

## **11. Country Report of Mexico<sup>1</sup>**

### **11.1 Current Status of the ICT Sector of Mexico**

The present research paper has the purpose of providing light about the obstacles, success factors and other relevant circumstances that may have an impact on women entrepreneurs in Mexico.

The document particularly refers to the experience of Dr. Guillermina Cabral, an interesting, hard-working and successful woman who decided to launch her IT company 20 years ago and who has thrived in that endeavor.

The research paper is organized as follows. Section I presents background information about the country in terms of its ICT sector as well as some insights about women economic empowerment in the corporate world and as entrepreneurs. Section II contains the study case of Dr. Guillermina Cabral; it provides information about her career, her business, Intranetslab, success factors and obstacles she has overcome throughout these years. The paper also incorporates some policy recommendations relevant for the ICT sector and women entrepreneurs in Mexico.

This research paper is part of the project titled 'Women's Economic Empowerment and ICT: Capacity Building for APEC Women Entrepreneurs in the Age of the 4th Industrial Revolution', mandated by Asia- Pacific Economic Cooperation (APEC) secretariat to the Asian Pacific Women's Information Network Center (APWINC) in South Korea.

Dr. Cabral's case was chosen based on the criteria requested by APWINC (particularly in relation to years in the market; over five years) and was referred by the National Institute of Women in Mexico (Inmujeres). Intranetslab is a small company with more than 20 years of experience in business and its growth has and will be steady in the years ahead.

Regarding methodology, two interviews were conducted by phone with Dr. Cabral (one in early December 2017 and another one mid-February 2018) as she was travelling outside Mexico City. A visit to the premises of Intranetslab was done at the end of February as well as a short interview in person to Alberto Serrano, Chief of Operations of the company.

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<sup>1</sup> This report was written by Perla Buenrostro Rodriguez, CEO, Bolder Group, Mexico.

## ICT in Mexico

In 2013 Mexico engaged in a Constitutional and legal reform on Telecommunications for fostering more competition in the industry, guaranteeing access to broad band and implementing a National Digital Strategy for incorporating ICT in the life of Mexicans, the private sector and government, and other stakeholders.

The reform implied major political and economic changes for the country. In 2014 and 2015 fees on roaming, interconnection and long distance were eliminated so the overall cost of telecommunications started to significantly decrease. Mexico, which ranked at the bottom of OECD indexes on accessibility, prices and infrastructure for telecommunications, began to improve the competition conditions for ICT consumers.

In 2015, the Global Information Technology Report by the World Economic Forum ranked Mexico at the 69 position (previously 79) out of 143 economies, mostly due to the improvement on fees and data. The 2016 and latest edition of that same report mentions that mobile broadband subscriptions are increasing and that individual usage is catching up with business and government usage. Government in particular keeps a good level of interaction with population through technology (35 position)<sup>2</sup>.

However, Mexico still has room for improvement on the effectiveness of the judicial system and legal mechanism for procuring IT related rights as well as on the incorporation of technology and innovation in businesses, particularly provided the challenges of Fourth Industrial Revolution.

In Mexico, 99.8% of established companies are micro, small or medium size; they represent 52% of GDP and generate 72% of employment. Unfortunately, only 6% of them take advantage of ICT on a regular basis for their operations, which has an adverse impact on their competitiveness and productivity.

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<sup>2</sup> WEF (2016). The Global Information Technology Report 2016. Geneva: WEF.