Puebla Competitiveness

Education and Knowledge Creation



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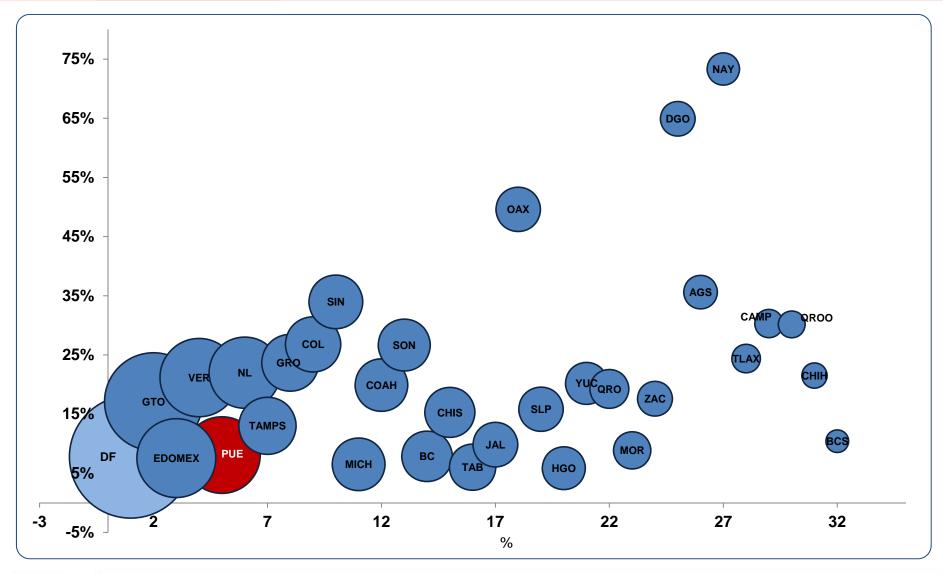
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ENROLLMENT DISTRIBUTION Los Angeles OKLA. MISSISSIPPI Albuquerque CALIFORNIA U N İΝT. Ē TATES s D ARKANSAS Phoenix Tuscaloosa Paris Lubbock San Diego Birmind Montgomery GUA Fort Worth Dallas ARIZONA NEW MEXICO Monroe Mexicali Tucson ALABAMA Tyler Shreveport Jackson CALIFORNIA Abilene Waco OUISIANA Pacas Ciudad FLA TEXAS Nogales Guff of Juárez Baton Rouge Mobile SONORA California Beaumont Austin Nuevo Casas Grandes 0 New Orleans Hermosillo Houston CHIHUAHUA Chihuahua San Antonio 0 Piedras Negras Guaymas Cuauhtémoc COAHUILA 0 aredo 0 Corpus Hidalgo del Ciudad Parral ò Christi Ciudad Obregón Mond Navoioa Anáhuac 189,377 enrolled by NUEVO/LEÓN Matamoros ME X ο SINALOA Saltillo 2010 Guamúchi hterrey Torreón Line Camacho Culiacán DURANGO 0 Durango La Paz TAMA. -IPAS ZACATECAS Mazatlán San Zacatecas Grudad osí Aquascalientes Gulf 0 f Mérida NAYARIT Valles M exic 0 erétaro. YUCATÁN Campeche Guadalaja Pachuca Bay of Tapua Moretia Campeche **JEBLA** JALISCO CAMPECHE San Andrés Me 0 Coli Tuxtia Chetun ébla MICHOACAN. Hahermosa GUERRERO Chilpancingo de los Bravo VERACRUZ Tuxtla BELIZE Zihuatanejo Gutiérrez Pacific Ocean Puerto La Ceib xaca Salina Barnios Acapulco Cruz OAXACA CHIAPAS/ **GUATEMALA** Yoro Quetzaltenando



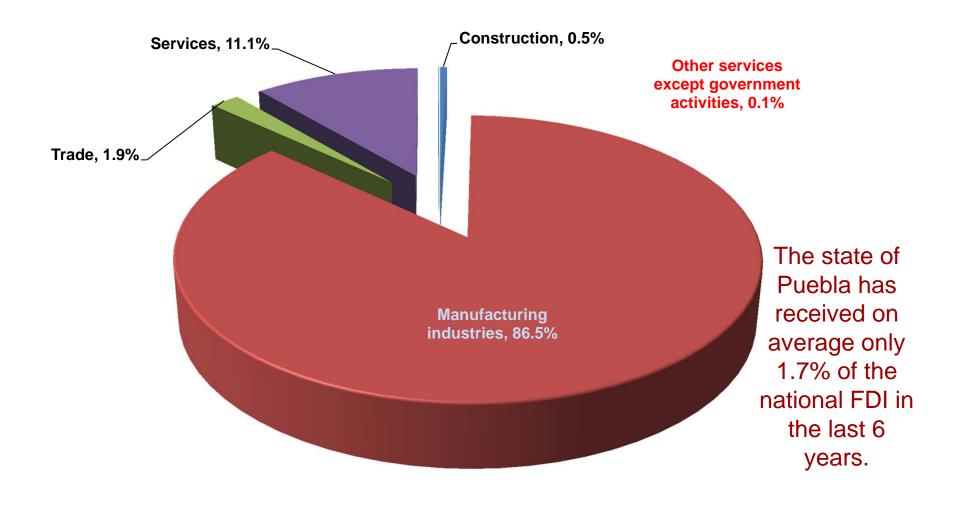
Percentage change in enrollment and the SNI's for 2008-2010 on enrollment provided in 2010.





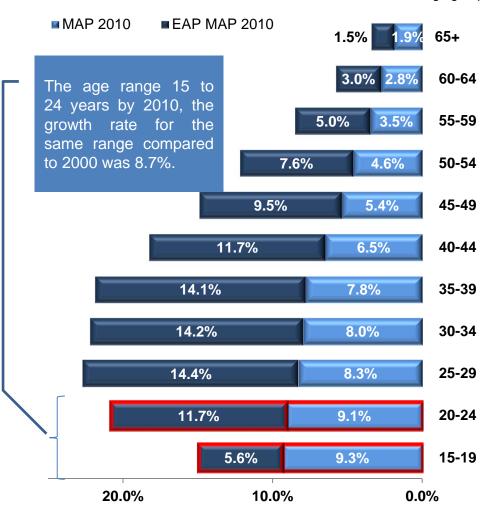
Source: Authors with data from ECUM

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



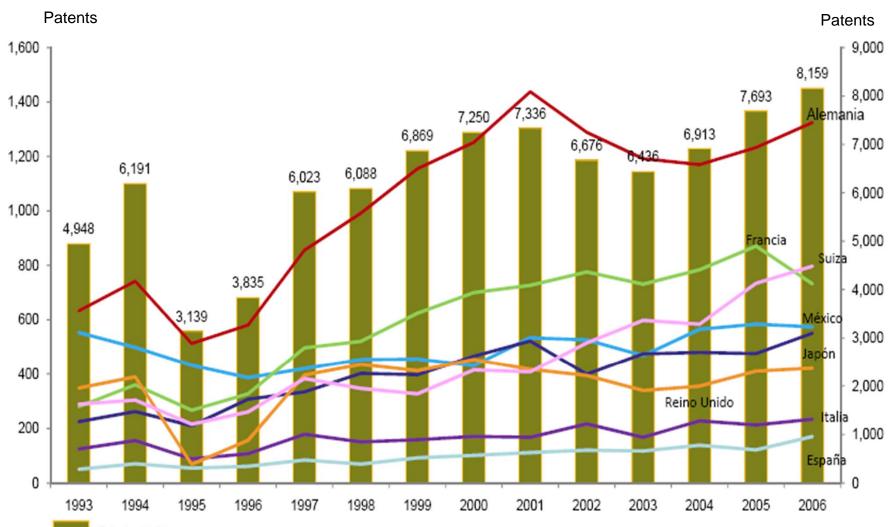
Age group

•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 following variables: migration the migration. intrastate interstate. 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

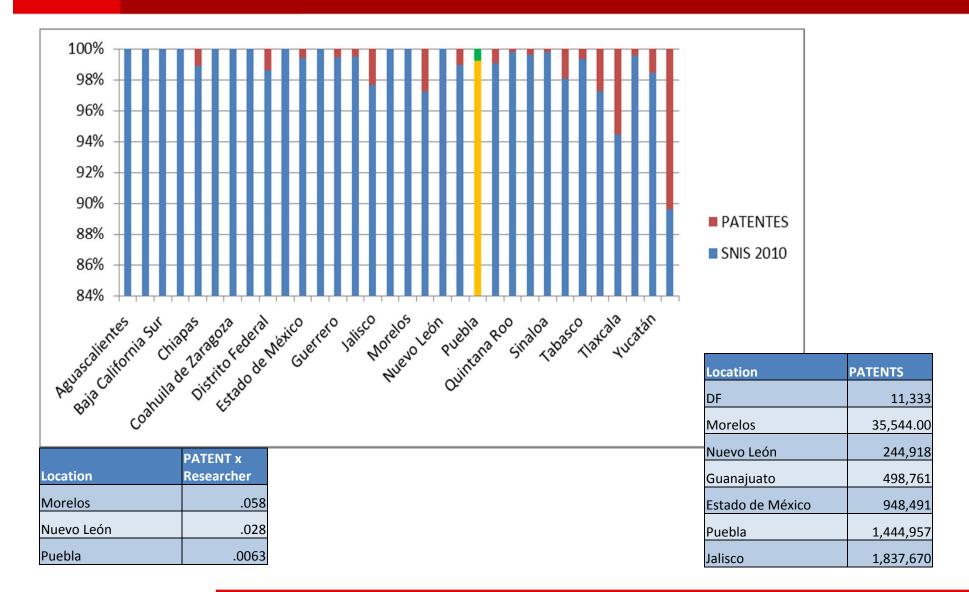


Estados Unidos

Source: IMPI 2007

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Patents and SNI'S



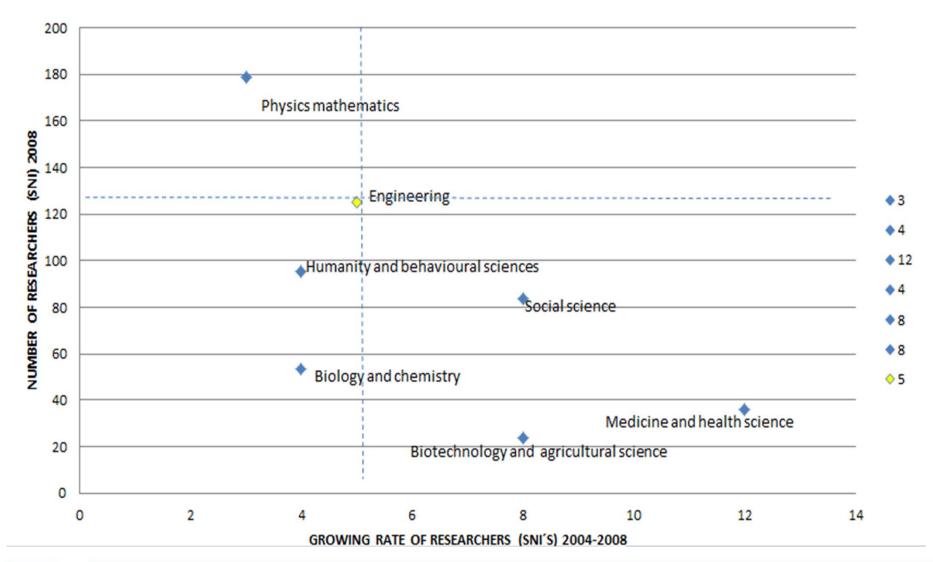
RESEARCHERS GEOGRAPHIC CONCENTRATION





Source: Authors with data from CONACYT

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

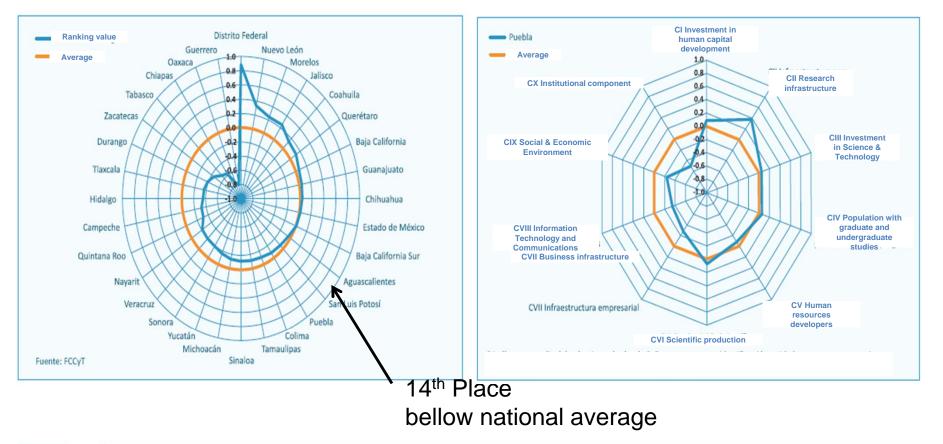




Source: Authors with data from CONACYT and Consultive Forum

Mexican Science, Technology and Innovation Ranking 2011

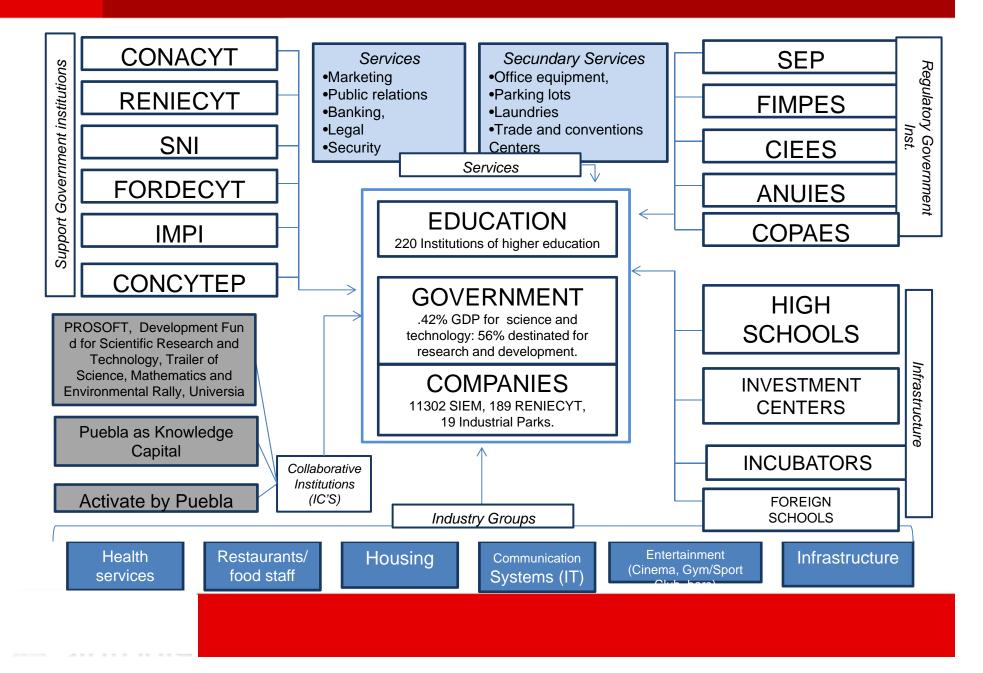
Puebla's Ranking Components



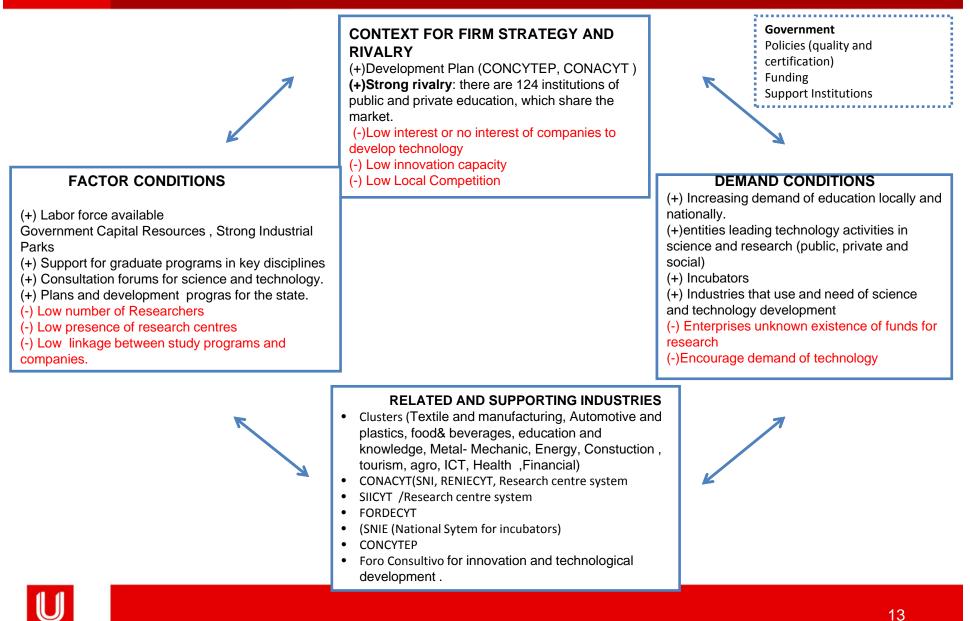


Source: Authors with data from Consultive Forum

CLUSTER MAP



DIAMOND



Strategy: Cluster Value Proposition

Puebla: City of knowledge generation and innovation for its aplication

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 intermodal 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