



Organization of  
American States

# THE 2nd AMERICAS COMPETITIVENESS EXCHANGE ON INNOVATION AND ENTREPRENEURSHIP

August 11-15, 2014, Mexico

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### 1. Objective

The 2nd Americas Competitiveness Exchange, which will take place in Mexico, aims to strengthen the ties between the participants from the visiting countries and Mexico's entrepreneurial ecosystem; to showcase the initiatives that Mexico's private and public sectors are developing; and to create networking opportunities which will foster the creation of even more bilateral and multilateral initiatives between all the participant organizations.

### 2. Profile of applicants

"Gatekeepers" who can make economic development happen: Vice Ministers, Private Sector Leaders, Mayors or Senior Leaders from major cities, Chancellors/Presidents/Vice Presidents of universities, Directors of Technology and Innovation Centers in Universities, and senior leaders of regional economic development partnership groups.

Applicants must:

- a. Be citizens of any of the OAS Member States.
- b. Have an academic and professional background on economic development or entrepreneurship with at least 5 years of experience.
- c. Be fluent in English and some knowledge of Spanish is preferred but not required.

- d. Have a valid visa (if necessary) to enter Mexico.
- e. Provide visa, passport, and other necessary information to complete travel procedures.

### 3. Nominations and application form

Candidates need to fill out the application form (ANNEX 1), sign it, and send it scanned no later than Monday, August 4, 2014 to the OAS team of the Competitiveness Program, César Parga at [cparga@oas.org](mailto:cparga@oas.org) and Adriana Bonilla at [abonilla@oas.org](mailto:abonilla@oas.org); cc [adrian.carabias@inadem.gob.mx](mailto:adrian.carabias@inadem.gob.mx) and [colleen.fisher@trade.gov](mailto:colleen.fisher@trade.gov)

### 4. Proposed itinerary (August 11-15, 2014)

Note: Please plan to arrive on August 10 or early morning on August 11.

THE 2nd AMERICAS COMPETITIVENESS EXCHANGE ON INNOVATION AND ENTREPRENEURSHIP										
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday			
	DF	DF	DF-AGS	AGS-GDL	GDL	GDL	GDL			
Time	10	11	12	13	14	15	16			
8:00	International Arrivals			CECOI & Agrosfera Project Ministry of Rural & Agro business Development	Intel					
8:30							Breakfast at MIND with entrepreneurs			
9:00		National Entrepreneurship Week Tour (Startup Mexico tour)	National Entrepreneurship Week Tour (Iberoamerican forum – featuring panels such as how investment banks support entrepreneurs in the region)	HLED / FOBESII / MUSEIC presentation at SRE & Cultural visit	Technological University of Aguascalientes	Cinvestav	Software Center			
9:30										
10:00										
10:30										
11:00										
11:30							La Huerta	Transfer	Continental Corporation	
12:00										
12:30										
13:00			Lunch	Transfer to Aguascalientes & Lunch on the way	Lunch	Lunch at Casa Jalisco with Local Gov. Representatives	ITESO Tech Park			
13:30							Transfer to Chapala			
14:00					The Advanced technology Center CIATEQ	Ooyala	Lunch at Chapala Media Park			
14:30										
15:00					CEDIAM		Tour at Chapala Media Park			
15:30							Transfer			
16:00						Agave Lab	Free time at Ajijic			
16:30										
17:00										
17:30										
18:00				INFOTEC & IT CLUSTER						
18:30										
19:00	Ice Breaker		Drop-off at Hotel & Optional visit to Downtown							

19:30	(TBC)		Reception at Jose	Transfer to			
20:00		Reception at	Guadalupe	Guadalajara	Transfer		
20:30		Hotel	Posada MUSEUM		Dinner at Colonia		
21:00			(Optional tour		Americana with	Drop-off at	
21:30	Drop-off at		09:30)	Drop-off at	and Gov.	Hotel	
22:00	Hotel		Drop-off at Hotel	Hotel	representatives		

## 5. Hotel rates and budget

Transportation - The program organizers will arrange local transportation within and between cities and sites.

Meals - Some meals are provided but participants will cover other meals and miscellaneous items.

Flights and hotel accommodation - Each applicant will cover his or her own flights and hotel accommodations.

Applicants will cover airport transportation and any other personal expenses.

### Hotel rates:

Name	Cost per night USD	Address	Phone	URL
<b>Mexico City</b>				
Hotel Krystal Grand Reforma Uno Mexico City	USD \$110.00	Reforma No. 1, Colonia Tabacalera, Delegación Cuauhtémoc, 06030, México, D.F.	+52 (55) 5261 4550	<a href="http://www.krystal-hotels.com/mexico/english">http://www.krystal-hotels.com/mexico/english</a>
<b>Guadalajara</b>				
Hilton King Size Deluxe	USD \$95.20	Av. De las Rosas, 2933, Rinconada del Bosque, Guadalajara Jalisco, México, 44530	+52 (33) 3678-0505	<a href="http://www3.hilton.com/en/hotels/jalisco/hilton-guadalajara-GDLGHHF/index.html">http://www3.hilton.com/en/hotels/jalisco/hilton-guadalajara-GDLGHHF/index.html</a>
<b>Aguascalientes</b>				
Quinta Real	USD \$120.00	Av. Aguascalientes Sur 601, Jardines de La Asunción, 20270 Aguascalientes	+52 (449) 9785818	<a href="http://www.quintareal.com/aguascalientes-en">http://www.quintareal.com/aguascalientes-en</a>

The total cost of hotel accommodations during the tour is approximately USD \$550.00. This amount takes into account 2 nights in Mexico City (Sunday included), one night in Aguascalientes and two nights in Guadalajara.

## 6. Financial support

Partial economic assistance may be available for qualified nominated participants that requested support, particularly from smaller economies.

Financial support for this activity is provided by the Government of Canada through its Department of Foreign Affairs, Trade and Development (DFATD).

## 7. Additional information on visits/projects

### Mexico City:

**The National Entrepreneur Week (NEW)** is a joint project of the government of Mexico, the Secretariat of the Economy and the National Institute of Entrepreneurship. The week is focused on efforts to help small and medium-sized enterprises with access to capital and incentive programs to help Mexican entrepreneurs open, modernize and increase the productivity of their businesses. National Entrepreneur Week will feature more than 200 conferences and 300 exhibits on entrepreneurship. These events will stress themes such as financial literacy, digital innovation, networking and strategic competitiveness.

**The High Level Seminar: Entrepreneurs and Startups: Innovation agents in Ibero America** will present 8 different panels, in which each one will convene different actors from the North American and Ibero American entrepreneurship ecosystems, with the objective of identifying concrete recommendations to develop the synergies between the public and private sectors, increase the impact and effectiveness of the public policies and identify best practices that will foster the development of startups in both North America and Ibero America.

**Mexico-United States Entrepreneurship and Innovation Council (MUSEIC):** At their meeting in May 2013, Presidents Enrique Peña Nieto and Barack Obama committed to strengthening economic ties between Mexico and the United States. They announced the **High Level Economic Dialogue (HLED)**, whose goal is to promote competitiveness and connectivity, foster economic growth and innovation, and build a partnership for global leadership. Shortly after this announcement, the U.S. Department of State and the National Entrepreneurship Institute (INADEM) launched **the Mexico-U.S. Entrepreneurship and Innovation Council (MUSEIC)**. This unique new partnership aims to enhance regional competitiveness by strengthening the North American high-impact entrepreneurship ecosystem.

MUSEIC is made up of public and private sector representatives from both countries who are working to develop new initiatives along with public policies to promote entrepreneurship and innovation. The Council has seven subcommittees working on the

following goals: strengthening the legal framework to encourage entrepreneurship; promoting women entrepreneurship; engaging the Latin American diaspora living in the United States; integrating the infrastructure supporting entrepreneurship; developing regional innovation clusters and marketing chains; developing joint projects on technology commercialization; and sharing best practices on financing and promoting high-impact entrepreneurship.

**The Bilateral Forum on Higher Education, Innovation, and Research (FOBESII for its acronym in Spanish):** was also created in May 2013 by the Presidents of Mexico, Enrique Peña Nieto, and the United States, Barack Obama. FOBESII is envisaged as a strong association between governments, higher education institutions, civil society and the private sector of Mexico and the United States.

In addition to seeking a 21st century labor force which will allow the region to become prosperous, the mission of the Bilateral Forum is to foster the mutual understanding between both countries through programs addressing student mobility, academic exchange, research and innovation in areas of shared interest and to contribute to the competitiveness and economic development of the region.

### **Aguascalientes:**

**CECOI:** The Competitiveness and Innovation Center of the State of Aguascalientes, is an organization of the State Public Administration. The objective of the center aims at planning, instrumentation, execution, supervision and evaluation of policies and actions in the field of competitiveness and innovation business, which encourages entrepreneurship, the creation and development of enterprises and companies, the increased investment, productivity and employment in the State of Aguascalientes.

**AGRÓSFERA PROJECT:** It is an innovative project implemented by the Ministry of Rural and Agro business Development that contributes significantly to the successful development of the Metropolitan Agriculture in Aguascalientes and the region by maintaining a balance between profit, comprehensive social development, technological innovation and environment, through the adoption of an integrated approach building an Agro logistics Intelligent Network.

AGROSFERA contains physical spaces, an efficient and intelligent organization with high productivity, linking processes between vegetable and animal based production with industrial lines while combining high level of knowledge and technology contributions.

**INFOTEC:** INFOTEC in Aguascalientes is a public investigation and technologic development center enrolled with CONACYT Mexico. With a focus on entrepreneur businesses, it helps public and private organizations by providing products and services

based on the information and communication technologies implementation, and also it has a data base with TIER III certification and one more in research and teaching.

**CeDIAM:** The Development Centre of the Automotive Industry in Mexico (CeDIAM) is an innovation and development center located inside ITESM facilities, whose mission is to implement innovative initiatives and the clue process improvement inside the value chain of the automotive industry to raise the company's competitiveness through supplier's development and optimize the logistic processes.

**Universidad Tecnológica de Aguascalientes:** Technological University of Aguascalientes has the PLM Laboratory (Product lifecycle management), which drives the advance in the adoption of 3D and PLM approach, putting tools on CAD, CAM, CAE of Dassault Systèmes, CATIA, DELMIA, ENOVIA SmarTeam y 3DVIA Composer which are the eligible platforms to have access to 3DEXPERIENCE, integrated with specialized sets.

**LA HUERTA:** "La Huerta" is a local capital company, dedicated to agribusiness, not only to the cultivation of legumes, but also to the processing and freezing of them, which have developed a biologic control of plagues by using beneficial insects that naturally combat them, taking advantage of the technology and avoiding the use of chemicals.

**CIATEQ:** The Research Center (CIATEQ) tsupports the competitiveness of the Mexican production sector, offering advanced manufacturing materials analysis, product development, processes and services with high technological development and innovation.

**JOSE GUADALUPE POSADA MUSEUM:** Is the first art museum in the state, located in Encino neighborhood which has a cultural heritage with more than 3000 pieces of Posada and his contemporaries, offering diverse services to the community such as guide visits, print studio, editorial presentations, conferences, documental projections and relative activities with the diffusion and promotion of the artistic activities around the city.

## **Guadalajara:**

The objective of the visit to Guadalajara is to provide an overview of the electronics, IT, and creative industries, and make visible possible opportunities for collaboration between the international public and private organizations with their Mexican counterparts. We will visit a wide range of facilities, from world-class innovation and design centers of large multinationals, university research and development parks, to shared working spaces for startups. This will give the participants an overview of the capacities and best practices of the innovation and entrepreneurial ecosystem of the region.

**Intel:** The largest Intel research and development center in Latin American; \$240 million dollar investment.

**Cinvestav:** Advanced research center, working in electronics, telecom and control systems; works in close collaboration with local industry.

**Ooyala Development Center:** A fast growing U.S. Internet Company which creates video streaming solutions; the company recruited local Mexican talent to grow its presence in the Americas.

**Agave Lab:** Startup accelerator for internet companies, managed by an experienced American entrepreneur and investor, which interacts with the entrepreneur community in Guadalajara.

**MIND:** Newly created Mexico Innovation and Design center – meetings with the design industry, creative industry, and game development industry.

**Centro Del Software:** Technology Park focused on SME software companies which houses 36 companies that create more than 700 high-tech jobs - tour the park and listen to presentations given by the local software industry.

**Continental Corporation:** Design Center of Continental Corporation, focusing on electronics and software for the automotive industry.

**ITESO University Technology Park:** University-affiliated Technology Park for high value-added SME startups in the electronic sector.

**Chapala Media Park:** Visit the media park that houses facilities for the production of cinema, TV, multimedia, animation and visual art projects. It has the largest Chroma key (green screen) studio in Latin America.

## **8. Contact information**

For additional information, please contact [cparga@oas.org](mailto:cparga@oas.org) and [abonilla@oas.org](mailto:abonilla@oas.org); [ccadrian.carabias@inadem.gob.mx](mailto:ccadrian.carabias@inadem.gob.mx); [colleen.fisher@trade.gov](mailto:colleen.fisher@trade.gov)

APPLICATION FORM

**THE 2nd AMERICAS COMPETITIVENESS EXCHANGE ON INNOVATION AND ENTREPRENEURSHIP**

August 11-15, 2014 Mexico.

Profile of applicants: “Gatekeepers” who can make economic development happen: Vice Ministers, Private Sector Leaders, Mayors or Senior Leaders from major cities, Chancellors/Presidents/Vice Presidents of universities, Directors of Technology and Innovation Centers in Universities, senior leaders of regional economic development partnership groups.

Please fill out this application in English

**Personal Information:**

Last Name:

First Name:

Sex (m/f):

Current nationality (ies):

Date of birth (yyyy-mm-dd):

Place of birth (city, province, country):

Passport #:

Passport issue city:

Passport expiration date:



**Profile:**

Current title/position: Describe your current position (max 200 words):

Academic background (max 50 words):

Professional experience (max 50 words):

NOTE: In addition to this, please attach your bio/resume when you submit your application.

Interest in the tour: Why would you like to participate in the tour? (max. 100 words)

How can you benefit from the tour and provide value to it? (max. 100 words)

What concrete experience/knowledge you can add to the visit? (max. 100 words)

Health: Do you have any special health condition we need to know about? Please list any health conditions you have.

**Applicants must:**

- a. Be citizens of any of the OAS Member States.
- b. Have an academic and professional background on economic development or entrepreneurship with at least 5 years of experience.
- c. Be fluent in English and have a good understanding of Spanish.
- d. Have a valid visa (if necessary) to enter Mexico.
- e. Provide, visa, passport and other necessary information to complete travel procedures.

I \_\_\_\_\_ declare that the information provided is true and correct and I meet with all of the requirements to participate during The 2nd Americas Competitiveness Exchange on Innovation and Entrepreneurship to take place from August 11-15, 2014.

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**Applicant signature and date**

# RIAC



## INTER-AMERICAN COMPETITIVENESS NETWORK

**RIAC CHAIR PRO TEMPORE 2014**  
*PRESIDENCIA PRO TEMPORE 2014*



**RIAC TECHNICAL SECRETARIAT**  
*SECRETARÍA TÉCNICA DE LA RIAC*



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