



MEXICO & IT

- ◆ Mexico ranks 3rd place as a global IT service provider (Gartner, 2012) after India and the Philippines.
- ◆ Mexico is a major destination for investment in Latin America, integrating 23% of all software projects in the region.
- ◆ The IT and Software industry in Mexico has grown on average rate more than 13.8%.
- ◆ The sector is comprised of over 4,050 economic units or specialized companies and 32 clusters. It has 625,000 employees and a market value of \$14.39 million dollars(2012).
- ◆ Mexico is the country with the most competitive operation cost in terms of digital entertainment and software design in the Americas.

Competitive advantages of Mexico

- ◆ Mexico has access to a potential market of over one billion consumers and 63% of global GDP, through free trade agreements with over 40 countries.
- ◆ Mexico is a safe country for foreign investment: having 28 Agreements for the Promotion and Reciprocal Protection of Investments and agreements to avoid double taxation with over 40 countries.
- ◆ Mexico has 500 thousand professionals in IT.
- ◆ Mexico has 121 universities linked to Prosoft with a turnover average of 5%.
- ◆ Mexico has the geographical and cultural proximity to the IT market in the world's largest time zone, which facilitates real-time solutions as well as communication with the customers.

Did you know...

In recent years, the cloud computing has grown rapidly, replacing the traditional software. The overall value of the cloud services industry was estimated on 68,300mdd in 2010.

MEXICO AND THE INFORMATION TECHNOLOGY SECTOR (IT)

INFORMATION TECHNOLOGY (IT) IS DEFINED AS "THE ENSEMBLE OF TOOLS AND METHODS USED TO COLLECT, STORE, MANIPULATE, OR DISTRIBUTE INFORMATION. IT IS USUALLY ASSOCIATED WITH COMPUTERS AND RELATED TECHNOLOGIES FOR DECISION MAKING. (BOLOGNA AND WALSH, 1997: 1)

¿What items are considered part of the sector?

- **Software:** Companies specializing in the design, manufacturing and engineering software .
- **IT Services:** Companies engaged in the provision of services in training, maintenance , operation and support of the programs.
- **BPOs (Business Productivity Online Suite) and Call Centers.**

¿ Who are the largest in the world ?

Among the most important IT services companies are IBM, HP , Accenture, Fujitsu and CSC. These five companies account for almost 20 % of the total revenues in the world. Major software companies by their revenue volumes are Microsoft, IBM and Oracle. The 5 companies with increased investment in research and development are: Microsoft, Oracle, SAP, Symantec and CA. The United States has the largest number of companies specializing in software and generates over 40% of the total value. Other major industrial countries are Japan, Germany, France and the UK. USA is the country with the largest share of global spending on IT services with a 36 % of the total. Its main suppliers are India, Canada and the Philippines .

¿What are the main chambers and associations in Mexico ?

- Mexican Association of the Technology Information Industry (AMITI)
- National Chamber of the Electronic Telecommunications and Informatics Industries(CANIETI)
- National Association of Dealers of Technology, Computing and Communications (ANADIC)

Support Programs for the IT Sector

PROSOFT: Created by the Ministry of Economy with the objective of providing financial support for IT investment and projects development.

MEXICO IT: Created by CANIETI , with support from SE. Its aim is to promote Mexico as an ideal center to for IT enterprises.

MEXICO FIRST: Support for the development of specialized certifications in the IT sector for the country's human capital.

IT FIRST: Organ of the IT industry which aims to establish a business network among industry players, in order to increase the coverage of commercial companies.

More information...

[HTTP://WWW.PROMEXICO.GOB.MX](http://WWW.PROMEXICO.GOB.MX)