



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



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

Maximum Class Size

38

Schedule:

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

Estimated Cost:

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

Faculty:

Professor Russell Walker

GIM Advisor:

Arlene Johnson

Student Leaders:



Michi Takeuchi
Highlanders 2015



Paloma Ishii
Moose 2015



Felipe Chaquea
Big Dogs 2015

POTENTIAL COMPANIES



Aerospace and airlines



Food and beverage



Financials

Telecom and Media



Cosmetics



Energy and materials

