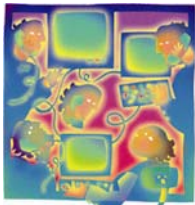
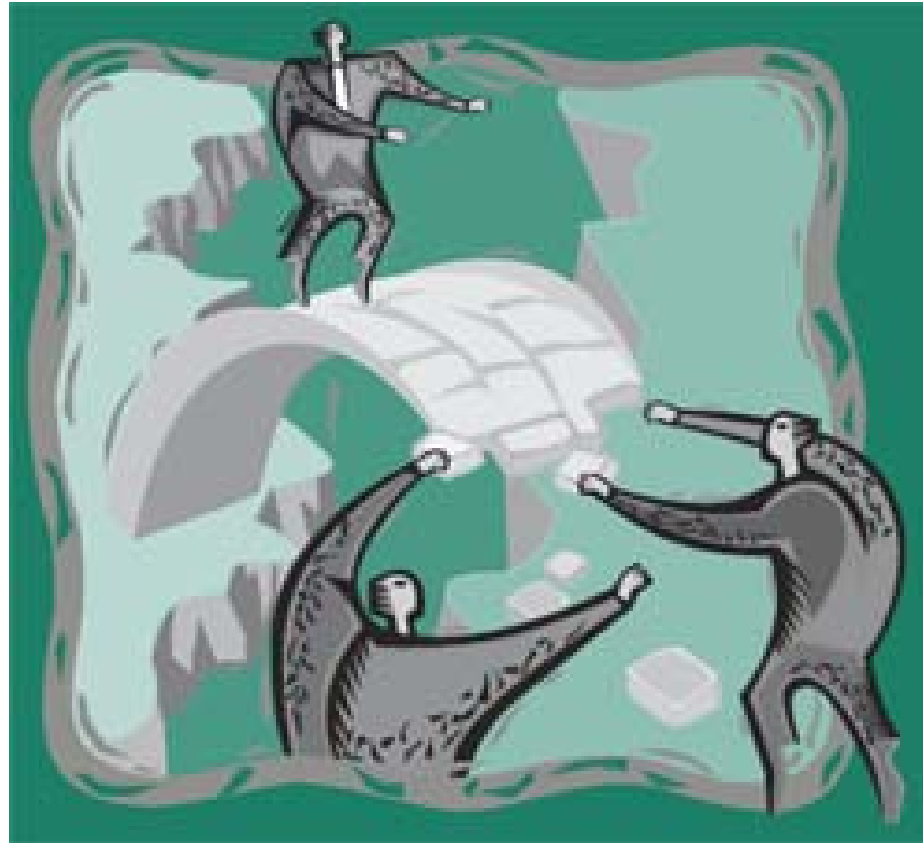


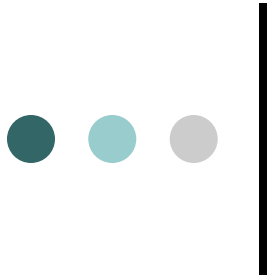


Innovación y Desarrollo Regional

Integración regional y colaboración norte-sur

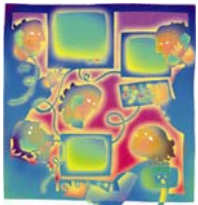


Harrison Grey Morison
Instituto de las Americas



Preambulo

- Estados Unidos y Mexico comparten una frontera de mas de 3 mil Kilometros, asi como valores comunes y una vision de prosperidad.
- La region es una de las mas dinamicas del mundo, en terminos de intercambio cultural y economico.
- Existen grandes oportunidades al explorar de mejor forma la relación económica y comercial entre México y Estados Unidos a través de la colaboración e intercambio.



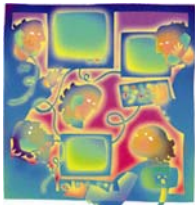


San Diego-Baja California region will be more globally competitive

- science and technology sectors-

R&D capabilities and access to leading technology companies

- o aerospace and defense,
 - o crossborder clinical research,
 - o establishing strong institutional research partnerships,
 - o digital media,
 - o recreation and sporting goods,
 - o energy and environmental technology,
 - o and exploring infrastructure issues related to creating a "smart border".
-
- o San Diego Dialogue – Borderless Innovation Report
 - o CENTRIS – apoyo a PYMEs
 - o CICESE – Centro de Investigacion





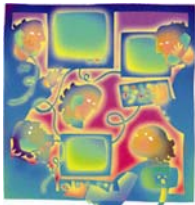
In the future all media will be free --
we will only pay for functionality and
personalization.

- Is it about creativity and speed? Or
- is it about cost cutting? Or
- risk avoidance? Or
- New ideas and opportunities? Or
- The stock market and layoffs?

We all know the simple truth:

You can't cost-cut your way to the future.

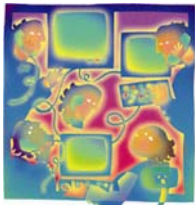
The future depends on innovation.





Innovation Is Alive and Well -- and It's Here Among Us!

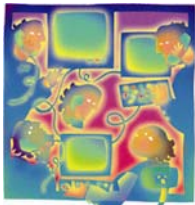
Think of one thing –
a product, an organizational model, a
way of working –
that's genuinely innovative.





It's the fact that the startup is still alive.

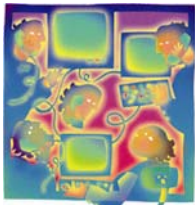
- incredible things that young people can generate from what seems to me to be such limited experience in life.
- creates style for the masses in what has historically been a dinosaur industry
- The phone is a trillion-dollar industry, and everything about it is changing.
- There are entrepreneurs out there. There are ideas out there.





There's a marriage going on at two different **ends of the spectrum**: old and new, big and small

- you can build a two-way radio for about a penny. We'll be making them in a couple of years.
- I think that iTunes is a wonderfully innovative little piece of software that **turns a Mac into a real home appliance**. It speaks to an issue that I think is crucial: **Innovation is only valuable when you implement it beautifully and elegantly**.
- Companies are figuring out how these **two things cohabit** and how they can make something big even bigger.

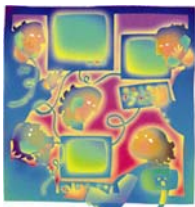




The Role of Innovation

the oldest business rule: **Make money.**

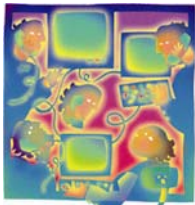
- we had to change the way we do business. But we were still careful to play by the old rules
- innovation is our lifeblood. it's as fundamental as accounting. You need to have new ideas - creating a culture that sustains innovation.
- "I want ideas." "But I **only** want **ideas** that are going to be **successful.**" If you really want to encourage innovation, you have to **accept failures.**
- combine tension with an environment that encourages us to take risks, we'll see big ideas emerge.





How do you create an **open market for capital** inside the organization?

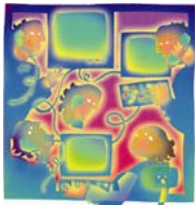
- **It's no longer** just a big company and what it can do internally or a brand-new startup and what it can get from Silicon Valley or San Diego.
- Now you see people banding together to support innovation -- **internal, cross border, or cross culture.**
- It even changes how you raise capital for innovation.





The Opportunity for Innovation

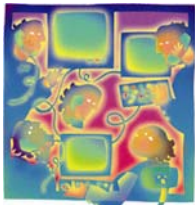
- Innovation is largely about **making unexpected connections between things**. That's one of the differences between innovation and invention.
- Innovation means **looking for new places to make connections**.
- We've spent the past few years developing a whole bunch of new channels for getting things to people using mobile technology and the Web and for connecting some of those channels seamlessly. **People seem to be looking for opportunities to connect.**





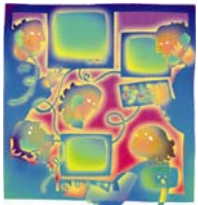
The How-to of Innovation

- "He's above me, and therefore **he must be smarter.**
- People get together and do things, whether it's in the external world, raising money for a startup, or it's internal, grabbing people to brainstorm.



Recognize that **innovation is relative**

- notice innovation nurture it, and reward it
- o individuals and organizations to feel comfortable in a **place of chaos and order simultaneously**
- o **It happens** in companies of different sizes, at different levels. Innovation can be a clerk who finds a way to make filing 20% more efficient.
- o The interactive-game industry has some interesting challenges. On one hand, we have the technology people who **see innovation in a very binary sense**: It's in the software that they are creating. Then you have the artistic guys and the game builders, who **see technology as the canvas** for their art. It's often hard to get those people to work side by side smoothly. But when these teams do work together, it can create a seedbed for innovation.



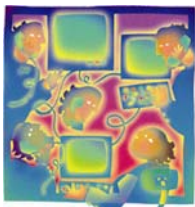


Ecosystem of Innovation

It requires at least three players:

- the **idea person or the entrepreneurs**,
- the **angels or the VC** equivalent internally,
- and "**mercenary managers**."

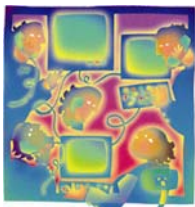
Those are people who may never have an idea, but they provide the functional excellence that actually takes an idea, executes on it, and creates innovation out of it.



The Innovation Action Agenda

- Innovation isn't a difficulty -- **it's an opportunity**
- Focus on making your **customers'** lives better. If they can't **see that your innovation is going to make their experiences better**, their game experiences better, or their shoes better, you might as well stop now.

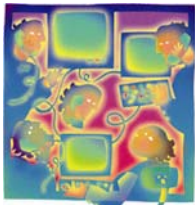
'What's in it for me?' and 'What do I get out of it?' "





Necesidades de la Industria

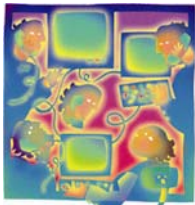
- El sector privado busca continuamente alternativas para reducir costos e innovar, mientras que el consumidor final busca mayor calidad, menores costos y menores tiempos de respuesta, todo esto bajo un ambiente altamente competitivo.





Oportunidades emergentes de La colaboración norte-sur

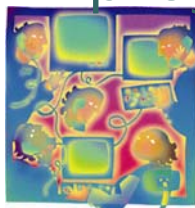
- Oportunidades para EUA : Abastecimiento estable, similitudes culturales, menores costos y tiempos de traslado.
- Oportunidades para Mexico : Conversion tecnologica, desarrollo de "Clusters", programas academicos y produccion de productos de mayor valor agregado.





Barreras

- Observamos barreras economicas, las cuales son intensificadas por factores politicos.
- Las barreras impiden la coordinacion y cooperacion para el desarrollo economico en general, y para el acceso a tecnologia, entrenamiento e innovacion.
- Barreras adicionales : fondeo, liderazgo, aspectos legales, infraestructura y la falta de compromiso en proyectos multianuales.





Areas de oportunidad

- Fortalecer mecanismos legales que garanticen la correcta proteccion de los derechos intelectuales y con ello entregar confianza y estabilidad a los inversionistas.

