
Section 1: Introduction

The Mexican Business Culture



 Department of Foreign Affairs and International Trade
Ministère des Affaires étrangères et du Commerce international

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The subject of Mexican culture is too broad to be adequately treated in a single program or workbook. This three-part training program concentrates on the specific needs of Canadian companies conducting business in Mexico. To be successful, Canadians operating in Mexico must anticipate differences in the way people behave and express themselves. They must adapt their personal and corporate behaviour to fit into this cultural environment. And they must be able to predict, or at least understand, the reactions of Mexicans to business proposals and product offerings.