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**NEUROMARKETING
B2B**

TO SELL AND NEGOTIATE

**ARTIFICIAL
INTELLIGENCE**

THE FUTURE OF MOTHERHOOD

PODCAST

INDISPENSABLE IN
BUSINESS MARKETING

RICARDO ORTIZ

CEO OF MAYO GROUP



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The business environment is constantly changing, and success today largely depends on the ability to understand and respond to customer emotions and needs. In this context, three trends are setting the course.

Podcasts have gone from being just an entertainment tool to becoming a strategic communication channel. Brands have found in this format an intimate and close way to tell stories, educate and build customer loyalty.

But connecting with consumers is not limited to voice. **Neuroscience** has revolutionized the way B2B companies negotiate and sell. Understanding how the brain responds to certain stimuli allows for the design of more effective strategies, appealing to emotions and trust, important elements in business decision-making.

On the other hand, **sustainability** is becoming a differentiating factor in the industry. Furniture made from recycled plastic is an innovative response to the environmental crisis. Committed companies, such as Circular Lab, are demonstrating that design and functionality can go hand in hand with respect for the planet.

In this edition, we dedicate our cover to **Ricardo Ortiz**, who with more than three decades in the advertising industry has been a key player in the evolution of **Mayo Group**, where he currently works as CEO. Under his leadership, the agency adapted to the changes of recent years, won awards at Cannes and expanded its presence at a regional level.

Innovation is not just about adopting new technologies, but about transforming the way we interact with the world. **Marketing** evolves, science guides us, and sustainability challenges us. Companies that know how to integrate these pillars will be the ones that will lead in 2025.

Estefani R.
GENERAL EDITOR



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B2B NEUROMARKETING TRANSFORMS THE WAY OF SELLING AND NEGOTIATING

Written by: Esperanza Aguilera

Applying neuroscience-based strategies helps connect with customers, strengthen relationships and improve sales in highly competitive markets.

Neuromarketing is a discipline that combines **neuroscience, psychology and marketing** to study how stimuli affect customer behavior. In recent years, this science has begun to be successfully applied in the B2B (Business to Business) sector, where purchasing decisions are increasingly influenced by emotional and subconscious factors.

By understanding how the **human brain** responds to various stimuli, companies can design more effective tactics that influence the **purchasing decisions** of other organizations. This deep understanding of customer behavior allows for optimized negotiation processes, personalized offers, and loyalty strategies.



According to professor and specialist in artificial intelligence, marketing and digital transformation, [Otto Duarte](#), **“business decisions, even if they seem rational, are deeply influenced by subconscious emotions.”** By recognizing these factors, companies adapt their approaches to better resonate with the needs and desires of their potential customers, facilitating smoother and more satisfying deals for both parties.

Personalization is another area where neuromarketing proves its worth in the B2B environment. [José Ruíz Pardo](#), CEO of [Goli neuromarketing](#), points out that: **“understanding customers' emotional responses allows us to create offers that are more aligned with their expectations.”**

By analyzing neurological reactions to different stimuli, companies are able to segment their market more precisely and develop value propositions that connect emotionally with each segment, thus increasing the effectiveness of their campaigns.

By focusing on generating positive emotions throughout the customer lifecycle, you can foster stronger, longer-lasting relationships, increasing retention and promoting positive recommendations.

Customer loyalty in the B2B sector is also strengthened by the applications of this discipline. Duarte states that: **“creating positive and rewarding experiences memorable activates areas of the brain related to loyalty.”**





Otto Duarte, marketing professor

Some effective strategies are:

- **Using reciprocity:** Offering something of value to a potential customer, such as exclusive content or free product trials, can create a feeling of obligation in the customer to return the favor, thus fostering the business relationship.
- **Personalizing the offer:** adapting proposals and services to the specific needs of each client is key to generating a memorable experience. This involves understanding the emotional profile of the client and offering personalized solutions.
- **Consistency across all touchpoints:** Maintaining consistency in the customer experience across all communication channels, from the website to telephone support, ensures that the emotional and rational perception that the brand wants to convey is aligned, preventing the customer from perceiving inconsistencies.





Jose Ruiz Pardo, CEO of Goli neuromarketing

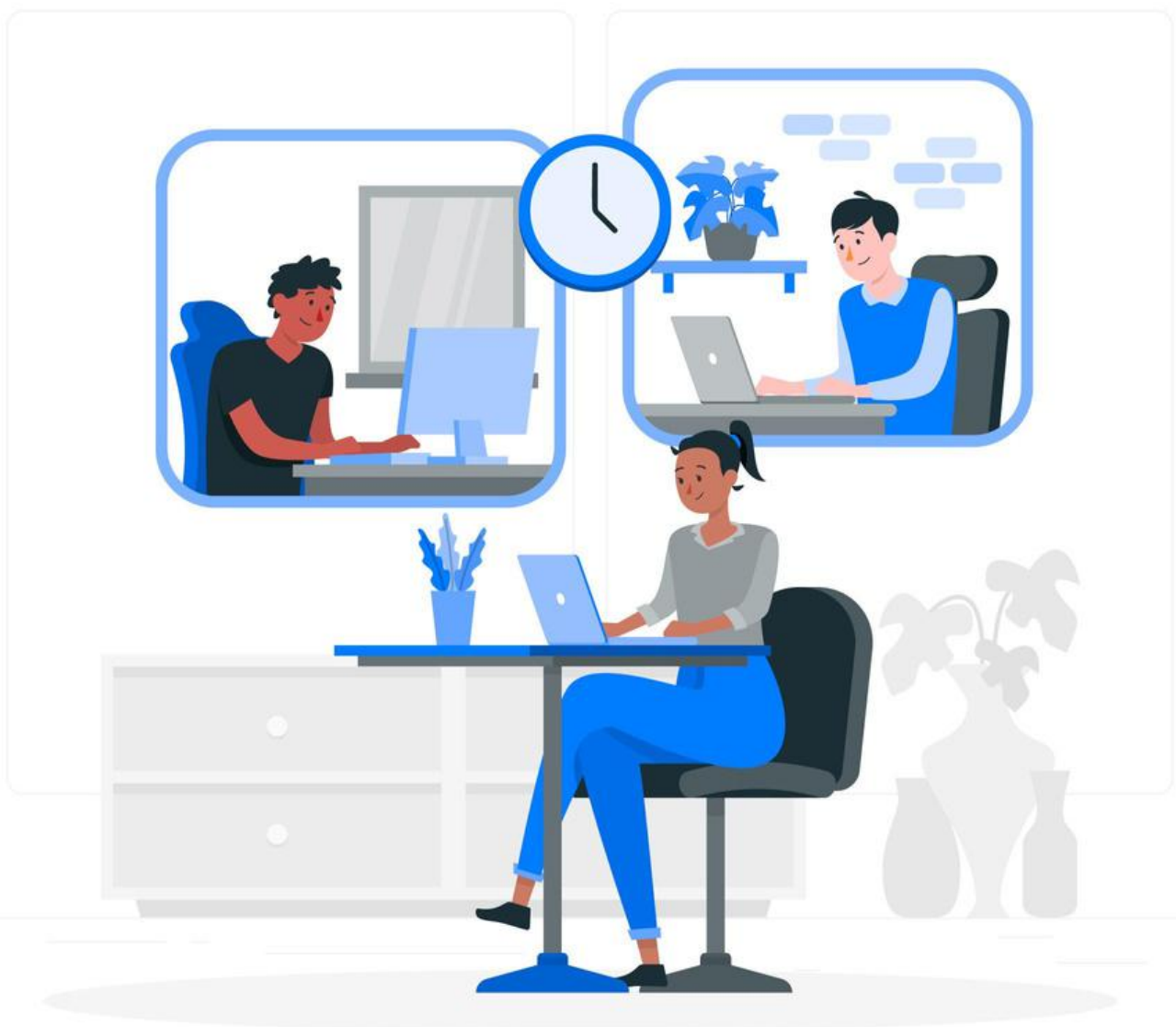
"The application of these strategies based on the functioning of the human brain makes a significant difference in sales results," says Ruíz Pardo. By integrating these practices, companies improve the effectiveness of their sales efforts and establish deeper connections with their customers.

Neuromarketing thus offers an innovative approach to understanding and improving interactions in the B2B sector. By applying knowledge about brain behavior, more effective negotiation strategies can be designed, personalizing your offers more precisely and fostering long-term customer loyalty. **"Integrating brain science into sales is not only a competitive advantage, but a necessity in today's market,"** Duarte concludes.

43% OF LATIN AMERICANS PREFER A HYBRID WORK MODEL

Companies that balance flexibility, productivity and well-being will be more competitive.

Written by: Esperanza Aguilera

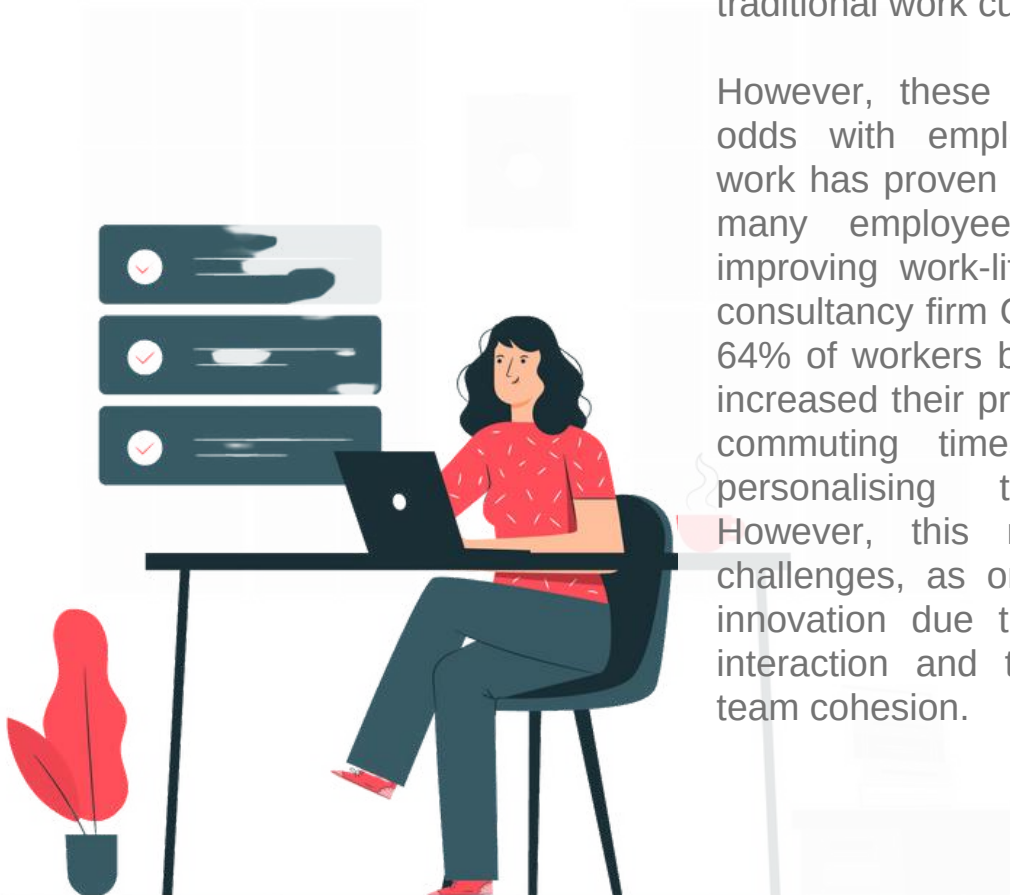


The world of work has changed radically in recent years, redefining the way people work and interact in their jobs. Today, different work models, such as in-person, remote and hybrid work, need to adapt to new employee expectations and technological advances. This transformation poses new challenges for companies, which must find the right balance between productivity and well-being.

After the 2019 pandemic, remote work became the predominant option. However, starting in 2023, large technology companies such as Amazon and Tesla announced the end of teleworking, arguing that in-person work facilitates team management and improves efficiency.

This move reflects a global trend: according to a report by JLL, only 10% of companies in Latin America were maintaining remote work at the beginning of 2023, compared to 29% in Europe and 24% in North America. These figures suggest growing resistance to the fully remote model, especially in regions where traditional work culture remains strong.

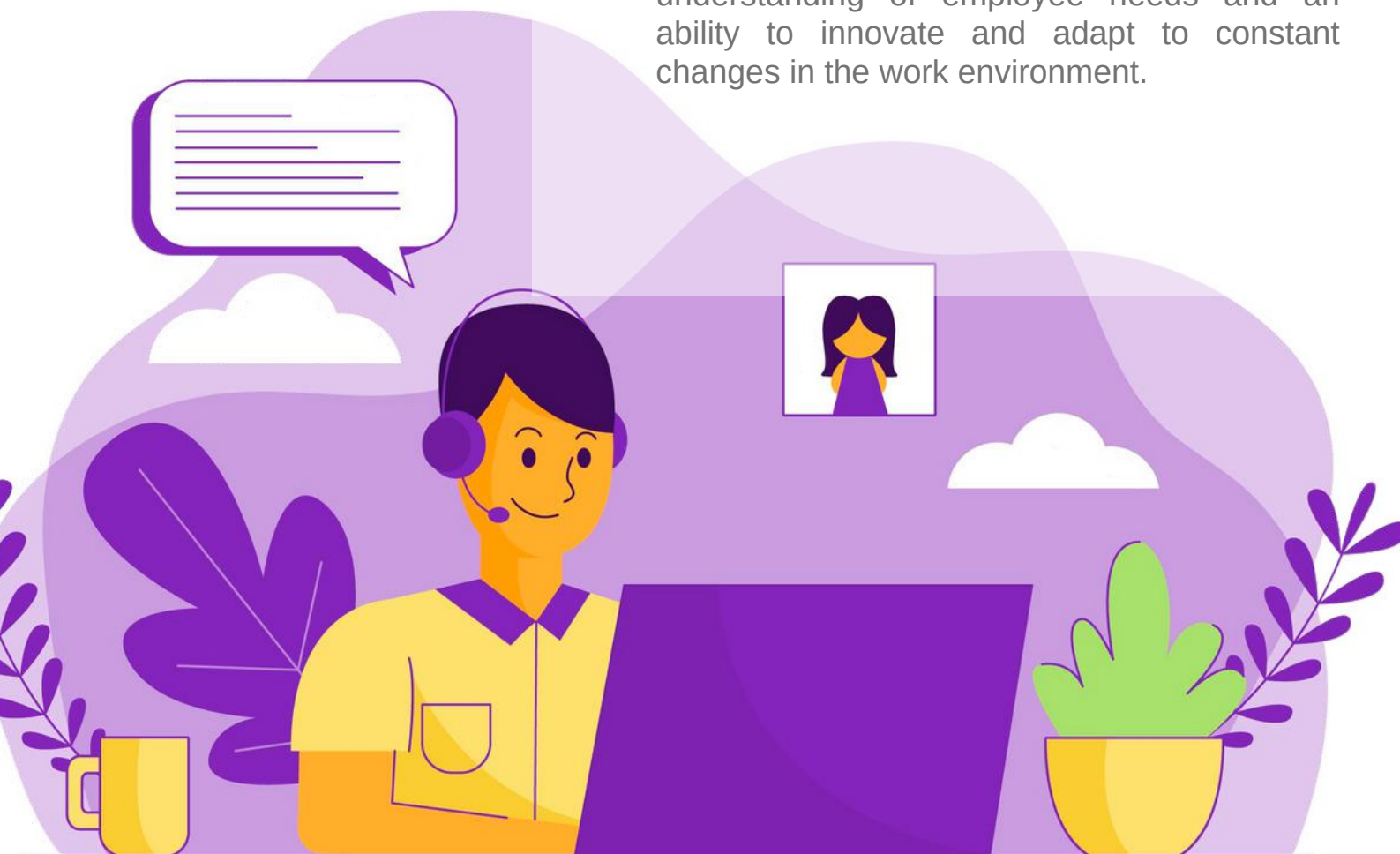
However, these corporate decisions are at odds with employee preferences. Remote work has proven to be an attractive option for many employees, offering flexibility and improving work-life balance. A study by the consultancy firm Gartner in 2022 revealed that 64% of workers believe that remote work has increased their productivity, thanks to reduced commuting times and the possibility of personalising their work environment. However, this model is not without its challenges, as online work can also reduce innovation due to the lack of spontaneous interaction and the difficulty in maintaining team cohesion.



That's why the in-person option remains relevant, especially in sectors that rely on physical interaction or the use of specialized machinery. Many companies argue that in-person work fosters collaboration and innovation. But this model also faces its own challenges, such as increased operating costs and the need to adapt workspaces to meet the expectations of modern employees, who increasingly value their well-being.

In Latin America, the hybrid model emerges as the most valued option. According to data from the talent management company Deel, 43% of Latin Americans prefer this approach. Countries such as Colombia (51%), Argentina (49%), Chile (49%), Mexico (40%) and Brazil (41%) lead this preference, highlighting the importance of flexibility in a region where transportation and infrastructure can be a challenge. Meanwhile, this option not only allows employees to enjoy the convenience of remote work, but also to maintain connection with their teams and organizational culture.

So, it doesn't seem to be a question of choosing one model over another, but rather of adapting to the specific needs of each organization and its workforce. Companies that manage to balance flexibility, productivity and well-being will be better positioned to compete in the future. This requires a deep understanding of employee needs and an ability to innovate and adapt to constant changes in the work environment.



A close-up, high-resolution photograph of a human eye, looking directly at the viewer. The eye is brown with long, dark eyelashes. The skin around the eye is visible, showing fine lines and texture. The overall tone is warm and intimate.

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ARTIFICIAL INTELLIGENCE FOR THE FUTURE OF MOTHERHOOD

Predictive algorithms and advanced technology optimize egg preservation, marking a before and after in reproductive medicine.

Written by: Estefani Rodriguez

Egg vitrification, as it is technically known, is a procedure that allows eggs to be preserved in an optimal state for future use.

This technological advance has responded to a growing demand from women seeking to postpone motherhood due to personal, professional or health reasons, such as the diagnosis of diseases that affect fertility.

“There was a radical change around 2004, when the technique for freezing eggs changed. Today, vitrification is an ultra-rapid freezing process that has allowed us to greatly improve egg survival rates. This was a boom in the United States and in some parts of Europe, where it began to be done electively, since before it was only organized for patients with a medical problem,” explains Dr. José Alfonso Gutiérrez Frusch, medical director of the Comprehensive Fertility Clinic in Mexico.



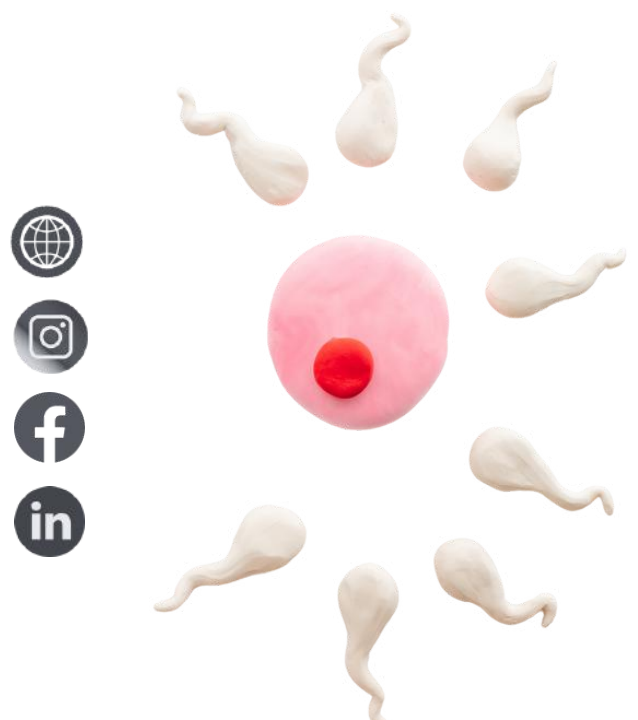
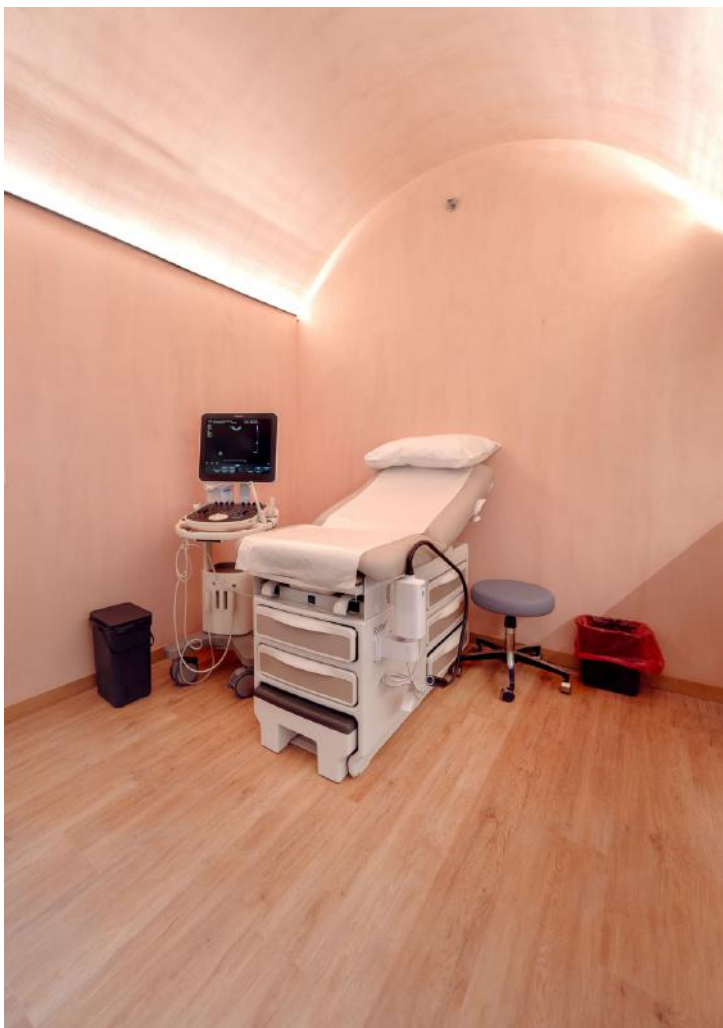
Researchers and specialized companies have begun to implement AI algorithms to analyze, select and monitor eggs with unprecedented precision. For example, technologies based on machine learning can evaluate egg characteristics in real time, such as their morphology and quality, predicting which ones are most likely to survive the thawing and fertilization process.

In addition, AI makes it possible to customise the ovarian stimulation protocol, adapting it to the unique characteristics of each patient. This not only improves success rates, but also reduces the risks and costs associated with the procedure.

Another key advantage of this technology is its predictive capacity. By analysing large volumes of clinical data, algorithms can identify patterns and trends that escape the human eye. This makes it possible to predict how a patient's body will react to hormone treatment or to determine the ideal time for egg retrieval, maximising the likelihood of obtaining high-quality samples.

“With artificial intelligence, we will be able to talk about specific prognoses for patients. We will have the possibility of interpreting multiple data at an extraordinary speed and comparing that data with different demographic points. Today, the most important factor for reproductive prognosis is the woman's age, but a 35-year-old woman is very different from another woman of the same age, both in her genetics, her health history, her adolescence, etc.,” says the doctor.

Despite progress, egg freezing in Latin America faces significant challenges. Unequal access to the technology, the high costs of the procedure, and the need to educate the population about its benefits and limitations are pending issues.





The outlook is promising, however. The combination of artificial intelligence and reproductive medicine promises a future in which treatments are more precise, personalized and accessible. Although there is still a long way to go, early results suggest that AI could become an essential ally for women in preserving their fertility.


“In itself, this is an empowerment tool so that women can have a better chance of creating the family they want in the future, making the right decisions for their life, whether in terms of work or as a couple. That is, being mothers at the time they consider appropriate,” concludes the doctor.





RANKING OF THE SHARE OF WORLD INDUSTRIAL PRODUCTION


- **CHINA**
28.7%


Largest global producer due to its low cost and high automation.
- **USA**
16.8%


The manufacturing industry is a fundamental pillar of its GDP.
- **JAPAN**
7.5%


Leader in technology, automobiles and semiconductors.
- **GERMANY**
5.3%


Europe's leading industrial producer with a free market economy.
- **INDIA**
3.1%

Massive labor force and great potential in industrial manufacturing.
- **SOUTH KOREA**
3.0%

Technological innovation and export of electrical vehicles and equipment.
- **ITALY**
2.1%

Massive labor force and great potential in industrial manufacturing.
- **FRANCE**
1.9%

It stands out in automotive, luxury, aircraft and pharmaceutical products.
- **UNITED KINGDOM**
1.8%

Strong industrial production coupled with financial leadership.
- **INDONESIA**
1.6%

It exports fuels and oils, with great growth potential.

* Percentage share of world industrial production



+ Simple action S



CHILI IS A BENCHMARK IN THE INTERNATIONAL PLANT MARKET

The country consolidates its position with more than 57 million plants exported in 2023 and phytosanitary protocols for 56 markets.

Written by: Estefani Rodriguez



Chile strengthens its leadership in the international nursery market, standing out in the production and export of fruit, forestry, vegetable and ornamental plants. According to data from the Office of Agricultural Studies and Policies (ODEPA), Chile is the largest exporter of these products in South America.

The Chilean Nursery Association (AGV) has been the driving force behind this industry. According to the Fruit Plant Export Yearbook, recently published by the association, in 2023 more than 57 million plants were exported from Chile to various destinations around the world, such as Peru, Mexico, Ecuador, Colombia, Uruguay, India and South Korea, among others.

In terms of volume, the most exported species is strawberry, which accounts for around 73% of the total exported, followed by blueberry plants, which reached nearly 12 million plants exported that same year, which includes finished plants and also in vitro propagation material. Other important species are grafted vines, mainly sent to Peru, olive and hazelnut plants to Europe, and raspberry, blackberry and almond plants to various destinations in America.



Franco Sannazzaro, President of the Chilean Livestock Association

It should be noted that Chile currently exports plants to more than 30 countries, with phytosanitary protocols for 56 destination markets and for 80 products of propagation material for fruit trees, vines and vegetables, with Peru being its main buyer, as it represents 37% of Chilean plant exports.

This trade agreement gave rise to “**Agrotrade Perú**”, an event that allows the exchange of information not only on plants, but also on Chilean inputs and services associated with new agricultural investment projects in the neighboring country.

“On July 17, we will land in Lima to meet again with our clients and colleagues, and continue to strengthen our ties and trust to enhance the success opportunities of Peruvian agricultural exports with the best fruit genetics, inputs and technologies,” says Franco Sannazzaro, president of the Association of Nurseries of Chile.



It is also important to highlight that the boom in the nursery industry is due to several key factors, including innovation in propagation techniques and genetic improvement of species. This has allowed for increased productivity and plant resistance, which translates into greater interest from international markets seeking plant material with high phytosanitary and traceability standards.

In addition, the sector has adopted new technologies to optimize production and reduce environmental impact. The implementation of efficient irrigation systems, the use of bioinputs and plant certification have been decisive for **Chile to continue standing out in the global nursery sector**. This commitment to sustainability and quality reinforces its position as a reliable and competitive supplier in the market.

“We are working to further internationalize our industry and reach the countries of the Southern Cone and other markets with more products. Especially now that we have the guarantees that will be provided by the implementation of the Seal of Quality and Sustainability of Plants in nurseries,” says Sannazzaro.

The success of this industry is not a coincidence, but the result of decades of innovation and commitment. With an expanding market and a growing global demand for high-quality plant material, Chile is a key player in the agroindustry, with the potential to continue leading in the future.



MEXICO AS A BENCHMARK IN MODERN PHILANTHROPY

Written by: Estefani Rodriguez

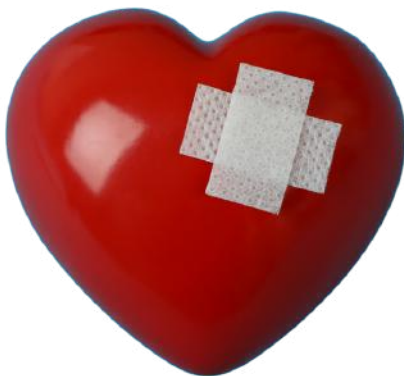
With millions of volunteers and high-impact projects, the country is emerging as a regional leader in social innovation.



P

hilanthropy has evolved from simply providing resources to a more strategic and sustainable model. Modern philanthropists not only seek to alleviate immediate needs, but also to generate structural changes in societies. Through private foundations, non-governmental organizations, and public-private partnerships, today's donors invest in projects that address the root cause of problems.

Such is the case of Rotary, a global network of more than 1.2 million people dedicated to addressing the most pernicious problems affecting humanity. This initiative has been financing projects in sectors such as health, education, water sanitation, economic development and the environment.



Saul Castillo, CEO of Rotary

“Modern philanthropy has evolved significantly. Today, donors seek to actively participate in the actions of nonprofit organizations, living the experience beyond donating money. In addition, they demand transparency and tangible results that ensure real impact,” explains Saúl Castillo, CEO of Rotary.

In this context, digital technologies have made philanthropy more accessible and transparent. **“Specifically in Mexico, social media and crowdfunding have grown significantly as a financing alternative, allowing people to make small contributions that, when added together, generate great results,”** says the CEO.

Regarding the role of big data, Castillo also underlines its theoretical importance in mapping and analysing social problems, but recognises that its practical application currently faces challenges. **“Organizations have difficulty accessing these tools, which limits their potential for planning effective interventions.”**





Among the success stories, the microcredit project promoted by the Rotary Club of San Nicolás de los Garza together with the University of Monterrey stands out. Under the **“Emprende Mujer”** initiative, an initial fund of 30,000 dollars was created that has grown to generate loans for more than 15 million pesos, benefiting more than 500 families headed by women.

“This project not only provides financial resources, but also structure and sustainability, ensuring that the benefits endure even without the direct presence of Rotary,” emphasizes the speaker.

Because of its ability to mobilize resources, foster innovation and generate structural changes, this approach offers tangible solutions to humanity's problems. According to Castillo's vision, Mexico has the potential to become a leader in philanthropy in Latin America.

“With more than 2.3 million volunteers and 23% of the population contributing to social causes, Mexicans have a great capacity for solidarity. If we focus on strengthening our communities and collaborate with areas neglected by the government, we can be agents of change and an example for the region,” he concludes.

LATAM: countries with the lowest growth in 2024

Mexico
1.5

Austerity public policies and public works without economic impact.

Decline in manufacturing and mining and quarrying sectors.


In July 2024, the Ecuadorian Central Bank declared a recession, and the external debt reached USD 47,682 million.

Puerto Rico
1.0

It has a debt of USD 70 billion, more than 68% of its GDP.

Colombia
1.6

Ecuador
0.3

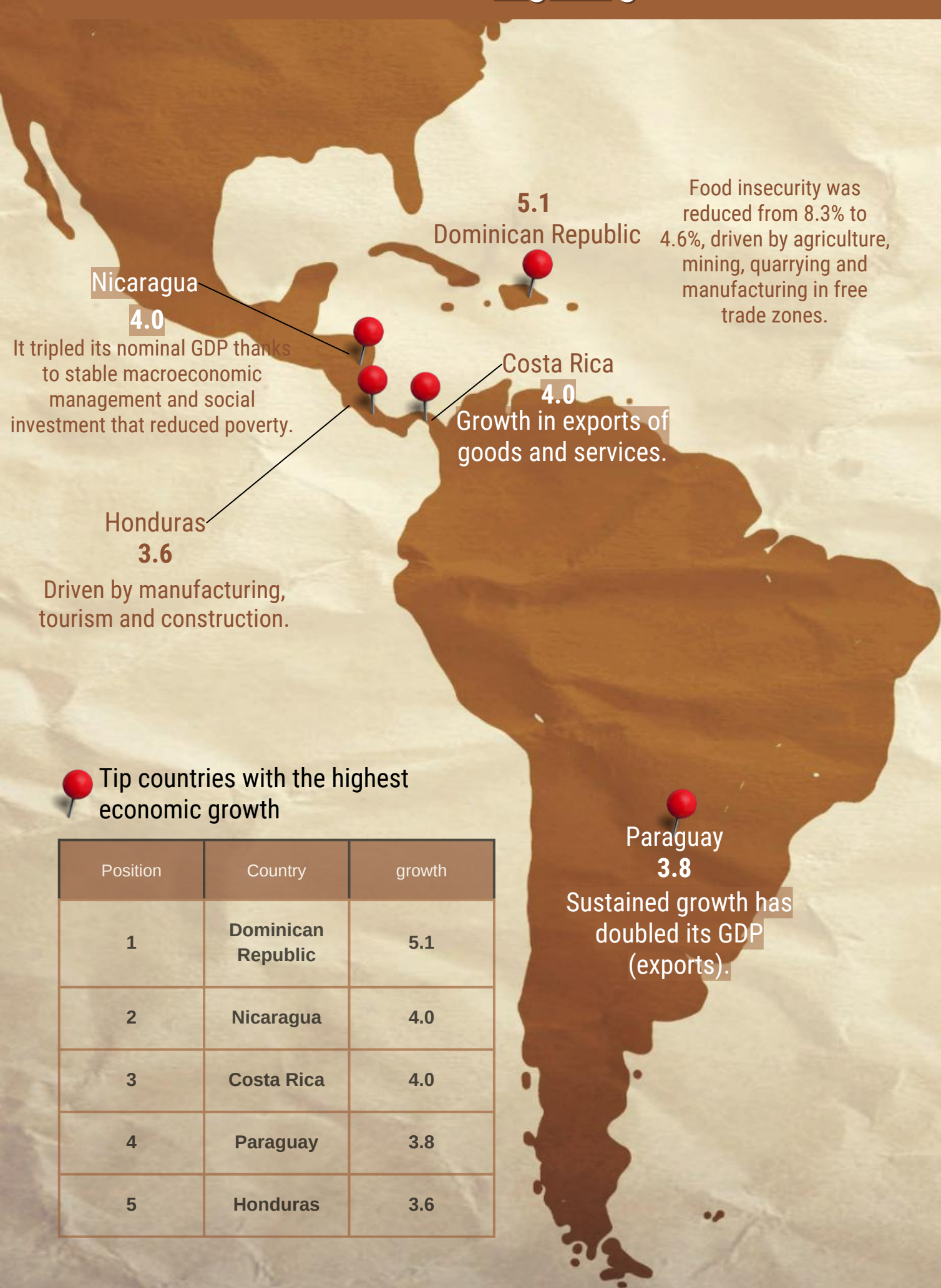
 Top countries with the lowest economic growth

Position	Country	growth
1	Argentina	-3.5
2	Ecuador	0.3
3	Puerto Rico	1.0
4	Mexico	1.5
5	Colombia	1.6

Argentina
-3.5

They have increased their poverty to 60% due to inflation and unemployment.

LATAM: countries with the highest growth in 2024





EXCLUSIVE INTERVIEW

**RICARDO ORTIZ:
LEADING AN
AGENCY INVOLVES
MAKING DECISIONS
AND EXECUTING
THEM IN A TIMELY
MANNER.**

Written by: Esperanza Aguilera

Ricardo Ortiz is a name that resonates strongly in the Latin American advertising industry. With a career spanning more than three decades, he has managed to establish himself as a visionary creative and a strategic leader capable of transforming and directing one of the most important agencies in the region: **Mayo Group**.

Born with a creative streak, Ortiz studied advertising graphic design and began his career in the late 1980s, a time when advertising **“was done by hand, without computers or the Internet.”** His first steps in agencies such as J. Walter Thompson and McCann Erickson allowed him to work with major brands, preparing him for the challenges of the future.

With a career marked by strategic vision and a passion for creativity, the publicist has redefined the direction of the agency in Latin America.



"These experiences gave me the opportunity to collaborate with prestigious brands, which allowed me to develop projects with great visibility and relevance in the market. It was in this process that I learned to trust in myself and in the value of my work," she says.

It was not until 1995 that he joined Mayo Group Peru, an agency with great potential that he saw from the start. Under the leadership of Juan Saux, the founding partner, Ortiz found a space where he could grow and develop.

"When I met Juan, who was the agency manager at the time, I realized that he had a different leadership style and I connected with him. That made me perceive Mayo as a place where I felt comfortable and where many things could happen," recalls the CEO. Here, the publicist found a space where he could grow and develop until he became, over the years, vice president of operations.

So, by 2012, Ortiz and his team set out to creatively transform the agency. They decided to take it to the next level, focusing on **"creative excellence."** This effort was rewarded with multiple awards at the Cannes Film Festival, including five Lions in 2013.



"It was a very hard job, which required breaking down prejudices and **overcoming barriers**. Seeing how our work transcended and reached media outlets such as the BBC and Discovery Channel was incredible. It was a turning point for the agency and for me," she says.

However, it was not all glory. In 2017, Mayo faced a deep crisis that put Ortiz's leadership to the test. Together with Saux, they managed to rebuild the agency "brick by brick", demonstrating resilience and a unique ability to make decisions at critical moments. This experience strengthened Ortiz and prepared him to take on a new challenge: the acquisition of Mayo Peru in 2019.

With the advertising industry paralyzed and business on hold during the pandemic, his ability to make decisions with precision was critical. **"If we get through this, nothing is going to stop us,"** he recalls saying at the time. Under his leadership, Mayo not only survived, but grew, adapting to the new realities of the market. This experience prepared him to take on the challenge of leading **Mayo Group Chile** a few years later.

"Leading an agency involves not only making decisions, but also executing them **effectively** and in a **timely manner**"



"When Juan offered me the management of Mayo Chile in 2020, I felt that it was not the right time. I was 100% focused on Peru. But in 2023, after overcoming the pandemic and consolidating the operation here, I knew it was time to take the step. Chile was a challenge, but also an opportunity to grow," he highlights.

Under his leadership, and with the help of the regional executive vice president, Lorena Oxenford, they have worked to turn both agencies (**Peru and Chile**) into a unified operation where they collaborate closely to offer innovative solutions to their clients. "Distance does not exist when you work as a team. Clients feel that advantage because they have different minds contributing from their experiences and cultures," emphasizes Ortiz.

Looking to the future, the CEO does not rule out the possibility of continuing to expand **Mayo Group**. He is also convinced that artificial intelligence will be a fundamental tool for advertising, although he believes that great ideas will continue to depend on human ingenuity. **"Artificial intelligence came to help us with ephemeral work, but campaigns that transcend still require our brains," he concludes.**



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THE FUTURE OF BUSINESS MARKETING IS IN PODCASTS

Written by: Esperanza Aguilera

More and more companies are opting for this format to connect with their customers and generate long-term brand value.

Over the years, podcasting has established itself as an effective tool in business marketing strategies, allowing brands to connect more deeply and in a more personalized way with their audience. According to data from the IAB Spain Association, in 2023, podcasts were positioned as the third most listened to format, reflecting their growing popularity among consumers.

“Podcasting has become a powerful industry; today, almost everyone who connects to the Internet knows what a podcast is,” says **Leo Menéndez**, Content Manager at **Mumbler**, a platform designed to make it easy for content creators to host, distribute and monetize their audio content.



One of the great advantages of this format, compared to others, is its flexibility. Unlike social media posts or videos, podcasts offer an intimate and personal format that allows companies to better connect with their audience, creating loyal communities.

Its impact on business marketing is also reflected in advertising investments. According to an article in The Australian, by 2025, advertisers in the industry value podcasts for their contextual alignment, targeting accuracy and high level of engagement. In the digital audio revenue landscape, streaming accounts for 63% of revenue, while podcasts make up 37%, demonstrating their relevance in the market.

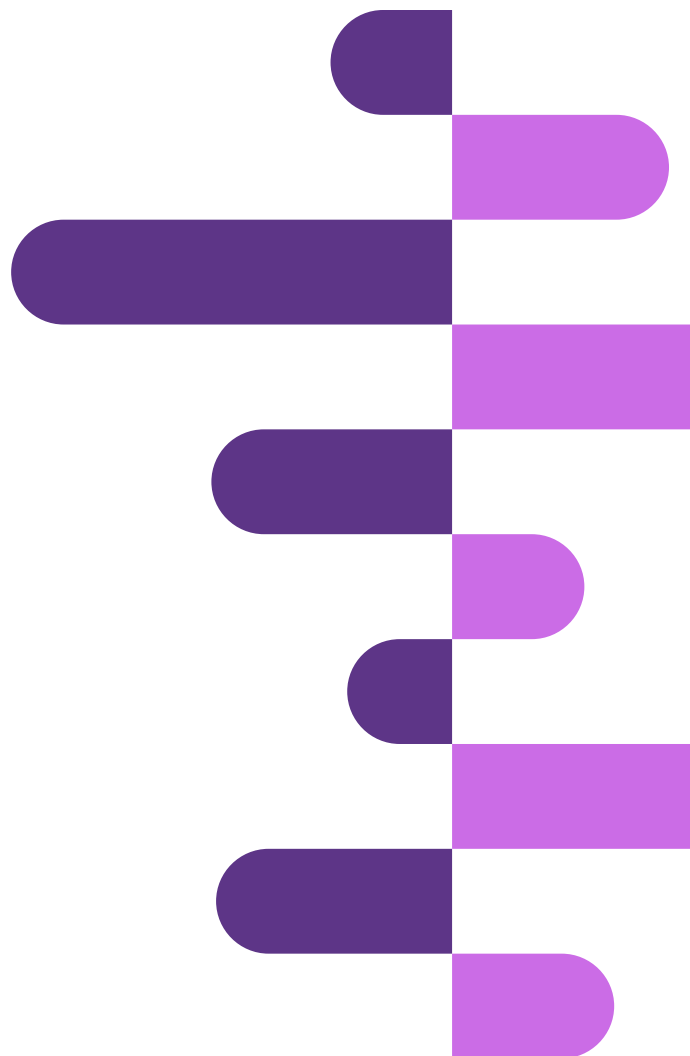


However, Menéndez points out that it is important to bear in mind that **“podcasts generate a return, whether financial or branding, but not in the short term.”** Therefore, it is essential to think of this format as part of a transmedia strategy. Despite this, he points out that one of the advantages of podcasting is its accessibility in terms of costs: **“the investment is still, although significant, one of the most economical that we can make in terms of branding, dissemination and content.”** Compared to other marketing strategies, this medium allows companies and entrepreneurs to generate a significant impact with a reduced budget.



In this way, Menéndez highlights three fundamental aspects to guarantee the success of this format:

- **Define a microniche:** identify a very specific target audience that allows you to differentiate yourself and connect deeply with your audience. “It’s not about speaking to everyone, but about narrowing the range as much as possible. By segmenting our audience and getting into a microniche, we have more possibilities of connecting and also less competition.”
- **Be clear with the message:** set clear objectives and communicate a coherent message that resonates with the audience. “We need to think a lot about the message from the beginning and find out what we want to communicate about our brand or what we want to achieve.”
- **Focus on your existing audience:** Prioritize the satisfaction of your current listeners, as they will be the ambassadors of your content. “If I have an audience of 20 people, I should focus on those 20 people.” By offering quality, personalized content, those people become natural promoters of your podcast, helping it grow organically.



Contact Mumbler

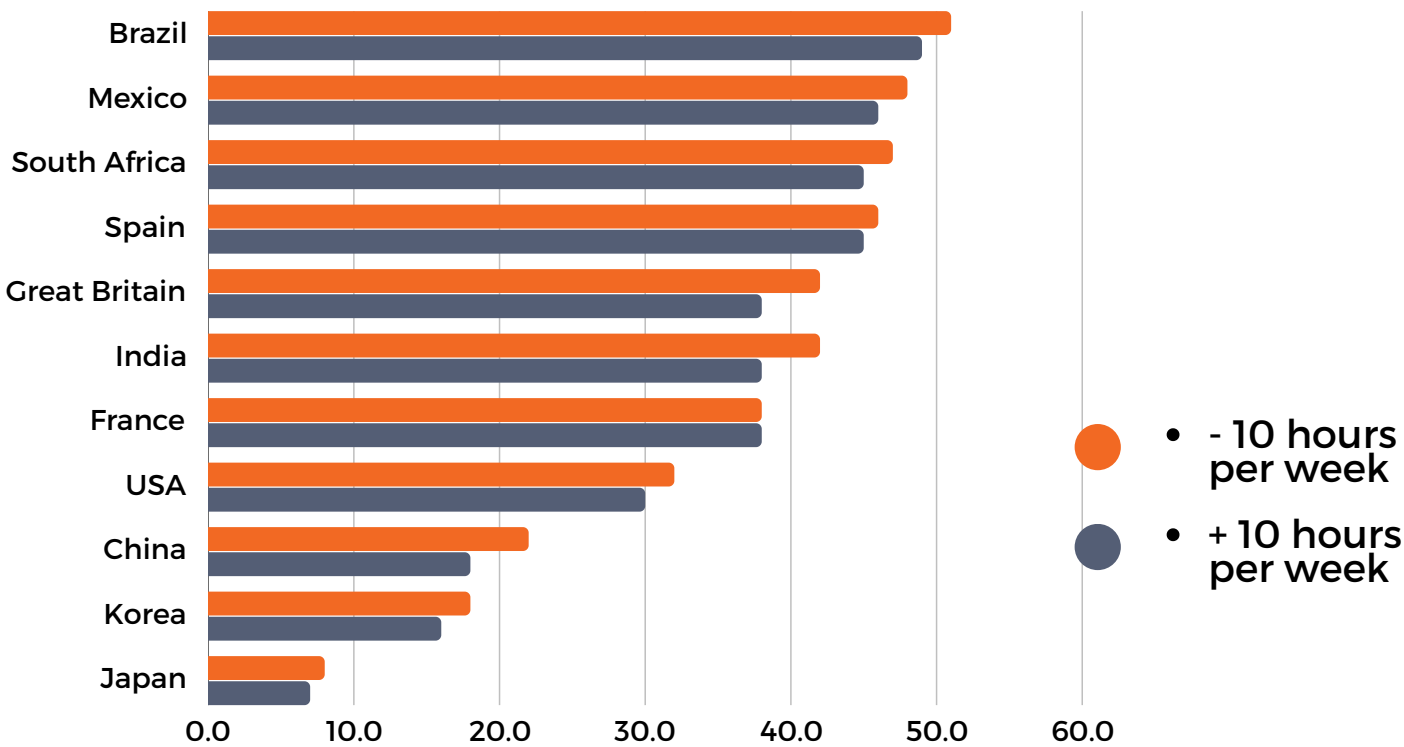


For brands and businesses, podcasting is a long-term investment that can deliver sustainable results, promising invaluable opportunities to build loyal audiences.



How often do you listen to podcasts?

% in weekly time consumed



Prepared by the authors / Figures from Statista Consumer Insight 10,000 M and F aged 18 to 64 July 2023 to June 2024.



Love for the land, love for your food.

NOBEL PRIZES IN LATIN AMERICA

Argentina



- Nobel Peace Prize 1936
- Carlos Saavedra Lamas

- He led an anti-war pact signed by 21 nations, promoting international peace and stability.



- Nobel Prize in Physiology or Medicine 1947
- Bernardo Alberto Houssay

- Innovative research on the glands that regulate glucose distribution, key to the study of diabetes.



- Nobel Prize in Chemistry 1970
- Luis Federico Leloir

- Research on sugar nucleotides and the role they play in the production of carbohydrates.



- Nobel Peace Prize 1980
- Adolfo Perez Esquivel

- Recognition of his commitment to democracy and human rights.



- Nobel Prize in Physiology or Medicine in 1984
- Cesar Milstein

- Pioneering theories on monoclonal antibodies, revolutionizing immunology, biotechnology and medicine.

Mexico



- Nobel Peace Prize in 1982
- Alfonso Garcia Robles

- Recognized alongside Alva Myrdal for their work on disarmament negotiations at the UN.



- Nobel Prize in Literature 1990
- Octavio Paz

- Literary work, notable for its passion, breadth and humanism, according to the Swedish Academy.



- Nobel Prize in Chemistry 1995
- Mario Molina

- Research on the chemistry of the atmosphere, especially on the formation and decay of ozone.

NOBEL PRIZES IN LATIN AMERICA

Guatemala



- Nobel Prize in Literature 1967
- Miguel Angel Asturias
- Literary achievements, deeply linked to the traditions and national traits of the indigenous peoples of Latin America.



- Nobel Peace Prize in 1992
- Rigoberta Menchu Tum
- Work for social justice and ethno-cultural reconciliation, focusing on the rights of indigenous peoples.

Colombia



- Nobel Prize in Literature 1982
- Gabriel Garcia Marquez
- Novels and stories that fuse the fantastic and the real, reflecting the life and conflicts of a continent.



- Nobel Peace Prize in 2016
- Juan Manuel Santos
- Contribution to the peace process with the FARC, seeking to end more than 50 years of civil war in Colombia.

Chile



- Nobel Prize in Literature 1945
- Gabriela Mistral
- Lyrical poetry, a symbol of Latin American idealism, inspired by powerful emotions.



- Nobel Prize in Literature 1971
- Pablo Neruda
- Poetic work that brings to life the destiny and dreams of a continent with elemental force.

Peru



- Nobel Prize in Literature 2010
- Mario Vargas Llosa
- Cartography of power structures and their representation of resistance, rebellion and defeat of the individual.

Costa Rica



- Nobel Peace Prize in 1987
- Oscar Arias Sanchez
- Participation in the peace processes in Central America, which led to the agreement signed in Guatemala.

Venezuela



- Nobel Prize in Medicine 1980
- Baruj Benacerraf
- Discoveries in immunology, prize shared with George Snell and Jean Dausse.

FURNITURE THAT HARMONIZES FUNCTIONALITY AND ENVIRONMENTAL CARE

From benches to children's games, sustainable design supports the circular economy.

P

lastic is one of the most widely used materials in the world due to its low cost and versatility. However, it is also one of the main causes of global pollution. This material can take centuries to degrade, causing irreparable damage to the planet's fauna, flora and water resources.

Given this alarming situation, many companies are becoming increasingly aware of the climate crisis and are opting for sustainable products, such as furniture made from recycled plastic. These pieces of furniture not only provide a functional aesthetic, but also contribute significantly to reducing waste and preserving the environment.



Written by: Estefani Rodriguez

Plastic is one of the most widely used materials in the world due to its low cost and versatility. However, it is also one of the main causes of global pollution. This material can take centuries to degrade, causing irreparable damage to the planet's fauna, flora and water resources.

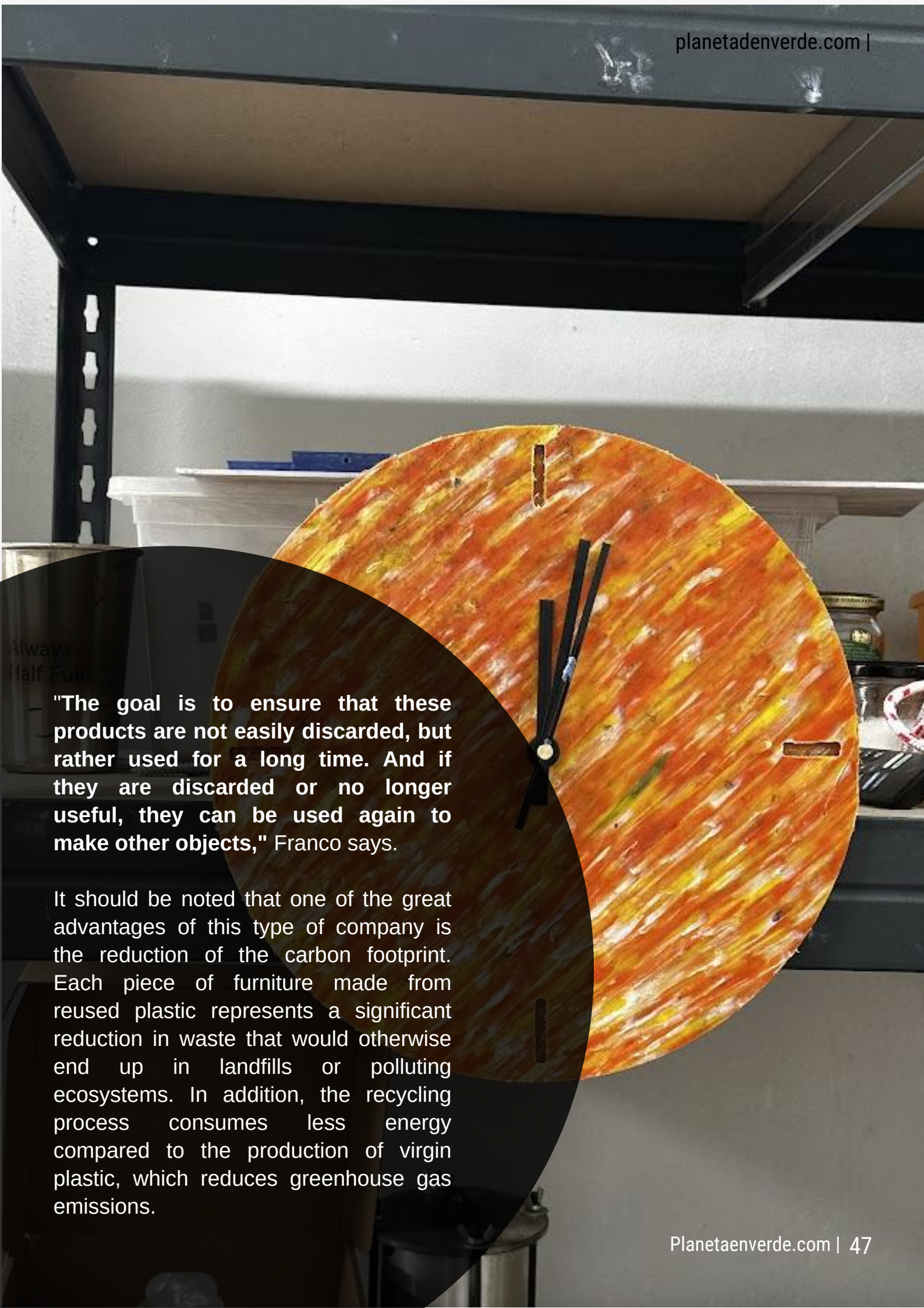
Given this alarming situation, many companies are becoming increasingly aware of the climate crisis and are opting for sustainable products, such as furniture made from recycled plastic. These pieces of furniture not only provide a functional aesthetic, but also contribute significantly to reducing waste and preserving the environment.

Through processes such as recycling, recovered plastic becomes raw material for making various objects. **“You can make benches, chairs, tables, games for children, and anything that replaces wood,”** says Jose Carlos Franco, CEO of [Circular Lab](#), a Peruvian company.



The furniture manufacturing process begins with the collection of plastic waste, such as bottle caps, which are carefully selected and treated. Once cleaned, these materials are crushed and transformed into granules that serve as a base for manufacturing new products. This technology makes it possible to create furniture with modern and personalized finishes, **without sacrificing quality.**

Contrary to popular belief that recycled products are inferior, repurposed plastic furniture has proven to be just as durable, if not more so, than its traditional counterparts. Because of its resistance to moisture, UV rays, and other **environmental factors**, this furniture is ideal for both indoor and outdoor use. Plus, it's **easy to maintain** – just a damp cloth will keep it looking great for years to come.



"The goal is to ensure that these products are not easily discarded, but rather used for a long time. And if they are discarded or no longer useful, they can be used again to make other objects," Franco says.

It should be noted that one of the great advantages of this type of company is the reduction of the carbon footprint. Each piece of furniture made from reused plastic represents a significant reduction in waste that would otherwise end up in landfills or polluting ecosystems. In addition, the recycling process consumes less energy compared to the production of virgin plastic, which reduces greenhouse gas emissions.

The rise of this type of furniture is also driving circular economies and generating employment in the recycling sector. Companies around the world are investing in this technology, promoting an industry that combines sustainability, social commitment and return on investment.

“It is gratifying to wake up every day with the conviction that you are working on something that will truly bring about positive change and that puts the values of social, economic and environmental impact objectives on the same level. In other words, people, the planet and profitability are three axes that are aligned,” says the executive.

The transition to using recycled materials in furniture manufacturing is not just a trend, but a necessity. By choosing these products, consumers become agents of change in the fight against the environmental crisis, which is one of the most important responsibilities of our time.



“The sustainable market is still small, but I would say that this is the right time to start”



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The first
Soumaya
Museum, in Plaza
Loreto, preserves
more than 30
years of culture,
being the first of
the Carlos Slim
Foundation.



Written by: Esperanza Aguilar

Located in the south of Mexico City, the Museo Soumaya Plaza Loreto is an emblematic space that combines history, art and culture. Opened on December 8, 1994, this venue blends harmoniously with its surroundings, creating a fluid dialogue between the historical legacy of the old paper mill that houses it and its current function as a cultural center.

The museum building was originally a mill that was transformed into one of the most important paper mills in Latin America, and later modernized by Alberto Lenz at the end of the 19th century. In the 1990s, urban transformation and changes in land use led to the creation of Plaza Loreto, a hybrid project that combines the commercial and the cultural, with the museum as its centerpiece.





Alfonso Miranda Márquez, the museum's cultural director, comments that **"the tradition of this space has been a reference point in the history of Mexico,"** which is why the museum not only preserves architectural vestiges, but also a cultural memory that dates back to the indigenous peoples and the colonial era.

The director also shares that one of the first collections exhibited in the museum was the viceregal art of Gonzalo Obregón, which marked the beginning of the Carlos Slim Foundation's museum project. Currently, the museum presents different collections ranging from 17th century Flemish paintings to sculptures by Auguste Rodin and Venetian art with Salvador Dalí and Louis de Caullery.

“The museum was not conceived as a private collection, but rather as a museum that would showcase all kinds of culture,” Miranda emphasizes. This inclusive vision has allowed the integration of works from America, Europe and Asia, offering the public an enriching dialogue between multiple artistic traditions.

The museum also preserves elements from its industrial past, such as original machinery and structures, which are now part of the cultural tour. **“The space itself evokes nostalgia for the cultural heritage of the building, for these buildings that have history and are open to memory,”** he says.

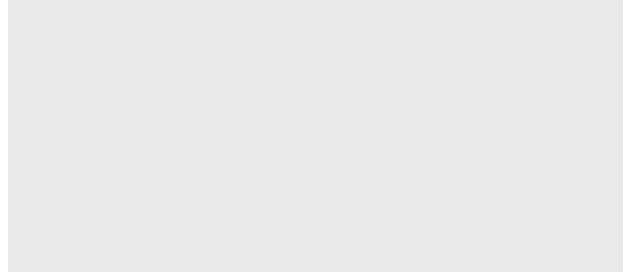
Although its namesake in Plaza Carso is widely known today, this museum was the first in the Carlos Slim Foundation's museum project. While Plaza Carso has gained great popularity for its modern architecture and extensive collection, the museum in Plaza Loreto remains a fundamental space, steeped in history.



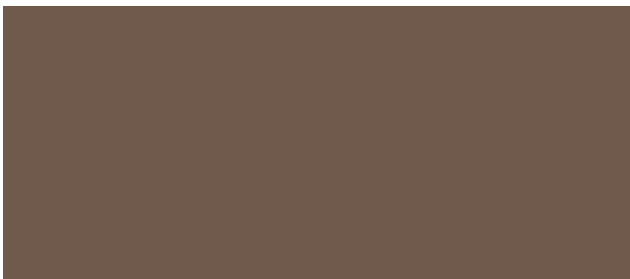
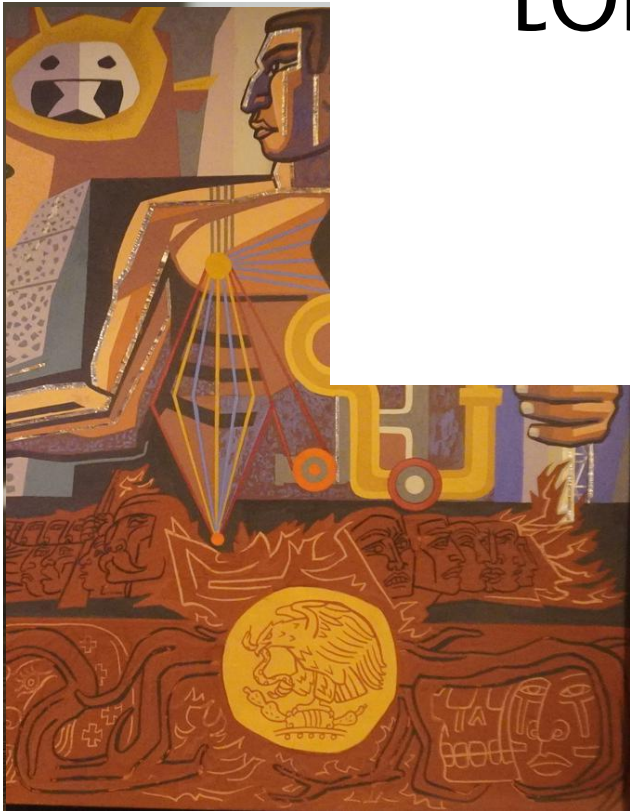
Both venues, along with other cultural projects of the foundation, are part of the effort of their creators, Carlos Slim and Soumaya Domit, to bring art to all sectors of the population.

With free admission seven days a week, the Museo Soumaya Plaza Loreto reaffirms its commitment to democratising access to art. The museum's mission is to offer, through art, "a source of hope, a critical look at the past and a profound reflection that helps us understand the present and build a better future," explains its director.





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BETWEEN REALITY AND ILLUSION IN THE ART OF TROMPE L'OEIL

Written by: Esperanza Aguilera

Daniel Vera transforms the spaces we inhabit with works that disruptively intervene in landscapes.

Contemporary art is a dynamic reflection of today's society, where new forms of expression are explored. However, it draws on the roots of the past, dialoguing with traditional artistic languages and transforming them to give rise to innovative proposals. Thus, **Daniel Vera** has found a unique approach in landscaping, integrating elements into his interventions that reveal the interaction between nature and the human footprint.

Vera is a multidisciplinary artist born in a small town in Huesca, Aragon, Spain. From a young age, he was immersed in the world of urban art, influenced by the graffiti and hip hop culture that marked his generation. **“I started painting graffiti as a teenager, it was the most accessible way of making art for me at that time,”** he says.



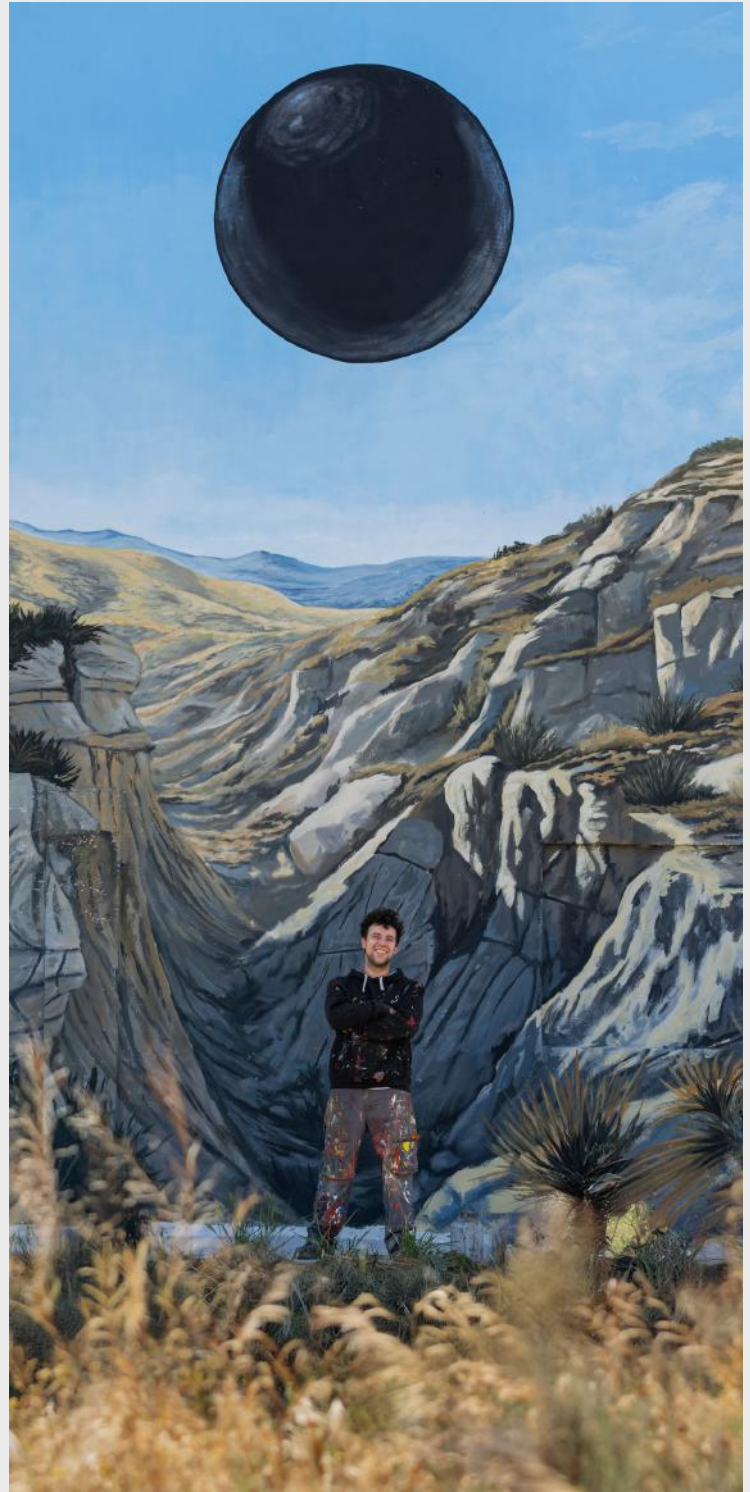


Over time, his talent led him to broaden his creative horizon and develop a style that today fuses mural painting, installations and explorations in trompe l'oeil. The latter is one of the techniques that has most characterized his work. These are interventions that play with the viewer's perception, creating optical illusions that are inserted into the landscape in a subtle but disruptive way.

"I like the idea of how an artificial form can coexist with nature and generate new interpretations of the landscape," says the artist. However, beyond the visual impact, his interventions seek to generate reflection on the relationship between humans and their environment: **"we often overlook the presence of the human footprint in nature, but when we highlight it in an unexpected way, it forces us to see it from another perspective,"** he adds.

Throughout his career, Daniel has maintained a connection with mural art and public space. **"I have never separated myself from the world of mural painting. Now I do studio work, I paint pictures and at the same time I also do this type of intervention in different places,"** he says. His work seeks a balance between personal expression and adaptation to the urban or natural context in which he intervenes. In many cases, his art is integrated organically, respecting the identity of the places where he works.

One of the fundamental aspects of his profession has been the interaction with local communities. Working in small towns or at urban art festivals, he has promoted the democratisation of art and the inclusion of the public in his work. **"In the end, they feel part of it, they empathise with his work, they understand a little. It often happens that contemporary art provokes rejection due to ignorance, but in small places it is where it is closer, more personal,"** he explains.



With an outstanding career, Daniel Vera continues to expand the boundaries of his art, exploring new techniques and formats without losing sight of the essence of his work: a visual reflection on the relationship between human beings and their environment. His work, then, becomes an invitation to observe the world from a different perspective, playing with perception and illusion.

SIX TENDENCIES TRAINING THAT WILL MARK 2025

Written by: Estefani Rodriguez

With more precise wearables and immersive workouts, the exercise of the future is guaranteed to be more personalized and motivating than ever.



2025 promises to be a transformative year in the world of fitness. The combination of technological advancements, a growing focus on personalization, and a deeper understanding of holistic wellbeing is redefining how we stay active. This compels us to review the main trends that will set the course in the coming months.

Devices like **smartwatches**, **activity rings**, and **clothing with built-in sensors** won't just measure steps or calories burned. This year, wearable technology is expected to offer more accurate data on overall health, such as sleep quality, stress level, and even real-time biomarkers. These systems will allow users to customize their exercise routines based on their daily physiological state.

Artificial intelligence (AI) is also set to become increasingly prominent in the field. Platforms such as fitness apps and wearable devices have integrated virtual trainers that offer exercise plans tailored to the specific needs of each user. These systems not only monitor performance in real time, but also adjust routines based on goals, effort level and progress.





Another trend is immersive workouts using **virtual reality (VR)** and **augmented reality (AR)**. **Immersive experiences**, such as cycling classes in virtual worlds or boxing training in interactive scenarios, make exercise more fun and motivating. This technology also allows users to train with friends or competitors remotely, which fosters social connection.

On the other hand, **personalization** will become a key factor in fitness. This year, gyms and training apps are offering plans based on biometric data, genetic analysis and individual preferences. From the duration and frequency of sessions to the types of exercises recommended, everything is designed to maximize each person's results.



Likewise, holistic wellbeing, which combines physical and mental health, will continue to be a priority. Modalities such as yoga, meditation and conscious breathing exercises are gaining ground, especially in an increasingly connected and fast-paced world. Many workers are looking to reduce work stress and improve their quality of life through practices that promote the mind-body connection.

We will also see a rise in the **hybrid model**. People will choose to mix virtual workouts with in-person classes. Digital platforms will continue to offer live and on-demand classes, while gyms will implement virtual reality technology to enrich the in-person experience.

From the integration of advanced technology to a holistic approach to wellness, these trends are redefining the meaning of staying active. Whether at home, outdoors, or at a gym, the important thing is to find a routine that suits our individual needs. The exercise of the future is already here!



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