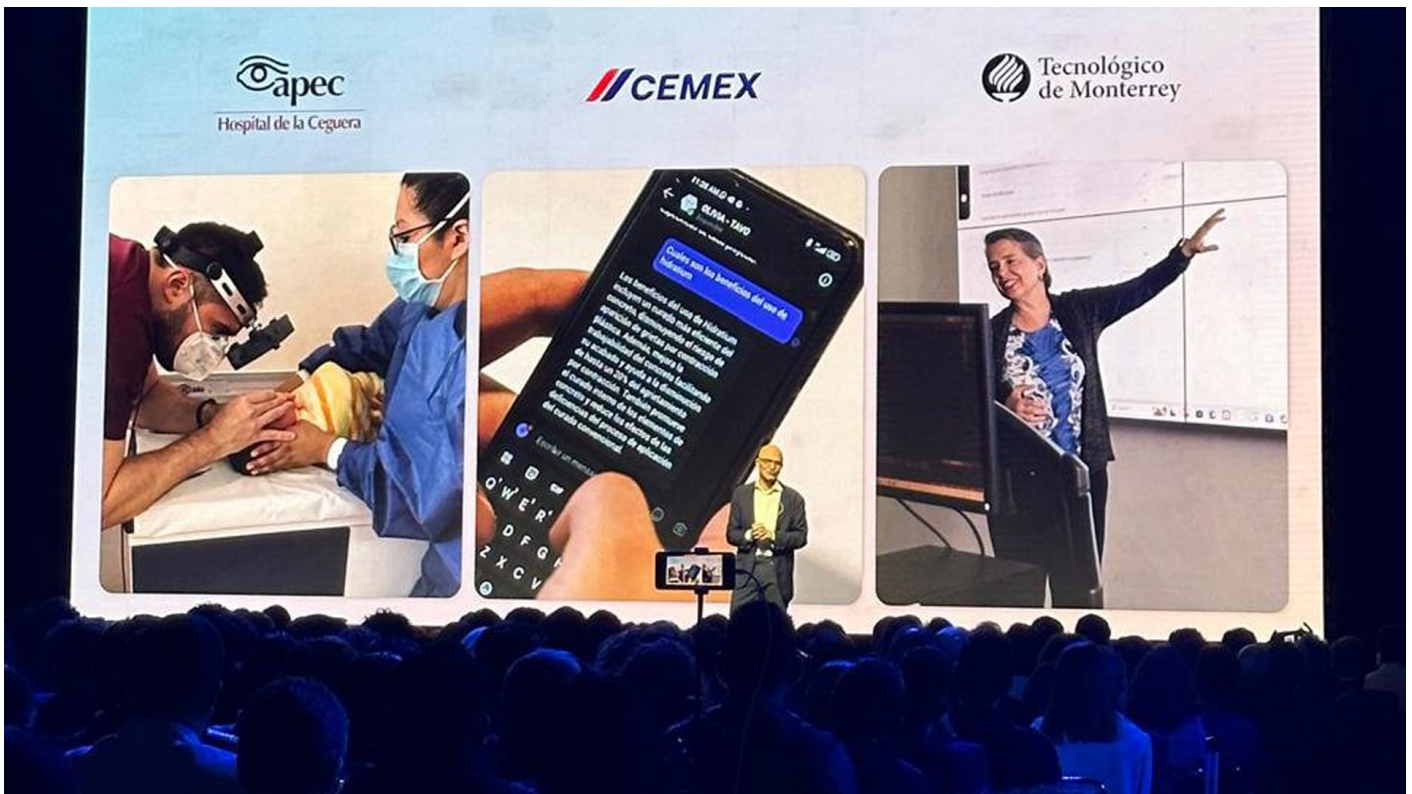


Microsoft highlights TECgpt as example of AI in Mexico



Microsoft's global CEO **Satya Nadella** has presented **Tec de Monterrey's** Artificial Intelligence (AI) ecosystem **TECgpt** as a **successful example** of this technology's adoption in Mexico.

*"It's fantastic to see how they're **using AI to radically transform the way people teach and learn**,"* said Nadella about TECgpt during his keynote speech at **Microsoft AI Tour 2024** in Mexico City.

During this event, **Carles Abarca**, Vice President of Digital Transformation at the Tec, had the opportunity to meet the Microsoft CEO.

TECgpt is an **AI-driven ecosystem at the Tec** that provides personalized learning tools and automated tasks to students and professors, all of which is executed on **Azure OpenAI Service**.

The **Tec** became the **first university in Latin America to have its own Artificial Intelligence** in 2023.



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Microsoft: TECgpt a successful example of AI in Mexico

During his keynote speech, **Nadella** spoke about how the use of AI agents is changing the way organizations operate.

When referring to local **success stories**, he highlighted the work of **Tec de Monterrey** and its **implementation of AI with TECgpt**. In fact, this was the only example in which a video was **presented** on its use in different academic areas during the keynote speech.

"I had the opportunity to meet the team at Tec de Monterrey and see how they're enabling the complete ecosystem through artificial intelligence."

During his speech, he also spoke about other examples of AI implementation such as Grupo Bimbo and Cemex.

What's more, during the same event, **Microsoft announced an investment of 1.3 billion dollars in cloud infrastructure and artificial intelligence** to drive inclusive economic growth in **Mexico** through technology and training programs.



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Tec director meets Microsoft CEO

Carles Abarca, Vice President of Digital Transformation at the Tec, had the opportunity to meet the Microsoft CEO at **Microsoft AI Tour 2024**, where he presented the progress made on **TECgpt** and **Skill Studio**.

According to Abarca, during the meeting, *“Nadella was very interested and asked about our tools. It was a very close interaction, and he was surprised at the level of development.*

“We also discussed versions of AI models in detail and their impact on technological transformation.”

He added that they spoke at length on the association **between the Tec and Microsoft** and how applied research at the institution can be strengthened.

The conversation centered on **utilizing Microsoft’s capacities to connect the Tec with companies** that can benefit from the results of this **research**.

Abarca mentioned that he spoke about how to employ Microsoft’s infrastructure and support to facilitate **knowledge transfer** and connect the Tec’s projects to tech companies interested in applying the progress made in areas such as artificial intelligence.

This approach not only seeks to drive research but also its practical implementation in the market through **strategic collaborations** with the business sector.

In an interview with [CONECTA](#), Abarca emphasized **responsible use of artificial intelligence** (AI) by the Tec community.

“AI is a very useful tool, a very powerful one, but it doesn’t perform magic. It must always be applied with a human purpose and objective, which entails enormous responsibility, especially in the academic sphere.”

He insisted on the importance of maintaining **codes of ethics** and **preserving academic dignity** when using these technologies, stating that the institution’s principles should not be compromised even when progress may appear slower than desired.

Abarca also broke the news that the **Skill Studio** AI design tool is now available to the entire teaching community.

He also mentioned the launch of the **digital librarian**, which will have an **interactive hologram and avatar in the [Tec de Monterrey library](#)**.

Although there are still some kinks to be worked out, this innovation is expected to be available by the end of this year or the beginning of the next.



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Tec’s participation at Microsoft AI Tour 2024

Carmen Isabel Reyes Peraza, Director of Software Engineering at the Tec's Vice President's Office of Digital Transformation, participated in the event by giving a talk that centered on **Microsoft's ecosystem and its application to education.**

Her talk centered on how Microsoft's ecosystem can enhance the generation of enabling tools and achieve a better experience in the teaching-learning process.

She also mentioned the **Tec's Skills Studio** by way of example, which enables professors and staff from the community to **create and share prompts with other members.**

She explained that the prompts can be collaborative.

"You can share them with other people who are part of the Tec community, and you can also invite them to contribute to improving the prompts you've made, which we're calling skills."

She also mentioned that each of these *skills* is a software component that can be embedded in other enabling tools, which allows them to be integrated into the tools that students use in everyday academic life.

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Microsoft to invest 1.3 billion dollars in Mexico over the next three years

During his keynote speech, Microsoft's CEO and president Satya Nadella announced that the company **will invest 1.3 billion dollars in Mexico** over the next three years to improve Artificial Intelligence infrastructure and promote digital skills.

This includes the *Artificial Intelligence National Skills Initiative*, the goal of which is to democratize access to these skills and reach five million people.

The investment will also be aimed at improving connectivity and **driving AI adoption by small and medium-sized enterprises**, in order to accelerate their transformation and commercial operations in the country.



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About Microsoft AI Tour 2024

Microsoft AI Tour is a global event that brings together technology and security professionals to explore the **latest innovations in artificial intelligence**, focusing on cybersecurity and its integration with Microsoft solutions.

This tour, with free events **in over 60 countries**, held an event in Mexico City on September 24.

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