



Monterrey: International City of Knowledge

- Nuevo Leon Overview
- Monterrey International City of Knowledge
- Research and Innovation Technology Park (PIIT Monterrey)

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Mexico's leading industrial economy

- o Capital: Monterrey
- o Population: 4.3 Million (4% of the total population of the country)
 - ➤ Producer of 11% of Mexico's manufactured goods (\$16.4 Billion USD)
 - ➤ GDP: \$69.2 Billion USD (7.6% of the country's GDP)
 - > Exports 2007: \$17 Billion USD
 - ➤ GDP per capita: \$16,000 USD (\$8,000 USD above national average)
- o 2nd most important state to attract FDI (\$1.5 Billion USD avg./year)
- o 145,000 jobs created between 2006 and 2007
- o 2,000 foreign companies established in the Metropolitan area



Human capital: education

- o 93 Schools and universities (public and private)
 - ➤ More than 150,000 students
- o 60 Bilingual schools
- o 213 Technical programs
 - ➤ 52,000 students approximately
- o Highest level of education in the country
 - ➤ NL average: 10.1 years vs. national average: 8.7 years

Competitive and qualified workforce

- O Workforce of 1.9 million people: nearly half of the state's population
- o Competitive wages. 9.8 years without a strike
 - Pro-business unions
- o Efficient links between Scholars, Industry & Government
- o Quality oriented culture & global business environment
- o Combination of high tech manufacturing & engineering in a
 - low cost region

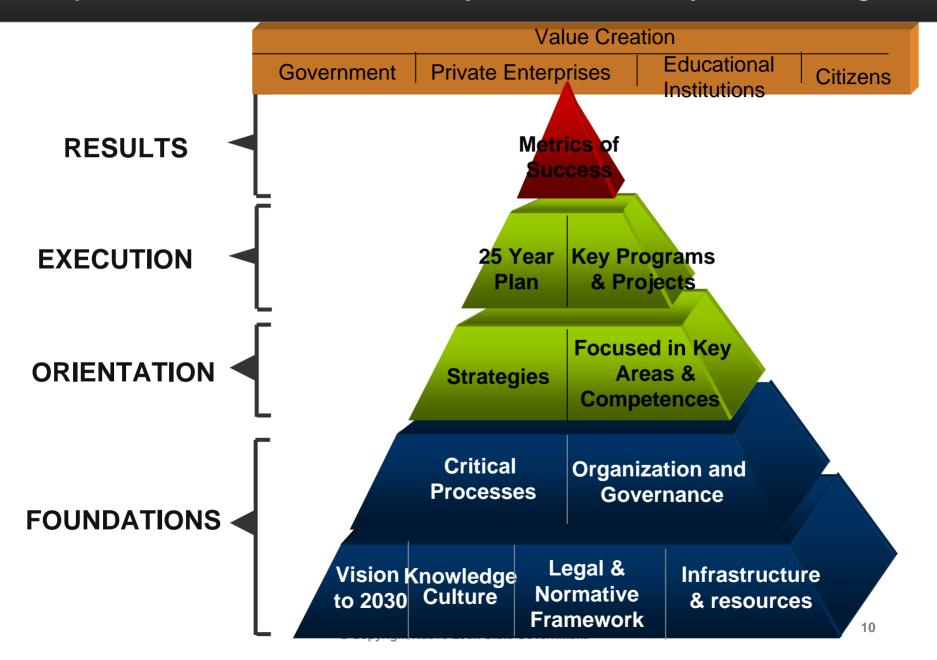
Quality of life

- World class health services
- o 20 Museums
- o 106 Hotels
- o 2 Convention Centers
- o 7 Golf Courses
- o 1 Sports & Concert Hall
- o 2 Sports Stadiums
- o 20 Shopping Malls
- o Good Urban Infrastructure
- o Top quality housing



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Components of the model Monterrey International City of Knowledge



Foundations

VISION 2030

- Improve the quality of life (ONU Human Development Indicators) equivalent OECD average
- Improve the quality of employment and increase Nuevo Leon's GDP per capita from
- 16,000 USD to 35,000 USD (OECD average)
- Position NL as one of the top 25 most competitive locations (WEF, IMD)
- Consolidate a world class education, research and innovation system
- Increase public awareness in Nuevo Leon's society about the importance of education, knowledge, R&D and innovation for their daily life

KNOWLEDGE CULTURE

- Coverage and quality in education
- Support to R&D and graduate programs
- Leadership and involvement of key players
- Collaboration among players (government-private companies-universities)
- Continuous learning for citizens
- Information Technology culture and access to the Internet
- Involvement of the media: promoting knowledge

Foundations

LEGAL FRAMEWORK

- Laws, regulations, mechanisms and fostering legal instruments to offer long term continuity
- State Congress involvement and support
- Public-Private alliances
- Incentives and support
- Social agreement to validate the long term vision (key players)

INFRASTRUCTURE & RESOURCES

- Logistics, communications and transportation
- High quality housing developments and infrastructure
- Diversified cultural and entertainment options
- Industrial parks
- Research & Innovation parks
- Connectivity and broadband access to the Internet
- Funds for research and development
- Accelerated education for scientists and technologists through scholarships
- Incentives and fiscal benefits
- High Tech business incubators
- Seed and Venture Capital funds

Foundations

CRITICAL PROCESSES

- Promotion and attraction of Foreign Direct Investment (FDI)
- Impulse to Nuevo Leon's exports
- Accelerated education of human capital (Specialists and Technologists)
- Linkage and alliances between companies and academic institutions
- Incorporation of Science & Technology to basic education
- Patents for technology developments and transfer
- Incorporation of R & D in the companies
- Business incubators and venture capital
- Collaboration with Texas and nearby U.S. states

ORGANIZATION & GOVERNANCE

- Organization schemes with citizen participation (Citizen Councils)
- Organization schemes for collaboration (Clusters)
- Collaborative and team work schemes

Orientation

STRATEGIES

- Reorganize the agenda, contents, and educational methods for S&T
- Incorporate specialists and technologists to the industry and increase the R & D
- Increase the number of research centers and researchers
- Strengthen the urban infrastructure
- Strengthen the cultural offering
- Boost the postgraduate and research in universities
- Support the incubation and creation of Innovation-based businesses
- Expand the international cooperation
- Create Industrial and Research Parks

FOCUS AREAS AND COMPETENCIES

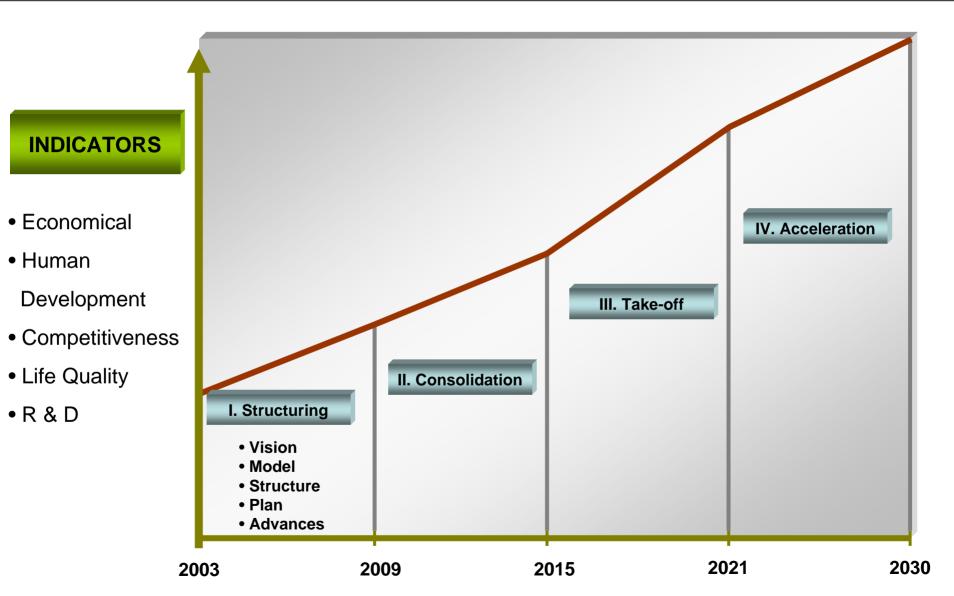
- Automotive and auto parts
- Home appliances
- Information technologies
- Medical services and life sciences
- Agro-business and food
- Advanced manufacturing
- Nanotechnology
- Biotechnology
- Aeronautics

Execution

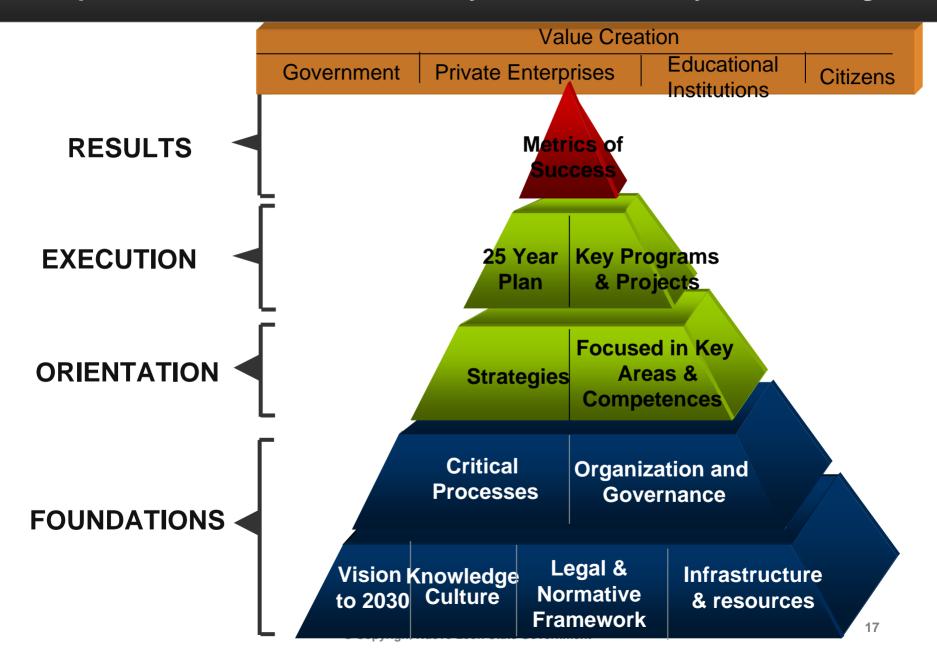
KEY PROGRAMS AND PROJECTS (2003-2009)

- Research & Innovation Technology Park (PIIT) (70 Ha)
- Research funds (\$200 MM USD)
- New R & D Centers (30)
- Development of the Monterrey International City of Knowledge BID- ITESM
- (\$0.5 MM USD)
- Monterrey Forum 2007 (Knowledge cities summit)
- New Patents activity (100 companies and universities)
- Risk capital Fund (\$30 MM USD)
- Industrial Clusters (8)
- New urban and cultural developments
- Nuevo Leon Digital Program

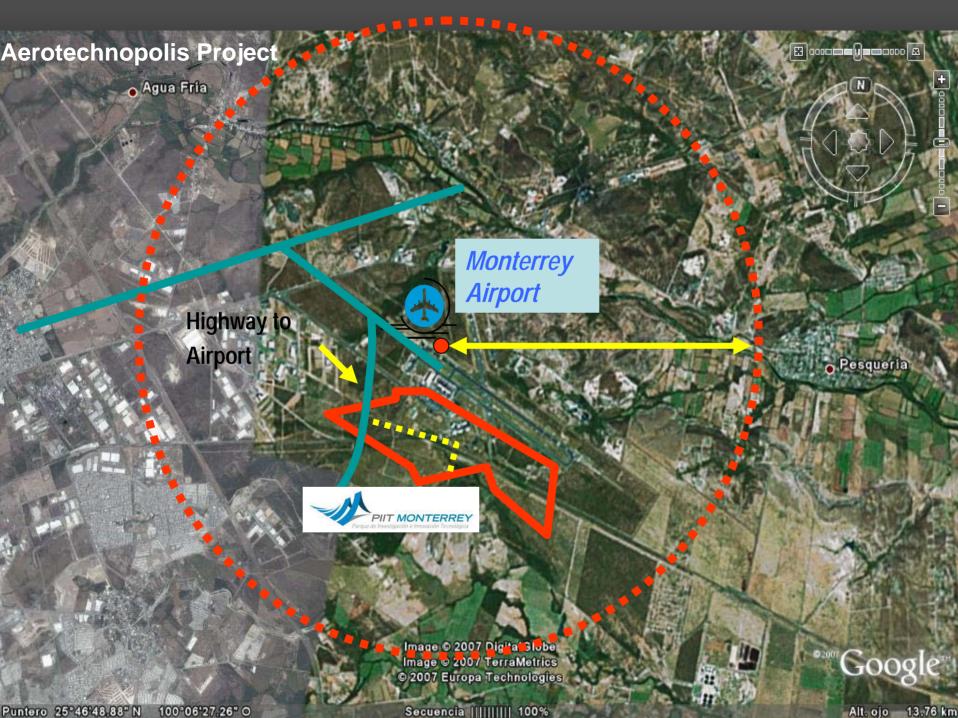
25 Year Plan

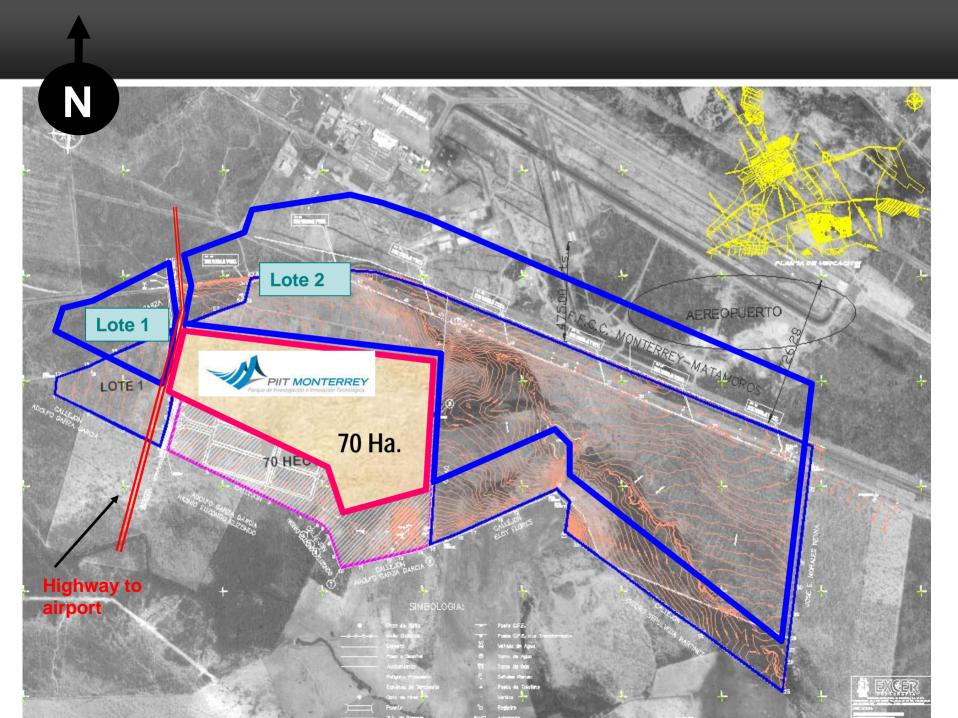


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Objectives

- To promote applied research and innovation
- To link research to the needs of the market and companies
- To use and develop Nuevo Leon's intellectual capital
- To incubate new innovation-based businesses



PIIT Monterrey highlights

- oTotal Area: 70 ha (700, 000 M2)
- Investment in Infrastructure (Environmental friendly and state of the art services):
 \$100 M USD
- o Other support services : Hotel(150 rooms), Conference rooms, restaurants and business related services
- o Investment in buildings and R&D Equipment: \$150 M USD
- o 6 Universities: UANL, ITESM, UT, Texas A&M, Arizona State University, UDEM
- 9 Public R&D Centers: Mechatronics, Advanced Materials, Nanotechnology, Product Design, Water Technologies, Food Technology, Biotechnology, IT & Software, Renewable Energy Technologies, Optics, Applied Mathematics and Medical Sciences.
- 15 Private Technology and R&D Centers (Global & Local Companies): Motorola,
 Pepsico, AMD, Owens Corning, Sigma, Bosch, Cemex, Vitro, Xignux, among others)
- o 2 Business Incubators (Nanotechnology & Biotechnology)
- o 3,500 new employments: Researchers, Engineers and Support Personnel.
- o 2006-2009 time frame to complete the Projecte Government

PIIT Monterrey - Master Plan









STATE OF INNOVATION