

Red de Talentos

Background

The 2nd International Meeting of the Red de Talentos was carried out in Mexico City, June 20 and 21.

A bi-national group integrated for Mexicans living in California, Texas, and Massachusetts, participated in the event.

The participants from Mexico came from Mexico City, Guadalajara, and Monterrey among other cities.

The fields of interest are software, logistics and distribution, energy, medical devices, chemical, communications

Objectives

The meeting was organized with the following objectives in mind:

- Identify business opportunities among the participants
- Create de awareness of the value of the Mexicans abroad
- Promote the creation of local organizations that enable the networking among Mexicans in both side of the border

Event Program

The two day program integrated presentations of Mexican representatives that sponsor Red de Talentos.

Carlos Gutierrez from the Institute of Mexican Abroad gave the welcome message teamed with Guillermo Aguirre from CONACYT and Guillermo Fernandez de la Garza from FUMEC.

The topic International Migration of Talent and Home Country Development: Towards Virtuous Cycle lecture by Yevgeny Kuznetsov provided the framework to understand that the creation of Talent Networks must become a Virtuous Cycle that needs a critical mass to take off. The development of Red de Talentos is a puzzle integrated with several kinds of pieces, like first movers and overachievers that create the conditions for the networks, promote activities and are the role leaders to follow.

A lot of countries like India, China and Ireland have done an excellent job to develop these networks creating hugest opportunities in the creation of new business like outsourcing of software and a software industry. These opportunities have created a lot of new employees, as well a very recognized positioning for their countries.

The big challenge is how to nurture this small group of persons that has the potential to open the door to develop the new opportunities. Government entities can provide some resources and guidelines to develop the networks an established a permanent organization that will be adding new ideas and increase the capabilities in a way that the virtuous cycle is keep in movement. In conclusion: Yevgeny said that the Diaspora are the medium to develop the potential of a home country, if the interest and enthusiasm is keep enough time, this process will take several years to mature, in the short term the initial participants will be the role models, that will craft in the long term the institutions that develop with a very pragmatic approach the Red of Talents, with their motivation and example that will make more people to join this network.

The next session was integrated by a group of overachievers, self motivated and experimented Mexican that has been living abroad, from 5 to more than 20 year, all them now in a senior

management positions in the technology field. They were Natan Saad, an electronic engineering that came to Stanford University to get his master degree and he found challenge opportunities that have keep him busy the last 30 years in the Silicon Valley. Antonio Lopez from San Luis Potosi, an engineer that went to Monterrey to get his bachelor degree, then moves to Guadalajara to join HP. Some year later, Antonio was transfer to work in Cupertino for HP. He has move up in the executive ladder within HP. Where, Antonio holds now a worldwide position that has enabled him to learn how global business is developed. Jaime Segura, born from Mexican, have lived all his life in USA working as researcher, engineering and recently as Business Developer in companies like Ely Lily, HP and AMD among others large size companies. The last of our overachiever is Angel Camacho, the youngest in the team, started to work in Mexico for Sun Microsystems later he got an invitation to move to Sun Headquarters after been recognized as a highly motivated engineer that was able to solve multidisciplinary problems, keeping a focus in the technology but covering several areas of specialty.

In the panel, Natan Saad described his history from been working for a startup in the electronic devices for blind persons that need some help to read and relate with the environment. Later, he moved into another startup that provided ATM switches for communications. Soon, Natan jump into WebTV a company that started the video IP technology that was acquired later by Microsoft. Recently, Natan quit Microsoft, an unexplainable movement in his professional career. Natan was heading a multidisciplinary practice within Microsoft that was identifying the best practices to develop new products. A challenging position within Microsoft; a company that has been leader in business and new product development. Natan explain that he quit his job, because he was missing the adrenaline that generates the anxiety of new developments that can be translated from crazy ideas into high potential business opportunities. Today, Natan is working with Zing a promising startup that could be valued in several billions dollars, five years from today. Antonio Lopez shared with the audience two critical points. Mexico need to develop a public relation message that help us to position Mexico in the mind set of the high level executives all around the world in order that they look at Mexico as a potential partner, supplier or place to get the best technology in the world. The second point made is the field of languages, the Mexicans need to take English seriously, if we want to do business global wide. Jaime Segura, focus into a very delicate subject. Jaime questioned the audience, why Mexico does not have a National Development Plan. This was a very hard challenge, since Mexico has several development plans defined. Then the point to make was why a person can not find them in Google search. Therefore the topic change in the line of Mexico using the communications channels available in the modern times to promote and present Mexico's plans, using PR and Internet as a promotional tools. Jaime pointed that after a plan is developed; it needs to be communicated continuously to the Mexican inside the country and all the places where Mexico wants to do business. The results of this promotion will take several years in the order of 10 to 20 years. A second issue touched by Jaime is the development of intellectual capital, despite that Mexico has more engineers in the school that the USA, we need to focus in improve the capabilities of all of them, to compete head to head with engineer all around the world. To close his participation, Jaime focus once again in the diffusion of the activities done by the universities and research center of Mexico, with a focus in the business results they can provide for Mexico and partners. Jaime close his segment focus in how the technology need to be oriented in the customer focus, under the view of the Technology Driven or Marketing Driven approach, looking for new opportunities even in China, where we have a lot to do in energy and pollution matters.

The last panelist was Angel Camacho. Angel that came with a challenge position to invite all the participants to create a Mexico Brand and promote the capabilities, developing all together an action plan. The challenge was presented in a manner that make the audience to reflection how we need to thing under the global market, focus in big opportunities and think out of the box. At the end, of the participation Angel left a blank slide in the screen with the title Action Plan. Then, he invited the people to work in felt this slide with ideas in the rest of the event.

There were several more activities in the event that presented, the subject of how Mexico protect the Intellectual Property, How we can get Visas to go to USA to do business, open companies and keep a legal presence in the US.

Two sessions were carried out, the Russian Table where all the people introduce him to all the audience with a simple speech of what each person do, name, where they do it and the interest to be in the meeting. This took quite of beat of time to go all around the more than 100 persons in the meeting. The result was very useful because after the introduction of each one. The second session addresses the people to get together in 1 to 1 discussions to find common interest and find how to build business opportunities.

Dynamics

The dynamics was open to discuss ideas. In the second day Guillermo Aguirre address the audience and coordinate the collaboration efforts. Several groups were organized by geography location and by field of interest. These groups named their own leaders.

Future activities will be carried out by these groups. The Website will be designed as a close community where the participants will be able to register their activities and promote them. New members are welcome to join the groups, following a screening process to validate the profile of the new members.

Participants

The list of all participants is available in the registered area of the site www.reddetalentos.com.

To get access to it, you must register in the Website. The administrator will allow access to this area only to the qualified members of the community.

Results and future activities

The next steps are:

- Create a collaborative Website
- Develop a social network system, already available to all participants to the event
- Develop local activities in each of the regions:
 - Silicon Valley
 - Los Angeles
 - San Diego
 - Boston
 - Dallas
 - Houston
 - Mexico City

All the participants can post news and ideas in the Website forum.