Enrique Beltranena, Roberto Kriete and Pedro Aspe
Volaris
2011 Winners - Mexico
Entrepreneur Of The Year® Mexico 2011

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EOY Message of Leadership

We’ve taken another step forward. Once again we have found a group of entrepreneurs that through their talent, passion and smarts have come out ahead in our currently challenging competitive environment to turn their ideas into profitable businesses that have greatly helped to bring stability to Mexico’s economy through these tough times.

Through their commitment to innovation, the entrepreneurs that participated in the Mexico EOY program have helped make their organizations better by adopting fresh perspectives and taking on new objectives.

During this year’s EOY selection and nomination process we had discussions with the candidates that not only enriched our perspective, but also gave the judges and entrepreneurs involved in the program fresh ideas on business.

Searching for Mexico’s top business leaders who are examples of true entrepreneurial spirit is an inspiring endeavor in so many ways. The aim of the Mexico EOY program is to pay tribute to those entrepreneurs who are on the forefront of their industries.

Through this publication we would like to share with you the most important aspects of the 2011 edition of our EOY program and the success stories behind this year’s group of Entrepreneur of the Year® candidates. The EOY program itself is a testament to how, through hard work and ingenuity, people in Mexico have been able to bring positive change to the business world both in Mexico and around the globe.

Leaders of the Mexico Entrepreneur Of The Year® program

Guadalupe Castañeda
Advisory Partner and Leader of the Network of Strategic Growth Markets in Mexico and Central America.

Mauricio Galindo
Marketing and EOY Program Director - Mexico
Agents of Change and Global Economic Drivers

From Monte Carlo to the rest of the world
This past June 5, the 2011 World Entrepreneur of the Year ceremony came to an end in Monte Carlo, Monaco, where the program’s 49 finalists came together for four days of interviews with international media and meetings with the judges. This year Olivia Lum, general director and president of Hyflux Limited, a leading provider of integrated water management and environmental solutions, was the first woman to receive the World Entrepreneur of the Year award.

Our 2010 EOY National Winner, Rodrigo Herrera Aspra, president and general director of Genomma Lab Internacional, played a key role in the event and he was a role model for Mexico’s upcoming entrepreneurs. The experiences of both Rodrigo and Xavier Lopez, President of Kidzania, were incorporated into developing the Ernst & Young’s Entrepreneurship Barometer, which was presented at this year’s G20 summit.

Intellectual leadership for entrepreneurs
The network of countries and people involved in the Entrepreneur Of The Year® program encourage communication between those individuals whose innovative spirit is changing industries.

For last year’s EOY Mexico finalists, this program was a great opportunity to share ideas on best practices and work together on studies that will do much to boost our understanding of the entrepreneurial spirit.

The search for the entrepreneurial gene
As part of the program, Ernst & Young carried out a study it titled Nature or Nurture? Decoding the DNA of the Entrepreneur in order to better understand the entrepreneurial mind. Ernst & Young has had the privilege of knowing and working with these innovative executives and used these close ties to identify the habits and actions that have made these people so successful.

For this study, Fernando Turner, Chairman of the Board of Directors of Katcon and manufacturing industry winner of the 2010 EOY Mexico program, provided his valuable point of view on how raising capital is one of the biggest challenges when starting up a business and how some would be business owners see this as chaotic difficult time, while other entrepreneurial leaders see is as an opportunity to grow.

Ernesto Vidal – General Director of Ingenia Muebles, Enrique Beltranena – CEO of Volaris, participated in the Firm’s study, Innovating for the next three billion, by giving their opinions on the characteristics a company must have to meet the need of emerging markets.

Mexico’s entrepreneurs have a lot to offer the world with their experiences and the way they change the industry. Thank to programs such as EOY, this can be done in international forums.

You can download these studies at www.ey.com/mx/publicaciones in the Liderazo Intelectual (Intellectual Leadership) section. These studies are also available through the EY Insights app (www.eyinsights.com).
2011 Mexico Nominations
On January 24, 2011, Ernst & Young began the process of nominating those Mexicans that would join the select group of past EOY winners that have most influenced the business world, such as Larry Paige of Google, Michael Dell of Dell Computer, Howard Schultz of Starbucks, and Guy Laliberte of Cirque du Soleil.

To choose the Entrepreneur Of The Year®, a select panel of judges considered several factors to measure the professional success of the candidates, as well as the accomplishments of their companies and the way their companies have impacted their communities. These factors are based on the four pillars of entrepreneurship:

**Vision:** the entrepreneur has the ability to create a business concept and put it into action.

**Leadership:** the entrepreneur has the charisma, focus and strength of character to move his/her team forward and inspire his/her people to adopt the same winning attitude without ever letting obstacles get in the way.

**Execution:** the entrepreneur has brought success to his/her company by putting ideas into action, and the entrepreneur has been an agent of on-going innovation.

**Social responsibility:** the entrepreneur knows that commitment and responsibility should benefit both their businesses and the community at large.

We also took into account certain skills that we believe all successful business men and women ought to possess:

- **Initiative.** The ability to effectively combine the strengths of the organization’s human and financial capital to produce a profitable company, social good and community benefits.

- **Decision.** Ability to make the most important decisions on business policy that will set the company’s course of growth and development.

- **Innovation.** Bring new ideas, products, techniques and ways of doing of business to the market.

- **Value.** Take on risks that involve time, effort and the company’s reputation, as well as the entrepreneur’s own financial investment and those of his or her partners or shareholders.

- **Financial performance.** Achieve and maintain high financial performance as measured by revenues, earnings and growth rate.

- **Management.** Having a team of excellent professionals who guarantee the good management of the company.

After a rigorous review of each candidate, 23 finalists from 19 different companies were chosen. A file was compiled for each finalist and these files were delivered to the members of the independent panel of judges. After the judges analyzed the files, work sessions were held through which the judges exchanged opinions on the finalists. On July 21, 2011, a cocktail party was held in Mexico City for the judges to personally meet the finalists. Finally, after a round of individual interviews, the judges chose the EOY winners of each industry and the overall Mexico Entrepreneur Of The Year® 2011, who will represent Mexico in Monte Carlo in 2012.

Throughout the process, Ernst & Young oversaw the strict application of the selection methodology following stringent quality and transparency parameters while avoiding influencing the judges’ decision in any way.
Judges and finalists meet face-to-face

At the beginning of 2011 Ernst & Young Mexico launched the Mexico EOY nomination process. Nominations were first filtered based on the nominee requirements. Each nominee was then evaluated and the judges compiled the necessary documents for each candidate. Afterwards, the judges selected 23 finalists, who were later invited to an event held at the St. Regis Hotel in Mexico City in July 21, 2011.

At this event, the judges had the opportunity to speak with each finalist, which is a key part of getting to know each entrepreneur personally. The judges then met privately to analyze their results, have their final round of deliberation, and choose the EOY winner of each industry and the overall EOY winner for Mexico that will represent Mexico at the 2012 World Entrepreneur of the Year ceremony in Monte Carlo, Monaco, where the World Entrepreneur of the Year will be honored.
Alberto Tiburcio, President and General Director of Ernst & Young Mexico, gave the finalists a warm welcome and thanked the panel of judges, which included: Miguel Mancera Aguayo, former director of Mexico’s central bank; Ernesto Vega Velasco, independent board member of several public companies; Ricardo Guajardo Touché, member of the Board of Directors of Grupo Financiero BBVA Bancomer; Arturo Fernandez Perez, Dean of the Instituto Tecnológico Autónomo de México (ITAM); Alfonso González Migoya, Board Chairman and General Director of Grupo Industrial Saltillo (GISSA); Rodrigo A. Herrera Aspra, Co-Founder and Chairman of the Board of Genomma Lab Internacional, and the 2011 Mexico EOY winner.

In his message, Alberto said that he was sure that the judges would carry out a timely and satisfactory selection process for choosing this year’s winner.

“This program will continue to move forward. We will dedicate the time and hard work needed to increase the influence of the EOY award in Mexico. Entrepreneurs play a key role in our economic development, and considering the number of companies we have in Mexico, all around our entrepreneurs are reaching higher and they have a real chance of creating new employment opportunities for the people of Mexico,” Alberto noted.

Mauricio Galindo, EY Mexico Marketing Director and EOY program leader, thanked the nominees for their interest in the program and he told the audience that this year’s Mexico EOY program would be especially inspiring.

Mauricio announced that this year’s participants will have the opportunity to attend the Strategic Growth Forum, an exclusive event held in Palm Springs, California, and attended by the world’s top CEOs and business leaders. “Every year, this forum brings together entrepreneurs looking to expand their business networks by meeting and speaking with the owners of those companies with the most growth potential,” he explained.
Inspiring others by standing out

An important aim of the Entrepreneur Of The Year® is to tell the success stories of those individuals that through their enthusiasm, fearlessness in the face of risks and determination have been able to transform an idea into a successful business.

This year our relationship with the press helped us achieve heavy media coverage of the award program, including the objectives of the program and its participants. From the time the nomination process started up back in January 2011 up until to the gala dinner held in October, the EOY program was covered in a number of articles, reports, and interviews in El Universal, Reforma, Milenio, Líderes Mexicanos, Entrepreneur, El Financiero, Excélsior, and Radio Fórmula, among other news outlets (see examples on the following page).

In this way, during almost the whole year we were able to share the stories of some of Mexico’s top entrepreneurs and inspire our country’s future business leaders.
Hall of fame
EOY 2011

Héctor Álvarez de la Cadena
Metco
www.metco.com.mx

“Innovation is the difference between growth and inertia. We don't have any product out on the market nor have we ever sold any product that has not been developed with innovation in mind.”

Pedro Aspe
Volaris
www.volaris.mx

“Innovation in our company has been a key area for us since we founded Volaris. We strive to improve all our indicators and we push ourselves to achieve efficiency in everything we do. This is where innovation is born.”

Enrique Beltranena
Volaris
www.volaris.mx

“The only way that entrepreneurs can truly make their ideas come to life is to have a diverse talent pool full of open-minded people.”

Cecilia Bribiesca
CBR Ingeniería
www.cbringenieria.com.mx

“When you create an organization, you set the bar as high as you want, but you have to make mistakes along the way in order to make the least number of mistakes later on.”

Mois Cherem
Enova
www.enova.mex

“We think of ourselves as the movers of our industry. Since the beginning, we have brought an unknown product to Mexico. We know our specialization has given us a unique opportunity to position ourselves in the market.”

Sergio Chedraui
Consupago
www.consupago.com

“We innovate by changing the way we look at technology. Today, we think of and promote our technological accessories as if they were fashion accessories.”

Rodrigo González
Gonher
www.grupogonher.com

“Encouraging the development of new businesses, creating jobs, entering new markets and promoting new business ideas are what make an entrepreneur an entrepreneur.”

Felipe Coronado
Master Choice - Perfect Choice
www.masterchoice.com

“Today we have state-of-the-art technology, but market needs and demands are constantly changing, and as a business, we are always looking forward.”

Mois Cherem
Enova
www.enova.mex

“When you create an organization, you set the bar as high as you want, but you have to make mistakes along the way in order to make the least number of mistakes later on.”

Hugo Hernández
Vidrios Marte
www.vidriosmarte.com

“Innovation means providing the fastest answers to problems. Innovating isn't necessarily inventing. It’s about resolving needs.”

José Kalach
Hoteles Marquis
www.marquisreforma.com

“We can never stop changing or growing, because the day we do, we will find ourselves out of the market.”

Pedro Aspe
Volaris
www.volaris.mx

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Alejandro Maiz
Maiz Proyectos
www.maizproyectos.com

“Being an entrepreneur isn’t just about execution. It’s also about staying the course and improving until we become leaders in what we do.”
Christian Vidal
Ingenia Muebles
“Experience is what keeps us going. We’ve lost the fear of doing what it takes to make things happen.”

Carlos Ruizvelasco
Clóe
www.cloe.com.mx
“I love challenges. I believe that very few things are impossible and success is the best motivator for facing new challenges.”

Jose Medna Mora
CompuSoluciones
www.compusoluciones.com
“Mexico will be a much better country if we help entrepreneurs. We need to help them discover themselves and what their passions are. If we do that, the rest will come along the way.”

Héctor Silveyra
Exel
www.exeldeհnte.com.mx
“The biggest challenges I have experienced as an entrepreneur have been securing financing, maintaining discipline and focus, and finding training for entrepreneurs.”

Alfonso Urrea
Herramientas Urrea
www.urrea.com
“The biggest challenge for Mexican entrepreneurs is bringing university graduates onto your team, and getting them to move from an individualistic mentality to a team mentality.”

Ernesto Vidal
Ingenia Muebles
www.ingeniamuebles.com.mx
“We had dreams of turning our family business into something big. However, we now believe that finding our own path has given us the freedom to make our own decisions.”

Francesco Piazzesi
Échale a tu casa
www.echale.com.mx
“Talent is born out of passion and ability, and both of these traits can be discovered through hard work.”

Jesús Mesta
Soisa
www.soisa.com.mx
“Our mission in the business is built on two cornerstones: doing things right the first time and exceeding the customer’s expectations.”

Jesús Ramírez
Eticom
www.eticom.com.mx
“I am convinced that Mexico can complete globally, but we have to work together to improve certain aspects about how we do things, such as hard work, honesty, commitment and performance.”

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Aarón Porraz
Grupo de Tecnología Cibernética
www.tecnocom.mx
“I’ve tried to build virtual partnership with my people. On their own initiative, my team members come up with new ideas that help move each project along.”

Ernesto Vidal
Ingenia Muebles
www.ingeniamuebles.com.mx
“We had dreams of turning our family business into something big. However, we now believe that finding our own path has given us the freedom to make our own decisions.”

Patrick Vidal
Ingenia Muebles
“It’s time to do something completely new in Mexico. We have completely changed the rules of the game in the furniture industry.”

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On October 6, 2011, Ernst & Young announced the winners of the national Entrepreneur Of The Year® (EOY) 2011 and honored those entrepreneurs that have made a difference in their respective industries through their business models.

In a gala dinner held at the Interactive Museum of Economy in Mexico City, Alberto Tiburcio, President and General Director of Ernst & Young Mexico, explained why he believes it is so important to promote entrepreneurship in Mexico's business world. According to Alberto, the objective of the Mexico EOY program is to honor the nominees and share the stories of how they believed in their ideas and so risked everything to turn their business plans into high-performing companies that greatly benefit Mexico.

He also emphasized the Firm's growing commitment to the EOY program and he thanked the panel of judges, which is made up of Arturo Fernandez Perez, Alfonso Gonzalez Migoya, Ricardo Guajardo Touche, Rodrigo Herrera Aspra, Miguel Mancera Aguayo and Ernesto Vega Velasco. Alberto explained that the background, professional accomplishments and independence of the judges have been key factors to the program's success.

Three leaders of Volaris, Pedro Aspe (member of the Board of Directors), Roberto Kriete, (shareholder), and Enrique Beltranena (C.E.O), were chosen...
Volaris founders named winners of the Mexico Entrepreneur Of The Year® Award

Roberto Kriete, Volaris shareholder, and Enrique Beltranena, C.E.O. of Volaris, with Francisco Álvarez, Ernst & Young Managing Assurance Partner.

by the panel of independent judges due to their ability to grow Volaris into a success story so quickly in the complex airline industry by offering passengers a unique travel experience. These three men will represent Mexico at the World Entrepreneur Of The Year® event to be held in Monte Carlo, Monaco, in the summer of 2012.

“We were told that starting up a business in the aviation industry in this country would be hopelessly difficult, but we are convinced that we have done much good as a company for Mexico, which we all want to see progress,” said Enrique Beltranena in his acceptance speech.

Leaders of Ernst & Young Mexico and Volaris Directors.
The magazines Líderes Mexicanos and Endeavor México participated in the Mexico EOY program. Their directors, Raúl Ferráez, executive president of Líderes Mexicanos, and Pilar Aguilar, general director of Endeavor México, attended the awards event.

As a shining example of the entrepreneurial spirit, on the heels of his excellent participation in Monaco a few months ago, the EOY Mexico winner of 2010, Rodrigo Herrera Aspra, cofounder and chairman of the board of directors of Genomma Lab Internacional, shared his experiences in being part of this program with the audience.

“The experience of being a nominee, winner and current judge of the Mexico EOY award program has bolstered my conviction that Mexico’s entrepreneurs have great potential to be world leaders in business and they deserve our appreciation for believing in our country, starting up their businesses, and creating the jobs that Mexico needs,” emphasized Rodrigo Herrera.
Leaders of Ingenia Muebles with Pilar Aguilar

Héctor Álvarez de la Cadena, EOY finalist

Hugo Hernández after the awards ceremony

José Mesta with Alberto Tiburcio

José Medina Mora, Carlos Ruizvelasco, Alfonso Urrea and Felipe Coronado

José Medina Mora arriving at the gala dinner

Carlos Ruizvelasco and Mauricio Galindo

Rodrigo González and Daniel de la Garza
Enrique Beltranena, Roberto Kriete and Pedro Aspe*
C.E.O, Shareholder and Member of the Board of Directors of Volaris
National EOY winners and winners of the Air Transportation Services category
Mexico City
Seeing an opportunity in the underserved airline market, with its bloated ticket prices and poor customer service, Enrique Beltranena, Roberto Kriete and Pedro Aspe worked on the idea of creating an airline in Mexico that is both efficient and affordable to allow more people to fly.

With a concession to fly (the first one granted in Mexico in 22 years) in hand but no capital of their own, Enrique, Roberto and Pedro started raising funds for their new venture. Grupo Inbursa and Televisa showed interest in the project and in October 2005 Volaris officially took off as company and later celebrated its maiden flight in March 2006.

In just six years Volaris has become the largest low-fare airline in Mexico and the third largest airline in the country. It has become the preferred airline of new segments, such as those of small business owners and people travelling to visit friends and family. Volaris has a fleet of 21 airplanes and has so far flown 10.2 million passengers.

Offering first rate customer service, low-fares, on-time guarantees, a uniform fleet, direct distribution channels, and a well-known brand are all differentiating factors that make Volaris stand out in the air transportation industry in Mexico. All of this owing to Volaris’ experienced and disciplined management team, and its robust corporate culture focused on always putting the customer first.

To set itself apart from other airlines, Volaris focused on internet marketing and sales, and other unconventional means to build its distribution channel. Volaris currently sells 53% of its tickets online, 20% through call-centers, 16% through travel agencies and the rest over-the-counter at airports. This concentration has given Volaris a huge competitive advantage, since it has 11,000 points of sale where passengers can pay for their tickets.

Volaris has also made great inroads in the area of tourism services by offering hotel packages on its own website. Volaris is now operating in the U.S. and has an alliance with Southwest Airlines, which in fact has never had a partner before.

**Passion for innovation and helping others**

The social responsibility efforts of Volaris are focused on two mains areas of concern: the environment and people. Volaris is the only airline in all of Latin America certified as environmentally friendly by the International Air Transport Association (IATA) and its social commitment includes participation in projects related to reforestation, park clean ups and baby sea turtle releases, and others.

Volaris is the official airline of the Televisa Foundation and the Michou and Mau Foundation (which helps child burn survivors), and has adopted a large infant shelter in the State of Mexico. Volaris also has programs aimed at helping its ambassadors (which is what it calls its employees), such as the Volaris Corporate University (backed by Tec Milenio), employee awards by nomination, and family trips earned for good performance.

Volaris’ vision for the future is to continue to be a leader in the air transportation industry, maintain its low-cost, high-efficiency business model, stimulate demand in existing markets, maintain the disciplined growth of its fleet and leverage its business alliances. Volaris’ success is not only to the talent of its management: it has become the airline of choice for the Mexican people because of the uniqueness in the service it offers.

* Pedro Aspe could not attend due to a prior engagement.
Exel was a pioneer in spotting the growing level of technology consumption in Mexico thanks to its vision and its energy as a young start up. What began as a company with no financing to speak of is now an industry leader with 340 employees.

Over the 20 years it has been in business, Exel has opened 13 distribution centers in Mexico's largest cities. The company has also created strategic alliances with the largest technology manufacturers to offer price benefits to its distributors, and it has been recognized as the largest wholesaler in Mexico and in Latin America of suppliers such as Lexmark, Hewlett Packard and Epson.

Over the years, Exel has been able to adapt its business model to meet market demands and has made significant innovations to its technological platforms to help make its distributors’ processes more efficient. In 2000 Exel introduced its e-commerce operations, which has been a tremendous competitive advantage for Exel. Exel also participates in projects within its industry aimed at understanding industry trends and backing new ideas.

With regard to social commitment, Exel focuses on reinvesting its profits in Mexico to help create jobs and in this way give back to the community. Exel also invests much funding in training its personnel in all areas of their work because it believes that its people represent the future of the Company. Exel also helps a number of social organizations and institutions through hands-on activities and cash donations.

Regarding its growth plans, Exel plans to open between 10 and 15 more warehouses in the medium-term.

Héctor Silveyra
General Director, Exel
IT and Office Equipment Category Winner
Nuevo León
To truly grow and compete in the market, an entrepreneur must seek ways to innovate. Jesús Mesta, CEO of Soisa, is a shining example of this innovative spirit, which is key to building a strong economy. When Jesús decided to enter the aerospace industry, which was non-existent in Mexico at that time, he took inventory of his strengths and skills and determined that his past experience as an exporter, his adaptability in the face of change and client needs, and the high value he places on quality and timely delivery were just what he would need to succeed.

After receiving all the required certifications, positioning itself among its clients and leveraging its competitive advantage over its international rivals, Soisa has become an important player in the airplane product manufacturing industry.

Jesús is currently focused on making sure that Soisa has the strengths it needs to benefit from the opportunities that are out there in the industry, and these efforts have included achieving a 99.5% delivery rate, implementing an ongoing certification improvement program and becoming a low-cost consumer. All this, plus a passion for entering new markets, will be the true path to success, and these are just the tools that Soisa has so far used to become a global leader in its industry.

Jesús Mesta
CEO, Soisa
Aerospace Manufacturing Winner
Chihuahua
When the time came for Herramientas Urrea to restructure its business model, no one was better suited to lead the way than Alfonso Urrea. On the way to becoming the company’s general director, Alfonso learned the ins and outs of all the company’s areas while finishing up his degree in Business Administration. To take his family’s business to the next level, Alfonso ably determined what risks and what steps he would need to take to bring back the initial momentum to the company founded by his great-grandfather in 1907.

After achieving significant expense reductions, he spearheaded major changes in how the company’s manufacturing plants operate and turned the company into one that stays up to the minute in the latest global efficiency demands. As a result of these changes, Herramientas Urrea has been able to develop new brands, enter new product categories and achieve exponential expansion of its product line. Herramientas Urrea is now a leader in the tool and lock industry and is better equipped than ever to meet its customers’ needs through the variety of brands that it offers. Alfonso’s experience has also allowed him to position Herramientas Urrea internationally as a total tool and lock solution.

Alfonso Urrea
General Director, Herramientas Urrea
Tool Manufacturing Category Winner
Jalisco
Jobless and looking for a way to make money, Ernesto Vidal started selling living room furniture online, which he learned to do while working at his father’s furniture factory.

After Ernest had been in business seven months and achieved strong sales, his brothers Christian and Patrick joined the firm to help take it to the next level. Since that time, Ingenia Muebles has been a pioneer in online furniture sales in Mexico.

Today, Ingenia Muebles builds high-quality, low-cost furniture that it sells through 135 points of sale throughout Mexico City and the rest of the country, and it has approximately 600 employees.

The Vidal brothers first learned to sell furniture and then began to manufacture their own products. This has allowed Ingenia to stand out from the competition by having an innovative business model under which it manufactures furniture solely in response to customer demands. This has allowed Ingenia to establish itself as a leader in its industry despite being a new player in the market.

In the medium term, Ingenia plans to open more branches in cities with populations of more than 100,000. They also plan on selling their products internationally.

Christian, Ernesto and Patrick Vidal

Administrative and Finance Director, General Director and Business Director, Ingenia Muebles

Furniture Manufacturing Category Winners

Mexico City
Where many people only saw Thermak glass as a way to save energy, Hugo Hernández, General Director of Vidrios Marte, saw an opportunity to actually improve people’s quality of life by manufacturing this technology that was new to Mexico and offered exciting possibilities for the housing and refrigeration industries.

To turn his idea into a reality, Hugo tackled the challenge of transforming his family business that had been selling its products mostly to furniture manufacturers. Once Vidrios Marte had instituted the necessary quality standards (ISO 9000) and sold the machinery it had been using for so many years, it focused its energy on sales and in a short period of time cornered a huge share of the market.

After more than 10 years in business, Vidrios Marte has raised the bar for the glass manufacturing industry in Mexico, and has been a tireless champion of increased regulation and healthy competition in the sector. During his time at the helm of Vidrios Marte, Hugo has worked on a number of sustainable projects and his company has been part of the construction of several notable buildings in Mexico City, such as the HSBC Tower, Plaza Carso and the St. Regis Hotel.

In the future, Vidrios Marte plans to increase its sales to the Mexican construction market and to provide the Thermak technology not only to large scale projects, but for all types of housing as well.

Hugo Hernández
General Director, Vidrios Marte
Glass Manufacturing Category Winner
Mexico City
With a background in his family’s leather goods manufacturing business, Carlos Ruizvelasco decided to act on his ideas related to fashion, creativity and design and so started up his business to create his own brand. This was how Clóe was born.

Innovation is at the heart of each one of Carlos’ creations and it’s what drives his company, which means it’s the most important ingredient of his clothing line. To accomplish this constant innovation, Clóe creates several complete collections each month to satisfy the market’s appetite for new designs.

Thanks to the originality of its product line, Clóe has been able recruit the well-known designers Macario Jimenez and Agatha Ruiz de la Prada to create exclusive designs for Clóe.

As the national leader in sales in the handbag and fashion industry, after more than 20 years in business, Clóe has points of sales across Mexico and also has two (soon three) points of sale in Santiago, Chile.

As of March 2011, Clóe now sells products in a number of foreign markets, such as Switzerland, Belgium, Holland, Germany, Austria and Spain. Clóe’s goal is to do business in all of the Americas and Europe.

With regard to the qualities of an entrepreneur, Carlos loves challenges and he believes that very few things are impossible and that success is the best motivator for facing new challenges.

Carlos Ruizvelasco
General Director, Clóe
Fashion and Accessories Winner
Jalisco
When faced with prospect of transforming a company that started off as a workshop in 1953, Rodrigo González, General Director of Gonher, responded by opening new plants, venturing into new markets, extending sales into different regions and establishing a sustainable business. Since becoming the General Director of the group, Rodrigo has carried out a series of initiatives that have led to impressive growth in the Company, such as the PRO ONE project, which is a network of auto part stores in Mexico, as well as opening a distribution center in the Gonher industrial park and undertaking a battery and oil export expansion program.

Thanks to these changes, Gonher evolved from an automotive filter shop to a leading maker of a wide product line that now includes oil, additives, coolants, antifreeze, brake pads, batteries, and home-use chemicals.

Gonher currently has a network of 18,000 buyers in Mexico. It distributes its products in more than 120 U.S. cities and its exports to 18 countries. To ensure the continuation of this same positive growth trend, Rodrigo works on building solid relationships with a number of different institutions and manufacturers. For example, Gonher is an active member of the Filter Manufacturers Council, whose members exchange and keep a record of experiences and trends in technology and products.

Rodrigo González

General Director, Gonher
Auto Parts Winner
Nuevo León
CompuSoluciones started doing business in the IT services market in 1985 for two reasons: because companies were on the verge of large-scale automation through the use of personal computers and to set up a wholesale business model that combined the value of solutions and services.

Incorporated in 1985 to offer excellence in service and foster the professional and personal development of its people, CompuSoluciones has risen above the competition thanks to the clarity of its business model, as well as to its true focus on service and to having a business development area that provides training and by extension, growth potential to its associated distributors.

Innovation, creativity and the entrepreneurial spirit have all been at the heart of the achievements of CompuSoluciones since its founding, and they have all helped the company find success both in the market and in an organizational and professional sense as well.

CompuSoluciones has recently developed a strategy for offering a personnel evaluation system it calls EVALORA, as well as cloud IT administration and computing services.

CompuSoluciones’ plan for the future is stay to the course in its priority of developing its own team members and its distributors to help turn them into leaders in their communities and in this way, to continue to be a source of leadership for Mexico.
They inspire along the way
Fostering the growth of small and medium-sized businesses is key to Mexico’s progress because they contribute to the creation of jobs and boost the country’s Gross Domestic Product. According to the Ministry of the Economy, more than 98% of Mexican companies fall into one of these two categories.

This year our renowned panel of Entrepreneur Of The Year® judges has decided to honor three entrepreneurs for their innovative business models, as these business owners are constantly reaching high to grow their companies despite having started them up only a few years ago. These entrepreneurs were chosen for this honor not only for their impressive business results, but also for their medium and long-term growth potential of their companies and the socially responsible projects they have launched. We therefore salute:

Échale a tu casa drives technological innovation in housing construction and financing to provide affordable housing to low-income Mexican families with no access to mortgage loans.

Échale a tu casa has created a business plan that creates jobs for disadvantaged persons by having them produce the materials needed to build their houses and along the way earn money for themselves.

This company created a so-called social franchise model through which would-be homeowners are required first contribute to their communities before receiving a home

Enova currently has a team of multidisciplinary builders that use information technology to advise organizations regarding the design, construction and operation of educational centers in marginalized areas of Mexico.

Mois Cherem and his partners decided to create Enova principally to reduce the digital gap among Mexico’s low-income population and to provide innovative opportunities in education. To do this, Enova designed its Innovation and Learning Network (Red de Innovación y Aprendizaje or RIA).

Enova currently runs more than 42 RIA centers, which are technology-rich classrooms with computers and internet connections, all of which allow for the transmission of knowledge and the operation of education centers.

Enova’s impressive innovation is that it has developed effective and attractive alternatives to provide educational opportunities to low-income individuals.
A major reason for the prestige of our program is its panel of judges that does its work independently from Ernst & Young. The panel is made up of a diverse group of distinguished professionals from the academic and business world.

**Program Judges**

**Dr. Arturo Fernandez Perez, Rector of Instituto Tecnológico Autónomo de México (ITAM)**
(2010 and 2011 EOY judge)

Before becoming Dean of the ITAM in 1992, Arturo held the position of coordinator of the advisors to the deputy secretary of the Ministry of Commerce and Industrial Development and he was the lead coordinator of this ministry’s Economic Deregulation Program. He also served as the faculty director of ITAM’s Economics, Law and Social Sciences department.

**Alfonso González Migoya, President and General Director of Grupo Industrial Saltillo (GISSA)**
(2010 and 2011 EOY judge)

For 24 years Alfonso González Migoya was employed by Grupo Cydsa, where he served as Finance Director for 9 years and General Director of the Chemical Division for 8 years. He also held the position of General Director of Finance for Grupo Financiero Bancomer.

Alfonso has been a board member of Coca Cola FEMSA and Ecko, among other companies.

**Ricardo Guajardo Touché Former president of the Board of Directors of Grupo Financiero BBVA Bancomer**
(2010 and 2011 EOY judge)

Ocupó la Dirección General del Grupo Financiero BBVA Bancomer, así como la Presidencia del Consejo de Administración. Además, ha desempeñado importantes cargos en Banca Serfín, Grupo AXA, Grupo FEMSA y Grupo VAMSA.

En la actualidad, es miembro de los Consejos Directivos del ITESM, FEMSA, Grupo Industrial Alfa, El Puerto de Liverpool, Grupo Aeroportuario del Sureste (ASUR), Coppel y Grupo Bimbo.

**Rodrigo Alonso Herrera Aspra, Cofounder and President of the Board of Directors of Genomma Lab Internacional.**
(National 2010 EOY Winner, 2011 EOY judge)

After 17 years developing marketing strategies, Rodrigo has led Genomma Lab Internacional to annual sales in excess of $500 million dollars.

He was the national 2010 EOY Winner and was invited this year to be a judge for the 2011 program.

**Miguel Mancera Aguayo, former governor of Bank of Mexico**
(2010 and 2011 EOY judge)

Miguel Mancera Aguayo joined the Bank of Mexico in 1957 and after 25 years of service he was named the bank’s general director. After a series of legal reforms that made the bank autonomous, Miguel became the first governor of the bank. During his tenure as general director, he steered the bank through a number of economic crises. He is a winner of the Woodrow Wilson Award for Public Service.

**Ernesto Vega Velasco, Independent board member of various public companies**
(2010 and 2011 EOY judge)

He eventually became the company’s corporate vice president and currently sits on its board of directors, where he is a member of the Audit Committee and the Corporate Practices Committee.
Businesses on the rise: our future global leaders

In today’s economy in which innovation and flexibility are critical factors for success, entrepreneurship is more important than ever. We are proud to honor our extraordinary Entrepreneur Of The Year® participants and tell their stories as part of our commitment to encourage entrepreneurship around the globe.

At Ernst & Young we know what companies need to grow. Our Strategic Growth Markets (SGM) network helps small and medium-sized businesses that have the potential to become market leaders so they can reach their goals in our globalized and ultra-competitive economic environment where changes often come all too quickly.

We work with organizations from the time they are just starting up and as they grow, and we build long-lasting work relationships with them grounded in the experience, industry knowledge and resources of our global Firm that we adapt to the needs of each business.

Through important initiatives like the Entrepreneur Of The Year®, and by providing services related to taking companies public and capital funding in the form of venture capital or private equity, we forge relationships built on trust with companies from developed and emerging economies to help these businesses mature, reach their goals and ensure their successful future.

Guadalupe Castañeda
Advisory Partner and Leader of the Network of Strategic Growth Markets in Mexico and Central America.
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From Mexico to the rest of the world

The award goes beyond our borders. Our Entrepreneur Of The Year® 2011 will represent the Mexican business community in Monte Carlo, Monaco, in the World Entrepreneur Of The Year® event to be held from June 7 to June 10, 2012.
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