



# TRIPLEHELIX CONFERENCE MONTERREY2025

Four Days of Powerful Insights: 28 –31 October 2025  
at the Tecnológico de Monterrey, Monterrey, Mexico

Triple**HELIX**2025  
Sponsor & Exhibitor Prospectus

## About **TRIPLEHELIX2025** CONFERENCE

Triple Helix movement, launched by Prof. Henry Etzkowitz and Prof. Loet Leidesdorff, began in 1996 when a workshop was organized in Amsterdam to discuss the Triple Helix model. This first workshop brought together of 90 researchers and attracted participation from Latin America, Europe, North America, Australia and Asia. The workshop was subsequently referred to as the first international conference on the Triple Helix. The conference explored scientific research in the field of: the relationship of science, industry, and government and their role in creating the conditions for future innovation; the importance of location; the capitalization of knowledge; cognitive, economic, social and cultural aspects of innovation; emerging models for the entrepreneurial university; regional diversities and global convergence; boundary spanning interactions, linking the different national cultures and innovation system.

The Conference aims to serve as a hub for academics to showcase their research, enhance their knowledge, and foster professional connections. Over the years, our conference has been hosted in various global locations, including New York, Barcelona, London, and our latest event took place in São Paulo. It also provides an international and multidisciplinary venue with outstanding scholars, policy makers and practitioners for discussing and advancing our understanding of current challenges and solutions based on innovation, and the relationship between entrepreneurial Universities, smart Governments, efficient Industry and committed Civil Society.

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## 1 – Innovation Ecosystems: Collaborations for Social, Economic, and Sustainable Development

Mapping and management of ecosystems for innovation; Economic and social development through ecosystem orchestration; Network intelligence to boost innovation ecosystems; Global research networks fostering innovation; Governance of innovation ecosystems.



## 2 – Strategic Foresight and Innovation Futures: Shaping Long-Term Prosperity and Sustainability

Empowering individuals and organisations with skills, aptitude, and attitude for adaptive futures; Scenario development, horizon scanning, and trend analysis for long-term planning; Action roadmapping for societal and industrial transformation, integrating personal growth and career development; Addressing critical issues with adaptive governance for resilience; Assessing megatrends and policies for sustainable and inclusive prosperity.



## 3 – Entrepreneurial Ecosystems: Actors, Institutions, and Intermediaries Driving Growth

The evolution of entrepreneurial university; Empowering skills, aptitude, and attitude for adaptive futures; Scenario development and trend analysis for long-term planning; Action Roadmapping for societal and industrial transformation; Addressing challenges with adaptive governance for resilience; Assessing megatrends and policies for sustainable prosperity.



## 4 – Policies for Innovation: Science, Technology, and Global Dynamics

(De)globalization and geopolitical networks shaping innovation; Geopolitics, AI ethics, and legislation frameworks; Innovation policies driving technological growth; Science and technology (S&T) policies for sustainable impact; Innovation funding instruments and mechanisms.



## 5 – Open Innovation and Industry Collaborations: Industry's Role in the Triple Helix

Open innovation for economic, social, and environmental development; Responsible research and innovation in industry practices; Hybrid organizations for knowledge co-creation; Industry-academia collaborations advancing innovation; Policy and framework development for open innovation ecosystems.



## 6 – Responsible and Sustainable Growth: SDG Challenges and Green Transitions

Ethics and governance in innovation; Boosting the green transition with Triple Helix strategies; Responsible consumption, production, and work practices; Data-driven strategies for achieving SDGs; Climate action and inclusivity for sustainable futures.



## 7 – Resilient Ecosystems: Navigating Global Challenges for Innovation

Building resilient ecosystems for innovation growth; Geopolitical, social, and technological challenges in resilience; Emerging economies: The future of BRICS, NAFTA, EU, and Asia; Navigating VUCA and BANI environments in innovation strategy; Future industries: Space, bio, quantum, and crypto technologies.



## 8 – Emergent and Disruptive Technologies: Trends, Impacts, and Policies

Beyond Industry 4.0: Innovation megatrends and challenges; Novel applications of emergent and disruptive technologies; Futures of emergent technologies in societal contexts; Humanizing technologies: From STEM to STEAM; Policies and practices addressing critical technologies.



## 9 – Smart Cities and Urban/Rural Futures: Evolving Sustainable Communities

Sustainable cities and communities for future living; Well-being societies through innovation; Smart mobility systems and sustainable urban design; Data-driven urban planning and resilient infrastructure; AI and smart technologies for sustainable urban and rural futures.



## 10 – Theoretical Evolution of Innovation Models: Exploring Helices and Clusters

Theoretical foundations and methodological approaches for TH research; Evaluating the impact of TH initiatives; Models of sustainability for universal well-being; TH strategies in developing countries; Clusters of innovation in dynamic ecosystems.

## **Tecnológico de Monterrey, Campus Monterrey, Nuevo León, México: 28 –31 October 2025**

Tecnológico de Monterrey, one of Mexico's premier institutions, was established in 1943. Ranked among the top 200 universities in the world in the QS World University Rankings® 2024, it has played a pivotal role in shaping minds, fostering innovation, and contributing to the vibrant economic ecosystem of the city of Monterrey. It is also a leading private university renowned for its commitment to academic excellence and technological innovation. Campuses across Mexico and international collaborations make it a global hub for education and research. Tecnológico de Monterrey collaborates closely with industry leaders, facilitating knowledge exchange and addressing real-world logistics challenges. Research partnerships lead to cutting-edge solutions, benefiting both the academic community and businesses engaged in cross-border operations.



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# Sponsorship Packages

Benefits	Regular	Silver	Gold	Platinum	Diamond
Logo in Website, Digital Media, emails, Social Media, conference program, posters	X	X	X	X	X
Verbal acknowledgement at opening and closing ceremonies		X	X	X	X
Promotional material dissemination in the participants' pack			X	X	X
Regular Access Conference passes			2	3	4
15% discount in further ticket purchases	X	X	X	X	X
Exhibitor booth at the event venue (incl. chairs and table) OR virtual exhibition area for online networking with participants (if applicable)				X	X
Promotion video during breaks					X
3 minutes presentation in the opening session (Day 1 or Day 2)					X
Conduct a session to promote the brand among participants (tutorial, workshop) <small>*Package must be purchased by July 1st 2025*</small>					X
<b>Fees USD</b>	<b>\$1,000</b>	<b>\$2,000</b>	<b>\$3,000</b>	<b>\$5,000</b>	<b>\$10,000</b>

\* All rates are shown in USD

If your company would like to be an exclusive sponsor or if you do not see the opportunity you are interested in, please contact the TRIPLE HELIX 2025 our **Industry-Government Chair, Abraham Tijerina: [abraham.tijerina@tec.mx](mailto:abraham.tijerina@tec.mx)**

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