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

ATTR ACTIONS

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

POTENTIAL COMPANIES

- EMBRAER
- Azul
- Coca-Cola Femsa
- brf
- ABInBev
- Bimbo
- BBVA Bancomer
- Itaú
- TARPON INVESTIMENTOS
- American Movil
- Televisa
- América Móvil
- Natura
- BR
- Vale
- Havenhuis

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
- Paloma Ishii
- Felipe Chaquea

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Trip Details and Team

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