



JORNADA MEXICANA

FRIDAY, MARCH 9, 2012

13:00 – 19:00

AUDITORIUM 01-014

CLS-HSG



Universität St.Gallen



The Latin-American-Swiss Center of the University of St.Gallen would like to invite you to the *Jornada Mexicana*

As one of the most important world economies, Mexico's exports by far exceed those of any other Latin American country. Mexico ranks fourth among Switzerland's business partners in the Americas, moreover, Swiss direct foreign investments provide 35,000 jobs.

Mexico possesses a wealth of raw materials, including crude oil, of which it is the seventh-largest producer in the world. Its GDP has grown notably in the last two decades, owing mainly to the chemical, textile, automobile and assembling industries. However, the unprecedented rise of «maquiladoras», aided by the initiation of the North American Free Trade Agreement (NAFTA) in 1994, has led to growing social and ecological concerns.

While Mexico is frequently recognized for its industrial products, agriculture remains important. Though the primary sector provides for only about 4% of the country's GDP, close to 15 % of its workforce is employed in this sector.

Apart from the continued highly unequal distribution of wealth, one of the Mexico's most serious problems is the extreme violence resulting from the ongoing drug war, as cartels fight for control of trade routes. According to media reports, more than 47,000 people have been killed since 2006 and the violence has led to heated debates about the state of the Mexican Republic. Besides this delicate topic, we will study, among other fields, Mexican politics, economy, urbanism (D.F.) and migration.

If you are interested in learning more about the country's current prospects, join us at the *Jornada Mexicana*. The Centro Latinoamericano-Suizo (CLS-HSG) has invited highly specialized researchers and experienced professionals to share their insights and experiences about the region and about «doing business in Mexico». The Forum promotes an open discussion between attendants and lecturers.

Please, register by e-mail: cls-hsg@unisg.ch

More information on: www.cls.unisg.ch