

MÉXICO – U.S. ENTREPRENEURSHIP AND INNOVATION COUNCIL (MUSEIC)



In May, 2013 the Mexico – U.S. Entrepreneurship and Innovation Council (MUSEIC) was created with the purpose of coordinating the creation and implementation of strategies that promote the development of entrepreneurs and of micro, small and medium size enterprises in both countries.

In order to accomplish its goals, the Council is formed by different stakeholders from the entrepreneurial ecosystem, including representatives from the government, the academic and entrepreneurial sectors, non-governmental organizations, and venture capital funds, among others. MUSEIC is co-headed by the Mexican National Institute of the Entrepreneur, (INADEM), and the U.S. Department of State.

The Council is composed of seven Subcommittees on the following priority areas:

- 1. Women Entrepreneurship***
- 2. Latin Diaspora***
- 3. Small and Medium-sized Enterprise Development Infrastructure**
- 4. Regional Innovation Clusters***
- 5. Technology Commercialization**

6. Access to Capital

7. Sustainable Energy

* Subcommittees in which SER participates.

MUSEIC's MEETINGS

The Council meets semi-annually, alternating between Mexico and the U.S.



The launch of MUSEIC took place on September 12th, 2013 in Mexico City. The 2nd Meeting was held in San Antonio, Texas, on April 24th, 2014. The 3rd Meeting was held in Monterrey, Nuevo León, on January 23th, 2015. During this

meeting, it was agreed to develop a Strategic Plan to strengthen MUSEIC and provide it with a bilateral legal structure. Also in this meeting, INADEM and the Mexican Entrepreneurs Association, (AEM), signed a Memorandum of Understanding to support and link Mexican entrepreneurs in both countries and officially incorporate AEM to MUSEIC's activities.

The 4th Meeting took place from the 9th to 11th of September, 2015 in Palo Alto, California. On this occasion, a draft Strategic Plan was presented, which is now being reviewed by both countries, and is expected to be implemented in 2016.

A presentation of the binational cluster mapping project was made during the visit of U.S. Vice President Joseph Biden to Mexico, on February 25th, 2016.

MUSEIC's 5th Meeting will take place in April in Tijuana, Baja California.

MUSEIC's 2015 ACCOMPLISHMENTS

2015 was a very active year for MUSEIC. The seven Subcommittees presented important achievements, from which the following are highlighted:



- The signing of a Memorandum of Understanding between the Subcommittee of Women Entrepreneurship and the Subcommittee of Innovation Regional Clusters to launch "[Tu Reto Emprendedor](#)", an online platform to support women entrepreneurs, providing them with finance to start a new business or improve an already existing one.
- Business exchanges in the frame of the "Americas Competitiveness Exchange" program in Mexico and United States. The first edition took place in the U.S., in the states of North Carolina,

South Carolina and Georgia. The second edition took place in Mexico City, Aguascalientes and Jalisco.



- The creation of a warranty fund for women entrepreneurs.
- The signing of a Memorandum of Understanding to encourage the development of small and medium size enterprises through collaboration with the "Small Business Development Center (SBDC's)", and the establishment of Mexican businesses in the U.S.



- The mapping of innovation clusters on the border as a tool for regional economic development and the alignment of policies in both countries.
- The development of an intelligent manufacturing initiative to build the first Intelligent Manufacturing Center in Mexico.
- The holding of the second edition of the "Programa de Becas Santander MUSEIC-FOBESII para Desarrollar Emprendedores de Alto Impacto", in which **300 mexican students** from private and public universities participated in training and mentoring courses in Washington D.C., New York; San José, San Antonio and San Diego.
- In April 2015, Canada joined the Subcommittee of Women Entrepreneurship. A first trilateral

meeting took place in June 2015, in Austin, Texas.

PROJECTS FOR 2016

- Identification of **strategic priorities**, aligned with the objectives of the High Level Economic Dialogue (HLED), which will be incorporated as crosscutting issues into the working groups of the MUSEIC.

- **iCluster 2.0**: The cluster maps of Mexico and the U.S. will be made compatible in order to create a binational cluster map that will link industry, academia and entrepreneurs to enhance the regional economic development and serve as a strategic tool for both governments to formulate better development policies.

- Third edition of **iCorps** in Mexico, to help Mexican scientists market their inventions.

- **Trep Camp** for 750 Mexican students that will work on high impact entrepreneurship programs in ten cities of the United States, with the support of the Mexican Consular Network.

- Several activities will be organized under the **Women's Entrepreneurship Subcommittee** to increase the participation of women in regional and international trade, share best practices, and collaborate in projects of mutual benefit:

- Seminar on Business Opportunities in North America for Business Women, Oaxaca city, 9-10 March.
- Trilateral Meeting of Women Entrepreneurs, Hermosillo, Sonora, 30-31

May.

- Signing of a Memorandum of Understanding between Mexico, the United States, and Canada, with the objective of supporting the growth of women entrepreneurs and sharing best practices to strengthen the regional ecosystems for entrepreneurs.
- Trade Mission of Mexican, U.S. and Canadian women entrepreneurs to Atlanta, GA, 15-17 June; and to Orlando, Florida, 20-23 June; in the framework of the Women's Business Enterprise National Council (WBENC).
- Canadian Women Business Mission to Mexico, fall 2016.