

# Tec students create project for exporting mole sauce to Canada



Students from the **Tec's Toluca campus** on the Bachelor in Global Business (**BGB**) program have been working on a project called **Business in Canada**, in which **the students created strategies for exporting mole sauce to Vancouver.**

The group consisted of **Eduardo Bautista, Daniela Domínguez, María Espinoza, Ana Flores, Gilberto González, Azul Gurrola, Erika Maraboto, Alejandro Morales, Karen Ramírez, Xani Sarabia, Karla Tarango, and Eva Vences.**

These students worked with the Mexican company **Grupo Industrial Munguia Ortega**, which **produces and distributes mole and chili pastes.**

*“Getting the chance to work with Grupo Industrial Munguia Ortega was **a very enriching experience** because not only were we able to export mole sauce but we also got to see **the inner workings of a real company,**”* remarked Fernanda Espinoza.



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The group assisted the company by **laying the foundations for entering the market, scheduling appointments with potential customers in Canada, and forming trade relationships.**

This project was developed in the **Promoting Global Business** concentration, and they were in the first year group to take this subject.

### **Crossing the cultural divide**

Implementing the project meant that the students **had to perform market surveys and research in Mexico and then gather further information in Canada.** This allowed the team to **glean a better perspective on the Canadian market.**

*“The greatest challenge in this project was the cultural divide. After doing some research in Mexico, we approached the Canadian market and **realized that the information wasn’t the same,**” explained Daniela Dominguez.*

*“The greatest challenge in this project was the cultural divide.”*

In general, **the students felt grateful for the opportunity to explore the concepts they had learned** in their concentration through a **multicultural perspective**.

*“Many of us would like to revisit this experience again and again because it takes you out of your comfort zone and **exposes you to different cultures and ideologies that enrich your perspective**,”* shared Karen Flores.

### **A realistic experience**

According to the team, **they had never had such a realistic experience** of how a business works, much less in another country. Despite this challenge, **their project was successful**.

The students always had the support of Professor **Gabriela Becerril** and the **training partners** to complete this project.

*“It’s very important that you don’t forget the concepts you’ve learned and bear in mind that **when you get there, the reality is very different**,”* Karla Tarango advised future students on the concentration who would like to take part in these types of projects.



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In general, they **received a positive response from customers in Vancouver** and their **proposals were accepted quickly**.

The students felt well-prepared for this project because of everything they had learned at the Tec and their prior experience with other training partners.

***“I’ve grown a great deal since I started at the Tec because working with training partners since the first semester has been a very enriching experience,”*** concluded Alexia Vences.

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