

# IE Singapore International Business Fellowship Executive Programme

**on Mexico: Mexico City & Puebla**  
**16 - 23 August 2014**



**The iBF Executive Programme is jointly organised by International Enterprise (IE) Singapore and Singapore Business Federation (SBF).**

The iBF Programme supports Singapore-based companies in the training of company executives to acquire business knowledge and build networks in selected supported markets like Mexico.

Only a maximum of **30 participants** will be accepted for this programme.

## Programme Objectives

The programme is specially organised for:

- **Mid-Senior management from Singapore-based companies** who have existing businesses and/ or are keen to explore business opportunities in Mexico
- **Senior officers from public sector organisations** who support business initiatives that add value to Singapore and Mexico

Through site visits, briefings, networking sessions and lectures by prominent practitioners and academics, participants will:

- **Improve capabilities** to successfully enter and navigate in the market and address operational issues
- **Acquire the market-specific business knowledge** crucial in formulating their organisations' Mexico strategy
- **Adapt** to the closely-intertwined Mexican **business and cultural environments**
- **Build strong connections** with Mexican businessmen and Singaporeans based in the country

## Programme Highlights

- In-depth appreciation of Mexico's **business and cultural environment** and the **relationship between government and businesses**
- Insights into **consumer behavior, marketing management, operations and supply chain management and people management** in Mexico
- Understanding **Mexico's history, its economy and financial market**, and its importance for **third-country partnership** with the neighbouring regions
- Acquiring knowledge on Mexico's **tax, labour and union laws**
- A **certificate of attendance** will be awarded by Universidad de las Americas Puebla at the end of the iBF Executive Programme

## Registration

If you are interested to attend the iBF Executive Programme on Mexico, please submit your registration by **Monday, 28 July 2014**.

## Course Fee

Estimated **S\$1,660.00** per participant after 70% support from IE Singapore; only applicable to eligible Singaporean or Singapore Permanent Residents from Singapore-based companies or public sector organisations in Singapore.

Estimated Full Course Fee of **S\$5,520.00** per participant applies for non-Singapore Citizens and non – Singapore PRs.

iBF may also provide support for up to 50% of economy return airfare and accommodation for participants from Singapore-based companies. Hotel accommodation, airfare, airport transfers and other incidental expenses will be paid by participants.

## Payment

Payment will be collected upon **confirmation of placement** in the programme. **Full payment** of the programme fee must be received by SBF before the start of the programme.

## For enquiries, please contact

- Ms Renee Koh at:  
+65 6827 6866 / [renee.koh@sbf.org.sg](mailto:renee.koh@sbf.org.sg)

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**International  
Business  
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Programme



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**Registration Slip**

Closing date: **Monday, 28 July 2014**

**Ref No: AEMEA**

Fax: +65 6720 2873  
Attention to: Renee Koh

Name (Mr / Ms): \_\_\_\_\_ Designation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

SBF Membership No.: \_\_\_\_\_

Company: \_\_\_\_\_ Nature of Business: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_ Designation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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