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## 01/19/1994 - EIU To Offer Doing Bussiness In Mexico Seminar.pdf

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FOR IMMEDIATE RELEASE:

January 19, 1994

EIU TO OFFER DOING BUSINESS IN MEXICO SEMINAR

CHARLESTON, IL--An international seminar, sponsored by the Business Development Center at Eastern Illinois University, will be held in Monterrey, Mexico, March 16-19.

Designed for business executives and professional persons, "Doing Business in Mexico" will focus on recent global changes in politics, the economy, trade and social matters and how they are affecting business organizations, with special emphasis on Mexico-U.S. interaction.

Participants will learn about the changing dynamics ahead for Mexican and U.S. companies as they face NAFTA implementation and encounter trading blocs in other regions.

Seminar topics will be customized as much as possible to fit participants' needs, and group sessions will analyze case studies and discuss personal experiences. The development of a personal business plan to do business in Mexico will be encouraged. Tours of area industries will also be given.

Norman Garrett, EIU professor of business education and administrative information systems, is facilitator of the seminar and will accompany participants to Monterrey, Mexico. He has been involved with several international business education ventures, sharing his

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expertise as a manager, consultant and instructor. The author of numerous articles and books, he has extensive knowledge of office automation and microcomputer business applications.

"As implementation of NAFTA begins, businesses in North America must learn to function as an international unit, evolving from domestic to multinational business operations," said Garrett. Mexican companies will become more active in a new economic, political and trade environment as the presence of U.S. companies in Mexico increases.

Multinational management must encompass not only cultural differences, but also negotiating styles, business ethics, management practices and human relations practices. Sessions dealing with the development of human relations processes will include Mexican culture as it relates to management styles, motivating factors for Mexican workers, Mexican society and how it is organized, government and politics. A brief background of Mexican history and social psychology, relevant to business, will be presented.

Other topics include leadership styles, decision-making and communication styles, corporate strategies and behavior suggestions for both U.S. and Mexican managers.

The final thrust of the seminar will be the development of a personal plan for doing business in Mexico. This will incorporate country, organizational, group and individual levels of business. Group sessions will analyze case studies and personal experiences, and team dynamics will provide assistance in the development of a personal business plan. Tours to area companies and firms will be included in the seminar.

Sessions will be taught by Jaime Alonso Gomez, director of the Productivity-Quality

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Seminar Series and the Production Engineering Center at the Monterrey Institute of Technology, and Susan Fortenbaugh, associate researcher with the Foreign Areas Studies Division in Washington, D.C..

As a researcher, professor and consultant, Gomez has worked with over 100 businesses and organizations in Mexico, Latin America, the U.S. and Japan. He holds degrees in industrial and systems engineering, systems design and management science and applied economics. Gomez worked in industry prior to pursuing an academic career. His many articles include topics on quality engineering and management, socio-technical systems and international operations management.

Fortenbaugh is a writer, teacher and researcher. She has co-authored books on Venezuela, Peru, Bolivia and Ecuador. She has resided in Mexico for over 20 years.

Further information about this seminar is available from the Business Development Center at Eastern Illinois University, (217) 581-2913.