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Todo un Movimiento para la Competitividad de las
PYMES en México

SME STRATEGY TO PROMOTE LOCAL DEVELOPMENT

“BUILDING PARTNERSHIP FOR LOCAL DEVELOPMENT”

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MEXICO

KAOHSIUNG, CHINESE TAIPEI.

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SME STRATEGY

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“SMEs and Mes: Priorities & Actions”

The contribution of the SMEs to the economic activity in Mexico is very important, since they constitute a fundamental pillar for the creation of jobs, economic growth and local and regional development.

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In order to maximize the impact of the SME policies, the *SME Fund*, operated by the Under Ministry for Small and Medium Enterprises, had been implemented 13 strategic programs grouped around 4 major ‘action routes’.

These programs aimed at making the vast SME sector more efficient, competitive and position SMEs in the local and global markets and are the core of the “integral economic policy for the development of SMEs”, a key component of the Mexican government strategy towards an innovation-based growth model which implies, to a large extent, increasing SMEs’ productivity through technology and innovation.

Under this new innovation-oriented policies, the authorities have rightly placed strong emphasis upon building a coherent institutional infrastructure (collective efficiencies), with a view to stimulating the

creation of new firms and strengthening existing ones. Partly inspired by international best practices a coherent sequence of four institutional



SME's Main Obstacles

- Duplicity and Dispersion of Support Programmes
- Little Capacity of Management and Administration
- Limited and Slow Innovation and Design
- Unequal Competition of Informal Sector
- High Costs of Production
- Financing

SME's Main Demands

- Not to hinder
- More Transparency and Efficiency of the Government
- Greater Support to the SMEs
- Social justice
- Formality
- To Focus and not Duplicity
- Multiplication of Resources
- States, Municipalities and Private Sector Contributions
- Processes and Agile Procedures of Attention together in a single Venue



Current situation

For these Reasons we Should Move on



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From:

To:





The significance of the SMEs as Motive of Economic Growth

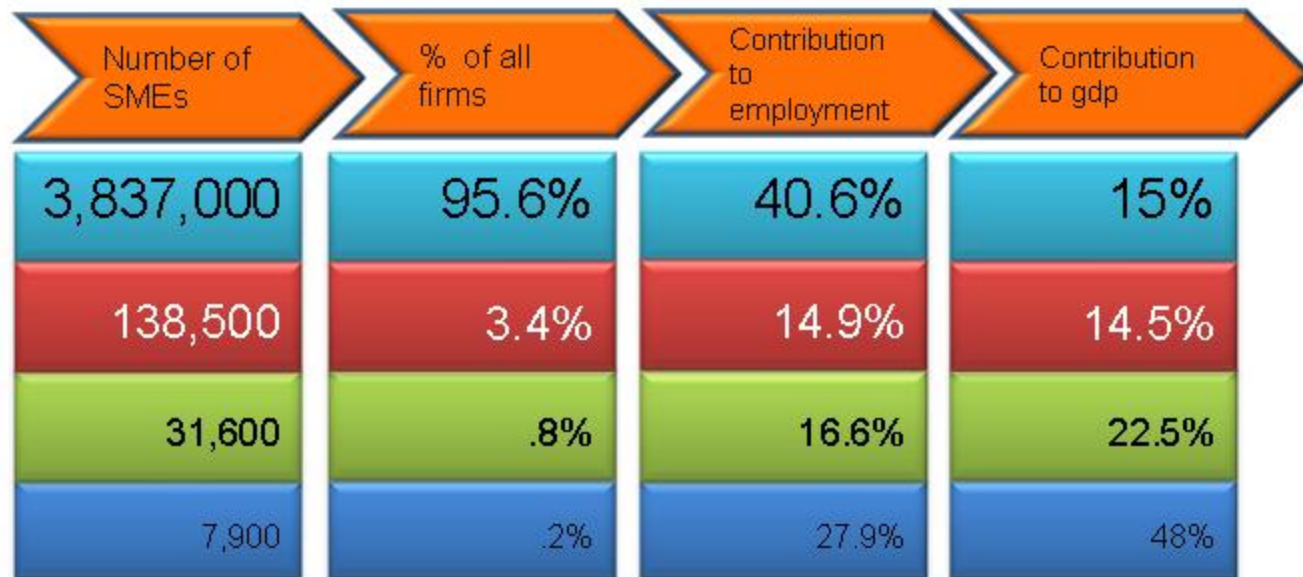


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The Context of the SMEs

- **Number of SMEs: 4,007,100**
- **% of all firms: 99.8%**
- **Contribution to employment: 72%**
- **Contribution to GDP: 52%**



Source: ME - INEGI



- **Creation and strengthening of firms, innovation and technological development**
 1. The Program for Innovation and Technology
 2. The National System of Business Incubators
 3. The Business Development Centres Network
 4. Program for training and strengthening SME capabilities
- **Financing access**
 5. The National SME Guarantee Program
 6. The National Financial Extension Program
 7. The Capital for Development Schemes
- **Regional and sectoral productive articulation**
 8. The National Network of Productive Articulation
 9. The National Program of Suppliers Development
- **Access to foreign markets**
 10. The *Impulsoras* Program for Exportable Offer
 11. Program for Strategic Productive Projects
 12. Program for Commercial Missions
 13. The *PYMEexporta* Centres' Network



¿what

?

More and better
Jobs

More and better
SMEs

More and better
entrepreneurs

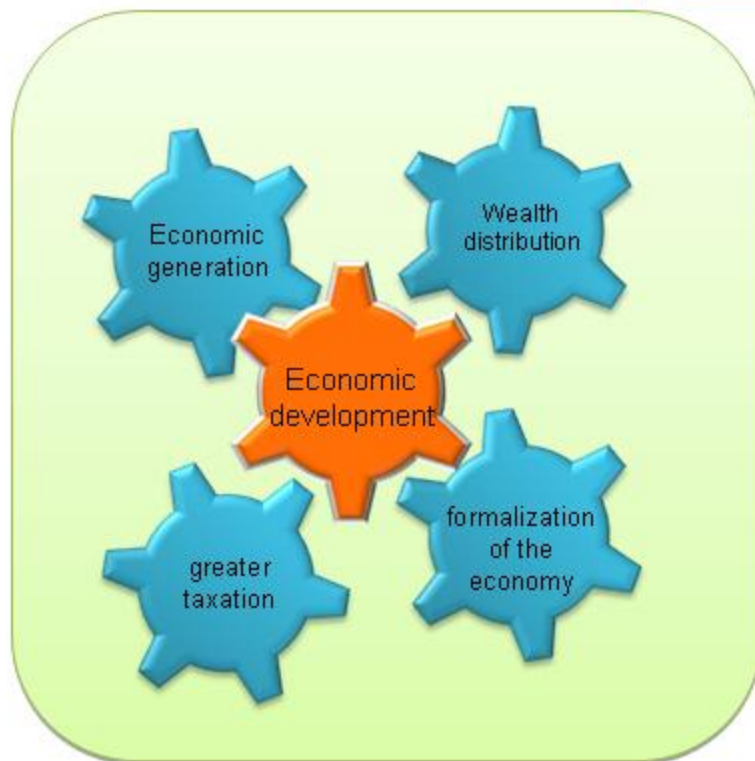
And As Consequence:

A New Approach
“What you measure,
what you obtain”

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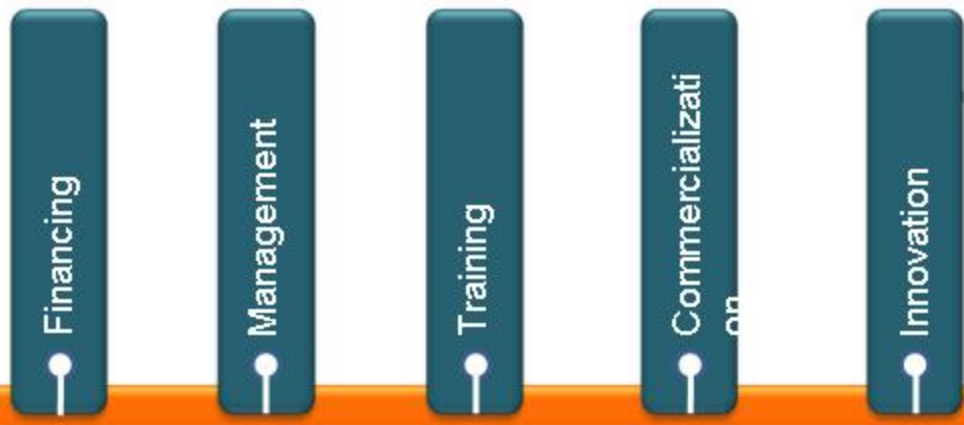
Reduce poverty



Priorities and Actions: 5 Segments with 5 Services of Overall Attention



SERVICES



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SEGMENTS



	Financing	Management	Training	Commercializati	Innovation
"Tractoras"		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
"Gazelles"	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Small and Mediums	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Micro enterprises	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Entrepreneurs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

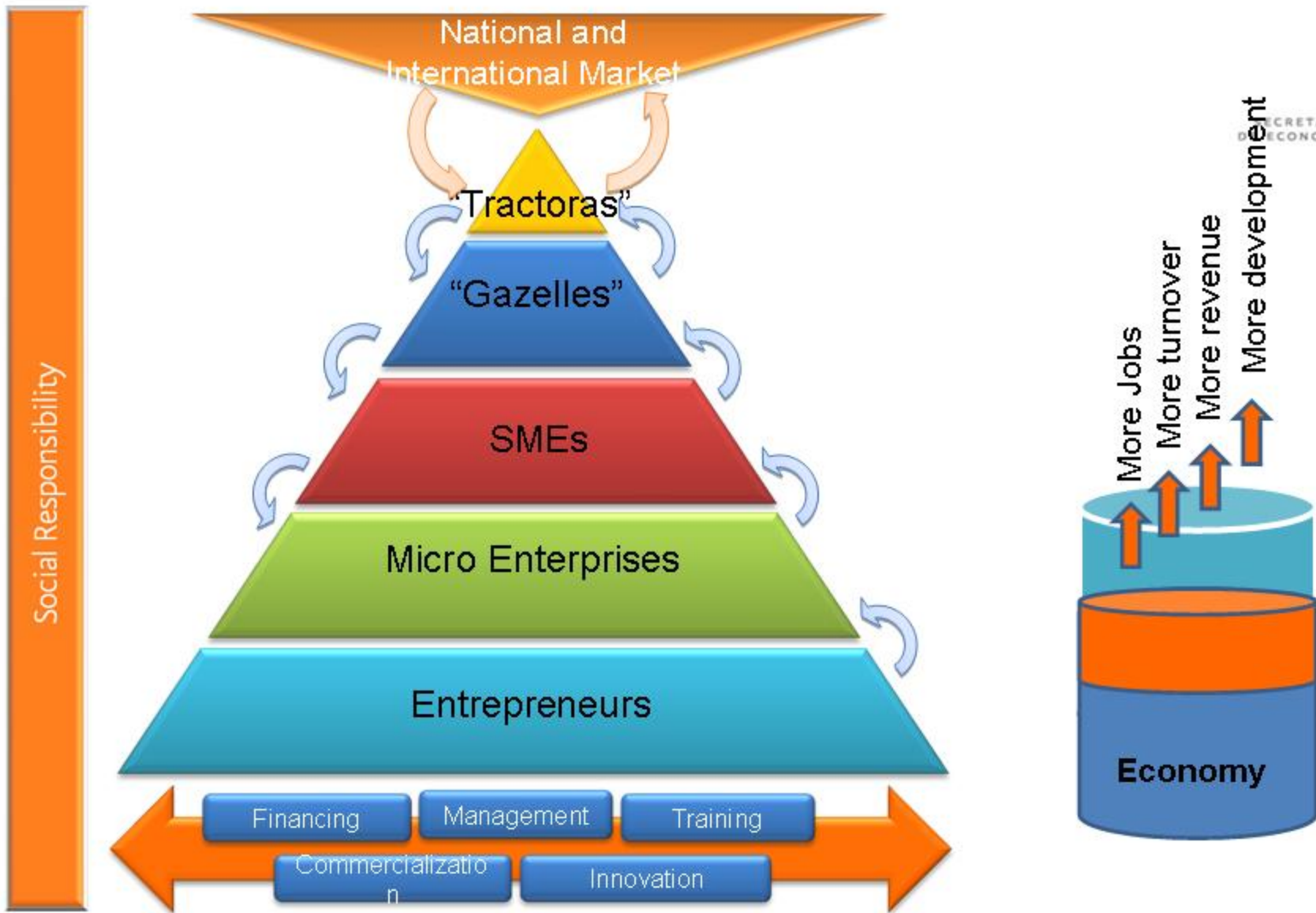


Actions and Priorities



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Integral board "México Emprende"



"Tractoras"

- Fund of Technological Innovation
- Development of Suppliers, Distribution and Business Opportunities

"Gazelles"

- Business Accelerators
- Innovation and Technological Development
- Integral Support Programme for SMEs (PiaPYME)

SMEs

- Guarantee Programmes 2007
- National Financial Extension Programme
- Strengthening of Specialized Financial Intermediaries
- Consultancy and Training COMPITE
- Business Consultancy and Training
- Business Development Centres
- Programme for Exportable Offer
- Programme for Integrated Firms
- Tourist SMEs

Micro enterprises

- Family Workshops
- Quick Opening Systems
- Programme for Business Training and Modernization (PROMODE)

Entrepreneurial

- Capital Access (Investors Club) + Seed Capital → Entrepreneurial Club
- National System of Business Incubators

Promotion, Diffusion and Linkage

Special Programmes

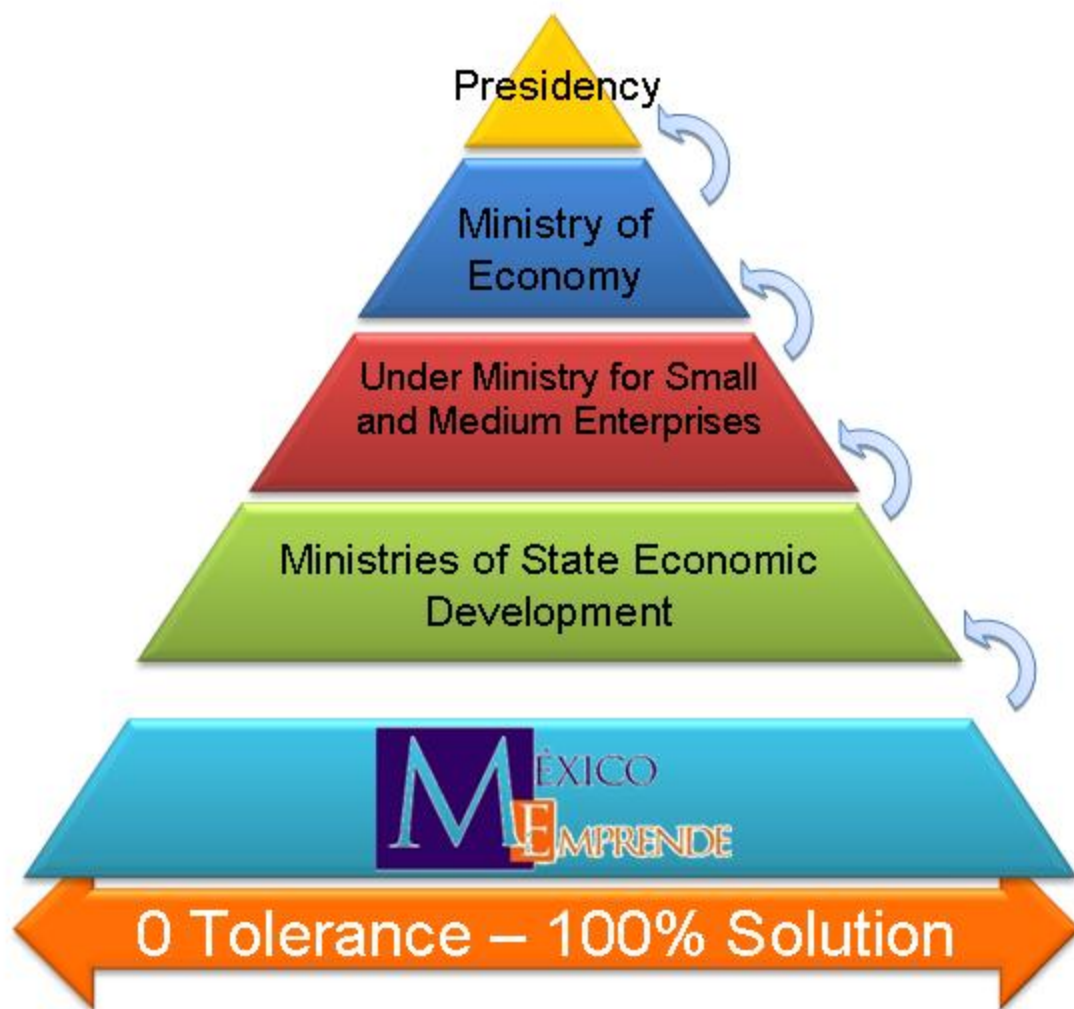
- Manufacturing Sectors Attention Programme
- FONAES (National Programme for Productive Projects) (FOPRODE)

To Analyze

- Mixed commission for the Promotion of Exports
- National System of Export Guidance
- Inter-secretarial Commission of Industrial Policy
- Capital Access (SME option)
- Exports Support Trust
- Craft Design Programme
- "Marcha Hacia el Sur" Programme (PMHS)

News

- Job in your community
- My Shop
- My Workshop
- Young Entrepreneurial





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SME LOCAL DEVELOPMENT

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✓ Employment in your community



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What it is?

A Program to stimulate the establishment of companies seeker of labour force in marginalized communities and the most unemployment.

Objetives

- Regional development
- Permanent employments
- Development of infrastructure
- Productive Strategic Projects
- Take advantage of productive vocations



What it is?

- It's a movement that has the objective to promote the regional development from the use of the productive vocations of different regions.
- Principle "Glokal". It promotes the development of products for markets of export respecting the local culture.

Objectives

- To promote local development and the generation of permanent quality jobs in places with less economic development.
- Advise Mexican micro-entrepreneurs in regional products development with potential to participate in international markets.



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Proposal strategy

- Application of the program in communities of “100 municipalities with less human development rate (HDR)”
- Identify the potential communities to detonate viable projects
- Offer technical and business training
- To develop entrepreneurs
- To promote associations
- Develop channels of marketing

100 municipalities with less HDR



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100 Municipalities

Durango 1

Nayarit 1

Puebla 8

Veracruz 15

Guerrero 12

Oaxaca 47

Chiapas 17



Potential Products



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Potential Products



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**THANK YOU VERY MUCH FOR YOUR
KIND INVITATION AND ATENTION**

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