

Mexico: Monitoring Networks Of Technology Professionals

Hacia el Monitoreo de Redes de Talentos

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Success stories from informal networks in firm formation

- Detroit: Red de Talentos Chapter was crucial to the installation of TECHBA Michigan last year.
- Silicon Valley: binational business in the social network arena: oval path (Jalisco), Sinaloa Sea Fields (Simon Golbard), Auronix and Baja Logics (Nathan Saad)
- Boston: visits of IPADE students to companies contacted by the Red de Talentos Chapter

Research design

- Survey – to benchmarks with other project cases
 - Informal interviews with champions:
 - of brain circulation networks
 - government
 - a university – ITESM
 - Focus on both national and sub-national
- Focus states: one-two in the North (Nuevo Leon)
and in the South (Guanajuato)

Survey

Based on existing survey effort

- Use the established Red de Talentos chapters to distribute information (Houston, Silicon Valley, Detroit), as well as the active groups that are multiplying in the US and Canada (Atlanta, Boston, Los Angeles, Ottawa, Montreal, etc...)
- Use the institutions that will work as National Contact Points to promote the survey.

Preliminary results: **Connected, interested and optimistic view**

- **Strong interest and Active network from the Red de Talentos:** 587 individuals suggested by Red de Talentos were invited to participate. To the present day (25 days after the first invitation) 249 (42%) participated (156 already completed the survey)
- **Frequent visitors:** 51% visit Mexico 2 times a year or more
- **Increasingly connected to do business:** while attending conferences is the most cited reason, business related reasons are important: 23% to do business, 21% to do consultancy, 17% interviews with Government officials and 10% to start new business or ventures.

Preliminary results: **Connected, interested and optimistic view (II)**

- **Aware of Mexicans aiming for ventures:** 61% is acquainted with other Mexicans that came to the country to do business.
- **Connected:** 44% receives regularly newsletters from the government. Another 35% from Universities and Research centers in the country.
- **But fundamentally: Optimistic about the government: half of the interviewees believe that there is a dynamic segment inside the government.** (Who are they? Wait for the final results...)

Preliminary results: Professional characterization

- **Based on the private sector:** 75% works in the private sector (21% -in total- work as consultants or own they firms; 54% employees of firms)
- **Wide array of specializations:** 15% with experience on engineering, 11% on software, 10% development cooperation, 7% on life sciences & biotech, 5% automotive, 3% on transport and aero and 2% on nanotech
- **Will (& Grace):** 85% are willing to help/assist firms and entrepreneurs to enter external markets
- **Skilled and able:** the most important self-reported abilities are identifying business opportunities (17%); transfer of technological knowledge (11%), mentoring (9%), technological strategy(8%).

Preliminary results: **Policy recommendations** (a preview)

The most mentioned policy recommendations are:

1. Expandir programas de **apoyo a PyMEs** (13.2%)
2. Establecimiento de organizaciones especializadas de desarrollo empresarial tales como los **aceleradores de empresas** (11.4%)
3. Programas de **pasantías en empresas globales líderes** (9.5%)
4. Apoyo al establecimiento de **oficinas de empresas locales** en EE.UU. o U.E. (9.0%)
5. **Consultoría de alto nivel** (9.0%)
6. **Visitas a México de emprendedores y ejecutivos exitosos de firmas globales líderes** (8.5%)

Hypotheses

- ‘It takes two to tango’: senior-level professionals on both sides in the US and in Mexico are the key for something tangible to emerge. They are in a position to share reputation, credibility and other resources.
- Business interactions are driven and reflect innovation dynamics in Mexico (e.g. the South will be almost absent)
- Long gap and gestation periods from initial dialogue to tangible results (formation of a venture etc.)
- Expectations on the diaspora on the part of the government are often excessive and unrealistic
- **Need to secure small steps to make the “dancing tango effort” credible, sustainable and incremental**

Next Steps

- Processing of a survey – August-September
- Informal interviews – Summer- Fall 2009
- First draft – January 15 2010
- Silicon Valley workshop – February 2010
- Institutional follow up (establishment of a program like GlobalScot?) – 2010-11

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