

Center for North American Studies Summer Institute 2006

American University's Center for North American Studies (CNAS)



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FIFTH ANNUAL SUMMER INSTITUTE

"NORTH AMERICAN BUSINESS"

JUNE 18 – JUNE 30, 2006

Center for North American Studies
American University
Washington, DC

MORE INFORMATION

To contact the Center call (202) 885-1525. For more details on the Summer Institute, go to our website at <http://www.american.edu/ia/cnas/>





Dr. Robert A. Pastor,
Executive Director,
Center for North American
Studies (CNAS)



Dr. David M. Stemper



Nicole M. Byrd

Introduction

For most, the phrase “North America” is little more than a geographical expression. However, the economies and societies of the United States, Canada, and Mexico have integrated at an accelerating rate since the North American Free Trade Agreement (NAFTA) took effect in 1994. The value of trade within North America has nearly tripled in the past 12 years, and the countries’ top trade partners are now each other.

To help tomorrow’s business leaders succeed in this increasingly integrated region, American University (AU)’s Center for North American Studies (CNAS) and Kogod School of Business annually organize an intensive, two-week Summer Institute on *The North American Business Environment* for MBA students.

This year, the course provided 28 students from Mexico and the United States a unique opportunity to explore the strategies of North American corporations and the benefits and obstacles of further regional integration. The Institute featured presentations by academics, business leaders, diplomats and policy makers. Highlights included lectures given by Robert Herzstein, lead negotiator for NAFTA; Marcela Celorio, Political Officer at the *Embajada de Mexico*; and Antoine Van Agtmael, Founder and President of Emerging Markets Management.

The majority of Summer Institute participants were from Tec de Monterrey’s world renowned business school, EGADE. Several students from Kogod and other business schools participated in the course as well. They all benefited from the unique opportunity to learn side by side with their counterparts. CNAS and Kogod faculty and staff as well as the numerous outside speakers were impressed with the energy, vision, and ability of this year’s students.

Sincerely,

Dr. Robert A. Pastor

Guest Lecturers

Dr. Robert Blecker, Dept. of Economics, American University (AU)

Mr. Sam Brock, former director, Western Hemisphere Affairs, National Security Council

Ms. Marcela Celorio, Political Officer, *Embajada de Mexico*

Dr Frank DuBois, Kogod School of Business, AU

Dr. Richard Durand, Dean, Kogod School of Business, AU

Mr. Eric Farnsworth, Vice-President, Council of the Americas

Ms. Scotty Greenwood, Executive Director, Canadian-American Business Council

Mr. Robert Herzstein, trade lawyer, Miller & Chevalier

Dr. Neil Kerwin, interim president, AU

Dr. Richard Linowes, Kogod School of Business, AU

Dr. Gerardo Lozano, EGADE, Tec de Monterrey

Mr. Don Mackay, Director, Washington Office, Centre for Trade Policy & Law

Ms. Lynn McDonald, Economic & Trade Policy, Canadian Embassy

Dr. Ellen Meade, Economics Dept., AU

Mr. R. Scott Miller, Director, National Government Relations, Procter & Gamble

Dr. Isidro Morales, Dean, School of Social Sciences, *Universidad de las Américas*; Visiting Fulbright scholar

Dr. Robert Pastor, Director, Center for North American Studies, AU

Mr. Bill Primosch, Senior Director, International Business Policy, National Association of Manufacturers

Dr. Stephen Randall, Dean of Social Sciences, University of Calgary

Dr. Christopher Sands, Senior Associate, Canada Project, CSIS

Mr. Matt Simpson, student, Washington College of Law, AU

Mr. Antoine Van Agtmael, President and Chief Investment Officer, Emerging Markets Management L.L.C.

Dr. Carol Wise, Economics Dept., AU

North American Business Topics and Events

MONDAY, JUNE 19

- An Introduction to North America
- How to Think about the Business Environment
- Corporate Social Responsibility

TUESDAY, JUNE 20

- The Legal Promise and Problems of NAFTA
- Comments: Should there be North American Law?
- Constraints on Export-led Growth in Mexico
- U.S Business Strategies toward the New North America

WEDNESDAY, JUNE 21

- Canadian –U.S. Business Relationships
- Business Education in the 21st century: A Dialogue

THURSDAY, JUNE 22

- China: NAFTA's 4th Partner
- The Role of States and Provinces in North America

FRIDAY, JUNE 23

- CEMEX Case Study
- How the U.S. Makes Policy Toward North America
- Canada and NAFTA & The Canada -U.S. Economic Relationship

MONDAY, JUNE 26

- Should North America Have a Single Currency?
- North America: Trade and Investment Challenges for the Next Decade

TUESDAY, JUNE 27

- The Emerging Markets Century
- Managing Energy Challenges within the North American Context
- The Security and Prosperity Partnership: An Evaluation

WEDNESDAY, JUNE 28

- Energy Security in North America
- Improving North American Transportation Post 9/11: Meeting the Challenges of Security and Efficiency
- An Agenda for North America's Second Decade

THURSDAY, JUNE 29

- Business –Government Relations in Washington
- Tour of the Capitol

FRIDAY, JUNE 30

- Final Presentations

Student Quote:

"The program has been very intense. It gives us a sense of how we can work towards a better future and better integration between our three countries."

- Gerardo Jean
EGADE

Student Quote:

"I am in my office again but with another vision of the world."

- Julia Rosa Romero
EGADE

North American Business Student Presentations

Group One: Better & More Competitive Coastal Logistics in North America

Participants: Damián Barrera, Liliana Espinoza, Gerardo Jean, Mónica Ortega, Agustín Pando

Group Two: Regulatory strategies to improve US-Mexico Trade Competitiveness

Participants: Paulina Cuevas, Ximena Marin, Cecilia Montaña, Julia Rosa Romero, Karina Wvalle

Group Three: R&D Revolution in the Auto Industry: Mexico, the United States, and Canada

Participants: Maribel Cabrales, Simon Cavenett, Denise M. Cobian, Ricardo Lopez Hernandez, Sonia Perez, Juan Manuel Robles

Group Four: Ajegroup´s Corporate Strategy for North American Entry

Participants: María Gisela Cante Reyes, Muna Dora Buchahin Abulhosn, Celestine Johnson, Rodrigo Navarro, Julia Perez Hernandez, Marta Lucia Morales, Carlos A. Silva Ramos

Group Five: The Frozen Food Case: A Proposal to Improve Competitiveness in North America

Participants: Claudia Vargas, Mauricio Meza, Carlos Ortega, Andres Lang, Arie Broide



Site Visits



SITE VISIT: U.S. CAPITOL

Students were treated to a tour of the U.S. Capitol Building, courtesy of Representative Henry Cuellar's office.



SITE VISIT: CANADIAN EMBASSY

Students visited the Embassy of Canada to get the Canadian perspective on NAFTA from Economic & Trade Policy officers.



SITE VISIT: EMBAJADA DE MEXICO

Marcela Celorio discussed the SPP from the Mexican perspective and guided a spirited discussion at the Mexican Embassy before a reception.

Participants



ISMAEL DAMIÁN BARRERA HERNÁNDEZ
EGADE



ARIEH BROIDE
EGADE



MUNA DORA BUCHAHIN ABULHOSN
EGADE



MARIBEL CABRALES
Benedictine University



GISELA CANTE REYES
EGADE



GERARDO JEAN CARRASCO
EGADE



SIMON CAVENETT
American University: Kogod



DENISE COBIAN
PhD Candidate



PAULINA CUEVAS GARCÍA
EGADE

Participants



LILIANA ESPINOZA VELARDE
EGADE



CELESTINE JOHNSON
American University: Kogod/SIS/CAS



ANDRES LANG
EGADE



RICARDO LÓPEZ HERNÁNDEZ
EGADE



SANDRA XIMENA MARIN CAICEDO
EGADE



MAURICIO MEZA GONZÁLEZ
EGADE



CECILIA MONTAÑO HERNANDEZ
EGADE



MARTHA LUCIA MORALES
EGADE



RODRIGO NAVARRO
American University: Kogod

Participants



CARLOS ORTEGA DOMINGUEZ
EGADE



MÓNICA ORTEGA GÓMEZ
EGADE



AUGUSTÍN PANDO DELGADO
EGADE



SONIA PEREZ
ITESO



JULIA PEREZ HERNÁNDEZ
EGADE



JUAN MANUEL ROBLES
ITESO



JULIA ROSA ROMERO BENITEZ
EGADE



CARLOS SILVA RAMOS
EGADE



CLAUDIA VARGAS RODRÍGUEZ
EGADE



KARINA WVALLE VÁZQUEZ
EGADE



PHOTO GALLERY



Matt Simpson, Robert Herzstein, and Dr. Pastor: bridging the past and future of North America



Professor Richard Linowes of American University engages the students in a discussion of the CEMEX case study.



Liliana Meza, Gerardo Jean, Celestine Johnson, Carlos Silva and Augustin Pando participate in a group activity.



Students arrive at the Mexican Embassy.



Augustin Pando discusses CEMEX with Professor Linowes.



Dr. Stephen Randall, Dean of Social Sciences at The University of Calgary, answers a question about the future of energy consumption in North America.