

## **Abstract**

This research project seeks to propose a model of technology transfer suited for Mexico, specifically for the Mexican Automotive Industry. First, the concept of technology is presented by studying its various definitions, components and types. Then, technology transfer is defined in different contexts and the main elements, channels and types of technology transfer and the stages of the TT process are presented. The whole TT situation is landed for Mexico by describing the structural ways for TT in Mexico. Three TT Models found in literature are discussed and the key factors in the transfer of technology are identified. Typical barriers and difficulties in the transfer process are mentioned.

In order to propose a TT Model suited for the Automotive Industry in Mexico, this industry is carefully described and its structure is pointed out. Then, the actual TT model for the Mexican Automotive Industry is suggested and its elements illustrated.

A case study is developed in order to illustrate the TT process in real companies and to give some examples of the many advantages of TT and the difficulties encountered during the process. The case study was undertaken in company “X” and the technology transferred was laser welding. All the elements of each stage of the proposed TT Model are extensively analyzed for the specific case of company “X”.

Finally, based on the argument that technology must consider some fundamental aspects such as cultural, social, economic, educational and political aspects, a series of conclusions are issued. For a TT project to be successful there has to be an excellent cooperation between technology suppliers and technology buyers. It is of great importance to take language barriers into consideration, because they lead to a communication deficiency. The most important factor for successful TT is most definitive training and education. It is of vital importance that companies recognize that their workers are their most valuable asset. Cultural characteristics should be taken as a central issue; or damages, losses and failure could arise.