

INTERNATIONAL BUSINESS FORUM

OCTOBER PROGRAM

Tuesday, October 7, 2003

"Mexico and the Super Peso: A Tale of Two Surprises"

Special Guest Speaker:

Jorge Gonzalez

Chairman of the Department of Economics,
Trinity University, San Antonio, TX



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International ventures can intimidate even the most seasoned entrepreneur. Now is your chance to move your business ahead in the world. Cosponsored by Michigan State University's Center for International Business Education and Research (CIBER), the Lansing Regional Chamber of Commerce, Lansing Community College and the Detroit College of Law at Michigan State University, this monthly forum provides outstanding speakers and relaxed networking opportunities for anyone interested in doing business in the global economy—whether you import, export, or provide services.

With extensive international experience, each speaker wraps personal insights around a practical and up-to-the-minute approach to conducting international trade. These events are open to the public.

Make your reservations. Contact the International Business Forum at 517-353-4336 or e-mail Beverly Wilkins at wilkinsb@msu.edu.

Help us Plan. Let us know your suggestions for speakers and topics. Your ideas for making the Forum work best for you and your organization will be helpful to the Committee. Send e-mail to wilkinsb@msu.edu with your suggestions. The cost of the luncheon is \$20.

Cosponsored by MSU's Broad College CIBER, the Lansing Regional Chamber of Commerce, Lansing Community College and the Detroit College of Law at Michigan State University



INTERNATIONAL BUSINESS FORUMS

Tuesday, October 7, 2003. "Mexico and the Super Peso: A Tale of Two Surprises"—presented by Jorge Gonzalez, Chairman of the Department of Economics, Trinity University, San Antonio, Texas.

The last two decades have brought unprecedented economic, political and social change to our continental neighbor to the south. With influences brought on by the North American Free Trade Agreement (NAFTA) and other initiatives, Mexico has undergone dramatic transformations.

Deregulation, privatization of government enterprises, and significant trade liberalization has been the fuel that has moved the nation's economy forward.

In the late 1980s, Mexico was ranked 26th in the world as an export country. By the end of 2000, Mexico ranked fifth in world exports. Since 1994, Mexico has become the third largest emerging market recipient of private investment.

This economic transformation has brought with it political change as well. Strong democratic institutions are now in place and political freedom is unquestionable.

All of these changes, however beneficial they are, haven't come to Mexico without significant pain or associated costs.

This forum will focus on Mexico's economic performance over the past few years and how the country is weathering the current worldwide economic slump. Additionally, Dr. Gonzalez will address the impact of unstable world financial markets on the value of the Mexican peso, and the outlook for Mexico during the remaining three years of President Vicente Fox's leadership.

Dr. Gonzalez was born in Mexico. He obtained his Bachelor's Degree in Economics in Monterrey and continued his academic career at Michigan State University where he earned his M.A. and Ph.D. in Economics. At Michigan State University he received the "Highest Scholarship Award." In May of this year Professor Gonzalez received Trinity University's most prestigious teaching award, the Dr. and Mrs. Z.T. Scott Faculty Fellowship.

Professor Gonzalez is often invited to speak to companies, organizations, and community groups about the Mexican economy. His expertise is also frequently sought by regional, national and international news media.

Fall 2003 and Spring 2004

International Business Forums

October 7, 2003

November 11, 2003

February 10, 2004

March 16, 2004

April 13, 2004

Lunch begins at 11:45 a.m.

Michigan Athletic Club, East Lansing

For reservations please call

Beverly Wilkins, (517)353-4336

e-mail: ibf@bus.msu.edu

Directions to the Michigan Athletic Club (MAC)



The MAC, 2900 Hannah Blvd., is located behind the Hannah Plaza, off Hagadorn Rd. in East Lansing

International Business Forum
Center for International Business Education and Research
The Eli Broad Graduate School of Management
7 Eppley Center, MSU, East Lansing, MI 48824-1121

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