



Prospects for InJo in Mexico

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Where we are

- TechBA as an **innovation** promoter – www.techba.com
 - 3rd Mexico Technology Showcase
- Information
 - About what
 - Business
 - Technologies
 - Business Development process
 - Why we need it
 - learn where we are
 - Define where we go
- The reason with the country
 - **Innovation** to grow
 - **Innovation** to a better way of life
 - **Innovation** to
- Media available
 - Traditional Media
 - Traditional Online media
 - New Media (web 2.0)

Where Mexico is going

- Knowledge based economy
- Innovation driven
- Green economy
- Provocative media with bias position toward building the required capabilities

Why IJ is important for us

- **Innovation** can be focus to any economic improvement
- We look at **innovation** as a need in the entrepreneur ecosystem
- **Innovation** culture focus in a way to create wealth in a more balanced ecosystem
- The new alternate media as an influence for change

Who is involved

- Multidisciplinary groups
- **Innovation** Journalism leading communication media
- Government encouraging infrastructure development and support
- Companies creating **innovation**
- Academic supporting environment
- Non-Profits networking environment

How

- Drive actions and create opinion
- Participative **Innovation** Journalism
 - Lets the ideas flow
 - Lets the journalist take a position
 - Keeps track of what happens in real time
 - Keeps the feedback loop

Next Steps

- IJ Event in Mexico for August
- Looking to integrate a team into the IJ conferences for 2009
- New interactive journalism with social interaction – www.techbacrunch.com
- Blogs, podcast, social networks, etc.

The IJ Founders in Mexico

- **Carmen Castellanos** - Economista - ccgaytan@eleconomista.com.mx - <http://eleconomista.com.mx/>
- **Luisa Fernanda González** - Revista Conacyt - lgonzaleza@conacyt.mx -- <http://www.conacyt.mx/Comunicacion/Revista/>
- **Javier Matuk** - Canal 40 - javier.matuk@matuk.com - www.matuk.com
- **Uriel Naum** - Expansión - unaum@expansion.com.mx - www.expansion.com
- **Verónica Sánchez** - Reforma / El Norte - veros1106@gmail.com - <http://www.elnorte.com/>
- **Madai Quiroz** - FUMEC - mquiroz@fumec.org - www.fumec.org
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