

IT Public Policy

SALAZAR- K.†

*Universidad Iberoamericana.*Recibido 27 de Enero, 2014; Aceptado 28 de Julio, 2014

Resumen

En este documento se discute sobre la importancia de las políticas públicas en Tecnología de la Información, y realmente sabemos qué posición estamos en México, en este artículo se trata de una Fundación y un programa que habla de la importancia de las TI en México, pero realmente estamos dispuestos a hacer la mayor parte de ella? ¿Te has preguntado qué hacer para agregar valor en el trabajo de TI o algo mejor, que realmente sabe lo que es ?.

FUMEC, IT, Políticas Públicas.

Citación: Salazar K. IT Public Policy. Revista de Tecnologías de la Información 2014, 1-1:30-35

Abstract

In this document we discuss about the importance of public policy in Information Technology, and really know what position we are in Mexico, this article is about a Foundation and a program they talk about how important IT in Mexico, but really we are ready to make the most of IT? Have you wondered what do to add value in the IT job or something better, you really know what is IT?.

FUMEC, IT, Public Policy.

† Investigador contribuyendo como primer autor.

Introduction

FUMEC foundation has been responsible for promoting science and technology to solve problems in Mexico through programs that are focused on development of talent at all levels, among others. Helps SMEs learn to detect bi-national interest issues, initiate pilot activities and build programs that can be transferred to specialized organizations. Through TechBA Program created by FUMEC foundation in order to encourage small and medium-sized technology companies in Mexico looking to expand its operations in international markets and that companies have greater ambition of international recognition.

At present, feature technology accelerators worldwide strategic alliances for doing that are linked to innovation networks that allow them to leverage existing resources in the most productive ecosystems and innovative companies, supported in previous care model TechBA representing the incorporation and work plan, initial penetration plan, sales support and business maturity. All this leads us to analyze according to the evolution of IT in business, analyze whether it is worth investing in an IT product that exceeds the company's ambitions and expectations that are raised in this company. Always keep in mind that it should have more benefits than costs and reduce time must always be present in business, do not risk not investing would be a big mistake to not grow as a company.

FUMEC**Mission**

Promotes bi-national science and technology cooperation to contribute in Mexico's and US's problem's solution for also identifies opportunities for economic and social development.

Vision

To be a leader organization in bi-national collaboration promotion for Mexico's and US's social and economic development trough science and technology programs focused on:

- Talent development in every educational system level.
- Competitivity in North American key sectors including the emergent enterprise and growing sector.
- Importance in economic and social themes related with the border line.

Objetives

- Identify and define bi-national cooperation opportunities in science and technology.
- Promote actor's net's creation and information.
- Support bi-national financing the management of resources that can support the solutions development in mid and long term.
- Promote the preparation of science and technology politics to amplify and strength the bi-national cooperation between Mexico and the US.
- Hook the programs and actions in communities and the institutional net, so the results can get permanency.

The United States-Mexico Foundation for Science (FUMEC) is a binational nonprofit organization created in 1993, in the context of the negotiations of the North American Free Trade Agreement (NAFTA).

Our mission is to promote binational collaboration in science and technology, in order to contribute to the solution of problems of common interest, especially those which support economic and social development of Mexico.

To achieve this goal, FUMEC brings to Mexico successful experiences of United States and other countries with the purpose of promoting best practices in our three program areas:

- Economic Development based on Innovation.
- Human Resource Development in Science and Technology.
- Health and Environment.

The Foundation has an annual budget of around 2 million USD, and operates projects funded by governmental institutions of the United States and Mexico, as well as by contributions from businesses and philanthropic institutions.

Our approach is to detect issues of binational interest, initiate pilot activities and build programs that can be transferred to specialized organizations.

México's TI start

Thanks to IT the public policy creation was the high value employment generation in the organizations, but Mexico's software exportations were not representative.

Prosoft (Process model for Software Industry) started in Guanajuato having work tables with government, Industry and academic representatives.

Actual Action Lines

- To promote the creation of companies and to stimulate existent companies strength.
- Support the training and specialization of human resources and the improvement of production processes.
- Promote the investment for companies in the IT sector.
- Promote regional economic development and strengthen the domestic market.
- To promote exports.
- Encourage the business association/integration of companies in the IT sector.
- Facilitate financing access.
- Encourage the innovation, development and technological modernization for the IT sector.
- Encourage the IT use in productive country sectors.
- Promote the development and strengthening of rapid growth companies.

The programs that stemmed from the lines of current actions were:

- MexicoFirst
- Mexico IT
- IT link

- Fundación México digital (Mexico digital foundation).
- Sistema nacional de Aceleradoras de empresas- Programa nacional de empresa Gacela. (National system of accelerating companies – National program of Gacela company).

TechBA (International Technology Business Accelerator)

TechBA is a program created in 2004 by Mexico’s Secretary of Economy and the US-Mexico Foundation for Science (FUMEC) whose objective is to strengthen the entrepreneurial, technological, and innovative capacity of small and medium sized technology-based companies and to facilitate the process of internationalization through consulting services customized to companies’ needs.

Along with the Economy Secretariat, FUMEC created the TechBA program international acceleration of Mexican technology based on companies looking to expand their operations.

Achieving the start of operations in Silicon Valley (San Jose California) and was a focus to detect innovative companies with potential for accelerated growth.

IT relies on 8 accelerators

- Silicon Valley
- Austin
- Montreal
- Madrid
- Detroit
- Phoenix
- Seattle
- Vancouver

TechBA’s accelerating model allows companies to make strategic alliances and to link with innovation networks that allows them to take advantage of existing resources in the most innovative and productive ecosystems.

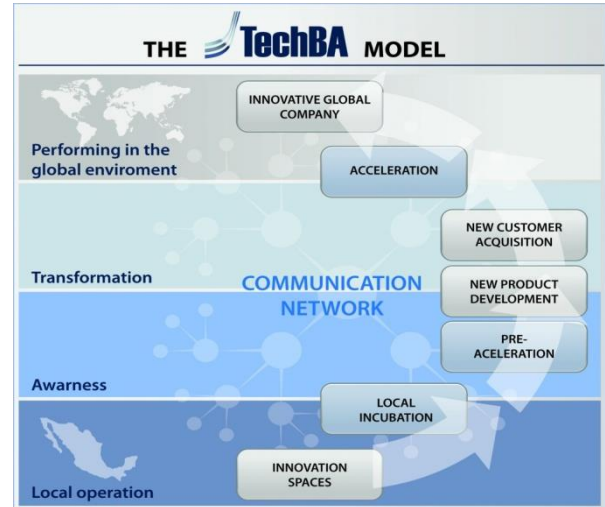


Figura 1

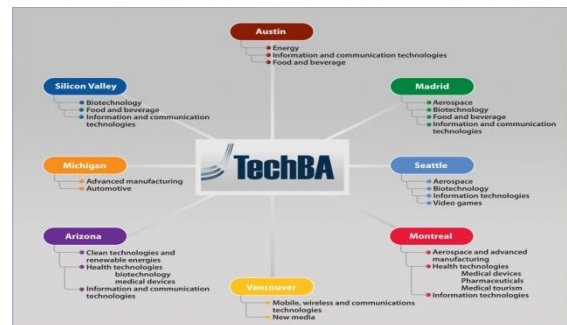


Figura 2

Incorporation and Work Plan	Initial market penetration plan	Sales Support	Business Maturation
Review of value proposition and market penetration strategy (investment and alliance search)	Implementation of "beta test" and interaction with "friendly" clients.	Directory development and client profiling	Integration of an Advisory Council.
Adaptation of the product or service to the new market (identifications, IP protection, etc.)	Refinement of marketing and commercialization strategies	Sales coaching	Evaluation of company's development
Consulting and access to network of contacts	Implementation of commercialization tools (campaigns, demand generation, distributor development, etc.)	Sales channel development	Implementation of complementary financial strategies, innovation, and business model review
		Customer Service	

Figura 3 The following scheme represents the model of attention of TechBA

TechBA serves companies by high values software niches, advanced manufacture, clean technology, health and food. They rely on specialists net in specialized economic niches and on the support of actors and key organizations to contribute the accelerated companies' growth. The constant consultancy of experts facilitates companies to improve their value offer with attractive products and services.

The companies involved and their projects were

CANIETI

- Nyce-Moprosof
- México First

AMITI

- IT Link

ANIEI

- Contenidos

Sistema Nacional de Incubadoras de Empresas.(Company's National System Incubators)

- Tec de Monterrey

Sistema Nacional de Aceleradoras de Empresas (National Accelerator Company System)

- FUMEC-TechBA
- Visionaria, Endeavor Impulsa, New Ventures, ITESM

Microsoft, HP, Intel, Sun*, IBM (Begginers)

- Software, net.mx
- Actividades específicas. (Specific activities)

IT's FUMEC's coordination was a focus in cloud, BI, mobile, Animations, VFX and Videogames. Activities started in 2010 with 110 companies Cloud companies, 45 mobile, 36 new media and BI-Red Tic Conacyt.

They generated IT support programs with more than 500 incubators in the country, they occupied Conacyt, SE, NAFIN, European Community and Tractor Enterprises.

CONACYT conducted Innovation State Agendas, advance, fiscal stimulus, new Fund for science and technology, innovation stimulus programs, IDEA, IBEROEKA, FONCICYT, bilateral technological cooperation, sabbatical stays in the industry, innovation nets, technology innovation funds, sectorial funds of energy.

The Economy Sectretariat conducted INADEM, national system of incubators, companies accelerators, centers Mexico starts, funds: Prosoft, Promedio, Prologyca, Promexico, digital creative city.

NAFIN perform, seed capital, sales to Government, productive chains, risk capital. In México IT employees are distributed as follows:

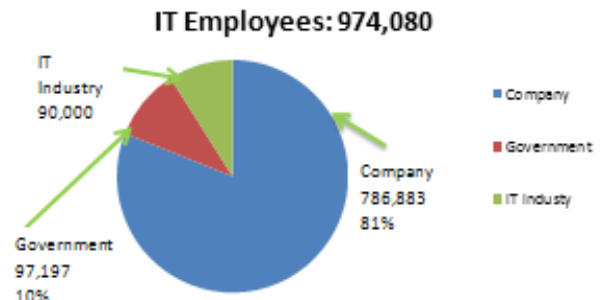


Gráfico 1 Source: Select, IT Demand Model, May 2010

Conclusions

Actually in organizations it is necessary to take under consideration the foundations or projects that go out at national and international level in TI sector, since they have given very much value to companies in the branch of technologies of information, FUMEC supports the promotion of the the best practices in programmatic areas as there are the innovation based economical development, topic that is very important in the organizations for any pilot project that it is needed to develop, another topic of supreme importance for the companies is the part that is based on personal training in science and technology. Having the personnel occupied in these two aspects is of supreme importance because they are creatives in the projects that are to be introduced to the company. The program techBA is important for the companies that have a managerial vision and that want to expand its operations on the internacional markets putting in account the incorporation and plan of work, initial plan of penetration, sales company and company's maturity, all this facilitates the companies to improve its value offer with products and attractive services.

References

http://fumec.org.mx/v6/index.php?option=com_content&view=article&id=377&Itemid=547&lang=es, see: (March, 2014), Fundación México-Estados Unidos para la Ciencia (FUMEC)

<http://techba.org/2014/en/> see: (March, 2014), International Technology Business Accelerator (Aceleradora Internacional de Empresas Tecnológicas) TechBA.

Gráfico 3 TechBAwebIng [Imagen], Obtenida el 18 de marzo, 2014 de:

<http://techba.org/2014/en/wp-content/uploads/2013/12/Graifca3TechBAwebIng.jpg>

fases-modelo-TechBA [Imagen], Obtenida el 18 de marzo, 2014 de:

<http://techba.org/2014/en/wp-content/uploads/2013/12/fases-modelo-TechBA.jpg>

Gráfico 2 TechBAwebIng [Imagen], Obtenida el 18 de marzo, 2014 de:

<http://techba.org/2014/en/wp-content/uploads/2013/12/Graifca2TechBAwebIng.jpg>

Zermeño González, R. (2010). IT Demand Model [Imagen], Obtenida de: <http://www.politicadigital.cl/?P=editomultimediafile&Multimedia=796&Type=1>