



Canada-Mexico university partnership unites newest and oldest graduate business schools

Academic cooperation agreement ceremony today in Mexico City

Fredericton, NB, Canada – Nov. 20, 2007 – The University of Fredericton, Canada’s newest university, is partnering with **Universidad Iberoamericana (UIA)** to offer a Master of Business Administration (MBA) and an Executive Master of Business Administration (EMBA) program that will provide managers in Mexico the opportunity to continue working while earning an international degree. The first 20 students from the MBA program at UIA will begin courses in January 2008, taking advantage of this new form of globally accessible business education.

“We push the boundaries to deliver engaging, challenging and relevant learning experiences that are responsive to the needs of our learners,” said **Glenn McInnes, University of Fredericton president**. “Through this program, students will be able to interact in real time with their peers worldwide, gaining an immediate, practical, global perspective on course material.”

The partnership signing ceremony was reported on Pablo Boullosa’s popular TV *La dichosa palabra*. “Just as Canada’s economic competitiveness can be improved through the use of advanced technologies and innovation to provide access to higher education to everyone in Canada, we hope to make this UIA-University of Fredericton online EMBA program available to all those people in Mexico who cannot otherwise access education so they can become leaders, entrepreneurs, innovative managers, strong communicators, and builders of new forms of economic sustainability in Mexico, said **Mtro. Jorge Smeke Zwaiman, Maestria en Dirección de Empresas (MBA Program Coordinator), Universidad Iberoamericana**.

The Academic Cooperation Agreement Ceremony takes place at 5:00 p.m. on Tuesday, November 20 at Universidad Iberoamericana. An online course demonstration for students will follow at 6:00 p.m.

Universidad Iberoamericana is a private higher education institution founded in 1943 by the Society of Jesus with a main library, Biblioteca Francisco Xavier Clavijero, that holds more than 400,000 books, magazines and journals, and is the largest library in a private university in Mexico, with some of the books dating back to the arrival of the Spaniards.

The University of Fredericton is Canada’s newest university. It offers a wholly online Executive Master of Business Administration (EMBA) program in Collaborative Leadership and a Master of Business Administration (MBA) program in Leadership, both of which utilize the latest technology to meet the business education needs of students



globally, with minimum disruption to their personal and professional lives. For more information, visit www.UniversityFredericton.ca.

-30-

For more information or to arrange an interview, please contact:

Linda Forrest

inmedia Public Relations Inc.

+1 (613) 234-7227 x234

Email: lforrest@inmedia.com