



México before the World *Trailing for the tenth world economic place*

1. Introduction.

Mexico is number 11 in terms of world population, number 13 in territorial surface, currently is number 13 in terms of economic size (GDP) and it has been places eight as world oil producer. However, in terms of GDP per cápita, Mexico drops until the 89th position and it is evaluated number 53 as far as competitiveness is concerned. What is the reason for this? How are cultural factors affecting its economic growth performance? What is the effectiveness of its corporate practices? What does Mexico require to place as the 10th world economy, which is the place that it should have?

2. General aim.

Presenting and discussing structural development factors for Mexico and other countries (commercial partners and competitors), aimed to finding an explanation to the low competitiveness that Mexico is currently achieving. This analysis starts from cultural roots of the Mexican people, which might have an strong impact on the attitude towards efficiency, productivity and competitiveness. Diverse factors are also analyzed, such as demography, geography, economy, infrastructure, government, natural resources, production, manufacture, foreign trade, education, human development, innovation, environmental impact, among others. The competitiveness evaluation carried out by the World Economic Forum is also analyzed, where Mexico is classified as number 53 of the world. in a global world, Mexican corporations cannot longer operate with ancestral practices. It is now required to compete against world giants who venture with higher quality and low cost products and services.

3. Who should attend.

CEOs, board members and policy makers, senior executives, functional directors, middle managers, and entrepreneurs interested in developing their knowledge on Mexico's position in world competitiveness.

4. What you will learn.

- Mexico's comparative advantages, in terms of population, geography, natural resources, and easy access to the most important world markets.
- Importance of the Mexican economic activity, in relation to other countries, analyzing GDP and GDP per cápita indicators.
- Relevance for different countries of foreign trade activities, globalization openness, free trade agreements, foreign direct investment.
- Recent political history of the country, with the aim of identifying progress and recoil generated by government and democracy factors.
- Mexican culture analysis in relation to business philosophy, starting for historic roots and evaluating the current society behavior.
- Major weaknesses of the Mexican business culture, enhancing a civil society apathy, aversion to constructive criticism and disrespect for the law.
- Diverse development indicators for Mexico and other countries, such as economic development, wealth distribution, education level, gender equality, human development and technological development.
- Discussion on the Global Competitiveness Report (2014-2015), prepared by the World Economic Forum, where Mexico is placed in position 53.
- Analysis of the 12 Pillars of competitiveness (proposed by WEF) to the Mexican reality, discussing, in detail, about the most problematic factors for doing business in Mexico.
- Perspective and opinion of two Ex-Presidents of the Republic, about the country development and competitiveness issues.

5. Seminar topics.

I. Mexico in the world.

- a) Geography.
- b) Population.
- c) Political structure.
- d) Economic activity.
- e) Mineral resources.
- f) Oil production.
- g) Electricity generation.
- h) Steel production.
- i) Cement production.
- j) Manufacture.
- k) Infrastructure.
- l) Environmental impact.

II. Government and democracy.

- a) Presidents of the Republic.
- b) Citizen evaluation.
- c) Democracy factors.

III. Mexican heritage.

- a) Nationalism.
- b) Democracy and habits.
- c) Civil society.
- d) Conflict attitude.
- e) Rule of law.
- f) Institutional strength.

IV. Development indicators.

- a) Development attitude.
- b) Market economy.
- c) Economic activity.
- d) Mexican corporations.
- e) Foreign trade.
- f) Automotive industry.
- g) Internet users.
- h) Labor compensation.
- i) Poverty.
- j) Education level.
- k) Women at work.
- l) Human development.
- m) Technological development.
- n) Globalization index.

V. Competitiveness.

- a) The 12 pillars of competitiveness.
- b) Competitiveness evaluation.
- c) Problematic factors.
- d) Ex-Presidents analysis.

6. Instructor profile.



Raul received a Bachelor Degree in Chemical Engineering from the Monterrey Institute of Technology in December 1978, being rated as the best student of his class and recognized by the institution “The Best Students of Mexico” in 1979.

He started his professional activities at the Technology Division of Hylsamex, where he worked in executive positions at the Commercial Division, after development in diverse positions in the Engineering and Projects areas. His professional responsibilities enabled him to carry out business activities in more than 40 countries, in collaboration with prestigious companies of Germany, United Kingdom, Japan and the United States.

He worked as Associated Professor in Chemical Engineering for 11 years (1980-1991), at the Monterrey Institute of Technology, being distinguished as one of the 400 Professors with a major influence on the 105 generations graduated from the institute (70 years celebration). He also taught Chemical Engineering courses during one year at the University of Monterrey.

Among his professional experience, he served as Commercial Vice-president in a Mexican Solar Energy Corporation, where he also participated as Shareholder.

He has authored and co-authored numerous technical articles, presenting conferences in prestigious international seminars in more than 11 countries.

He worked as full time-Senior Consultant during one year in Germany, supporting the commercial activities of a German corporation with world prestige in the engineering and construction field. Main activities were focused on marketing and sales of metallurgical plants worldwide.

In the Strategic Development Project for the Mexican company *Multiceras*, he was in charge of the positions of Marketing Manager, Strategic Development Director, as well as Managing Director for a seven month period. This experience enriched significantly his vision and skills in business development.

During a 3 year period (2010-2012), he performed as Managing Director of Empresas Vilher in Guadalajara, Jalisco, directing a talented group of 50 people, in commercialization of specialty ingredients for the food, feed and transformation industries.

Convinced of the importance of keeping a continuous formation, Raul uses reading as his primary knowledge source, in diverse subjects such as philosophy, psychology, human development, history, science, politics, among others.