

Macro-cultural Challenges

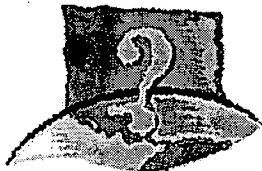
Macro-cultural challenges are those that are beyond the control of the partners because they involve interactions with customers, distributors, competitors, government agencies, infrastructure providers and subcontractors. These are all parties that are dealt with at arms length; therefore, they cannot be influenced in the same way as a partner. This means that it is up to the Canadian company to adapt to the Mexican environment.

A well-adapted micro-culture can be very effective in creating a successfully-operating macro-cultural environment. The Mexican partner can take full account of Canadian needs and concerns while serving as an interface with the demands of the macro-culture.


Sources of Cultural Information


Dimensions of the Cultural Challenge

Sources of Cultural Information



- ◀ Research
- ◀ Direct experience in Mexico
- ◀ Experience of others
- ◀ Books and guides
- ◀ Mexican partners
- ◀ Consultants





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Becoming a fully-fledged member of the Mexican business community is not a realistic objective for most Canadian executives. But those who take the time to learn about and understand the Mexican culture will earn the appreciation and respect of their Mexican associates. This is a long-term process that might involve some or all of the following elements:

- research
- direct experience in Mexico
- the experience of others
- books and guides
- Mexican partners
- consultants