

Use of articles

adapted by D.Potter - 20161228

practice based on an internet press release

Complete the text with either a zero article (-), a definite or an indefinite article

1 Why Silicon Valley Should Pack Up and Move to Mexico City
2
3 Mexico City has become one of [] hottest places for startups in Latin America.
4 SAP is fueling [] trend with its Startup Focus Program.
5
6 On [] corner of Moneda and Licenciado Primo Verdad streets in Mexico City sits
7 [] first printing press in [] Americas, established in 1539. Not far from
8 that historic site of innovation is [] Zona Rosa, one of many neighborhoods in
9 [] city center known for its trendy restaurants and bars - and increasingly -
10 [] lively startup community.
11
12 That's near where WeWork is located, [] shared workspace that many young
13 entrepreneurs call home.
14
15 Based in [] Bay Area with offices all over [] world, [] Mexico City outpost
16 looked like any Silicon Valley shared workspace with its casually hip young
17 crowd, micro-roasted coffee and micro-brewed beer on tap-and even [] few dogs.
18
19 So it was fitting SAP Latin America chose WeWork as [] venue for its innovation
20 event. SAP and Endeavor - [] global organization that supports social
21 entrepreneurs - assembled [] panel of young startup leaders to discuss how their
22 companies are using technology to digitally disrupt everything in Mexico from
23 [] mid-range furniture market to domestic cleaning services.
24
25 SAP Mexico Fast Facts
26
27 More than 6,300 customers Main industry: Retail and financial Mexico is [] 5th
28 largest emerging market for IT spending Over 800 employees in its Mexico City
29 and Monterrey offices
30
31 For example, Hassan Yasmine is [] co-founder of GAI [] Design, [] online furniture
32 startup that brings affordable contemporary design to [] rising middle class
33 in Mexico. His award-winning ecommerce business is helping to digitize Mexico's
34 \$77 billion USD furniture retail industry.
35
36 According to Hassan, "Technology is [] incredible enabler but sometimes it goes
37 too far, and customers get treated like numbers. Although furniture is [] very
38 physical business, we're using technology to bring us closer to customers and
39 into their homes virtually. By [] end of [] year we plan to launch an
40 augmented reality mobile app that helps people contextualize our furniture in
41 their own home."
42
43 GAIA's innovative approach is [] example of why many in [] technology and
44 investor community are at Mexico as one of [] hottest startup ecosystems in
45 Latin America.
46
47 Says Rafael "Rafa" Sanchez, Managing Director of SAP Mexico, "One of our
48 leading universities, Tecnológico de Monterrey, is not just giving people an
49 education in [] latest technology. It's also asking everyone to be an
50 entrepreneur."
51
52 Every year [] Tecnológico de Monterrey, known as [] TEC, is graduating
53 thousands of students, well-prepared and eager to put their skills to work.
54 Some estimate that Mexico graduates 118,000 students yearly in engineering
55 alone, all looking forward to joining [] country's middle class (think: future
56 consumers of GAIA).
57
58 Government support is another reason startups are flourishing in Mexico,

59 primarily through [] creation of INADEM (the National Institute of
60 Entrepreneurs) in 2013. [] government has been investing heavily in
61 entrepreneurial sector; and reports that in 2014, it distributed \$658 million
62 to [] estimated 620,000 entrepreneurs.
63
64 Finally, [] startup funding and incubator ecosystem is one of [] most - if
65 not [] most - mature in Latin America. [] connection between Silicon Valley
66 and Mexico City investor cash solidified in 2012 when [] 500 Startups acquired
67 Mexican.vc, [] small VC firm that funded homegrown startups.
68
69 Since then [] startup community has grown. Mexico City is one of [] top 20
70 cities countries in [] world for millionaires. Now some are investing in the
71 tech sector via VC firms, accelerators and incubators like Startup Mexico and
72 Numa. Says Cesar Salazar, co-founder of Mexican.vc and partner of 500
73 Startups, "Mexico City is by far [] most active and rapidly growing startup
74 hub in [] Spanish-speaking world."
75
76

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