

Case Study

GroupSystems Success Story: Tecnológico de Monterrey

Tecnológico de Monterrey: The International City of Knowledge, Monterrey

Overview

In 2003, José Natividad González Parás took office as the Governor of the state of Nuevo León, Mexico. One of his first actions was announcing his plan of converting Monterrey to an international City of Knowledge.

The first objective was to define the necessary strategies to kick-off the process. The second objective was to ensure alliance and participation by private initiative, universities, government and civil society.

GroupSystems in Action

The Tecnológico de Monterrey selected GroupSystems to provide the group collaboration technology necessary to foster and drive critical alliances. The Institute of Innovation and Technology Transfer was created to manage the Project. Working with GroupSystems, the Institute designed a series of three collaboration workshops to gather and refine the International City of Knowledge ideas.

The first workshop, "Forum for Knowledge-Based Development," included a total of 80 participants from organizations such as Institute of the World Bank, National Council for Science and Technology, State Government, Mexico's Federal Government and United States universities such as Massachusetts Institute of Technology. Participants were divided into 8 groups of 10 people. Each group of ten had a computer, which allowed participants to register and instantly prioritize all information as it was developed and entered into the system.

The objective of the second session was to enrich the results of the first workshop by defining priorities for the proposed strategies and actions. The second workshop took place a couple months after the first and had 30 participants.

The Institute conducted the third Workshop using the same methods the workshop defined and kept the group's mission and strategies in line with the objectives and actions of the City of Knowledge.

Customer

Tecnológico de Monterrey

Main Strengths of the State of Nuevo León

- Its capital, Monterrey, was founded in 1596
- Metropolitan population: 3.3 million
- Prestigious educational institutes: ITESM, UDEM, UANL
- It receives 12.5% of the country's Direct Foreign Investment
- It generates 8.6% of Mexico's GDP
- Education level is 3 years beyond the national average
- Institutional support: Law to Promote Knowledge-based Development and Science and Technology Council