

EXTRAORDINARY PROFESSORSHIP, MEXICO-CHINA 2013

In order to meet the growing demand for the generation, dissemination and consolidation of knowledge about the relationship between China and Mexico, the Center for Chinese-Mexican Studies (Cechimex) of the School of Economics of the National Autonomous University of Mexico (UNAM) and Latinasia Group, wishes to inform members of academia, experts, public officials and members of institutions or companies of the following

ANNOUNCEMENT

for the

Mexico-China 2013 Extraordinary Professorship

A. Purpose.

To help generate knowledge about the multilateral and bilateral relationship between China and Mexico, through activities which promote tackling challenges and developing the relationship between both countries, in the medium and long terms, in the following thematic areas:

1. Tourism.
2. Infrastructure.
3. Telecommunications.
4. Economy and Trade.
5. Science and Technology.

B. Thematic Areas.

All academics and specialists whose areas of research are linked to understanding the relationship between China and Mexico, within the framework of the following themes:

1. Tourism.
 - a. Competitiveness of tourism destinations.
 - b. Training and professionalization of human resources to manage tourism destination competitively.
 - c. Managing tourism heritage.
 - d. Public-sector tourism management: designing, implementing and evaluating public policies on tourism.
 - e. Sustainable tourism.
 - f. Tourism and development: tourism's economic and social impact.
 - g. Tourism and cultural heritage.

2. Infrastructure.
 - a. Sustainable urban development
 - I. Airports and air transport.
 - II. Water.
 - III. Foreign trade.
 - IV. Urban demography.
 - V. Urban development strategies.
 - VI. Urban geography.
 - VII. Transport organization and mobility infrastructures.
 - VIII. Civil protection.
 - IX. Urban projects and public space.
 - X. Ports and maritime transport.
 - XI. Public security.
 - XII. Waste management.
 - XIII. Housing and urban infrastructure.
 - b. Sustainable rural development
 - I. Water.
 - II. Rural demography.
 - III. Rural and agricultural development.
 - IV. Effects of climate change on productive processes.
 - V. Agricultural production and sustainability.
 - VI. Natural resources and their exhaustion.

3. Telecommunications.
 - a. Digital cities and digital government.
 - b. Digital communication.

- c. Broadcast methods.
- d. Radio broadcasting.
- e. Wireless and mobile networks.
- f. Optical communications systems.
- g. Communications systems.

4. Economy and trade.

- a. Customs and tariffs.
- b. Competitiveness and business.
- c. Economic and trade cooperation.
- d. Statistics: sources and methods.
- e. Negotiation styles and strategies.
- f. Logistics and transport.
- g. Trade regulations and law.
- h. Trade policy and investment opportunities.
- i. Business projects.
- j. Market selection and analysis.
- k. Types of non-tariff restrictions and regulations.

5. Science and technology.

- a. Biotechnology.
- b. Energy.
- c. Teaching second languages (Chinese Mandarin and Spanish)
- d. History and historiography.
- e. Comparative and sociolinguistic linguistics.
- f. Materials.
- g. Genomic medicine.
- h. Nanotechnology.
- i. Natural resources and the environment.
- j. Educational technologies.
- k. Space technology.
- l. Technology transfer.

C. Duties and Activities of the Professorship

The Professorship will help consolidate the institutional effort to promote national and international discussions about China and its relations with Mexico, and will comprise the following duties and activities:

1. Designing and leading a month-long academic program, and an academic responsibility for 40 hours per week in Mexico City, including intensive courses, keynote speeches, symposia and other academic activities linked to the professor's field of expertise.

2. Papers submitted by the professor must be their own and previously unpublished.
3. One product of the Professorship is the publication of the papers submitted and developed by the professor.
4. Copyright over the project and its products shall be property of the Professorship and be subject to current university legislation.

D. Selection Requirements

1. Applications will be accepted from academics and specialists of Chinese or other nationalities with proven and recognized experience in one of the areas mentioned in Section B.
2. Applicants must have an excellent command of the Spanish or English languages.
3. Applicants shall submit a detailed and properly timetabled project to meet the objective and carry out the duties and activities for the Professorship, as indicated in Section A of this announcement. They shall be free to define the scope and orientation of their project.
4. The project must be prepared in Spanish or English and include the following:
 - a. *Project Presentation*: The project must be written in Word, Times New Roman, 12 points, double spaced. Paragraphs must have no indentation. The margins shall be as follows: 3 cm top, 3 cm bottom, 2.5 cm left and 2.5 cm right; no headers on any page. All pages must be numbered on their bottom right-hand side. Projects must be no more than 15 pages long.
 - b. *Personal Information*. At the beginning of the document, the following information is required:
 - I. Complete name of applicant.
 - II. Short resume.
 - III. Area of specialization, as indicated in Section B.
 - IV. Institution of affiliation.
 - V. Email.
 - c. *Contacts in Mexico*. A list of proved contacts in Mexico, useful in developing the Professorship (web pages are not accepted).

If any academic program were related to the issue of housing and urban infrastructure, for example, the applicant must indicate the name of the academics, public officials, or businessmen who could help provide the program's academic linkages. Applicants must take responsibility for making their own contacts. Applicants

shall, however, have the full support (e.g. to help with institutional linkages and other logistical matters) from expert personnel and Cechimex during the course of their stay in Mexico, to support them in their work related to the Professorship.

The contacts in Mexico must be listed as follows:

- I. Name.
 - II. Name of university, research center, government agency or company of affiliation.
 - III. Address.
 - IV. Telephone.
 - V. Email.
- d. *Detailed timetable of activities.* The timetable must incorporate the activities to be carried out during the month's stay in Cechimex. If applicants consider that they can undertake any academic work outside the center, either at a university or a research center linked to their area of research, they must indicate this clearly, indicating which academic centers they intend to work with, what the planned activities are and how long they will take. Applicants in the area of sustainable tourism, for example, may propose a series of academic activities within the UNAM's Faculty of Economics, through Cechimex, or alternatively at other higher education or research institutions specializing in tourism, such as the National Polytechnic Institute's Tourism School (IPN-EST) or the Ministry of Tourism's Tourism Studies Center. It should be pointed out that these activities are not solely limited to academia; applicants may propose other institutions (e.g. the Ministry of Tourism itself or one of its state agencies, the National Tourist Business Council or any other private-sector organization in which the proposal may have a major impact) should they consider it relevant, and if there is justification for doing so.
- e. *Papers.* Titles and summary (max. 200 words).
- f. *Intensive courses and other academic activities.* In regards to intensive course, the following information is required:
- I. Course name.
 - II. General course objectives.
 - III. Course length.
 - IV. Bibliography.
- Applicants have complete freedom in proposing any academic activity linked to the themes of the Professorship and their area of expertise; for the purpose

of timetabling, applicants must submit their preliminary proposal referring to these activities.

- g. *Publication Proposal*. A preliminary indication of the type and characteristics of the academic paper that the applicant, if awarded the Professorship, would undertake during his or her stay at Cechimex.
5. The deadline for applications is October 31, 2012. The academic programs can be sent electronically to the following address: catedrachinamexico@economia.unam.mx, or delivered personally from Monday to Friday from 9am to 3pm (outside the holiday period from July 2-20) or by sending a compact disc via courier to Cechimex' offices, to: 2o piso, Edificio B, Facultad de Economía de la UNAM, Circuito Interior s/n, Ciudad Universitaria, Delegación Coyoacán, C.P. 04510, México D.F.

E. Awarding the Professorship.

1. For the purposes of awarding the Professorship, a Professorship Selection Committee shall be formed, consisting of five members from academic, the public and private sectors with proven and recognized experience in the area.
2. The Committee's decision, which will be final, will be notified to each applicant personally during the first fortnight in November 2012.
3. The Professorship shall take place in March and April 2013.

E. Conditions for Professorship.

1. The Professorship may be extended beyond its initial limit, by up to 5 weeks, according to the timetable proposed by the applicant and depending on budgetary availability.
2. On selection, the Professor shall make direct contact with the corresponding Cechimex department to ensure the implementation of the project according to the stipulated time scales and terms.
3. The professor must comply with the terms of the project properly and on time.
4. On conclusion of the Professorship, the holder shall submit a paper ready for publication, of the type and format previously indicated.
5. The Professor must submit two reports: one halfway through the Professorship and another on its conclusion. The reports must only refer to the work related to the Extraordinary

Professorship; if the first report is deemed unsatisfactory, the Professorship shall be terminated. If the Committee considers it necessary, it may request an extraordinary report, for example if it is noticed that one of the deadlines set by the professor is missed, or if the Professorship is affected by any other incident.

6. The Professorship, during its period of validity, is a full-time commitment for the holder.

F. Benefits and Distinctions

1. The Professor shall have the opportunity to undertake an academic stay in Mexico City, as well as to foster links in the academic, business and government sectors.
2. The selected professor shall receive a payment of US\$5,000.00 (five thousand dollars) in Mexican Pesos, at the exchange rate in force.
3. The institutions making this announcement shall cover 100% of the expenses incurred in the round-trip travel costs (holder's city of origin-Mexico City-holder's city of origin), lodging, food, and transport within Mexico City, or other parts of Mexico as necessary, during the period of the residency. The successful applicant shall be responsible for the passport and visa application and associated costs.

Situations and cases not explicitly referred to in this Announcement shall be resolved by mutual agreement of the Professorship Selection Committee.

Mexico City, May 18, 2012.