Mission, Vision & Purpose

- **Mission**: To be an incubator where universities, government, and the private sector will collaborate to solve real-life problems.

- **Vision**: To broaden minds through cultural and intellectual enrichment and the global perspective that comes with living abroad.

- **Purpose**: Provide experiences that create high-impact opportunities that prepare students to be lifelong learners.
Guanajuato

- Located in central Mexico
- 60 million people within a 3hr. drive. (54% of total population)
State of Guanajuato
Campus Characteristics

- 20 min. drive from downtown San Miguel
- Within the municipality of San Miguel
- Restored Hacienda
- 344 acres
- Gated premises with 24/7 security guards
- Camera surveillance
- Green and environmentally aware
Life on Campus

- Immersion in the culture of Mexico through Cuisine, Art & Language
- Inspires creativity and innovative thinking
- Interact with Mexican students
- Understanding S.T.E.A.M. in a global context
Affiliations

- Texas A&M University
- Universidad de Guanajuato
- Instituto Tecnológico Sanmiguelense (computer simulation and design, experts on ANSYS Y CATIA)
- Feed the Hungry–NGO community service opportunity (provides 4500 daily meals for children in 32 villages within the municipality San Miguel)
Travel Expenses

- Airplane from Houston to Mexico City – $300.00
- Bus from Mexico City airport to Hacienda – $27.00, 3hrs
- Airplane from Houston To Leon – $550.00
- Shuttle from Leon airport to Hacienda – $25.00, 1.2hrs
- Airplane from Houston to Queretaro – $700.00
- Shuttle from Queretaro airport to Hacienda – $25.00, 50 min.
- Bus from Houston to Hacienda – $180.00
Campus Amenities

- Dorms (72 students)
- Art collection
- Dining hall
- Classrooms (interior/exterior)
- Faculty lounge
- Library
- Labs
- Student lounge (TV – pool table– foosball – ping pong – chess)
- Sport facilities (gym, pool, walking/running/bike trail)
- Reflection paths with bronze sculptures
- Infirmary
- Internet

- Conference/Event room/Ballroom (Cap 548 people)
- Video Conferencing
- Multiple gardens, patios & terraces
- Church / auditorium
- Bar / Wine cellar
- Copy and printing room
- Convenience store
- Weekly laundry service
- Daily room cleaning (includes change of linens once per week)
- Touring opportunities
Additional Campus Courses

- Spanish
- Mexican history & culture
- Painting & visual arts
- Jewelry making
- Traditional weaving
- Clay/Pottery
- Photography
- Reading
- Writing
- Cooking Mexican food
Additional Tours

- Santuario de Atotonilco “America’s Sistine Chapel” – 25 min.
- San Miguel Historic Center
- San Miguel theme festivals (all year round)
- San Miguel motorcycle and horseback riding tours
- San Miguel wine tours
- San Miguel hot air balloons
- Mineral de Pozos (old mining town) – 25 min.
- Cañada de la Virgen (pyramids) – 35 min.
- Dolores Hidalgo (“Cradle of Independence”) – 35 min.
- Guanajuato (historic city center & The University of Guanajuato) – 45min.
- Queretaro (historic city center) – 40 min.
- Government and corporate connections for student visitation
Future Projects

- Lavander products (soap, oils, sachet)
- Carpentry shop (custom furniture)
- Iron and tin (shop)
- Horticulture
- Green house
- Cattle production
- Honey and by products
- Government & corporate showrooms
- Wedding site
- Future AQHA site American Quarter Horse Association
- Convention site
- Creation of an education comunity
San Miguel de Allende

- Founded in 1542, Pop. 160,000 (20% Foreign)
- Most cosmopolitan city in the country
- U.N. named “World Heritage Site” in 2008
- Awarded “Best city in the world to visit in 2013” (Conde Nast travel magazine)
- 4th best city to visit and 2nd best city to live in by Travel and Leisure magazine – 2009 & 2010
- Named locally “City of Knowledge”
- 1,000,000+ visitors/year in 2013
- Has one of few U.S. Consulates in the country
- Surveillance cameras in city and State
- Guanajuato International Film Festival (GIFF)
- Wine industry
San Miguel de Allende

- 5 major university campuses (UNAM, UGTO, UTSMA, ITSES, UTNG – approximately 5500 students)
- University of Arkansas announced a new campus in Colon, Queretaro.
- Parque Tecnologico San Miguel (largest private supercomputer in Mexico & research and business incubator – only 13 in Mexico)
- Industrial Park (capacity for 80 national and international companies)
- Multicultural events year round (new themes every two months)
- Fine dining, live music and shows
- Private Hospital (ABC – American British Cowdray)
- Red Cross
- Local airport for private planes
Visitor Profile for San Miguel 2011

808,463 Visitors per year – 2011
- 48% have a college degree and 13% a Phd. (high end tourist)
- 60% male, 40% female (average age 36 yrs. old)
- 51% stayed overnight, 49% day visit
- 27% employed by private enterprise, 10% government employee, 20% self employed, 15% students, 11% housewife
- 58% of visitors live in a family household environment
- 31% comes from adjacent cities, 51% from Mexico, 18% from U.S., Canada, Europe and elsewhere
- 62% plan their trip through internet, 22% by recommendation
- 60% travel to San Miguel by car, 20% by bus
- 1% make their trip for study purposes
- 81% will come back to visit and 90% will recommend San Miguel as a destination
- Average daily expense range pp $1,207 M.N. to $2,928 M.N.
Bajio area has rich soil and is comprised of 5 states in central Mexico (Guanajuato, Queretaro, San Luis Potosi, Michoacan, Aguascalientes).
90% of the country’s vegetables are produced in this area (“Mexico’s Bread Basket”).
55 companies broke ground in the region in 2013 – Multinationals such as Toyota, Honda, Mitsubishi, Mazda, Mercedes Benz, General Motors & Volkswagen expect to create 25,000 new and indirect jobs by 2020.
Queretaro and Guanajuato are the #1 choice for investment by multinational companies since 2010 & the second highest job creators in the country.
Most CEO`s make San Miguel their primary residence and commute daily – some of them 90 min.
13 Industrial parks have been created in the Bajío since 2011.
Guanajuato and Queretaro produce 67% of car exports in Mexico.
Irapuato has the most productive land in the world (Corn yield).
Temperate weather throughout the year.