

Puebla Competitiveness

Education and Knowledge Creation



Karla Erika Donjuan Callejo
Ayté Morales Murillo
Héctor Robles Beltrán
Miguel Valencia Corvera
Ramsés Jiménez Castañeda
Adriana Cuellar Juarez
Jesús Cuellar Juarez
Paola Reyes Quiroz

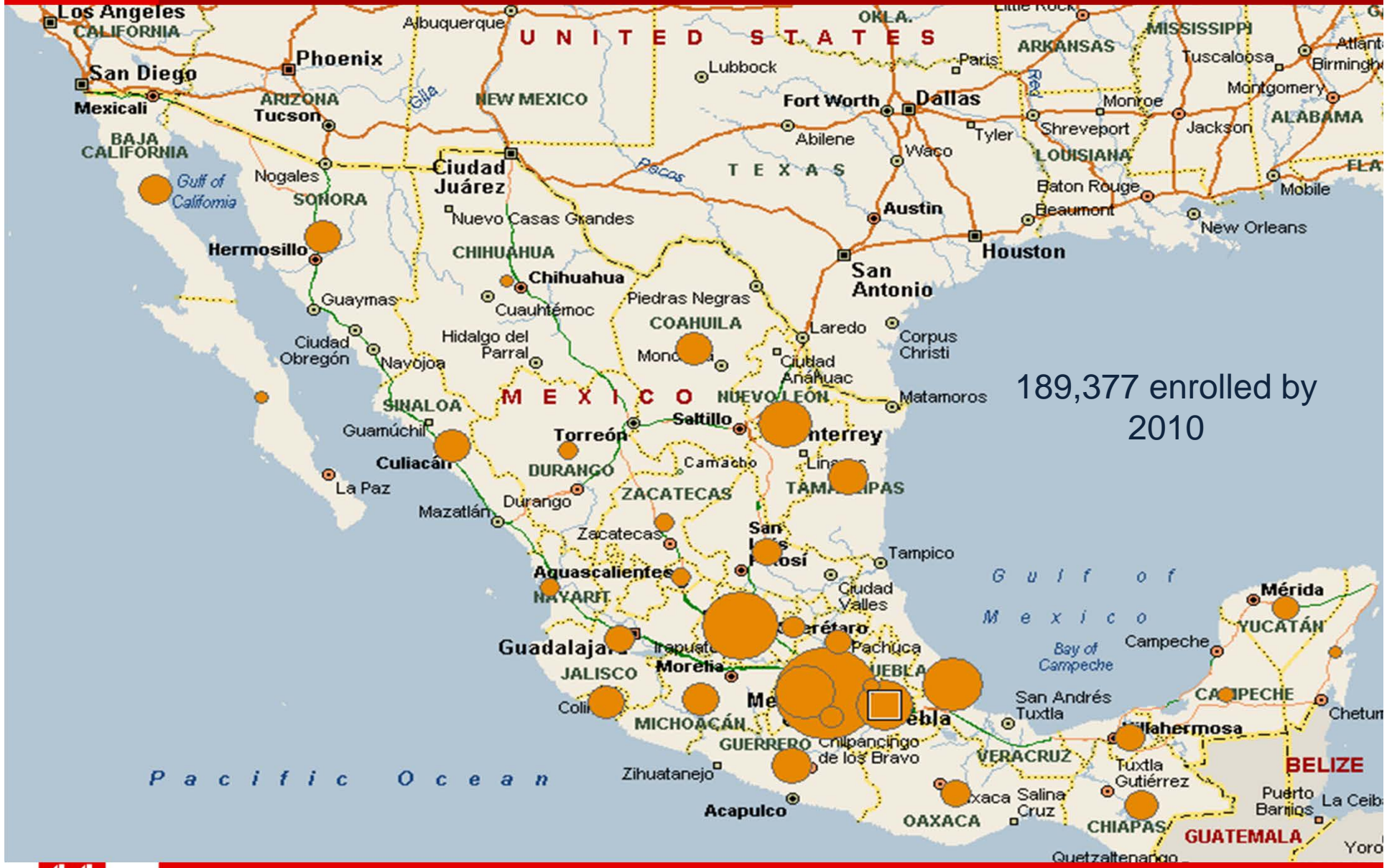
May 15, 2012

CONTENT

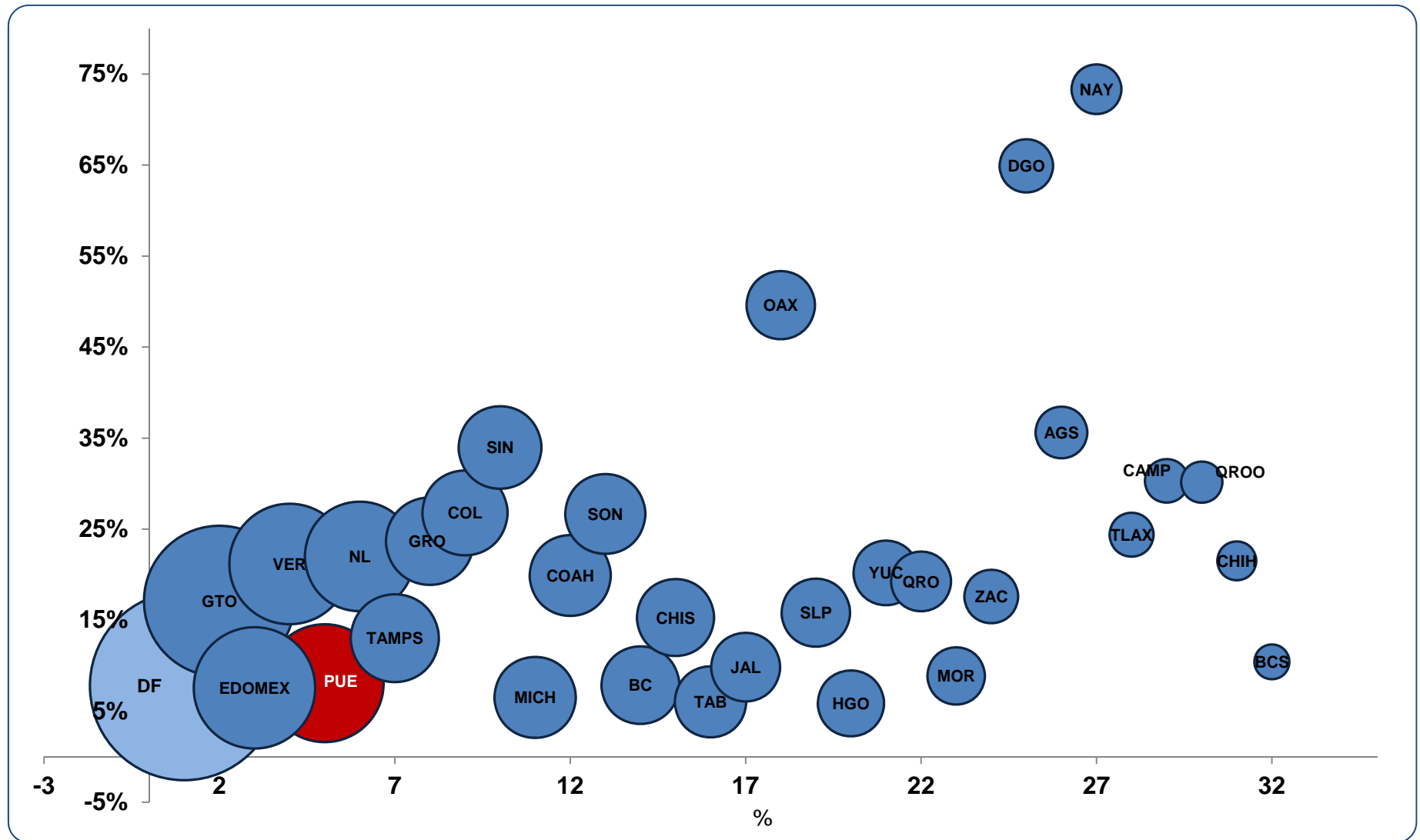
1. Enrollment Distribution Map
2. Percentage change in enrollment and the SNI's for 2008-2010 Cluster Diamond
3. Foreign direct investment by economic sector Cluster Map
4. Total Population and Economically Active Population (EAP)
5. Patent by country
6. Patents and SNIS by state
7. Researchers geographic concentration
8. Growing rate of researchers
9. Mexican Science, Technology and Innovation Ranking 2011
10. Cluster map
11. Diamond
12. Strategy: Value Proposition
13. Projects
14. Porter's Feedback



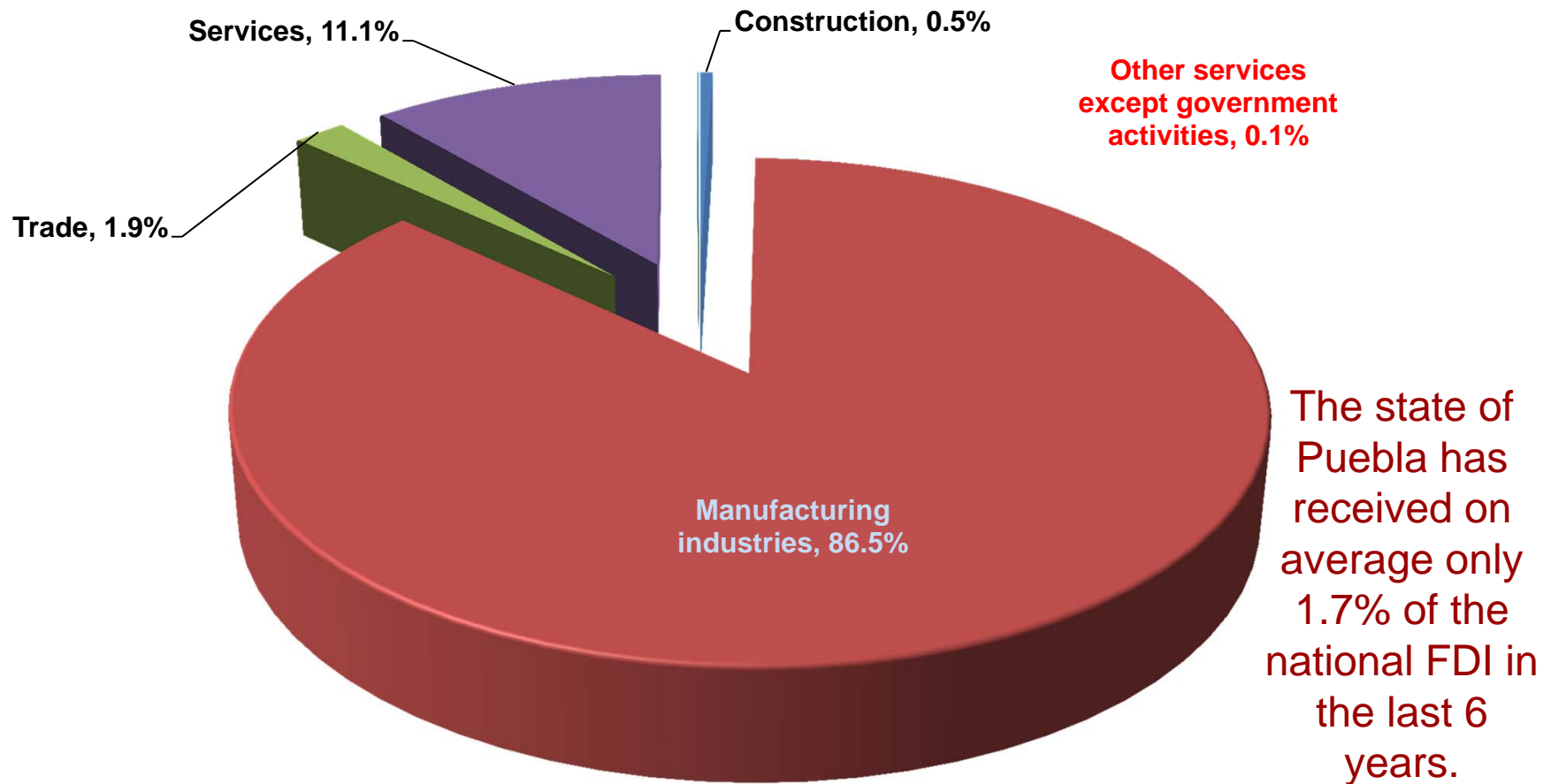
ENROLLMENT DISTRIBUTION



Percentage change in enrollment and the SNI's for 2008-2010 on enrollment provided in 2010.



Foreign direct investment by economic sector for the State of Puebla (2006-2011)



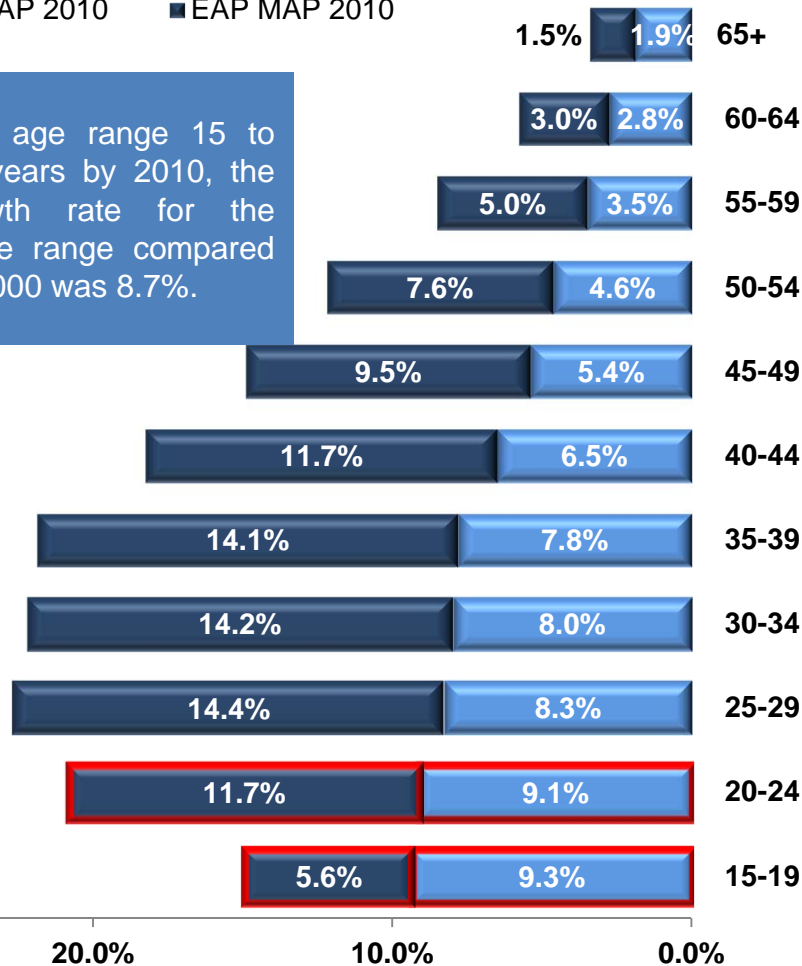
Total Population and Economically Active Population (EAP) for the State of Puebla and Metropolitan Area of Puebla

Age group

■ MAP 2010

■ EAP MAP 2010

The age range 15 to 24 years by 2010, the growth rate for the same range compared to 2000 was 8.7%.

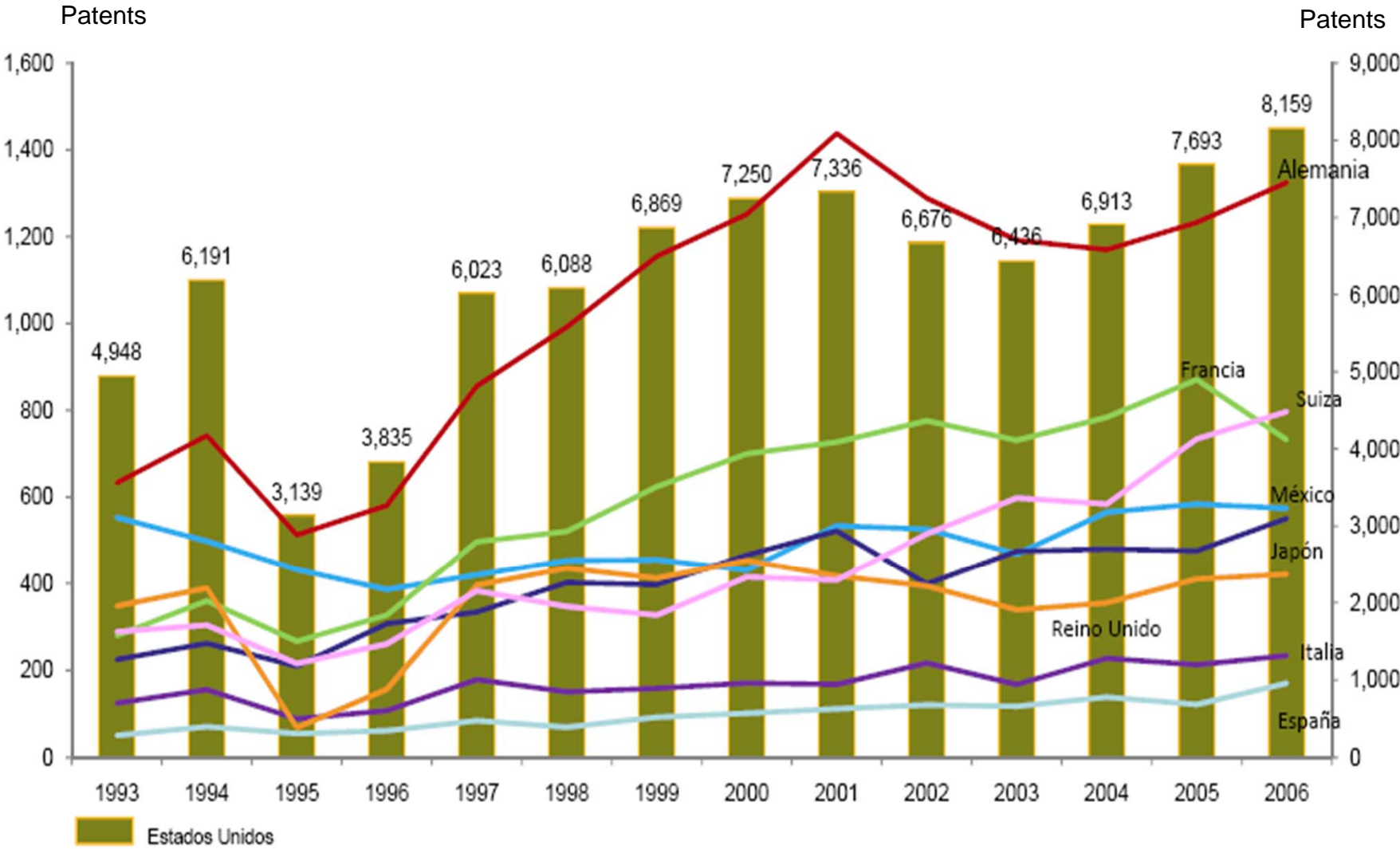


- The age range 15-24 years, compared to the total of all segments of the population for 2010 was 18.5%, down from 20.4% in 2000.

- The total number of population 5 to 14 years in 2000, represent the population aged 15-24 in 2010. Therefore, there were 329,410 in 2000 to 369,482 in 2010. This difference can be captured by the following variables: migration interstate, intrastate migration, international migration, and the effect of the mortality rate for that age group, etc.. In this sense, the rate of "belonging to that age group with the natural growth of the age, is set to: 12.2%

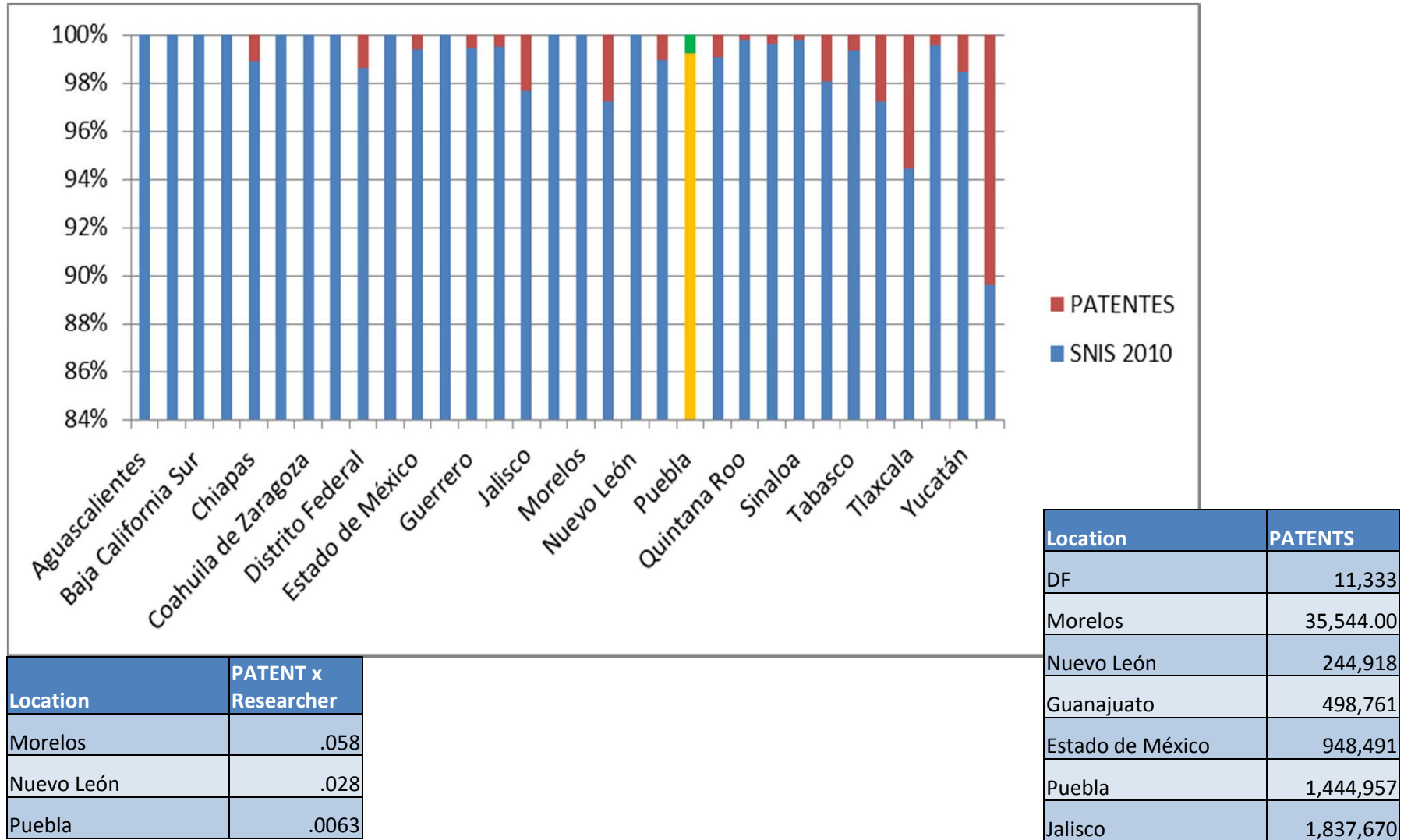


Patents by country



Source: IMPI 2007

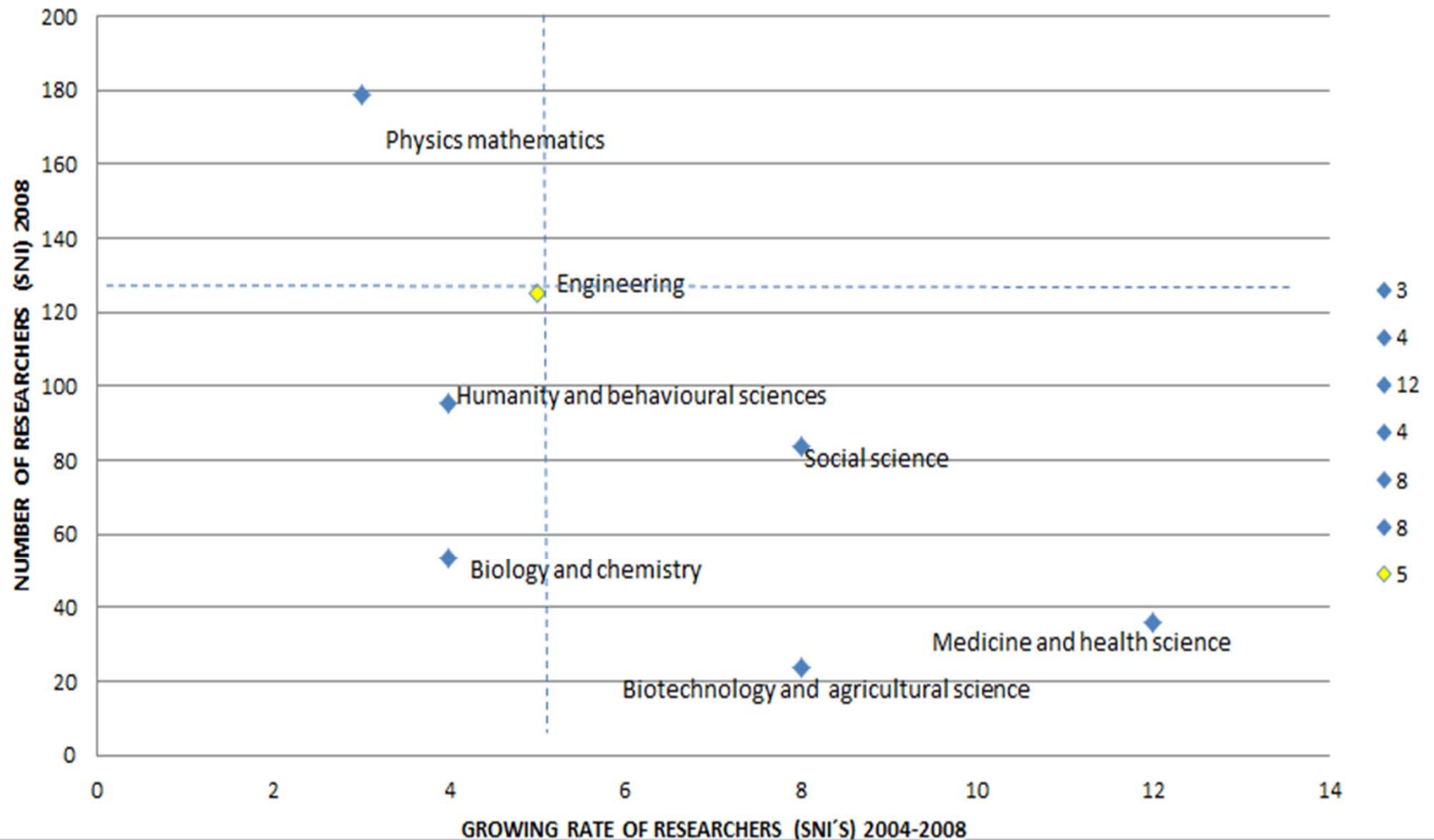
Patents and SNI'S



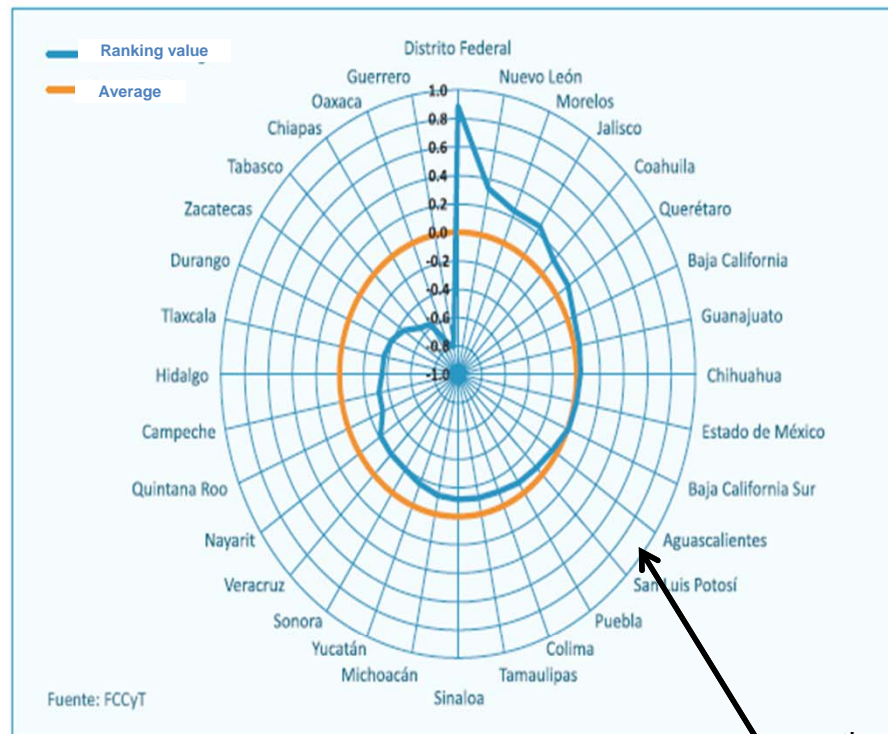
RESEARCHERS GEOGRAPHIC CONCENTRATION



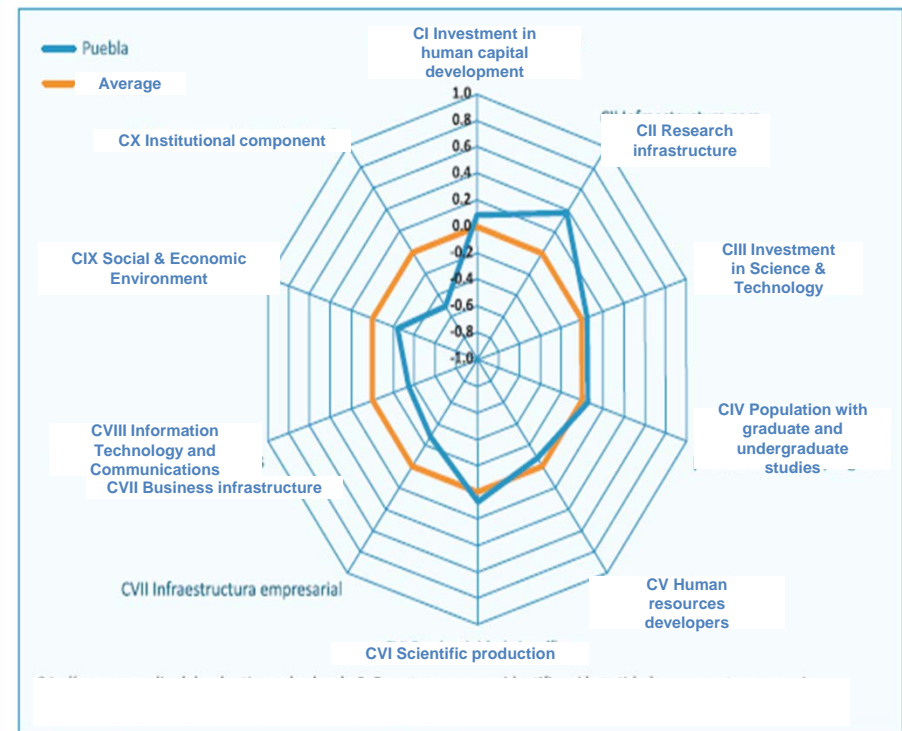
GROWING RATE OF RESEARCHERS(SNI´S) PER RESEARCH AREA PUEBLA 2004-2008



Mexican Science, Technology and Innovation Ranking 2011



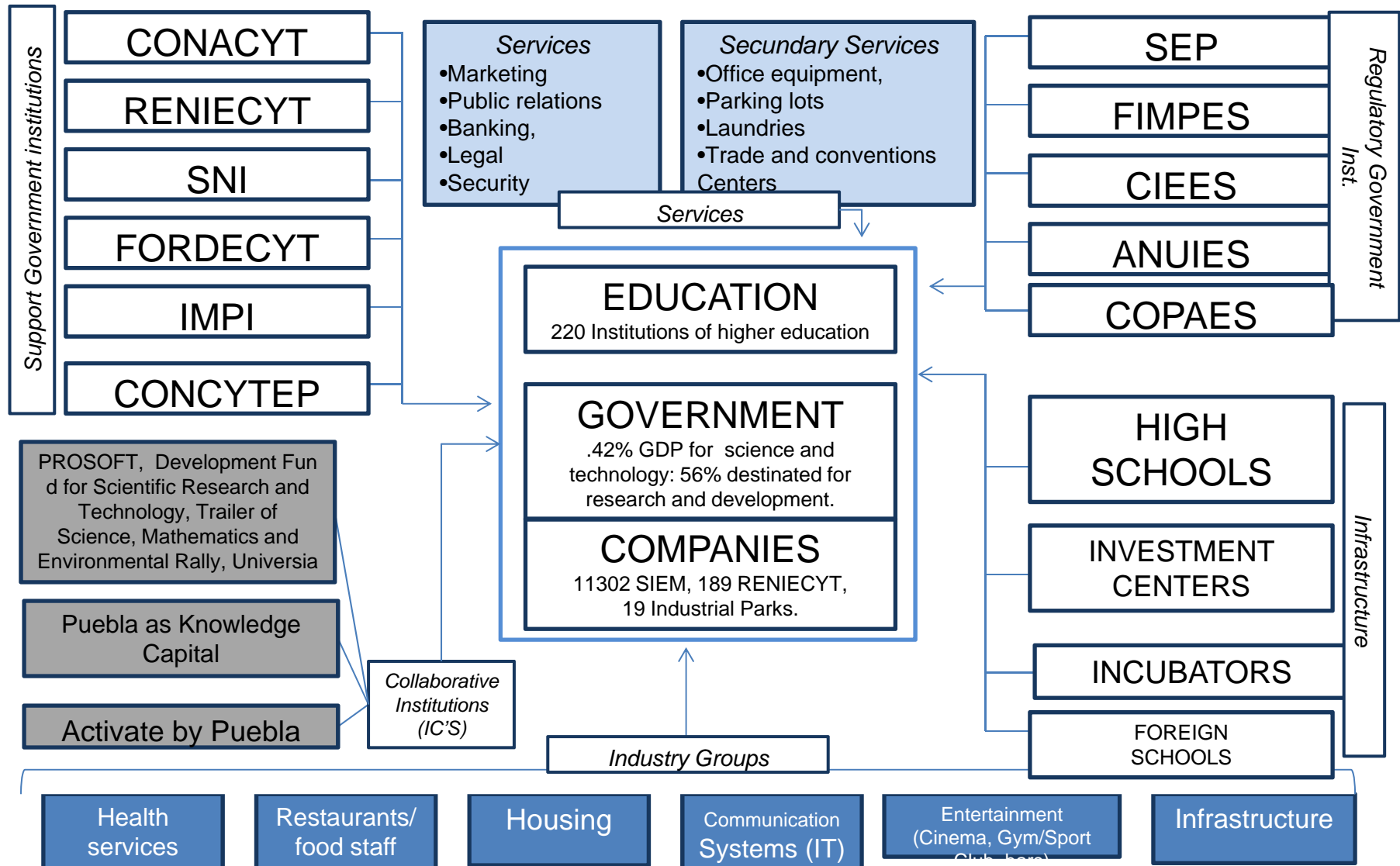
Puebla's Ranking Components



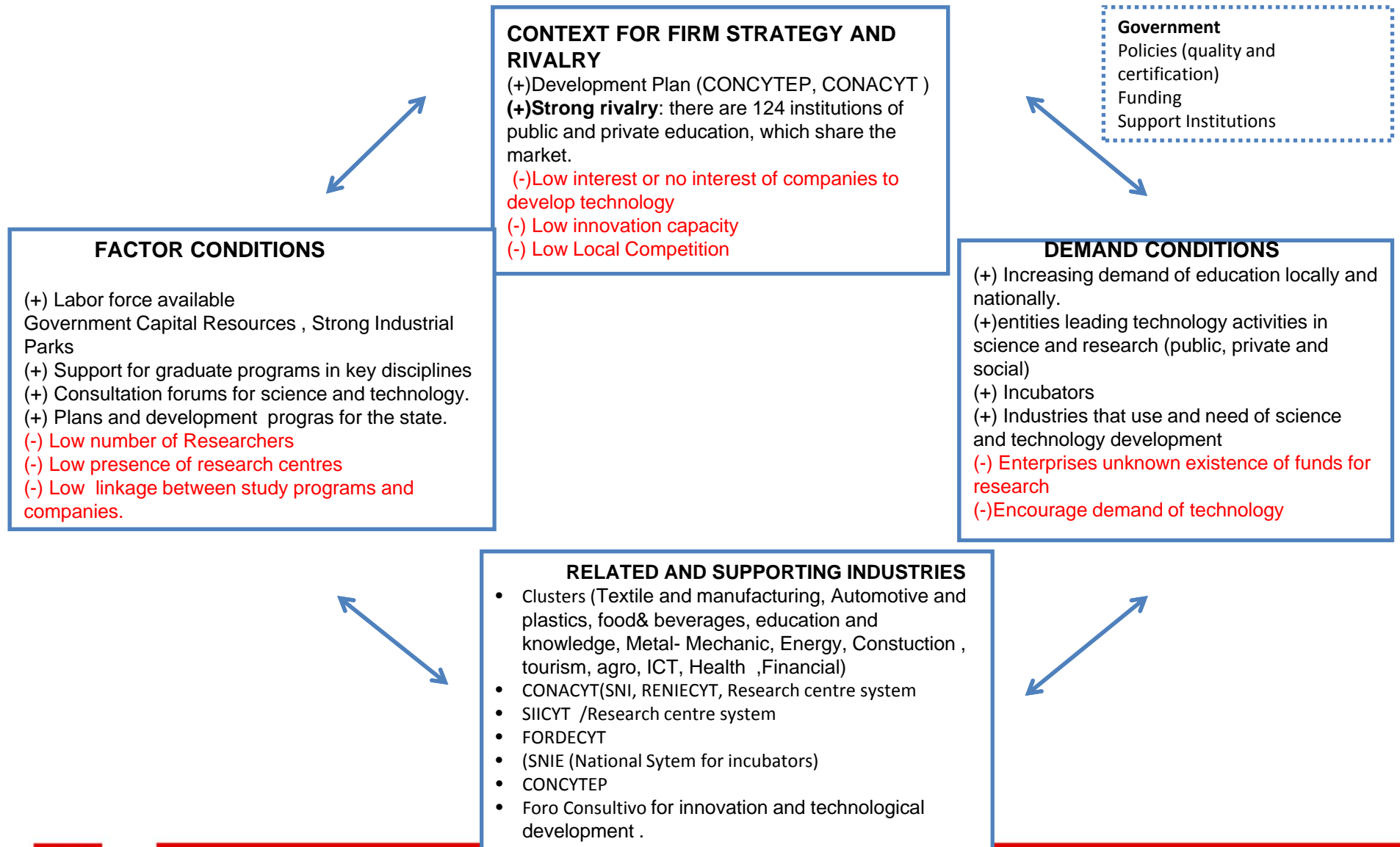
14th Place
below national average



CLUSTER MAP



DIAMOND



Strategy: Cluster Value Proposition

Puebla: City of knowledge generation and innovation
for its application

Align the human resources in response to the clusters
requirements in order to support its competitiveness.

Offer of quality programs that are required by the industry

Industry will find a strong cluster of education and knowledge creation

Infraestructure to develop innovation

Fostering capacity to develop technology



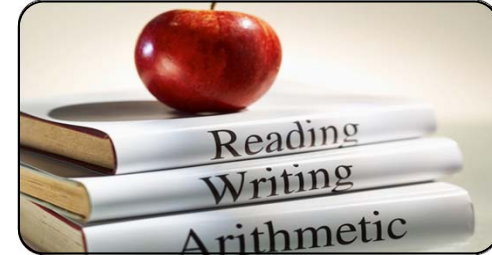
Projects



**Puebla
Technology
Research Center**
Support cluster
activities



**Intra and inter-
modal system of
academic mobility in
higher education in
Puebla.**
Share resources
among universities



**New models of
programs**
Offer new models
of academic
programs to target
population



**Shared Value: Community development project to
enhance collaboration among universities**



Porter Feedback

- Cluster Internalization
 - Find out microeconomic indicators of the cluster to show quality of the ES-ZMP determinants.
 - And the overall status of science, technology and innovation compare with strong clusters in Mexico.(Jalisco,Nuevo León, DF as key locations).
 - Verify collaboration degree among institutions to achieve quality through projects detonators.
- From the above we have found: only 18% of the information requested was submitted for analysis for 10 IES of Cluster .

Porter´s Feedback

- **10 IES selected for the analysis: UPAEP, UDLA. UIA, UA,UVM,UMAD, ITESM, ITP, UTP, BUAP**
- Total enrollment at the institution ,
- Academic programs accredited by quality through organizations such as COPAES, FIMPES, other
- Total enrollment for these academic programs
- Researchers of the National system, (total of SNIs) and by areas of knowledge.
- Agreements for interchange and / or academic internships with local, national and international universities
- Operative budget applied and government resources such as subsidies (if possible).

Porter's Feedback

Share value throughout sustainable projects that upgrade business performance while benefiting society