



## 13th INSME Annual Meeting

*“Improving Productivity in SMEs and Their Role in Global Value Chains”*

From the 15th to the 17th of May 2017  
Puerto Vallarta - State of Jalisco, Mexico

*Dr. Amado Villarreal González*

**CEO**

**VGA Smart Development, S.A. de C.V.,**

**México.**

Amado Villarreal is CEO of VGA Smart Development, S.A. de C.V., a startup company in development of knowledge in business intelligence and regional intelligence. He has been founder of the Technological Strategic Observatory (OET) of Tecnológico de Monterrey. From his business position, Dr. Villarreal supports established clusters in the design and implementation of industrial development strategies, both in Mexico and Latin America. In addition, he is Part Time Professor and Researcher at Tecnológico de Monterrey.