

Center for North American Studies Summer Institutes 2005

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

Summer Institutes

*NAFTA and the North
American Business
Environment*

Discovering North America

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White House Photographer, Eric Draper

THIRD ANNUAL SUMMER INSTITUTE “DISCOVERING NORTH AMERICA”

&

“NAFTA AND THE NORTH AMERICAN BUSINESS ENVIRONMENT”

MAY 31 – JULY 15, 2005

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,
Associate Director, (CNAS)



Frantz Celestin, Program
Coordinator, (CNAS)



Nicole Byrd, Research
Assistant, (CNAS)

Welcome Message

For most, the phrase "North America" is little more than a geographical expression. Yet such events as the 1994-1995 peso crisis, September 11th, and the 2003 blackout that cascaded throughout the northeast United States and parts of Canada illustrate that events in one of the countries of North America can affect all of them.

To help tomorrow's North American leaders develop strategies and partnerships, American University's Center for North American Studies (CNAS) organized two Summer Institutes (1) *NAFTA and the North American Business Environment for business students*; and (2) *Discovering North America*, the third annual course for undergraduate and graduate students.

These two courses provided 37 students from Canada, Mexico, and the United States a unique opportunity to think about North America. The Summer Institutes combined lectures at American University with presentations by legislators on Capitol Hill, diplomats on 16th Street and Pennsylvania Avenue, and business leaders including Antoine Van Agtmael, Founder, and President of *Emerging Markets Management*; and Jim Rager, Vice-Chairman of *the Royal Bank of Canada*.

From June 1-10, *NAFTA and the North American Business Environment* involved business managers and students from Tec de Monterrey's acclaimed business school (EGADE), and students from Kogod School of Business at American University. In 2003, *The Wall Street Journal* ranked EGADE as 16th among the world's top business schools. The EGADE students included owners or managers of Mexican companies. The students focused on how North American firms operate in a continental market.

From June 6 to July 15, "*Discovering North America*," the third annual Summer Institute instilled in the participants an innovative way of thinking about themselves and their neighbors. This educational experiment by students and faculty from Mexico, Canada and the United States is equivalent in some ways to the effort begun more than fifty years ago among leaders in several countries in Europe to define a "common home."

For organizing and coordinating the two Institutes, we are all grateful to Dr. David Stemper, Associate Director, Center for North American Studies (CNAS), Mr. Frantz Celestin, Coordinator, and Ms. Nicole Byrd, Research Assistant.

Sincerely,

A handwritten signature in black ink that reads "R. A. Pastor". The signature is written in a cursive, slightly stylized font.

Dr. Robert A. Pastor

ABOUT THE FACULTY

To ensure a first rate educational opportunity, the Center invited speakers, who are well known in their respective fields, to teach at the Summer Institute. These included six professors from American University's School of International Service, the Kogod School of Business, and College of Arts and Science as well as visiting professors from Canada, Mexico and the United States (see page four for the complete list).



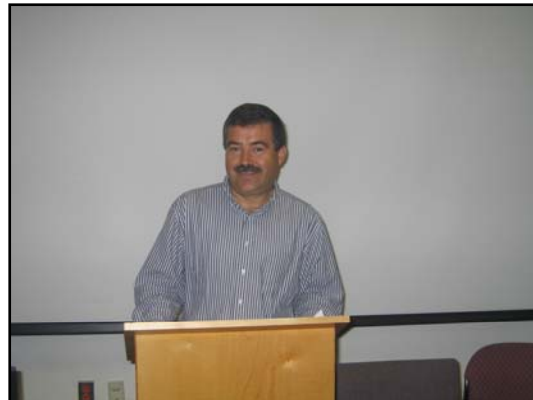
Dr. Richard Linowes, Professor, Kogod School of Business, American University



Dr. Robert Blecker, Professor, Economics, College of Arts and Sciences, American University



Dr. Pierre Martin, Professor of Political Science, Université de Montréal



Licenciado Carlos Heredia, Member of the Independent Task Force on the Future of North America, Council on Foreign Relations, and Foreign Affairs advisor to the governor of Michoacán

AMERICAN UNIVERSITY AND VISITING FACULTY

Dr. Dan Abele, Academic Relations Officer,
Canadian Embassy

Dr. Robert A. Blecker, Economics, College of Arts and
Sciences (CAS), AU

Dr. Avital Bloch, Research Professor, Director of the
Center for Social Research, University of Colima,
Mexico.

Dr. Stephen Blank, Director of Center for International
Business Development, Pace University

Senator John Cornyn (R – Texas), United States
Congress

Representative Henry Cuellar (D – 28th district, Texas),
United States Congress

Dr. Frank Dubois, Professor at Kogod School of
Business, American University

Dr. Joseph Dukert, Independent Energy Consultant,
Adjunct Fellow in Political Economics, Center for
Strategic and International Studies

Dr. Michelle Egan, Professor, School of International
Service, AU

Lic. Carlos Heredia, Foreign Affairs Advisor for the
Governor of Michoacán, Lázaro Cárdenas, and
member of Independent Task Force on the Future of
North America, Council on Foreign Relations

Dr. Richard Linowes, Professor, Kogod School of
Business, American University

Dr. Gerardo Lozano, Professor, Tec de Monterrey –
EGADE

Robert E. Herzstein, trade lawyer, Miller & Chevalier

Donald Mackay, Director, Washington, D.C. Office,
Center for Trade Policy and Law, U. of Ottawa and
Carleton University

Ted Mackay, Transportation Counselor - Trade
Section, Canadian Embassy

Dr. Pierre Martin, Associate Professor of Political
Science, Director of the Chair in American Political
Science, Université de Montréal

Dr. Liliana Meza González, Professor, Department of
Economics, Universidad Ibero-Americana, State of
Mexico, Mexico

Denis Michaud, Ph.D. Candidate, School of Political
Studies, U. of Ottawa

R. Scott Miller, Director, National Government
Relations, Procter and Gamble Company

Aldo Morell, Director, Safety, Health and Environment,
DuPont Company

Karen Phillips, Vice President of North American
Government Affairs – US Public Affairs, Canadian
Railroad Company

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

Dr. Robert A. Pastor, Director, Center for North
American Studies, American University

Jim Rager, Vice-Chairman (ret.), Royal Bank of
Canada Financial Group

Dr. Carlos Romero, associate Professor, EGADE
Director, Master in International Business

Mtro. Raúl Rodríguez González, Director, Biblioteca y
Centro de Información, CETYS Universidad, Campus
Tijuana, Tijuana, Baja California, México

Dr. Christopher Sands, Senior Research Associate,
Canada Project, Center for Strategic and
International Studies

Murray Smith, Alberta Office, Embassy of Canada

Dr. David M. Stemper, Lecturer, School of
International Service, American University

Armand Peschard-Sverdrup, Director, Mexico Project,
Center for Strategic and International Studies

Dr. Kenneth P. Thomas, Associate Professor of Political
Science; Fellow, Center for International Studies,
University of Missouri –St. Louis

Antoine W. Van Agtmael, President, Emerging Markets

Ralph J. Watkins, Chief, Manufactures Branch and
Production Sharina, U.S. International Trade

NAFTA and the North American Business Environment Topics and Events

DAY 1: WEDNESDAY, MAY 31

- Welcoming Dinner

DAY 2: WEDNESDAY, JUNE 1

- Perspectives on Doing Business in Mexico
- Post 9/11 Supply Chain Management in NAFTA: New Challenges for Canadian, Mexican & U.S. Business

DAY 3: THURSDAY, JUNE 2

- Corporate Social Responsibility
- Logistics: UPS Mexico Case Study

DAY 3: FRIDAY, JUNE 3

- Railroading in the U.S. and Canada
- NAFTA: What Is It and How Has It Worked?
- NAFTA: What's Missing
- Lecture and reception at the Cultural Institute of Mexico

DAY 5: SATURDAY, JUNE 4

- Students spent the day visiting city's museums and in other activities

DAY 6: SUNDAY, JUNE 5

- Guided Tour of Washington, DC
- Barbecue for the Ten Day Business Students and the Six Week Students

DAY 7: MONDAY, JUNE 6

- The New Era in Emerging Markets
- Transaction Costs in North America
- Transportation and Economic Issues in North America
- Lecture and Reception at the Canadian Embassy

DAY 8: TUESDAY, JUNE 7

- The North American Market: The Consumer-Products sector's Perspective
- NAFTA: Trade Opportunities and Challenges
- The China Challenge to North American Manufacturing

DAY 9: WEDNESDAY, JUNE 8

- Banking in North America
- The North American Investment Fund
- Tour of the United States Congress
- Education in North America

DAY 10: THURSDAY, JUNE 9

- Globalization, Regional Integration, and Employment in Mexico
- A Business Perspective on NAFTA: The Role of Corporate Strategies and Structures
- North American Community: Options for the Future

DAY 11: FRIDAY, JUNE 10

- Mapping a New North American Reality: Crunch Time
- Building North American Competitiveness
- Closing Reception at Kogod School of Business

PARTICIPANTS IN NAFTA AND THE NORTH AMERICAN BUSINESS ENVIRONMENT

EGADE

Guillermo Moreno Senties

Company: Despacho Murillo S.C.
Area: Accounting and Auditing

Edgar Muñoz Ávila

Company: ITESM
Area: New Business Projects

Daniela Gonzalez Serna

Company: Vector Casa de Bolsa
Area: Financial Investments

Rocio Rivera Mercado

Company: Lear Corporation, Silao Plant
Area: Controller Puebla Plant

Pilar Corona Carrazco

Company: Lear Corporation, Silao Plant
Area: Operations Manager

Carlos Marumoto Torres

Company: La Mariposa de León S.A. de C.V.
Area: General Manager, Owner

Rocio Beltran Muñoz

Company: Calzado Flexi
Area: Financial Planning, Budget and Manufacturing Costs

Gloria Patricia Sosa Velasco

Company: Cemex Concretos, S.A. de C.V.
Area: Commercial Assessor

Ana Patricia de Valdés Solar

Company: ITESM campus Saltillo
Area: Marketing

Enrique Terminel Rojo

Company: Villafañe Flour Mill
Area: General Manager

Edgar Medina Bernal

Company: BANORTE
Area: Budget Analyst

Alejandro Martínez Ramírez

Company: Motorola Nogales Mex
Area: Sustaining Manager

Erick Reyes Ávila

Company: Tiendas Lores S.A. de C.V.
Area: Operation Manager

Blanca Cecilla Yeo González

Company: Flextronics
Area: New Business Projects and Product Development

Raúl Enrique Locio Morales

Company: CEMEX México
Area: Customer Service

Gabriel Ortíz López

Company: Contricciones Tovar S.A. de C.V.
Area: Manager

KOGOD

Jefferey Franco

Major: MBA, International Marketing

Andrew Friedman

Major: MBA, International Management

Edouard Gueudet

Major: MBA, Entrepreneurship and Management

Sathyan Kandaswami

Major: MBA, International Business, MA, Peace and Conflict Resolution

Pranisa Pothpan

Major: MBA, International Business

Bradley Sedushak

Major: MBA, Accounting

Adam Seger

Major: MBA, Real Estate and Urban Development

Niusha Ziaee

Major: MBA, International Marketing



Featured Speaker:

Antoine Van Agtmael,
Founder and President of
Emerging Markets
Management

"As liberal democracies, the governments also share common principles: protecting individual rights, upholding the rule of law, and ensuring equality of opportunity for their citizens. North America, in short, is more than a geographical expression. It is a partnership of sovereign states with overlapping economic and security interests, where major developments in one country can and do have a powerful impact on the other two."

--Council on Foreign Relations, *Building a North America Community*, 2005

Discovering North America Topics and Lectures

WEEK 1: THE MARKET IN NORTH AMERICA: THE ENGINE OF INTEGRATION

- Antoine Van Agtmael, *the New Era in Emerging Market*
- Donald Mackay, *Transaction Costs in North America*
- Dan Abele and Ted Mackay, *Transportation and Economic Issues in North America*
- Scott Miller, *The North American Market: Perspective from the consumer Products Sector*
- Robert Herzstein, *The Legal Framework for North American Business*
- Ralph J. Watkins, *The China Challenge to North American Manufacturing*
- Jim Rager, *Banking in North America*
- Senator John Cornyn, *Congress and the Development Gap Between Mexico and its Northern Neighbors*
- Congressman Henry Cuellar, *Congress and North America: The Importance of Education*

WEEK 2: NATIONAL POLITICS AND A CONTINENTAL MARKET IN NORTH AMERICA

- Dr. Robert A. Pastor, *National politics and the Emerging Region of North America*
- Denis Michaud, *The Politics of Free Trade: Why NAFTA?*
- Dr. Christopher Sands, *Canada's History and Politics*
- Armand Perschard-Sverdrup, *introduction to the Politics and History and Mexico*
- Denis Michaud, *Proposals for a North American Monetary Union*
- Dr. Robert Blecker, *Globalization, Regional Integration, and Employment in Mexico*

WEEK 3: REGIONAL AND SECTIONAL CHALLENGES: PART I

- Dr. Kenneth P. Thomas, *Investment and Disparities: The EU and North America*
- Dr. Avital Bloch, *The Complexities of American Politics in North America*
- Dr. Liliana Meza, *Immigration and Economics in North America*

WEEK 4: REGIONS AND SECTOR: PART II

- Raul Rodriguez, *The Californias: A personal and Historical Perspective*
- Murray Smith, *Energy Policies in Canada*

WEEK 5: APPROACHES FOR A NORTH AMERICAN COMMUNITY

- Dr. Michelle Egan, *Europe and North America*
- Dr. Robert A. Pastor, *A North American Community*

WEEK 6: NEW APPROACHES: PART II

- Licenciado Carlos Heredia: *A Platform for Economic and Social Cohesion in North America*
- Dr. Pierre Martin, *Quebec and North American Integration*
- Dr. Joseph M. Dukert, *A North American Approach to Energy*
- Dr. Pierre Martin, *Public Opinion and Sovereignty in Quebec*
- Licenciado Carlos Heredia, *Towards a Harmonization of Economic Policies in North America*

Internships



Senator John Cornyn speaks to students about the North American Development Fund

INTERNSHIPS

The students participated in internships with organizations such as the United States Congress, the National Defense University, the Embassy of Mexico, the United States – Mexico Chamber of Commerce, Partners of the Americas, the U.S. International Trade Commission, and the International Foundation for Election Systems.

Policy Presentations



Discussion panel at the Cultural Institute of Mexico, Friday, June 3

POLICY PRESENTATIONS

Students were organized into three task force groups and presented their proposals to a panel, including senior officials from the Mexican and Canadian governments. The topics were:

- Security Perimeter
- Institutions and Education
- Economic Competitiveness

“Rather than fighting geography, we should let proximity work to our collective advantage, working with Mexico and Canada as critical partners toward a more fully integrated marketplace. A Compact for North American Competitiveness would begin to address these issues over time.”

--Eric Farnsworth, Vice President of the Council of the Americas, Washington, DC



Ted Mackay, Dan Abele, Vera Spirovski, Holly Bondy, and Hilary Seddon, at the Embassy of Canada



Congressman Henry Cuellar and Dr. Pastor after the congressman's lecture

Canada



HOLLY BONDY

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Internship: International Foundation for Election Systems (IFES)
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VERA SPIROVSKI

York University
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Internship: Human Rights Watch
Email: veraspirovski@osgoode.yorku.ca



HILARY SEDDON

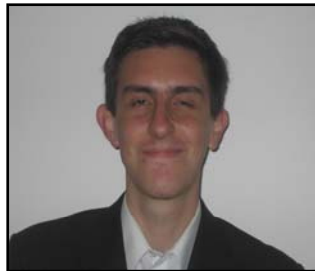
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Mexico



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HEBERTO RIVERA

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ROCIO RIVERA

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CLAUDIA WILLIAMS

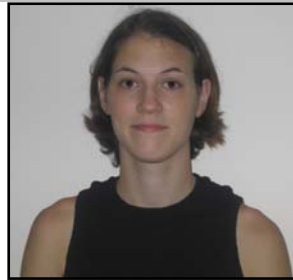
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UNITED STATES



JESSICA BOURLAND

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HADASSAH HEAD

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Internship: U.S. International Trade Commission
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ELIEL HERNANDEZ

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Major: PhD, Management and Entrepreneurs
Development
Internship: Center for Trade Policy and Law
Email: elielh@yahoo.com



MARCUS MORALES

Inter-American University
Major: Criminal Justice
Internship: Federal Administration for Puerto Rico
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When asked if she would recommend this program to other students, Holly Bondy, a Canadian student from Carleton University, responded: "Absolutely! I learned so much and had a fabulous time doing so. Having participants from all three countries was a real bonus, providing lots of different perspectives. I've never felt North American, or had any desire to identify myself with this group. Until now!"

--Holly Bondy



Students at the World War II Memorial, Sunday, June 5

TASK FORCE GROUPS ON NORTH AMERICA

Security Perimeter

- Marcela Alvarez
- Eduardo Cortazar
- Eliel Irizarry
- Hilary Seddon

Institutions and Education

- Jessica Bourland
- Marcus Morales
- Vera Spirovski
- Claudia Williams

Economic Competitiveness

- Holly Bondy
- Hadassah Head
- Emiliano Lozano
- Heberto Rivera
- Rocio Rivera

PHOTO GALLERY



EGADE and Kogod Students on their way to Senator Cornyn's Lecture in the Dirksen Senate Office Building



Marcela Alvarez, Claudia Williams, and Rocio Rivera in front of the Library of Congress



Reception for EGADE and Kogod Students at the Cultural Institute of Mexico in Washington, DC, Friday, June 3



Congressman Henry Cuellar and the Participants in Longworth House Office Building



Professor Edward Smith describes the history of Washington, DC



Heberto Rivera, Enrique Termini Rojo, Hadassah Head are on their way to Capitol Hill