprema)</li> <li>• Investment projects (ProMexico. Unit of Global Business Promotion)</li> </ul>
	Lunch
03:00 – 05:00 pm	<ul style="list-style-type: none"> <li>• Sectors of opportunity (ProMexico. Unit of Global Business Promotion)</li> <li>• Entrepreneurial Approach (ProMexico. Unit of Global Business Promotion)</li> </ul>

**Day 2, Tuesday. September 19, 2017**

Time	Session
09:30 – 01:30 pm	<b>Field Trip</b> – Visit to the Research Centre of Nanosciences and Micro-/Nanotechnologies (Centro de Nanociencias y Micro y Nanotecnologías del Instituto Politécnico Nacional)
	Lunch
03:00 – 5:00 pm	<ul style="list-style-type: none"> <li>• Introduction into IMMEX, Program for companies manufacturing in Mexico and exporting goods that provides a tax incentive from the Mexican government</li> <li>• Business opportunities in Central America</li> </ul>

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**Day 3, Wednesday. September 20, 2017**

Time	Session
09:30 – 11:30 am	<b><u>Development of Exportable Supply</u></b> <ul style="list-style-type: none"> <li>Export Support Programs: Improved practices and platforms</li> </ul>
	Coffee Break
12:00 – 01:30 pm	Financing for Trade
	Lunch
03:00 – 06:00 pm	<ul style="list-style-type: none"> <li>Multiregional Linkage: Mexico's Free Trade Agreements Network, access to international markets</li> <li>Supply Chain Integration (Special Guest, Nestlé Mexico)</li> </ul>

**Day 4, Thursday. September 21, 2017**

Time	Session
09:30 – 11:30 am	<b>Sectoral approach: Strategic alliances in the agro-industrial sector between Mexico and Japan</b> <ul style="list-style-type: none"> <li>Perspectives of the Mexican Agro-industrial sector</li> </ul>
11:30 – 01:30 pm	<ul style="list-style-type: none"> <li>Competitiveness programs in the Agro-industrial sector (SAGARPA-Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food)</li> </ul>
	Lunch
03:00 – 05:00 pm	<ul style="list-style-type: none"> <li>Innovation in the Agro-industrial sector (Visit to SIGMA Alimentos)</li> </ul>

**Day 5, Friday. September 22, 2017**

Time	Excursion
09:00 – 05:00 pm	Visit to the SENASICA Research Center

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***Day 6, Monday. September 25, 2017***

Time	Activities
08:00 – 10:00am	Trip to Texcoco
10:00 – 02:00 pm	Visit to the College of Postgraduates of the University of Chapingo
	Lunch in the University
03:00 – 05:00 pm	Return to Mexico City

***Day 7, Tuesday. September 26, 2017***

Time	Excursion
07:00 – 09:30 am	Flight to Sinaloa, Mexico
10:00 – 06:00 pm	<b><u>Opportunities for co-investment in key Agricultural production States</u></b>  <b>Field Trip</b> – Visit to Bachoco Plant/SuKarne

***Day 8, Wednesday. September 27, 2017***

Time	Excursion
09:00 – 01:00 pm	<b><u>Opportunities for co-investment in key Agricultural production States</u></b>  <b>Field Trip</b> – Visit to La Chata/PINSA/Café El Molino (Sinaloa)
	Lunch
03:00 – 05:30pm	Flight to Mexico City

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**Day 9, Thursday. September 28, 2017**

Time	Excursion
08:00 – 11:00 am	Transportation to Queretaro
11:00 – 06:00pm	<b><u>Opportunities for co-investment in key Agricultural production States</u></b> <b>Field Trip</b> – Development of Industrial Parks and AgroParks (Queretaro)

**Day 10, Friday. September 28, 2017**

Time	Excursion
09:00 – 03:00 pm	Visit to Industrial Plant (PASCUAL)
03:00 – 06:00 pm	Return to Mexico City

**Day 11, Monday. October 02, 2017**

Time	Activities
08:30 – 2:00 pm	Linking the Primary Sector to suppliers' development (Mexican Beef, Unión Nacional de Avicultores).
	Lunch
03:00 – 06.00 pm	Linking the Primary Sector to suppliers' development (LALA, BIMBO, etc.)

**Day 12, Tuesday. October 03, 2017**

Time	Activities
09.00 – 11:00 am	<b><u>Closing Ceremony</u></b> <b><u>Acknowledgment of participation</u></b>