

Mexico City

São Paulo

Rio de Janeiro

Why GIM LATAM?

- Understand the importance of Mexico and Brazil for the global economy
- Experience first-hand the business boom in Latin America's largest economies
- Study why and how the markets are drawing so much attention and investments
- Understand the vibrant culture of Brazil & Mexico and how it impacts business
- Be part of an unforgettable study trip and make new connections with Kellogg classmates and alumni



GIM LATIN AMERICA

COURSE TOPICS

- Introduction to Brazil & Mexico
- Importance of Brazil & Mexico's economies in the world today
- Political trends in LATAM and their business impact
- The emerging middle class
- Risk in Latin America
- The Impact of Marketing by Multi-National Companies during the 2014 World cup
- Wine Economy in Brazil





ATTRACTIONS

- Sun Pyramid at Teotihuacan
- Zocalo plaza in Mexico City
- Corcovado and Sugarloaf
- Samba show
- Ipanema beach
- Soccer game in São Paulo

Trip Details and Team

38

Class: Mondays 6:30~9:30PM, Trip: March 16th~28th, 2014

\$5,389 (Additional costs not included in this budget include lunch, dinner, taxis and spending money)

Professor Russell Walker

Arlene Johnson







Paloma Ishii Moose 2015



Felipe Chaquea Big Dogs 2015

POTENTIAL COMPANIES



TELMEX,









BBVA Bancomer

Financials

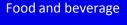
Energy and materials











Telecom and Media Cosmetics





