

Overview of the Program

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- Challenges facing Canadian business
- Key elements of the Mexican business culture
 - ⇒ family
 - ⇒ trust
 - ⇒ respect
 - ⇒ heritage
 - ⇒ regional influences
- Practical strategies



Department of Foreign Affairs and International Trade
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The objective of this program is to equip the participant with an understanding of the fundamental values of Mexican culture. Equipped with a knowledge of these values, Canadian executives can build their own understandings of the specific cultural nuances that percolate through their interactions with Mexicans. In other words, this program seeks to provide the Canadian executive with tools that he or she will need in order to develop their own style for doing business in Mexico.

Challenges Facing Canadian Business

The first step in developing these business tools is to fully understand why culture is so important to doing business in Mexico. This leads to the question of which aspects of the overall Mexican culture are most important to the business person. Section 2 discusses these issues in terms of the challenges facing Canadian businesses that move into the Mexican market. It also sets out a framework for understanding the business implications of the cultural information discussed on the later sections.