



ARIZONA STATE UNIVERSITY

ARIZONA STATE UNIVERSITY News Release
March 5, 2007 FOR IMMEDIATE RELEASE

SkySong Attracts Innovative Companies from Mexico

Partnership between Arizona State University and Tecnológico de Monterrey Creates Business Opportunities

Two innovative, entrepreneurial companies from Mexico have announced their intent to establish U.S. operations at SkySong, the ASU-Scottsdale Innovation Center – **Ensitech** (Monterrey, Mexico) and **Energy Ventures** (Monterrey, Mexico).

Ensitech is a software development firm offering on-demand solutions for eBusiness; eCommerce and internet marketing products for small- and medium- sized businesses with low in-house technology capability. *Ensitech* provides eCommerce services to OXXO Inmuebles, the real estate developer for Mexico's largest retail chain, which is similar to Circle K stores.

Energy Ventures provides performance management services for companies committed to electric power production. A General Electric spin-off, *Energy Ventures* provides thermal evaluation and project evaluation services to utilities in Latin America.

ASU Technopolis, Arizona State University's program that educates, coaches and connects innovators, will be assisting both *Ensitech* and *Energy Ventures* by providing them with entrepreneurial coaching and US commercialization strategy expertise.

Both firms learned about the opportunities at SkySong while participating in a unique workshop held last fall at Tecnológico de Monterrey in Monterrey, Mexico. The two-day workshop — Building Successful Ventures in the US — a collaborative effort of ASU's Office of Economic Affairs, the global law firm, Squire, Sanders & Dempsey, and Grupo N (now Reister Multicultural) was attended by Mexican business leaders representing a variety of export-oriented firms.

"We are very enthusiastic to have this new opportunity for our company because it is a priority for us to participate in the business market that the United States represents," said Jorge Ayala, director for *Ensitech* and an alumnus of Tecnológico de Monterrey. "We see SkySong as the gateway to connect with other global firms. It (SkySong) is our first step into the world marketplace," added Ayala.

"After meeting with experts, we confirmed that our marketing strategies and products have a strong competitive advantage in the US market. Our entry strategy is to develop a partner network with companies interested in the US Hispanic market," said Ricardo Montes de Oca Hernández, director of marketing for *Ensitech*.

"The Letters of Intent (LOIs) from *Ensitech* and *Energy Ventures* set the initial framework to work with each company on a one-to-one basis," said Julia Rosen, ASU's assistant vice president for economic affairs. "The LOIs grant the companies access to an array of ASU resources such as training and coaching programs, market entry services, business development, and R&D collaborations."

"The collaboration we observe here between business and university illustrates in a very positive way how two universities, that are engaged with their communities, can generate a bi-national relationship both in and out of the classroom," articulated Arturo Torres, associate vice president for business development and continuing education at the Tecnológico de Monterrey System.

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The relationship between ASU and the Tecnológico de Monterrey began in 2003 prompted by the signing of the first memorandum of understanding to establish a Community Learning Center (CLC: <http://clc.asu.edu/>) at ASU. At that time, President of the Tecnológico de Monterrey system, Dr. Rafael Rangel, accepted an invitation from ASU President Michael Crow to attend the Mexican President Vicente Fox's historical visit to Phoenix. Tecnológico de Monterrey, often referred to as "the MIT of Mexico," is the main and largest private institution in Mexico and a system comprised of 33 campuses and a Virtual University.

ASU and Tecnológico de Monterrey are breaking new ground with an unprecedented collaboration across borders designed to pave the way for innovative global partnerships among institutions of higher learning. Through this partnership, both institutions are developing thoughtful strategies for enhancing understanding, expanding global impact and augmenting their role in the international dialogue of critical issues.

On October 11, 2006, both Presidents signed an institutional agreement intending to facilitate the development of strategic bilateral programs. This overarching agreement encompasses all existing programs and sets the framework for future ASU-Tecnológico de Monterrey interactions. Joint collaborations will fall under four strategic clusters: entrepreneurship, academic programs, research and online collaborations

ASU is aggressively developing relationships with institutions, businesses and entrepreneurs in Singapore, Ireland, China, Mexico and Germany as part of its strategy to make SkySong a place where international businesses will locate and interact with Arizona companies and university innovators. The first phase of SkySong is expected to open in fall 2007.

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SkySong, the ASU Scottsdale Innovation Center, is a mixed-use development that will consist of 1.2 million SF of research, office and retail space in addition to residential units on the site. Located at the intersection of Scottsdale and McDowell Roads—between downtown Scottsdale and the ASU Main campus in Tempe—SkySong will combine technology, innovation, education and business in a collaborative environment that integrates state-of-the-art digital infrastructure into flexible office and research space. Organized around a grand boulevard lined by retail, restaurants and cultural institutions, SkySong will serve the needs of residents, businesses, research and technology industry and academia while building vital networks between university innovations, regional progress and the global technology industry. For more information, visit <http://skysongcenter.com>.

Founded in 1943 by a group of Mexican businessmen, Tecnológico de Monterrey is an academic institution which offers middle school, higher education and graduate programs. Also known as Monterrey Tech, it offers extended education and training programs. At the present time, Monterrey Tech has 33 campuses in Mexico. Through its educational system, the Institute offers 37 bachelor's degrees, 53 master's programs, and 10 doctoral programs, serving a total of 95,777 students. Monterrey Tech has agreements with 723 universities to conduct research, training, and exchange activities. In addition to its traditional classroom programs, Monterrey Tech has a Virtual University which delivers on-line and satellite programs through the 33 campuses in Mexico and 8 reception sites in Latin America. For more information, visit <http://www.mty.itesm.mx/rectoria/pi/internationalstudents/>

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