

## Study Team

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Why?

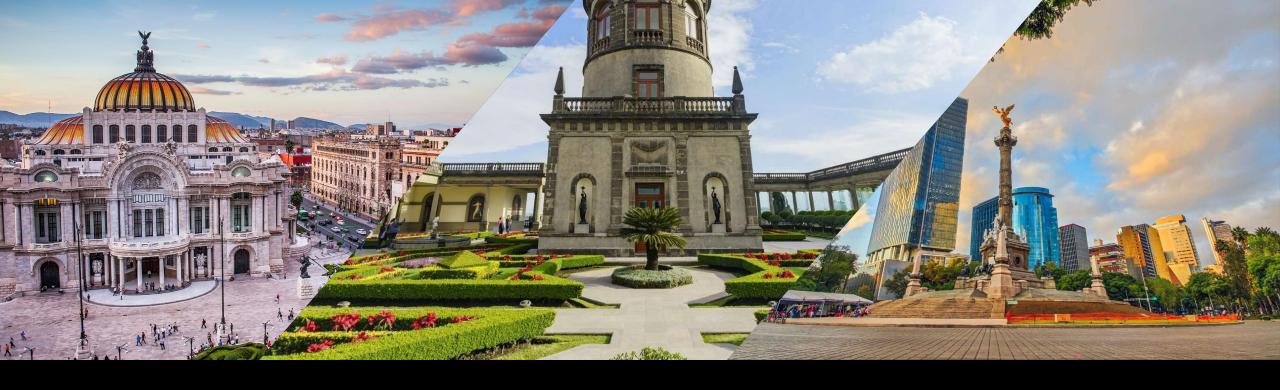
**Transformative Leadership:** Mexico's new leadership is driving economic growth and fostering strong U.S. partnerships.

**Major U.S. Investments**: Google, Amazon, and Microsoft are expanding operations in Mexico with significant tech and AI investments.

**Industry Leadership**: Guatemala is a key player in global coffee production and artisanal business.

**Business Hubs**: Mexico City and Guatemala offer vibrant environments for exploring multinational corporations and family-owned conglomerates.

**Emerging Markets & Trade**: Gain insights into cross-border trade and emerging markets in North and Central America.



Tentative Highlights:
Mexico
(March 15 – March 20)

MICROSOFT MEXICO

COCA-COLA

FORBES MEXICO

SOFTBANK VISION FUND

FRIDA KAHLO

Get excited for an adventurous 5 days filled with cultural activities exploring Mexico City, experiencing the intersection of technology and business and engaging in unforgettable immersive experiences



Tentative Highlights:
Guatemala
(March 20 – 22)

CMI

CAYALA ECONOMIC DEVELOPMENT

LA AZOTEA COFFEE FARM

CAFÉ SAUL

Guatemala will offer a unique experience that will showcase its leadership in the global coffee industry, artisanal entrepreneurship and a prominent conglomerate business presence

## Additional Information

March 15, 2025 – March 22, 2025 Cost Range \$2,000 – \$2,500 (does not include international flights from starting city and ending city)

Sign up via Chazen matching application

\$1,000 deposit due within 48 hours of receiving spot No significant others
No shadowing
No swapping/selling
seats

Students can not have holds on their accounts

All company meetings are mandatory



## Questions

• Reach out to <u>MaPatel25@gsb.columbia</u> or <u>JPonciano25@gsb.columbia.edu</u>