Mercadotecnia Internacional

Actividades de estudio


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Actividad 1: Análisis del Perfil País 1

Dinámica

1. Analizar el perfil de un país
2. Trabajo individual

Actividades

1. Mencionar indicadores clave (Población, GDP, etc.).
2. Mencionar ranking país y evolución (5 años).
3. Fortalezas debilidades por subíndice (especificar indicador).
4. Factores más problemáticos para hacer negocios.
5. Conclusión: análisis general del país.

Mexico 51st / 138

Global Competitiveness Index
2016-2017 edition

Key Indicators, 2015

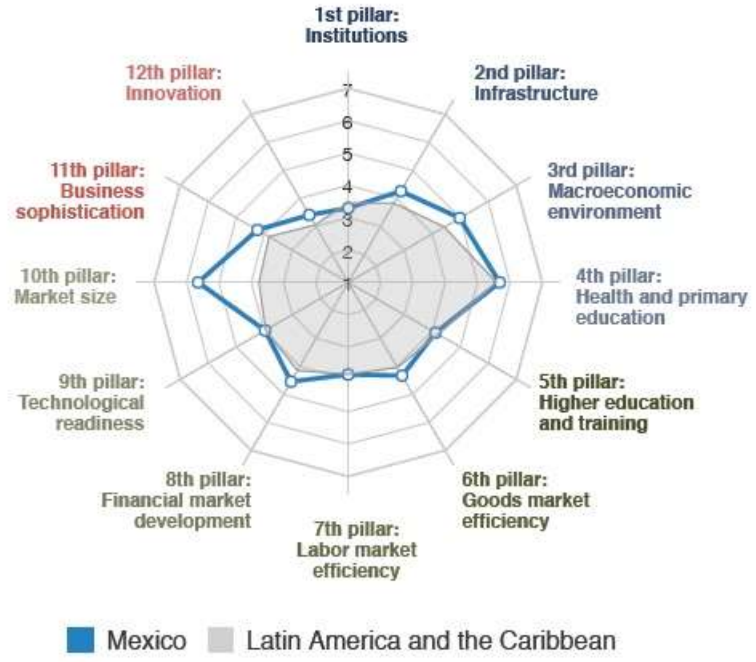
Source: International Monetary Fund; World Economic Outlook Database (April 2016)

Population (millions)	127.0	**GDP per capita** (US$)	9009.3
GDP (US$ billions)	1144.3	**GDP (PPP)** % world GDP	1.96

Performance overview

	Rank / 138	Score (1-7)	Trend	Distance from best
Global Competitiveness Index	51	4.4		
Subindex A: Basic requirements	71	4.6		
1st pillar: Institutions	116	3.3		
2nd pillar: Infrastructure	57	4.3		
3rd pillar: Macroeconomic environment	51	5.0		
4th pillar: Health and primary education	74	5.7		
Subindex B: Efficiency enhancers	45	4.4		
5th pillar: Higher education and training	82	4.1		
6th pillar: Goods market efficiency	70	4.3		
7th pillar: Labor market efficiency	105	3.8		
8th pillar: Financial market development	35	4.5		
9th pillar: Technological readiness	73	4.0		
10th pillar: Market size	11	5.6		
Subindex C: Innovation and sophistication factors	50	3.8		
11th pillar: Business sophistication	45	4.2		
12th pillar: Innovation	55	3.4		

Edition	2012-13	2013-14	2014-15	2015-16	2016-17
Rank	53 / 144	55 / 148	61 / 144	57 / 140	51 / 138
Score	4.4	4.3	4.3	4.3	4.4



Mexico

The Global Competitiveness Index in detail

	Rank / 138	Value	Trend
1st pillar: Institutions	**116**	**3.3**	
1.01 Property rights	84	4.1	
1.02 Intellectual property protection	67	4.2	
1.03 Diversion of public funds	125	2.3	
1.04 Public trust in politicians	124	1.8	
1.05 Irregular payments and bribes	103	3.3	
1.06 Judicial independence	105	3.1	
1.07 Favoritism in decisions of government officials	124	2.1	
1.08 Wastefulness of government spending	94	2.6	
1.09 Burden of government regulation	118	2.7	
1.10 Efficiency of legal framework in settling disputes	113	2.9	
1.11 Efficiency of legal framework in challenging regs	103	3.0	
1.12 Transparency of government policymaking	66	4.2	
1.13 Business costs of terrorism	91	4.8	
1.14 Business costs of crime and violence	130	2.7	
1.15 Organized crime	135	2.6	
1.16 Reliability of police services	130	2.5	
1.17 Ethical behavior of firms	112	3.3	
1.18 Strength of auditing and reporting standards	49	4.9	
1.19 Efficacy of corporate boards	53	5.0	
1.20 Protection of minority shareholders' interests	71	4.0	
1.21 Strength of investor protection 0-10 (best)	57	5.8	
2nd pillar: Infrastructure	**57**	**4.3**	
2.01 Quality of overall infrastructure	69	4.1	
2.02 Quality of roads	58	4.3	
2.03 Quality of railroad infrastructure	59	2.9	
2.04 Quality of port infrastructure	57	4.4	
2.05 Quality of air transport infrastructure	61	4.6	
2.06 Available airline seat kilometers millions/week	21	2330.2	
2.07 Quality of electricity supply	68	4.9	
2.08 Mobile-cellular telephone subscriptions /100 pop.	114	85.3	
2.09 Fixed-telephone lines /100 pop.	65	15.9	

	Rank / 138	Value	Trend
6th pillar: Goods market efficiency	**70**	**4.3**	
6.01 Intensity of local competition	57	5.2	
6.02 Extent of market dominance	88	3.4	
6.03 Effectiveness of anti-monopoly policy	58	3.8	
6.04 Effect of taxation on incentives to invest	89	3.4	
6.05 Total tax rate % profits	114	51.7	
6.06 No. of procedures to start a business	54	6	
6.07 Time to start a business days	40	6.3	
6.08 Agricultural policy costs	119	3.1	
6.09 Prevalence of non-tariff barriers	66	4.4	
6.10 Trade tariffs % duty	68	5.0	
6.11 Prevalence of foreign ownership	25	5.3	
6.12 Business impact of rules on FDI	30	5.2	
6.13 Burden of customs procedures	72	4.0	
6.14 Imports % GDP	79	38.0	
6.15 Degree of customer orientation	54	4.9	
6.16 Buyer sophistication	67	3.4	
7th pillar: Labor market efficiency	**105**	**3.8**	
7.01 Cooperation in labor-employer relations	52	4.6	
7.02 Flexibility of wage determination	49	5.3	
7.03 Hiring and firing practices	92	3.5	
7.04 Redundancy costs weeks of salary	98	22.0	
7.05 Effect of taxation on incentives to work	92	3.7	
7.06 Pay and productivity	80	3.8	
7.07 Reliance on professional management	72	4.3	
7.08 Country capacity to retain talent	66	3.5	
7.09 Country capacity to attract talent	63	3.5	
7.10 Female participation in the labor force ratio to men	116	0.59	
8th pillar: Financial market development	**35**	**4.5**	
8.01 Financial services meeting business needs	78	4.1	
8.02 Affordability of financial services	71	3.8	
8.03 Financing through local equity market	57	3.8	

How to Read the Country/Economy Profiles

The Country/Economy Profiles section presents a two-page profile for each of the 138 economies covered in *The Global Competitiveness Report 2016–2017.*

PAGE 1

❶ Key indicators

The first section presents a selection of key indicators for the economy under review. All data in this section are for 2015 and sourced from the April 2016 edition of the International Monetary Fund (IMF)'s *World Economic Outlook (WEO) Database*.

❷ Performance overview

This section details the economy's performance on the main components of the Global Competitiveness Index

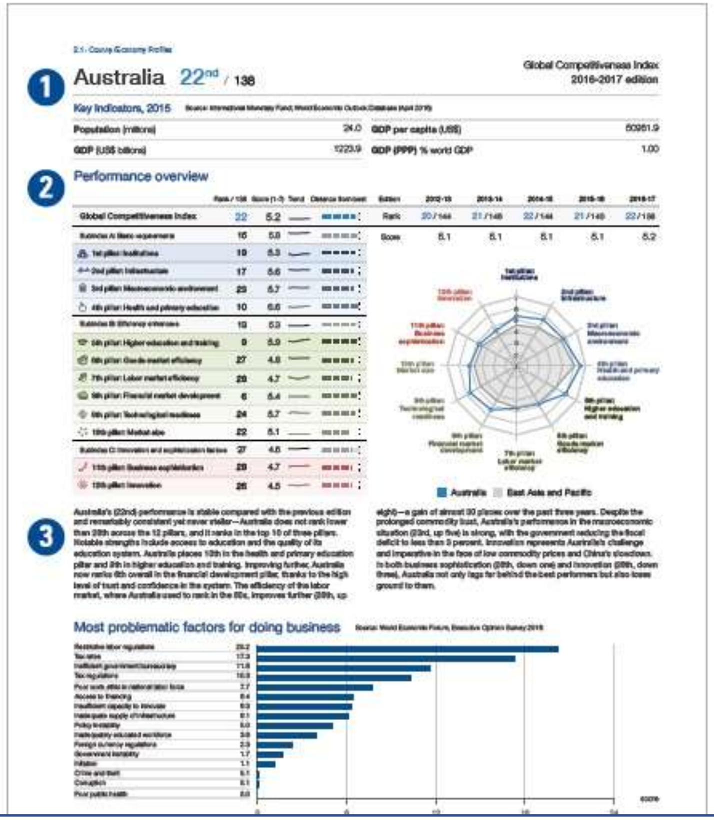
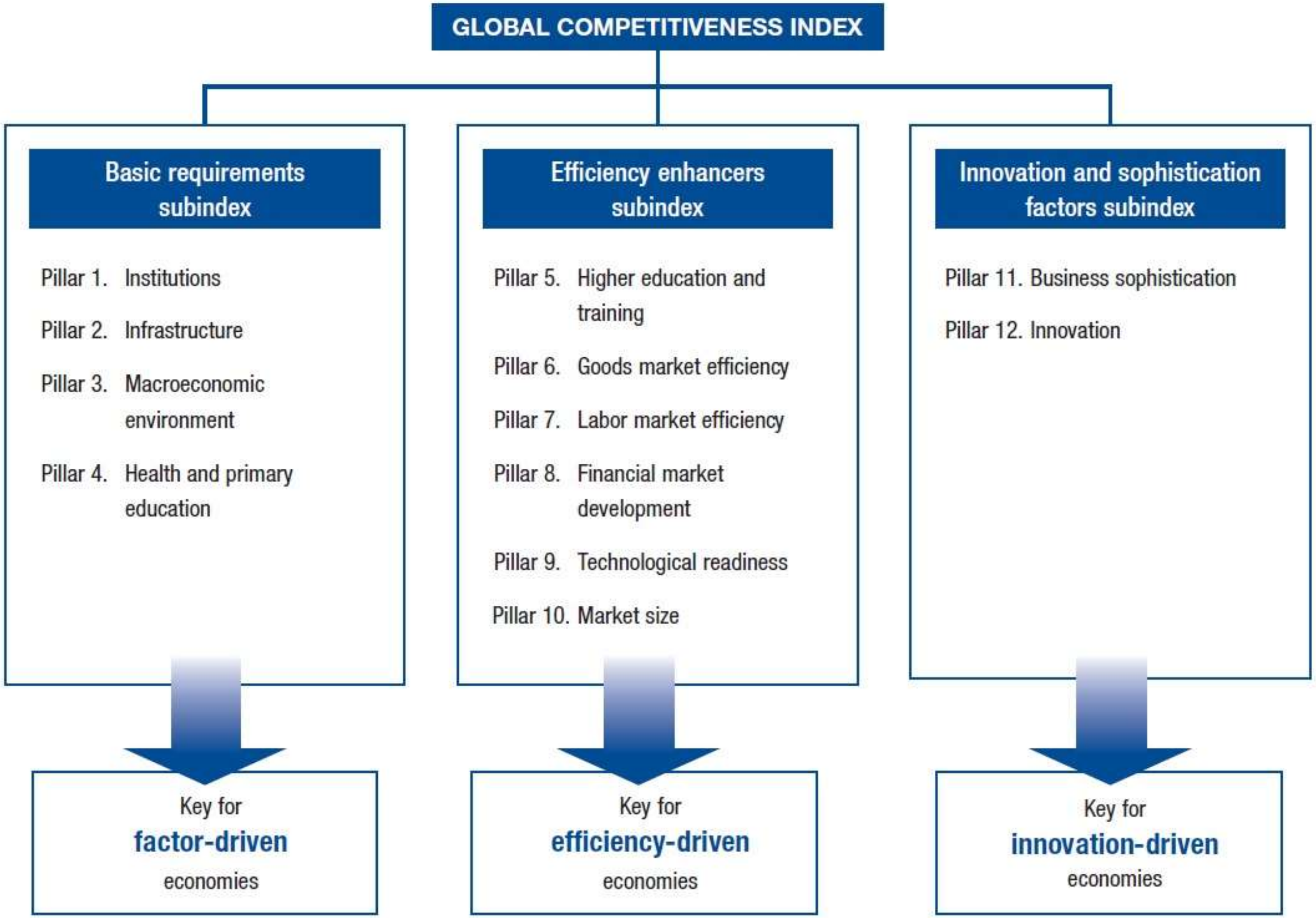
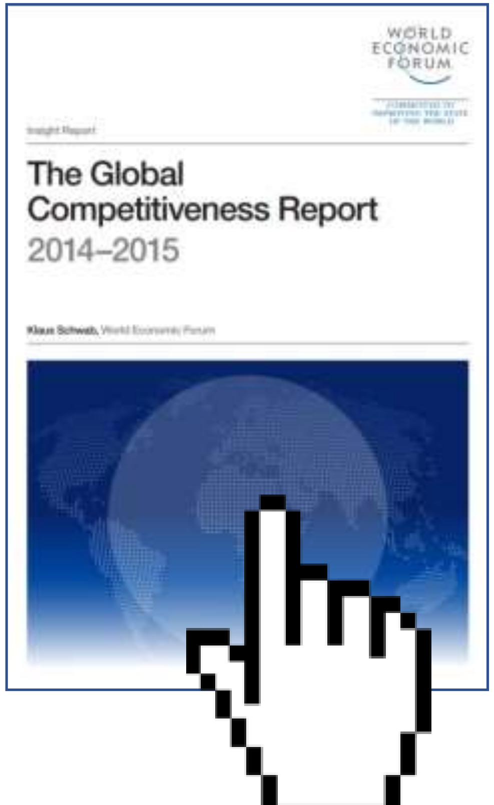
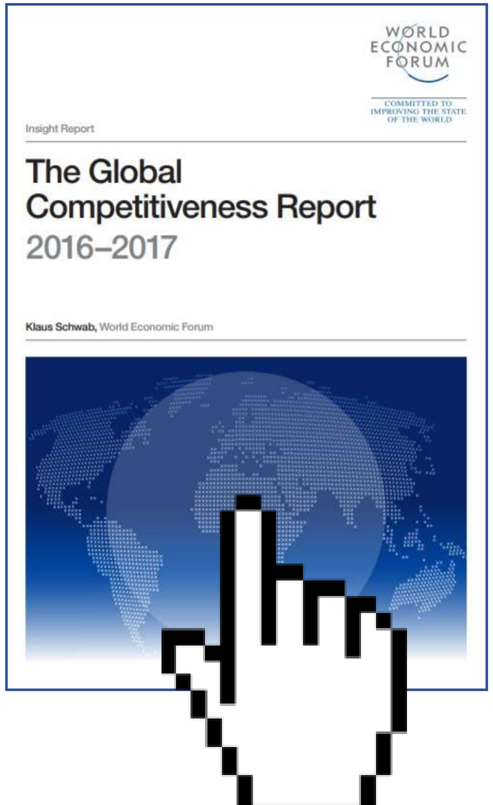


Figure 1: The Global Competitiveness Index framework



Actividad 2: Análisis del Perfil País 2 (*Tendencias*)





Dinámica

1. Identificar tendencias (sólo un país).
2. Trabajo en equipo.

Actividades

1. Mencionar indicadores clave.
2. Mencionar ranking país y evolución (5 años antes del 2014).
3. Elegir un pilar (y un conjunto de indicadores) y comentar su evolución.
4. Conclusión: análisis general del país e interpretación de la tendencia que identificaron.