



# ASU workshop leads tenants to SkySong

## Mexican companies 'immediately saw potential' in U.S.

**Jane Larson**

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SCOTTSDALE - Arizona State University recruited its latest SkySong tenants through a growing relationship with a school considered "the MIT of Mexico."

Ensitech and Energy Ventures, both small technology firms based in Monterrey, heard of SkySong, the ASU Scottsdale Innovation Center, at a workshop ASU put on last fall at Tecnologico de Monterrey.

Monterrey Tech, as it is also called, has nearly 96,000 students studying business, engineering and related subjects at 33 campuses around Mexico.

The Arizona and Mexican schools began working together in 2003 and in October signed an agreement to develop bilateral programs in entrepreneurship, academics, research and online ventures.

Technopolis, one of ASU's entrepreneur education programs, held the workshop for export-oriented firms on how to build successful ventures in the United States. The program, which also will be based at SkySong, will help Ensitech and Energy Ventures plan their international expansion.

"They immediately saw potential for us in the U.S. market," Jorge Ayala, commercial director for Ensitech, said during a visit to ASU last week.

Ensitech develops e-commerce and Internet marketing software for small and midsize businesses. It has 15 employees and 100 customers, including Oxxo Inmuebles, the real estate developer for Mexico's largest convenience store chain.

Company officials think their easy-to-use, affordable software would be attractive to small businesses in the United States.

Ensitech is studying the U.S. Hispanic market and plans to look for Hispanic-oriented companies to partner with, Ayala said. From metro Phoenix, it hopes to expand to other states, said Ricardo Montes de Oca, marketing director for Ensitech.

Energy Ventures provides services to electric utilities in Latin America. It offers thermal evaluation, project evaluation and other performance management services.

The Technopolis program also will help Energy Ventures test the U.S. waters, said Julia Rosen, assistant vice president for economic affairs at ASU.

SkySong, on the site of the former Los Arcos Mall in south Scottsdale, is designed to bring together university researchers, entrepreneurial services and high-tech businesses.

Developers announced last month that they have enough tenant interest to start construction of the second office building, apartments and parking garage.