



# Tecnológico de Monterrey

Campus Queretaro



International Programs Office  
Queretaro

# Querétaro





# INTRODUCING QUERETARO

Located in Mexico's heartland, only 138 miles northwest from Mexico City.

Queretaro is the ideal destination for business and tourism. It integrates a valuable history with the rhythm and modern lifestyle of a cosmopolitan state.

## **World Heritage Site**

Queretaro is considered an excellent example of a Spanish colonial City. Its well-preserved historic center was designated a UNESCO World Heritage site in 1996.

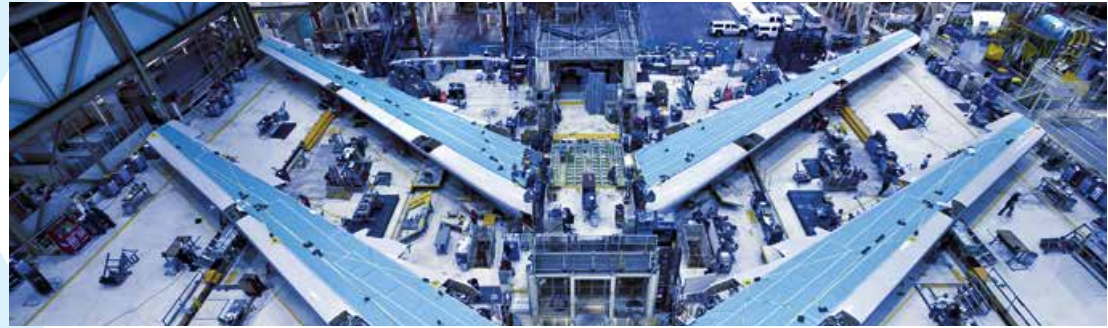
Queretaro has an average year temperature of 68°F

# INDUSTRY

Queretaro has more than 20 industrial parks. In addition, the State has diverse high-end industrial sectors in constant growth and improvement. Queretaro's main industry comprises Aeronautics, Automotive and Information Technologies.



# QUERETARO'S AERONAUTICS INDUSTRY



## **Aeronautics:**

Queretaro hosts one of the most advanced clusters in the country. Aerospace exports have been growing, particularly for assembly operations. The cluster has a strong position in the engines sub-cluster and is developing its aerospace and defense sub-cluster. Queretaro has specialized in turbine Design, Manufacturing, Assembly and **M**aintenance, **R**epair and **O**verhaul (MRO) of complex fuselage parts, turbines and landing gears.

# QUERETARO'S AUTOMOTIVE INDUSTRY

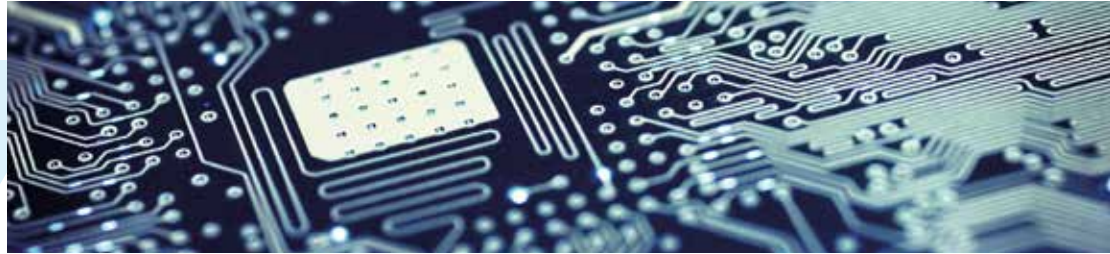
## **Automotive:**

This sector is dedicated to buses and tractors assembly plants: Volkswagen, MAN, SCANIA and CNH generate more than 34,000 jobs. It represents 10% of Queretaro's GDP.






# QUERETARO'S IT INDUSTRY



Information Technologies:  
This sector's relevance is in constant growth. It represents around 3% of the state's GDP with more than 140 companies. An IT cluster has been developed in response to the sector growing needs and to create a liaison with Industry and Universities .

A photograph of a large, white, multi-story building with a curved facade and numerous arched windows. The building is surrounded by greenery, including trees and bushes. A paved walkway leads towards the building. A large, semi-transparent grey circle is overlaid on the center of the image, containing the text "CAMPUS QUERETARO" in white, bold, sans-serif capital letters.

# CAMPUS QUERETARO



# CIMA

## Aeronautics and Automotive Cluster

Innovation in Advanced Manufacturing:

- **CEDIA** – Center for Aerospace Industry Development.
- **CEDIAM** – Center for the Development and Innovation on the Automotive Industry in México.





# **CIMA'S LIAISON: ACADEMY & INDUSTRY**

CEDIA and CEDIAM manage connections with business, government and research organizations. Through the participation of research faculty and graduate students in the development of solutions including applied research, innovation and entrepreneurship linked to projects, the Tec de Monterrey enriches its educational model.



# WHAT IS CEDIA?

CEDiA's main objective is to contribute to fostering the Aeronautics Industry in Mexico by providing technological solutions and developments to the aeronautic cluster.

**Work areas:** composite materials, turbine engine bench, airplane cockpit simulator, portable simulator, JT8 sectioned turbine (Pratt and Whitney).





# ABOUT CEDIA

- Two concentration lines: Aerospace Engineering and Lean Manufacturing.
- For professional concentration the student must take 6 courses of specialization in the area.
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- Students can apply for a professional internship where the objective is to conduct a Project that solves a specific problem in one of the companies ttinside CEDIA.
- .

# WHAT IS CEDIAM?



- Created in 2009 as a center for innovation and development on the Automotive Industry in México.
- Automotive labs: Urban mobility, electronics, control, instrumentation and embedded systems, automotive inspection systems and subsystems, motors dissection, electronic projects and combustion engine dynamometer.



# ABOUT CEDIAM

Direct connection with campus engineering undergraduate programs:

- Mechanical Engineering.
- Mechatronics
- Electronic Technologies Engineering.
- Automotive Engineering.

The Graduate students (Masters in Manufacturing Systems) and MiR (Master in Automotive Engineering) develop applied research projects through CEDIAM that may become spin-off or incubated companies.





# ESIABA

Food Science & Agriculture Faculty

# FOOD SCIENCE

The food science major contains a strong background in the areas of engineering and food technology.

This program applies basic science to model, analyze and solve engineering problems for food as well as integrating science and technology in regards to food by using different engineering processes and manufacturing systems.





# FOOD SCIENCE

## CAMPUS QUERETARO

### **Lines of concentration**

- Oenology.
- Nutrition.
- Biotechnology related to food science.
- Research and development.
- Innovation and product development.

### **Laboratories:**

- Dairy products.
- Cereals.
- Meat products.
- Fruits and vegetables.
- Microbiology.

# INTERNATIONAL FOOD SYMPOSIUM

The goal of the Food Engineering Symposium (annual event) is to bring together national and international knowledge, research, development, innovation and food industry linkages between business, recognized people and students across the country as well as amateurs in the field.



**Insolitus** 2014

XIX Simposium Internacional de  
Ingeniería en Industrias Alimentarias

# AGRICULTURAL STUDIES

- The plan of study for the agricultural engineering major at Tecnológico de Monterrey has a central focus on the efficient use of resources necessary for nourishment.
- This is realized under the following criteria: sustainability, food safety regulations, value chain development and modern technology through the study of living beings and processes in order to make profitable and sustainable production systems.



# CAE - TEC

## AGRICULTURAL EXPERIMENTAL FIELD



The farm started operating in 1977, in an area of 151.47 acres. Its main goal is to promote agricultural education and research.

Two main areas can be seen:

- Livestock: 180 cattle (Holstein), 228 sheep (Dorset).
- Plant area (agriculture): contains a tunnel type greenhouse (with side vents) which has the purpose of producing tomatoes and peppers.



# CAE - TEC

Currently this center continues to develop and innovate which allows students of this agronomy program an excellent opportunity to generate new proposals to revolutionize the field of Agriculture.

Bayer (farming products) and Alpura (milk distribution) are strategic allies for CAE-TEC, and both companies and the students benefit from working together.



Bayer



alpura®



# EDA

Industrial Design and Architecture Faculty

An abstract geometric pattern composed of numerous triangles in various shades of blue, ranging from light sky blue to deep navy blue. The triangles are arranged in a complex, overlapping fashion, creating a dynamic and modern visual effect on the left side of the page.

# ARCHITECTURE AND INDUSTRIAL DESIGN FACULTY

The new architecture building provides a commitment to the environment by already using exterior lighting devices with photocells, wireless networks and also water savers.

Its construction is comprised of a concrete structure that allows for both savings in cost as well as time, and because the overall structure is more self-sustainable it therefore requires a minimized amount of maintenance.

# AN **AWARDED** BUILDING!

In 2013 the architecture building won the CEMEX Building Design for having a sustainable structure and being an educational building (Faculty of Industrial Design and Architecture). It was design by Juan Alfonso Garduño and Fernando Núñez Urquiza, whom until today is the head of the Architecture Faculty.





# ARCHITECTURE

Thanks to their technical formation, both artistic and practical, an Architect in Campus Querétaro is a professional with the ability to plan, design and supervise the construction of architectural and urban spaces that meet the needs of human beings, taking into account the environmental, social and economic implications.

The objective of the architect is to achieve a design that respects the resources and values of the communities while including ecological, social, economic, and political aspects.



# ARCHITECTURE

## CAMPUS QUERETARO

### Line Concentration:

- Sustainability.
- Visualization and Representation.
- Architectural History and Theories.
- Structures and Construction
- Innovation and Design.
- Administration and Construction Management.





# ELOP 2016

Our students, with the guidance of the head of the Architecture academic program have been participating in the ELOP (Environment-Focusing Learning and Operational Platform) workshop organized by the University of Stanford and the University of Bern in Switzerland. The main aim of this workshop is to develop a research center that will attend the need for creating a new and modern clean industry; more sustainable and less polluting. Our students have been collaborating with students from all around the world (United States, Italy, Germany, China and France).



# INDUSTRIAL DESIGN

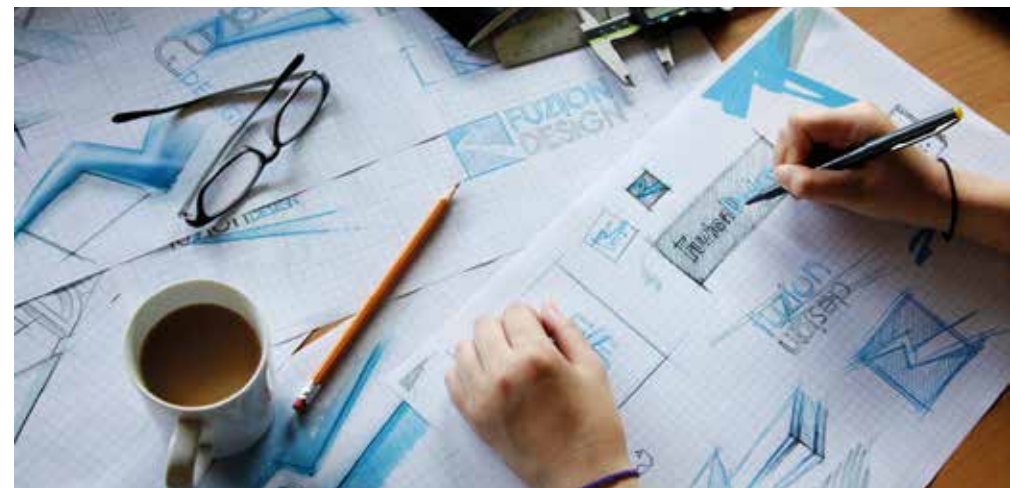
- Industrial design combines the fields of art, business and engineering for the design of every day products in business and for consumers.
- Bachelor of Industrial Design at the Tec de Monterrey includes a vision in regards to business, science and technology as well as to the design of physical models in order to determine if a product is safe, easy to assemble or use, and if it can be produced considering the manufacturing costs.



# MULTIDISCIPLINARY / COLLABORATIVE WORK

Organized by the Alumni Society of Industrial Design, the workshop involves teams of students from different semesters in the bachelor.

The main goal is to identify and present a solution to a real-life problem and address it with an innovative and creative solution.



# RTA FURNITURE WORKSHOP

In this past workshop students were enrolled in a creative and innovative process for their annual Multidisciplinary Workshop. The main challenge was to create RTA (ready-to-assemble) furniture for interiors (either home or office), the challenge was to create an innovative RTA furniture without the use of metal assembler nor any adhesive assembler.



# SUCCESSFUL PROJECT! MADE IN QUERETARO

"New applications to process fiberglass."

The academic objective is that students learn various methods of the design process, starting from just a simple idea to a fulfilled prototype. Along with this, the company IRVING was able to obtain a list of designs with business potential that were almost ready for production, not only in the area of furniture but also in new market niches.







# COMMUNICATION

School of Communication and Digital Media



# COMMUNICATION AND DIGITAL MEDIA

Creative and innovative professionals that dominate languages, technologies, theories and methodologies of media communication and organizational communication.

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This academic profile combines the preparation of excellence in the field of interactive digital media content production with a strong business orientation of the media industry.

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# YOU WILL BE **ABLE TO:**

- **DESIGN, PRODUCE, DIRECT** and **MANAGE** digital and interactive projects distributed through different channels and platforms.
- **CONCEPTUALIZE** and **WRITE** scripts for digital and interactive productions in different formats.
- **CREATE** fiction films and documentaries, audio, television and media productions with the latest image and sound technologies.





# YOU WILL BE ABLE TO:

- **PROMOTE** the creative and entertainment industries in a global setting.
- **UNDERSTAND, RESPECT** and **FOSTER** the value of cultural diversity and freedom of expression.
- **COMMUNICATE EFFECTEVELY** verbally and in writing, the outcome of projects or research.

# AREAS

- Audiovisual production (cinema, TV, radio, photography).
- Graphic Design.
- Journalism.
- Organizational Communication.
- Publicity.
- Music Industry.
- Interactive Media.





## INFRASTRUCTURE – **MEDIA CENTER**

- TV Studio.
- Green and Blue Screen.
- Photographic Studio.
- Audio Cabins.
- Gesell Chamber.
- Equipment for loan.



# MULTIDISCIPLINARY / **COLLABORATIVE** WORK

All the students that are enrolled in the Academic Program worked in a multidisciplinary audiovisual project with students of the Animation Program.





# SUCCESSFUL PROJECT! MADE IN QUERETARO

In teams of 10 people, they produced a music video for national music performer Carla Morrison.



<http://vimeo.com/groups/185300/videos/63448683>



# WORKING AREAS

- Mabe.
- Querétaro's Government.
- Ogilvy.
- Kellogg's.
- Aerospace industries.
- National newspapers.
- Internships.

Ogilvy

Kellogg's

mabe



# TECHNOLOGY PARK

Entrepreneurship & Business



# QUERÉTARO - TECHNOLOGY PARK

- The Technology Park Campus Querétaro is located in a designed as a 10-story building, offering modular spaces for the business incubation process and for the "landing" process of mostly technology-based firms.
- The building was designed and constructed to be environmentally friendly and is currently in the process of LEED certification (Leadership in Energy and Environmental Design).

# ENTREPRENEURSHIP

The main goal of the Technology Park is to support the economic development of the region by promoting an entrepreneurial environment with the aim of transferring technological advances into products with market value by means of:

- Incubation.
- Acceleration.
- Mature Company Models ("landing").





# THE PROCESS

Three key stages:

- Incubation.
  - Acceleration.
  - Maturing.
- The Incubator is a platform to foster the development of new companies, which offers guidance during the conception (Pre-incubation), launch (Incubation) and growth of the business (Post-incubation).
  - The Accelerator is always looking to promote companies that are growing quickly, sending them to national and international markets through innovative business models and high impact strategies.
  - The “landing” stage is an attraction, adaptation and consolidation model for mature companies. This model provides a platform that allows them to “land”, in other words, to get established in an organized, dynamic and safe way.





# SUCCESSFUL PROJECTS!

## **WIME – IT**

Creative software laboratory where web applications and services are developed with a creative focus mixed with art and technology.

## **CEAT – Industrial (Automotive, Aerospace and Mechanics)**

Company dedicated to mechanic design in the transformation, automotive, aerospace and mechanic metal industries.

## **Personae Consultores – Business**

Company that provides services of organizational development, recruitment, personnel selection, training, consulting, diagnosis of organizational environment, organizational structure elaboration of job profiles, performance evaluations and procedure manuals.



# SUCCESSFUL PROJECTS!

## **El Ombú – Food**

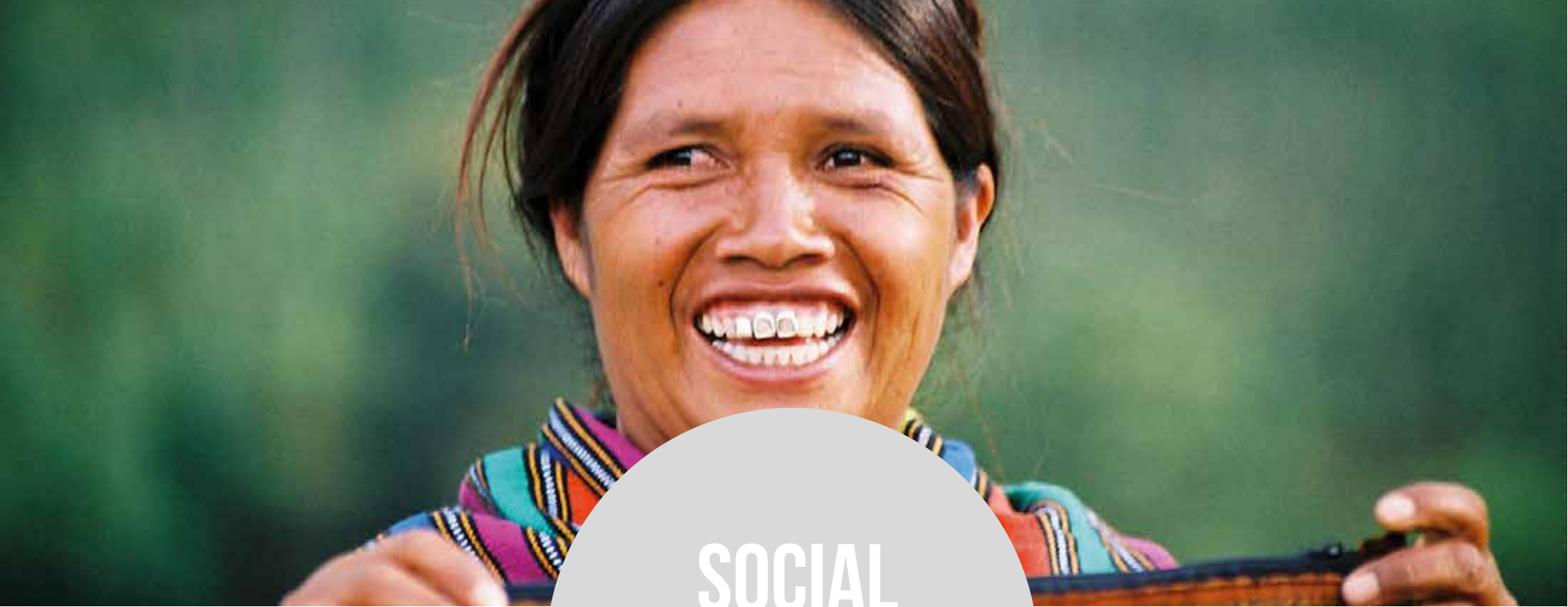
Company dedicated to manufacturing and commercializing caramel. Their products are made with 100% cow milk and are produced with the highest quality standards.

## **Kuku Rukú – Sustainability / Green!**

A great option for environmentally and budget conscious travelers. Green boutique hostel (the light powered by solar panels, rainwater collection systems, recycling and reusing of water).

## **Materializadora – Industrial Design**

Company dedicated to design, fabrication and commercialization of both artisanal and industrial products created and developed in México.



# SOCIAL PROJECTS

Tec de Monterrey Campus Querétaro



# SOCIAL PROGRAM

The Social Services program at the Tec de Monterrey Campus Querétaro is divided into the following three areas:

- Sustainable Development.
- Educational programs
- Entrepreneurship

We have 53 institutions that participated in the program are divided into the following areas:

- Civil Partnerships.
- Private Assistance Institutions.
- Government agencies.

# INTERNATIONAL INVOLVEMENT

This also includes the participation of international students from **Harvard, Yale, MIT and National University of Singapore** who have volunteer in certain institutions for the promotion of education (Mexico Boys and Girls AC), ecology and the environment (environmental education Pet Q AC), infrastructure and housing (ROOF AC) and organizational strengthening of institutions that combat health problems in our country (Kristen Foundation IAP).











Tecnológico  
de Monterrey

*discover • experience • live*

The background features a decorative geometric pattern of overlapping triangles and diamonds in various shades of blue, arranged in a circular, sunburst-like fashion around the central text.

# **THE WORLD IN QUERETARO**

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**Programas Internacionales Queretaro**



**StudyinQueretaroTecdeMonterrey**



**StudyinQueretaro**

[www.studyinmexico.com.mx](http://www.studyinmexico.com.mx)







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Reutlingen University

Philipps



Universität  
Marburg



zeppelin universität  
zwischen  
Wirtschaft Kultur Politik



Hochschule Karlsruhe  
Technik und Wirtschaft  
UNIVERSITY OF APPLIED SCIENCES



Universität Hamburg



UNIVERSITY OF APPLIED SCIENCES



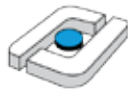
TECHNISCHE  
UNIVERSITÄT  
DARMSTADT



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eman ta zabal zazu  
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h e g

Haute école de gestion de Genève  
Geneva School of Business Administration





