

ASU's SkySong to help Mexican firms expand in U.S.

By Jane Larson

THE ARIZONA REPUBLIC

High-tech startups from Mexico will get help expanding into U.S. and global markets under an agreement Arizona State University announced Monday.

The deal will establish a technology business accelerator, to be called TechBA Arizona, at SkySong, the ASU Scottsdale Innovation Center.

ASU is partnering with the U.S.-Mexico Foundation for Science and with Mexico's economy ministry.

The accelerator will provide 10 Mexican companies with office space, a dedicated staff and consulting under a \$200,000-a-year contract with ASU, said Julia Rosen, associate vice president for innovation and entrepreneurship at ASU. That leaves participating companies free to put their resources into marketing and product development.

Companies will range from software and business services to manufacturing and renewable energy.

"They are seeking to lower the cost and risk of entering the U.S.

market," Rosen said.

The firms will hire employees and build their enterprises in the United States, she said.

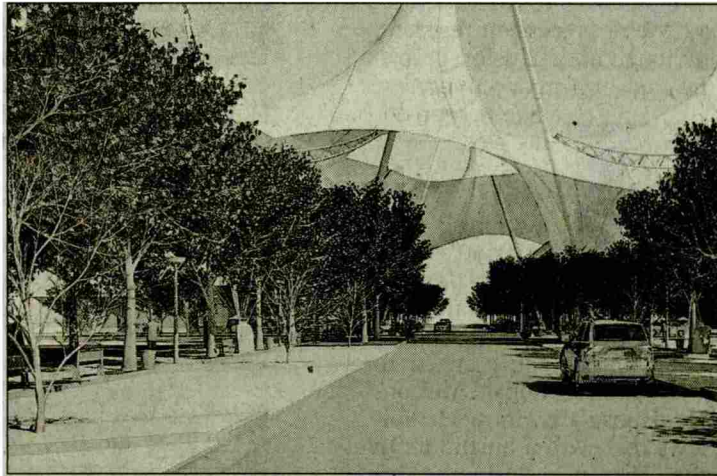
TechBA Arizona will be the sixth such program worldwide. Others are in Silicon Valley in California, Austin, Detroit, Montreal and Madrid, Spain.

The foundation chose the Valley over other locations in the Mountain West region because of ASU's efforts to bill itself as an

international university, said Barry Broome, chief executive officer of Greater Phoenix Economic Council.

Broome said the deal helps develop more knowledge-oriented, high-paying jobs.

"We have to build economic-development strategies where there is momentum," he said. "There is really an opportunity in foreign direct investment for Arizona."



ARTIST'S RENDERING

SkySong, the ASU Scottsdale Innovation Center, features fabric sails on the property, where office space will be set up for Mexican firms.

