

Mexico-Japan Exchange Program for the Strategic Global Partnership

Information for applicants

1. Course Title

Trade and Investment Cooperation between Mexico and Japan for Economic Development

2. Name of Mexican Organization:

ProMexico

3. Brief Profile of the Organization and the Department that will receive the Japanese trainees.

ProMexico is Mexico'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) is part of the Sectorial 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 Directorate (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 assist 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.

4. Course dates:

From August 27 to September 11, 2018

5. Field of the Training Program:

International Business, Bilateral Trade, Internationalization of Mexican and Japanese companies.

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.
- To appreciate the main incentives to attract Foreign Direct Investment (FDI) in Mexico.
- To understand how to access the Mexican market.
- To gain a broader perspective of the Federal Government Programs developed for attracting FDI, and internationalization of Mexican companies.
- To visit the main States with Japanese Investment in Mexico.
- To gain knowledge from the experiences of Mexican companies who have succeed in the Japanese market.

7. Tentative Course Program

1. Business Opportunities between Mexico and Japan
 - a. Mexico-Japan Free Trade Agreement
 - b. Foreign trade of products
 - c. Investment projects
 - d. Sectors of Opportunity
 - e. 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
3. Japanese Foreign Direct Investment in Mexico
 - a. Mexico's Foreign Direct Investment Policy
 - b. Federal and local incentives for FDI
 - c. Successful cases: Japanese companies in Mexico (Ex. Mazda, Nissan, Sumitomo)
 - i. Mexico City: Sumitomo (<http://www.sumitomocorp.com>)
 - ii. Aguascalientes: Nissan (<https://nissan.com.mx>)
JATCO (<https://www.jatco.co.jp/english/>)
 - d. Successful cases: Mexican companies in Japan (Ex. Altex, SuKarne)
 - i. Guanajuato: ALTEX (<http://www.grupoaltex.com>)
 - ii. Mexican franchises interested in the Japanese market
 - e. Special Economic Zones
 - i. Michoacan: Visit to Lazaro Cárdenas
 - ii. Merida: Visit to R&D centers
4. Sectoral approach: Strategic Alliances between México and Japan
 - a. Agro-industrial sector
 - b. Financial sector
 - c. Automotive

8. Trainees profile (academic, professional, linguistic, others)

Academic Background	- Japanese professionals who have completed at least Bachelor's degree.
Work Experience	Graduates in Business Administration, International Business or similar, Financial, Economists, among others.
Years of Experience	Minimum 2 years of experience in the working field.
Language Proficiency	- 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. English Scores: TOEIC: 700 pts TOEFL PBT: 500 TOEFL IBT: 90 IELTS: 6

9. 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 women).

**Trade and Investment Cooperation
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Day 1, Tuesday August 28, 2018

Time	Session
09:30 – 12:00	<u>Opening Ceremony at the Secretariat of Foreign Affairs</u>
12:00 – 13:00	<u>Transfer to ProMexico</u>
	Lunch
14:30 – 16:30	<u>Introduction to Business Opportunities between Mexico and Japan</u> <ul style="list-style-type: none"> • Mexico-Japan Free Trade Agreement (Secretariat of Economy) • Foreign trade of products Investment projects (ProMexico. Unit of Global Business Promotion)
	Coffee Break
16:45 – 18:00	<ul style="list-style-type: none"> • Sectors of opportunity (ProMexico. Unit of Global Business Promotion)

Day 2, Wednesday. August 29, 2018

Time	Session
09:30 – 13:00	<u>Development of Exportable Supply in Mexico</u> <ul style="list-style-type: none"> • Export support programs: Best practices and platforms • Financing for trade • Multiregional Linkage: Mexico's Free Trade Agreements Network as access to international markets
	Lunch
15:00 – 18:00	<u>Japanese Foreign Direct Investment in Mexico</u> <ul style="list-style-type: none"> • Federal and local incentives for FDI • Mexico's Foreign Direct Investment Policy

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Day 3, Thursday. August 30, 2018

Time	Session
09:30 – 11:30 am	<u>Sectoral approach: Strategic alliances between Mexico and Japan (1)</u> <ul style="list-style-type: none"> Perspectives of the Mexican Agro-industrial sector Successful cases: ALTEX (Mexican company in Japan)
	Coffee Break
11:30 – 14:00 pm	<ul style="list-style-type: none"> Perspectives in the Automotive Sector Successful case: Nissan (Japanese company in Mexico)
	Lunch
15:00 – 16:00 pm	<ul style="list-style-type: none"> Perspectives in Financial Sector
16:00 – 18:00 pm	<ul style="list-style-type: none"> Field Trip: Visit Sumitomo (http://www.sumitomocorp.com)

Day 4, Friday. August 31, 2017

Time	Session
09:30 – 11:30	<u>Special Economic Zones</u> <ul style="list-style-type: none"> Meeting with the Deputy Director of the SEZ in Mexico City
11:30 – 12:30	<u>Transfer to COMCE</u>
12:30 – 14:00	<ul style="list-style-type: none"> COMCE (Mexican Business Council for Foreign Trade, Investment and Technology) Perspectives of the private sector in the economic relations between Japan and Mexico
	Lunch
16:00 – 17:00	<ul style="list-style-type: none"> Internationalization
17:00 – 18:00	<ul style="list-style-type: none"> Mexican franchises interested in the Japanese market

Day 5, Monday. September 3, 2017

Time	Session
09:30 – 19:00	<ul style="list-style-type: none"> <u>Field trip:</u> Aguascalientes, visit to Nissan facilities Meeting with local Authorities

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Day 6, Tuesday. September 4, 2018

Time	Field trip
09:30 – 19:00	<ul style="list-style-type: none"> Field trip: Aguascalientes, visit to Jatco facilities Flight to Mexico City

Day 7, Wednesday. September 5, 2018

Time	Field trip
09:00 – 10:30	Flight to Michoacan, Lazaro Cardenas
11:00 – 17:00	Field trip: Michoacan, visit to Lazaro Cardenas Special Economic Zones <ul style="list-style-type: none"> Meeting with agro-industrial companies Meeting with local Authorities Flight to Mexico City

Day 8, Thursday. September 6, 2018

Time	Field trip
09:00 – 10:30	Flight to Merida
11:00 – 17:00	Field trip: Merida, visit to Special Economic Zone <ul style="list-style-type: none"> R&D centers Meeting local Authorities

Day 9, Friday. September 7, 2018

Time	Field trip
09:00 – 01:00 pm	Flight to Mexico City
	Lunch
16:00 – 17:30	<ul style="list-style-type: none"> Entrepreneurial Approach (ProMexico. Unit of Global Business Promotion)

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Day 10, Monday. September 10, 2018

Time	Session
10:00 – 12:00 pm	<u>Strategic alliances between Mexico and Japan (2)</u> <ul style="list-style-type: none"> • Visit JETRO in Mexico City
	<u>Transfer to ProMexico</u>
	Lunch
15:00 a 17:00	<ul style="list-style-type: none"> • How to Foster new business between Japan and Mexico • Working tables and closure

Day 11, Tuesday. September 11, 2018

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