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FOR IMMEDIATE RELEASE

Mexico's Venture Capital Industry Achieves Lift-off

Monterrey Mexico April 22, 2010 - For the launch of Mexico's Venture Capital Industry more than 400 people gathered at the Monterrey Venture Capital Conference held at the EGADE business school of the Tec de Monterrey. The Monterrey Venture Capital Conference provided a summit where Mexico's leading entrepreneurs, innovators, captains of industry, investors, policymakers and economists joined together to launch Mexico's venture capital industry. The combined mission of the Monterrey Venture Capital Conference is to support Mexico's entrepreneurs Mexico as they transform Mexico into a leader in the global economy. The MVCC event brought together Mexico's entrepreneurial ecosystem that is focused on creating high-growth and high-tech companies in Mexico.

"Mexico is poised to enter a new period of economic development, and growth. Mexico's venture capital industry will not only benefit from that growth, it will also be an accelerator for innovation in Mexico," said Paul Ahlstrom, Managing Director and co-founder of Alta Ventures Mexico. "The conference will united investors, policymakers, and entrepreneurs and gave the community a solid foundation and support to move Mexico's Venture Capital industry forward."

The first day of the conference, more than 300 local and foreign investors heard company presentations by 12 top entrepreneurs. The investment projects ranged from a digital health company to a designer fashion company. The day also included the presentations of Mexico Venture Capital Industry Research Paper, by Harvard Professor, Josh Lerner. Other Keynote speakers included Carlos Pascual, United States Ambassador to Mexico, and Carlos Dominguez, Senior Vice President at Cisco.

"Increased interaction between key industry players is creating strong momentum for Mexico's venture capital industry," said Jose Antonio Aguilar Bueno, Director General of Fondo de Fondos. "In the last few months, we have seen a new level of collaboration among investors, entrepreneurs, and policymakers, and this conference will serve to further connect the community and drive it forward."

Day two of the conference was a unique policy and innovation day in which industry leaders, economists, policymakers and venture capitalists participated on panels to discuss how innovative ideas and effective government policy can be used to help accelerate the growth emerging venture capital industry. "Mexico's policymakers and leaders realize the important role they play in supporting business leaders with effective policy," said Lorenza Martinez, Mexico's Secretary of Economy. "We have been delighted to see the recent increased interest in Mexico as an investment destination, and are committed to working with industry leaders, local and international investors to make Mexico a strong and sustainable investment platform."

Another highlight of the conference was the E|100 program that identified and recognized the North East region's top 100 entrepreneurs. The members of the E|100 were selected by their peers in the entrepreneur and business community in response to the question, "Who are the entrepreneurs most likely to build a great company in the next 2 or 3 years?" The members of the E|100 were presented during a special cocktail on April 20, 2010, the night before the Monterrey Venture Capital Conference.

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