



21<sup>st</sup> Executive MBA  
International Week

Entrepreneurial Solutions to Poverty

October 2<sup>nd</sup> - 6<sup>th</sup>



## Visiting KidZania



In this visit you will have the opportunity to be the direct witness of how children -through adult role playing- learn to perform in a world of responsibilities while building indispensable values for their personal life and also as citizen committed with their society. This is accomplished by the children's' interaction with other children and with people with special needs.

At the end of the tour you will listen from Maricruz Arrubarrena's voice, General Manager in Mexico, the strengths of his business model - a unique concept in the world that combines education and entertainment; "edu-tainment." This concept allows children to learn and have fun while they act out different trades and professions inside a scaled-down city, supported by leading and multinational brands, they have a topmost experience. In this conference Maricruz will also share with you the challenges of his growth strategy and what makes KidZania different.



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## Visit to the Historic Center



You will be able to know about the cultural richness that guard the streets, squares and halls of the Historic Center of Mexico City. Through an incredible tour by different routes and places, to learn about the legends, history and tradition of buildings and city streets. This is where the Spaniards began to build what is now modern Mexico City in the 16th century on the ruins of the conquered Tenochtitlan, capital of the Aztec Empire.



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We are a foundation that works for social justice, equity of opportunities and rights so that everyone can reach their fullest potential.

Our mission is to prevent crime and reintegrate into society those experiencing criminal conflicts, therefore strengthening the capacities of people, families and communities of low economic resources.

We have been working for social justice through crime prevention for over 30 years, with three programs:

- Building life projects: reintegrating adolescents.
- You can dream: Community prevention.
- Bails of Liberty.



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## Visit to the Basilica of our Lady of Guadalupe



You will have the opportunity to visit, by a pedestrian walk with a specialist in the subject guide, the biggest shrine in America, which was built near the hill of Tepeyac where Our Lady of Guadalupe is believed to have appeared to Saint Juan Diego. The new Basilica houses the original tilma (or cloak) of Juan Diego, which holds the image of Our Lady of Guadalupe. One of the most important pilgrimage sites of Catholicism, the Basilica is visited by several million people very year, especially around 12 December, Our Lady of Guadalupe's Feast day.



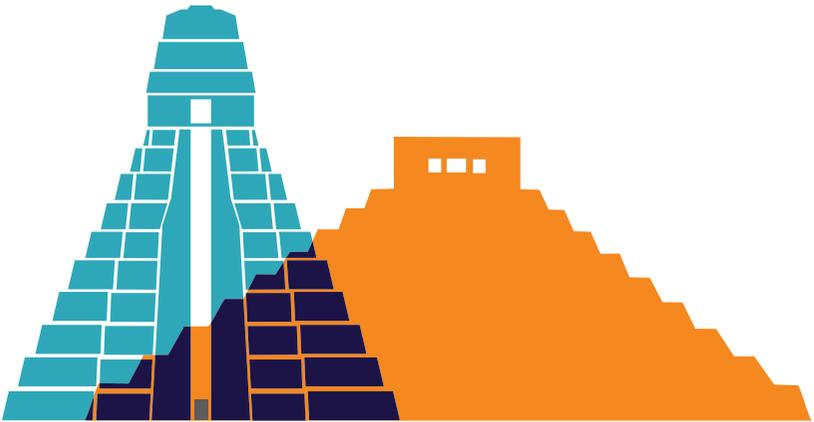
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# Visit to the Pyramids of Teotihuacan



In this magical visit you will see Teotihuacan, known today as the site of many of the most architecturally significant Mesoamerican pyramids built in the pre-Columbian Americas. Apart from the pyramids, Teotihuacan is also anthropologically significant for its complex, multi-family residential compounds; the Avenue of the Dead; and the small portion of its vibrant murals that have been exceptionally well-preserved. Teotihuacan was the largest city in the pre-Columbian Americas, with a population estimated at 125,000 or more, making it at minimum the sixth largest city in the world during its epoch.