HACU 28th ANNUAL CONFERENCE

Academic Cooperation between Mexico and the United States:

Challenges and Opportunities

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General Coordinator of Proyecta 100,000
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Mexico: a player with global responsibility

Vision: Towards a region of knowledge

Being a prosperous, competitive and inclusive region, based on knowledge, in order to promote sustainable development, promoting bilateral cooperation in higher education, innovation and scientific research.
North America: the most competitive region in the global market

The 3 countries in North America produce the same as 28 nations in Europe or 13 from Asia.

North America’s GDP
United States: 85%
Canada: 9%
Mexico: 6%

Source: World Economic Outlook Database. International Monetary Fund, 2014
Trade between Mexico and United States

- The total trade in 2013 between both countries was US$507 billion, a 2.6% increase compared with 2012 (US$493 billion).

- The U.S. is Mexico’s largest trading partner, with 64% of total trade, followed by China and Canada with 8.5% and 2.8%, respectively.

- Since the inception of NAFTA, trade between the U.S. and Mexico has grown by 11.3% per year.
The U.S. is the primary market for Mexican exports. 77% of all Mexican exports go to the United States, followed by Canada (3%).

49.9% of Mexican imports are from the U.S., followed by China (15.4%) and Japan (4.8%).

Mexico is the U.S. third largest trading partner, accounting for 12.9% of overall trade; its second largest export destination and third largest importer.
Mexico’s trade with the United States compared with the rest of the world

Trade with the European Union (US$62 billion) plus ...

...trade with South America (US$29 billion) plus ...

...is still less than the trade with the 4 border states: California, New Mexico, Arizona and Texas (US$271 billion)

...trade with Central America (US$9 billion) ...

Trade with the United States is still less than the trade with the 4 border states: California, New Mexico, Arizona and Texas (US$271 billion).
Why deepen the relationship with the United States?

The United States is our largest trading partner: Our total trade in 2013 was around US$507 billion.

With our other major partners:

- China: US$67 billion
- European Union: US$62 billion
- Canada: US$32 billion

Mexico’s total foreign trade in 2013
Population of Mexican origin

Comparison between Mexican-born population in states in the United States and the top 10 countries with Mexicans abroad.

Mexico’s Trade: United States vs. other countries

Total trade of Mexico in 2013, by region/country/state (millions of dollars)

Academic quality and innovation in the United States

The U.S. has 46 of the top 100 highest rated educational institutions ranked by The Times Higher Education World University Rankings 2013-2014.

Percentage of patents granted in 2012, according to the World Intellectual Property Organization (WIPO).*

* The percentage is calculated with only the 15 top countries
Mexico and the United States: International Students in the U.S.

International Students in the United States*

- China: 41%
- India: 17%
- South Korea: 13%
- Saudi Arabia: 8%
- Vietnam: 4%
- Japan: 4%
- Taiwan: 4%
- Canada: 5%
- Mexico: 20%
- Turkey: 2%

* The percentage is calculated with only the 10 top countries

Trade with the United States*

- China: 22%
- Mexico: 20%
- Canada: 25%
- Germany: 6%
- Japan: 4%
- South Korea: 3%
- Brazil: 3%
- France: 3%
- United Kingdom: 5%
- Saudi Arabia: 3%

* The percentage is calculated with only the 10 top countries
North America is committed to being the most competitive and dynamic region in the world

Joint Statement. 21st Century North America: Building the Most Competitive and Dynamic Region in the World
by President Obama, President Peña Nieto and Prime Minister Harper

Presidents Obama and Peña Nieto announced a new cooperation mechanism:
Bilateral Forum on Higher Education, Research and Innovation

FOBESII oficial launch with presence of Secretaries Jose Antonio Meade, Emilio Chuayffet and John Kerry.
What is Proyecta 100,000?

✓ Proyecta 100,000 is a goal set by Mexican stakeholders and experts from the academic, public, private, and non-governmental sectors.

✓ Proyecta 100,000 is a Mexican program that sets the goal of 100 thousand Mexican students, faculty and researchers with learning experiences in the United States and 50 thousand U.S. students, faculty and researchers studying in Mexico by 2018.

✓ It also advises the multiplication of binational research and innovation centers, language teaching, and the promotion of exchange opportunities.

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<thead>
<tr>
<th>Annual Goals</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
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<tbody>
<tr>
<td>Mexican students in the US</td>
<td>14,200¹</td>
<td>27,000</td>
<td>46,000</td>
<td>64,500</td>
<td>82,500</td>
<td>100,000</td>
</tr>
<tr>
<td>baseline</td>
<td></td>
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¹Open Doors 2013
Language: a challenge for academic cooperation

English Language proficiency in Mexico

- 12.9% of the adult population claims to speak English, which represents 9.5 million Mexicans over the age of 18 with access to that language.

- Of these, only 12% claims to read English perfectly fine and 9% claims to speak it with quality, which is equivalent to approximately 850,000 people

FACTS:
- Nationally and globally, the lack of English language skills limits job opportunities.
- Fluency in English language is currently a tool for labor mobility.

Source: Mitofsky Survey, Mexicanos y los Idiomas Extranjeros, January 2013
Opportunities: mobility in which modalities?

Funding

- Private sector
- HEIs
- Government

Mobility modalities

- Intensive English as a Second Language courses
- Summer/Winter short term courses
- Technical English courses for the labor market
- Short term Academic and Student Mobility
- Training for the labor market
- Training for Entrepreneurs
- Postgraduate Studies
- And more...

Government
Opportunities: cooperation in which areas?

DISRUPTIVE TECHNOLOGIES: ENERGY AND ICTs

Mobile Internet: 3.7–10.8
Automation of knowledge work: 5.2–6.7
The Internet of Things: 2.7–6.2
Cloud technology: 1.7–6.2
Advanced robotics: 1.7–4.5
Autonomous and near-autonomous vehicles: 0.2–1.9
Next-generation genomics: 0.7–1.8
Energy storage: 0.1–0.6
3D printing: 0.2–0.6
Advanced materials: 0.2–0.5
Advanced oil and gas exploration and recovery: 0.1–0.5
Renewable energy: 0.2–0.3

Source: Disruptive technologies: Advances that will transform life, business and the global economy, McKinsey Global Institute, 2013
### Program Characteristics

<table>
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<tr>
<th><strong>Program</strong></th>
<th><strong>Characteristics</strong></th>
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<tbody>
<tr>
<td>CANIETI's pilot program</td>
<td>Mexican students studied electronics and telecommunications in the U.S. 50 in 2014, 300 in 2015 and 1,000 in 2016.</td>
</tr>
<tr>
<td>International Summer for Young Entrepreneurs in Silicon Valley</td>
<td>Immersion for 29 final year students (bachelor or master). Summer residence with faculty, scientists, start-ups and business accelerators.</td>
</tr>
<tr>
<td>“SEP-Bécalos-Santander Universidades” Program</td>
<td>298 students of Technological and Politechnical Universities</td>
</tr>
<tr>
<td>English as Second Language Programs</td>
<td>Intensive ESL Summer 465 undergraduate students and teachers from UNAM, IPN, UdeG, UAS, UANL, UAEH</td>
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<td>Research Residences at UC Davis</td>
<td>Research Internships for 27 undergraduate students</td>
</tr>
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<td>“Impulsa”, supported by Consulmex San José</td>
<td>4 immersion tracks for 91 students: 1) Academic, 2) Business, 3) Labor, 4) Entrepreneur</td>
</tr>
<tr>
<td>COMEXUS Programs</td>
<td>Summer courses, residencies and graduate programs for 385 students in 2014</td>
</tr>
<tr>
<td>MUSEIC Young Entrepreneurs</td>
<td>Entrepreneurship Camp for 77 students</td>
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### Proyecta 100,000: update

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<th>PROGRAM</th>
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<tr>
<td>EPEX Chihuahua</td>
<td>10 Young professionals from Chihuahua did internships at American companies</td>
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<tr>
<td>“Jovenes en acción”</td>
<td>102 students did summer residences at UC Santa Cruz</td>
</tr>
<tr>
<td>Research residencies</td>
<td>8 students did research interships at UC Santa Cruz</td>
</tr>
<tr>
<td>Programa PUMA-UNAM at California</td>
<td>48 UNAM students and teachers studying in California Higher Education Institutions</td>
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<td>Governors Program - Washington Center</td>
<td>70 participants working on public policy</td>
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<td>OAS and 100K Strong in the Americas</td>
<td>10 students did exchanges and certificates</td>
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<td>UDLAP mobility program</td>
<td>25 undergraduate students sent to American University</td>
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<td>US Institute for Student Leaders</td>
<td>10 undergraduate students had 6 weeks research residencies</td>
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<td>English as a Second Language Scholarships SEP-SRE-Proyecta 100,000</td>
<td>7,500 scholarships to study English as a Second Language</td>
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<tr>
<td>CONACYT-FOBESII and Proyecta 100,000 2014- March 2015 Call</td>
<td>1,000 scholarships for short-term stays in the USA, focused on energy and ICTs</td>
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And more...
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