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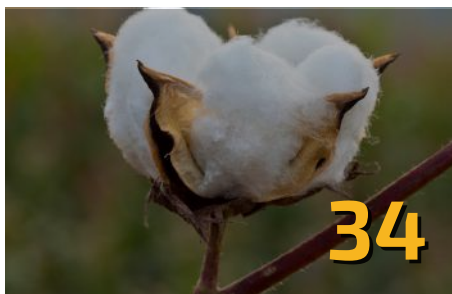


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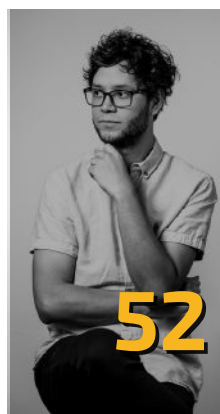


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EDITORIAL

Artificial intelligence (AI) is here to revolutionize the way we travel. Chatbots and online customer service, big data, flight forecasts or voice-based digital assistance are just some tools that today allow us to have safer trips with greater benefits.



Next September 27, World Tourism Day, will be conducive to reviewing the travel trends that will arrive in 2024 and that will trigger the growth of this industry, after some challenges.

Our edition this month also brings us on the cover the CEO of Ipsos México, Jorge Vargas, who talks to us about big data and its impact on market research, a fundamental aspect to know the current consumer who constantly mutates.

Instacrops, virtual advisor, surprises us with its AI technology to optimize the use of resources in the agricultural field. While Clara, the corporate credit card platform, stands out in the fintech world.

Estefani R.

**PUBLISHING
COMPANY**

In the coming years, technology will continue to be, guided by man, the greatest promoter of development, even in the most remote areas of the planet, improving quality of life, efficiency and connectivity. All that's left is to get on the wave to surf and take advantage of its benefits.

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CORPORATE CREDIT CARDS PROVIDE FINANCIAL CLARITY

These credit cards allow better control and monitoring of employee expenses.



Founders: Gerry Giacomán / Diego García

In a banked world, it is feasible for companies to allocate corporate credit cards to their employees, in order to achieve more effective financial management within the organization.

One of the main benefits of this type of cards is that they allow better control and monitoring of employee expenses. Each transaction is recorded, making accounting and accountability easier. This way, finance departments can easily monitor and analyze how company funds are spent.

Additionally, when employees have access to this resource, they do not need to make personal expenses with their own funds and then request reimbursements, which saves time and administrative resources.

Another point in its favor is that it facilitates business trips. For employees who travel frequently for work, a credit card

Business allows you to book flights, hotels and car rentals more efficiently and often with benefits, such as having travel insurance.

Lastly, companies can set spending limits for each employee. This prevents overspending and ensures that workers adhere to a predefined budget.

In this regard, Gerry Giacomán, CEO of Clara, a fintech that provides this type of service, assures that credit cards are a digital solution so that collaborators have financial autonomy within companies, and thus can make and manage all payments. on a single platform.



Clara adapts to the financial needs of any type and size of company, belonging to any segment or industry. Our clients include banks, airlines, hotels, startups, gym chains, among some other companies in the enterprise segment.”

Gerry Giacomán, CEO of Clara

To date, Clara serves more than 10,000 companies in Latin America, has secured \$400 million in capitalization and reports more than five million credit card transactions equivalent to one billion dollars at an annualized rate.

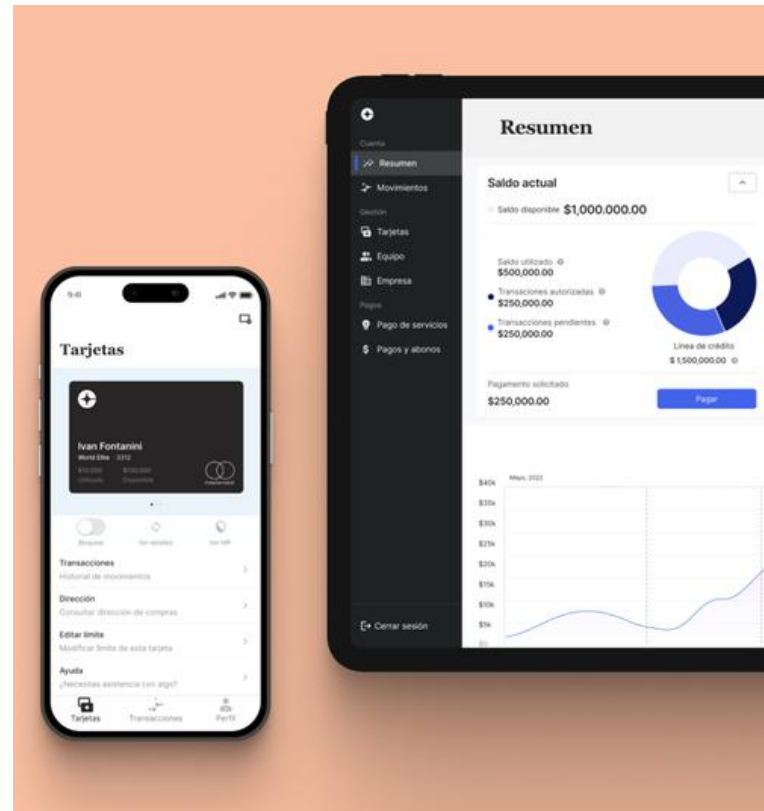


BRAZIL AS A DIGITAL NICHE

Currently, Brazil is one of the largest economies in Latin America, and has a very mature financial and digital ecosystem, with particular solutions such as PIX, TED or Boleto. Therefore, this market represents a great opportunity for payment platforms.

Since moving its headquarters from Mexico to Brazil, Clara has been able to grow at a faster pace, with transactions equivalent to more than one billion reais in the last 12 months, and with a client portfolio made up of international companies such as Starbucks and Mapfre, for example.

“Our goal is to consolidate Brazil as our main market by 2024. Likewise, strengthening our local operation is key to consolidating our position as the most complete 'all-in-one' payment solution in the region”



Clara's Features:

All-in-one platform

It allows businesses to make and manage all their payments seamlessly on a single platform.

Payment ecosystem

Includes the main payment methods, such as credit cards, transfers and international payments.

Control and agility

It provides companies with the ability to operate with agility and financial clarity, reducing bureaucratic processes.



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TECHNOLOGICAL EDUCATION: KEY TO PROMOTING BUSINESS DEVELOPMENT IN LATIN AMERICA

Projects like Eureek'a seek to motivate interest in the careers of the future with the aim of training human talent.

In terms of education, Latin America faces two significant challenges: the shortage of technological talent and the growing demand for professionals in the field of science and technology.

highly trained professionals in the future, it is essential that this transformation starts from the educational system.

In this framework, Eureek'a was born, a Mexican project that seeks to impact education and encourage girls and boys to choose more and more STEM careers, that is, those linked to science, technology, engineering and mathematics.

In a panorama where digital transformation emerges as a pillar for sustained growth, education is a key point to train talent that drives business development.

In 2021, a survey released by the Inter-American Development Bank (IDB) provided data on the business situation in Latin America. According to the study, 64% of participating business leaders admitted that their technology projects had been hindered due to a lack of skills on the part of their staff in charge.

Innovation, as a means to achieve competitiveness, becomes a systematic process. So that Latin America can aspire to have a contingent of



[We seek] to create motivation, reduce the gender gap of women who are dedicated to engineering and science, promote creativity to awaken interest in these areas and awaken interest in space sciences”

Félix López, COO at Eureek'a



The project seeks to stimulate soft and hard skills in children, essential for personal and professional development, such as: leadership, negotiation, teamwork and problem solving.

The importance of implementing this type of initiatives lies in strengthening the technological talent of future generations that will come to companies. Latin America can overcome the lack of talent not only through the training of its employees, it must also understand that investing in education programs to promote STEM is investing in a better prepared future.

In 2021, according to a report from the recruiting company PageGroup, the average number of graduates in STEM disciplines in some Latin American countries was: Chile 45%, Mexico 42%, Argentina 41% and Colombia 34%.

However, it is estimated that 48% of job positions related to information technology (IT) cannot be filled due to a shortage of professionals.

“We need to move towards policies that motivate Mexico to return to a country that creates technology and innovation through scientific strategies to solve the needs of our society”

Well, the economic future of the countries in our region is increasingly linked to the development and growth of the technology industry.

Through Eureek'a, “the public can get closer and understand what [STEM] entails in a fun and creative way, which helps break down the barriers that have been imposed in society,” reflects the executive.

Percentage of STEM graduates by country



Fuente: Pagegroup

STUDIO 56

Films

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METAVERSO:

25% OF PEOPLE WILL SPEND AN HOUR A DAY IMMERSED IN 2026



The metaverse represents an opportunity to revitalize global economic sectors. This technology is redefining interaction human, opening new avenues of collaboration and creating spaces in the digital age, thus marking one of the most important technological transformations in history.

According to data from Comscore, a research company, the conversion volume on this topic reached 2,300% more than two years ago. These data support the importance given over time to this tool, which, according to a Statista report, will have a value of more than 800 billion dollars in 2025.

This immersive and personalized system is disrupting a wide range of industries, creating new business models and digital experiences that promise to change the way we live, work and interact in the virtual and physical world.

According to predictions from Gartner, an information technology research and consulting company, 25% of people worldwide will spend at least one hour per day in the metaverse by 2026, whether to work, go shopping, do check-ups, doctors, take classes, socialize or entertain yourself.

This will directly impact various sectors, from retail to medicine, not only modifying the way companies relate to their clients and collaborators, but also promoting innovation and efficiency, opening avenues for income and growth in the market.

IMPACT ON KEY SECTORS

The metaverse offers a unique opportunity for brands to create immersive virtual environments where consumers can explore products and services in a way that more closely resembles the physical experience. This means shoppers can try on clothes virtually, examine products from all angles, and hold dialogues with virtual assistants.

According to an Accenture study, 90% of retail executives worldwide say they expect leading organizations to expand the boundaries of the virtual world to make it more real, which will increase the need to create closer connections between the environment, digital and tangible.

Furthermore, within the next few years, companies are expected to develop a wide network of entry points to the metaverse: websites, messaging channels and social networks. This will allow, through special systems, to track increasingly precise customer information in order to create more effective, empathetic and meaningful interactions.

Let us remember that the incorporation of virtual reality and augmented reality gives specialized operators the possibility of interacting with customers through avatars, which replicate facial expressions and body movements. This incorporated into a virtual assistant based on Chat GPT's artificial intelligence, which has valuable data from users, gives the possibility of understanding their questions more precisely and providing timely answers, while they live unique experiences.

A clear example of this is found in projects in the real estate sector, or the energy sector, such as the electrified house, where a virtual environment was created in which users could install photovoltaic panels, car charging stations, boilers and energy storage systems to test, before purchasing, the value that an electrified home can offer them in terms of economic benefits, improvement of their property and less impact on the environment.

“More than 50% of consumers are interested in using Artificial Intelligence (AI) to guide their purchasing decisions, according to a survey conducted by Google. “So organizations must be strategic and create relevant and useful spaces for their diverse prospects.”

César López, Head of Strategic Development for Covisian and CEO of Covisian Iberia and LATAM.



Likewise, there are metaverses where the user can live the immersive experience of a property at 360° and take guided tours, always with the advice of remote real estate agents, without having to leave home. This is a great advantage for all actors involved in a purchase or sale, since they will have more options to choose from, and will reduce travel time.

TOURISM AND SUSTAINABILITY

Another sector where we can see the use of artificial intelligence is in tourism, where the environmental impact of activities and efficient resource management proposes a more sustainable approach in the development of tourist destinations and promotes responsible practices.

According to a study by IBM América Latina, 48% of CEOs around the world say that sustainability is one of their top priorities. Likewise, according to Statista data, 76% of tourists plan to travel sustainably during 2023, and 43% would be willing to pay more for sustainable travel options.

Given this, the metaverse drives a major change in the way travelers relate to destinations, allowing them to virtually explore places before visiting them and providing them with opportunities for unique activities, such as city or resort tours.

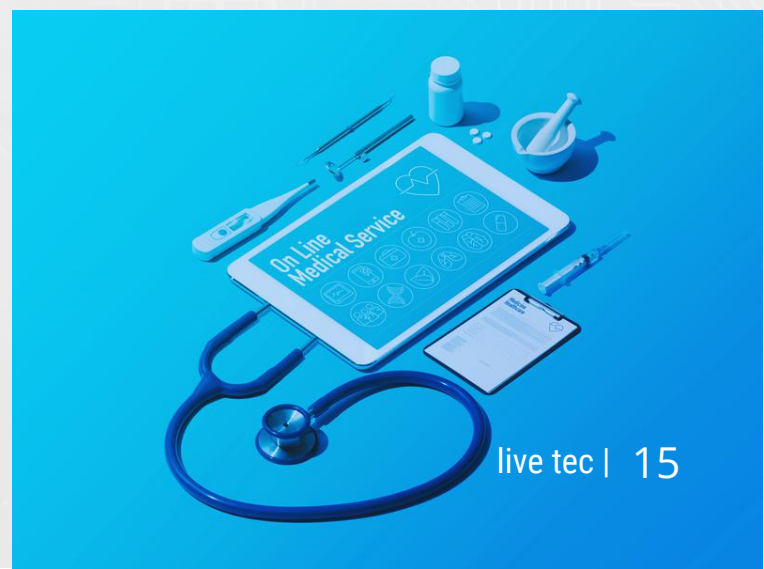
This is a trend that will change the way we explore the world. This is shown by the Fitur survey, a fair that brings together global tourism professionals from Latin America, where 37% of those surveyed assured that the metaverse will enrich the tourist experience, while 26% indicated that it will be a resource for the promotion and sale of tourist destinations.

MEDICINE THAT TRANSFORMS

This new technology also promises a wide range of advantages in the healthcare field, including notable advances in telemedicine and patient care, where substantial improvements are expected.

“The metaverse facilitates interaction between doctors and patients through personalized avatars, allowing virtual consultations that eliminate the need to travel to hospitals or physical offices. This not only speeds up diagnosis and treatment, but also overcomes geographic barriers, providing care to people in remote areas or with difficulties accessing medical services.”

Cesar Lopez

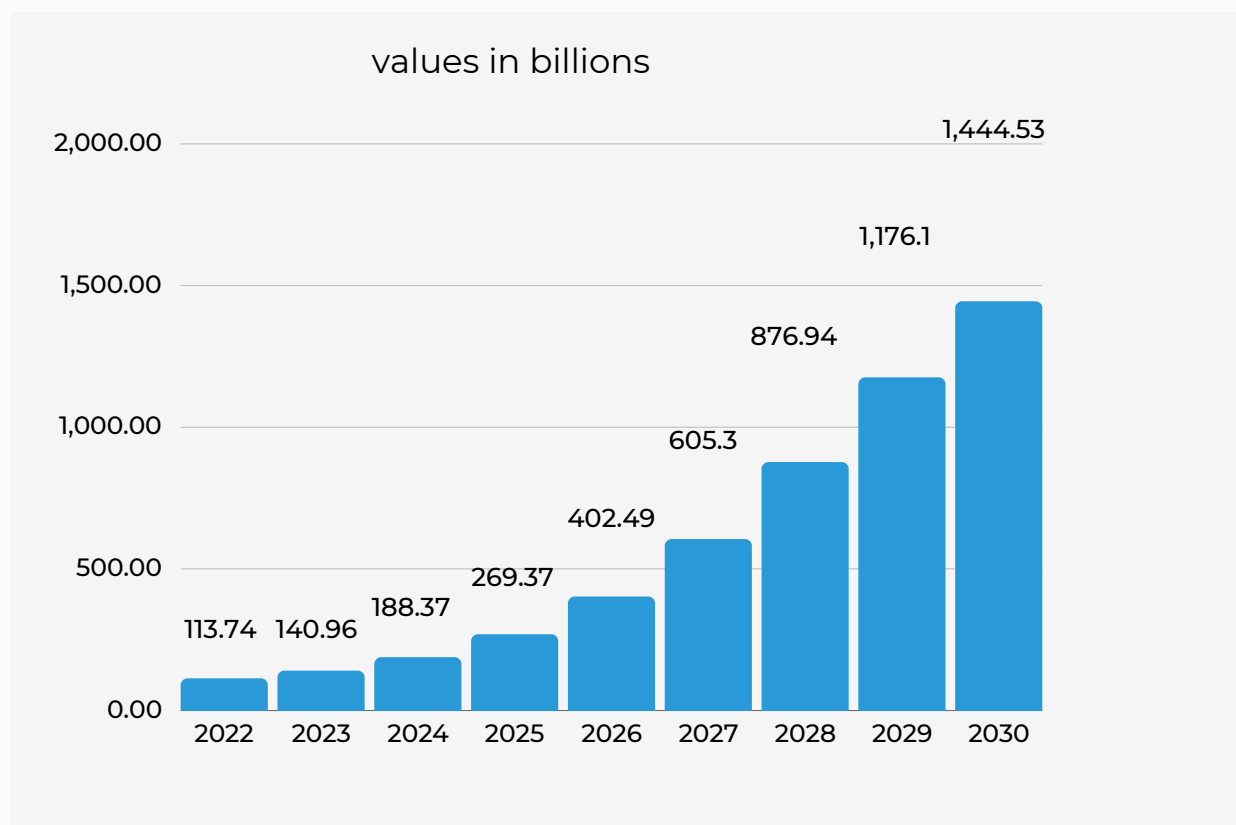


According to the study conducted by Boston Consulting Group, a business management consultancy, more than 70% of healthcare executives surveyed stated that they already use metaverse technology in some way. However, despite this forecast, only 15% of health companies and institutions have begun to invest in strategies aimed at organizing their activities in the metaverse.

The metaverse has a promising future in various industries, due to its ability to create immersive and collaborative experiences, improve efficiency and accessibility in these sectors. All of this will mark a fundamental change in the way we engage in them in the years to come.

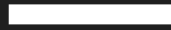
REVENUE IN THE METAVERSE MARKET IN PERU FROM 2022 TO 2030

(in millions of US dollars)



Source: Statista





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HARVESTING THE FUTURE: THE ROLE OF AI IN AGRICULTURE



L Artificial intelligence (AI) has emerged as a transformative technology in a wide variety of sectors, and agriculture

is no exception. Resource optimization, climate predictions, pest and disease monitoring are topics that have been favored with the implementation of this innovative tool.

Artificial intelligence (AI) has emerged as a transformative technology across a wide variety of sectors, and agriculture is no exception. Resource optimization, climate predictions, pest and disease monitoring are topics that have been favored with the implementation of this innovative tool.

One of the most important resources in agriculture is water. However, Latin America, despite having almost a third of the planet's water resources, is showing increasing signs of water stress. This is caused by drought, but also by the overexploitation of aquifers, water pollution and the indiscriminate increase in demand.

Artificial intelligence can optimize resource use and maximize crop yields.

“Agriculture consumes 70% of fresh water and as it becomes a scarce resource, the farmer has to know how and when to use it”

Mario Bustamante Founder and CEO of Instacrops

In this context, AI, through the collection and analysis of data in real time, allows farmers to be given accurate information so that they can make more informed and faster decisions about the management of this resource.

In this regard, Bustamante explains that his AgTech platform, Instacrops, develops software for agriculture that integrates different data sources using AI and computer vision techniques, with the aim of collecting information on key crop parameters on the same platform.

“With this technology we can provide concrete recommendations to farmers so that they can, for example, make efficient use of water, which is our main objective. Likewise, nutrients, fertilizers and measuring the health status of their plants,” details the CEO.

In addition to this, the producer will be able to detect the presence of any disease, fungus or pest in time, through early alerts sent by the platform, and thus be able to act immediately.



“Using our technology is easy, it is a very intuitive platform and it is made for mass consumption. Through a mobile application, the farmer receives all the information. If you want to know something about your field, you take out your smartphone and you can see everything there. We are a virtual pocket agricultural advisor,” says Bustamante.

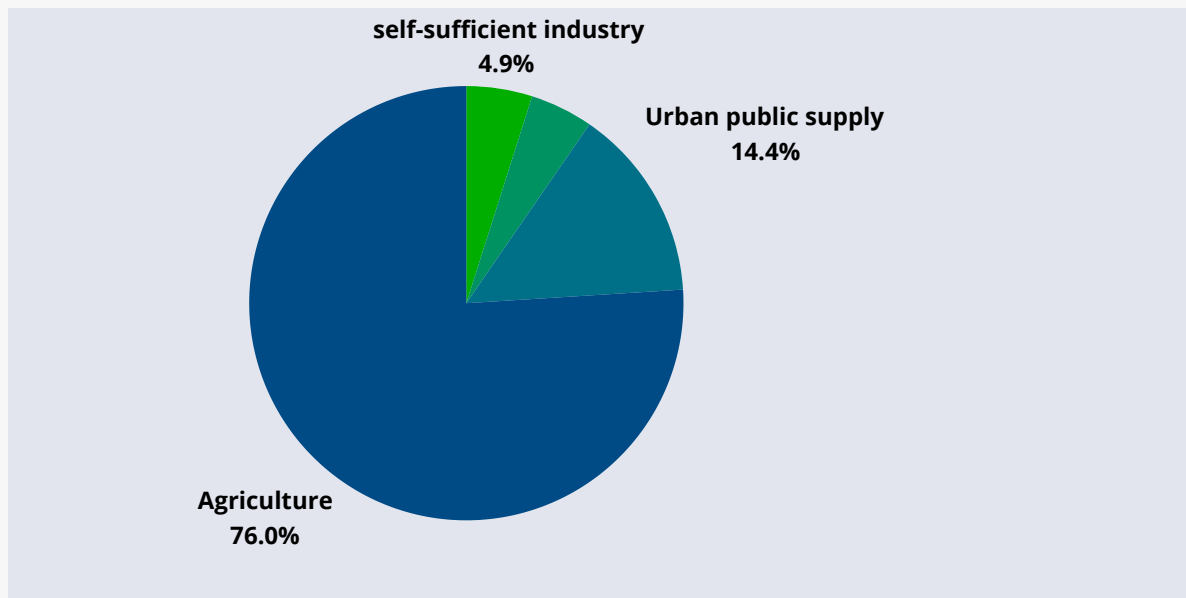
The novelty of this platform is that it can be purchased through a subscription, in the same way as we contract Netflix or Spotify packages. Currently, Instacrops has managed to conquer the markets of Chile, Colombia and Mexico, the latter being the second country with the highest water stress in Latin America.

In Mexico alone, the main use of water is the country's agricultural activities, with more than three quarters of the total.



PERCENTAGE DISTRIBUTION OF WATER USE IN MEXICO IN 2021, BY ACTIVITY

The main use of water in Mexico is the country's agricultural activities, with more than three quarters of the total. Meanwhile, only 14.4% is used through the urban public supply network.



Source: Statista

NR NucleoRural

Sector challenges

The lack of connectivity in Latin America stands as a significant obstacle to the progress of the agricultural sector, as there are still rural areas that do not enjoy good telecommunications infrastructure and high-speed Internet access. For AI to reach a mass audience, the digital divide needs to be eliminated in the short term.

On the other hand, financing also represents a problem when talking about technology, since allocating budgets for this resource is not common within the sector.

“It is a challenge that the industry in general has, since there are no financing tools, whether from banks or third parties, that support farmers,” he concludes.

Indeed, artificial intelligence is revolutionizing agriculture by increasing efficiency, reducing costs and mitigating risks. At the same time, it is playing a critical role in creating an agricultural system that is smarter, more sustainable and capable of feeding a growing global population.



NR NucleoRural

Ideas to close
agro-deals in LATAM

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SMART DECISIONS FROM BIG DATA

Through data analysis, any company can segment its market to offer customized products and create new products or services.

Big data has revolutionized marketing research in a way that few could have anticipated, without imagining that our actions

Everyday purchases would be the most precious input for companies to sell more and for us to expand our level of consumption.

However, to look to the future you have to know the past. Little is known that the evolution of marketing research began to become professional around 1900 with the first marketing research department in the United States, but that it gained greater relevance between the 1920s and 1940s due to the use of surveys.



Jorge Vargas, CEO of Ipsos Mexico

Towards the 1980s, the interest of marketing areas in just increasing sales declined and attention to customer service emerged, that is, the consumer was the focus, which increased market research departments by up to a fifty%.

Currently, market research has taken a notable turn by adapting its methodology to technology. The speed and precision of the

results, the optimization of human resources, production costs and big data has been adopted as the most important ally to predict market behavior and, based on this, for brands to take

decisions that impact the growth of your business.

“Before, information gathering was done exclusively with primary sources, that is, people were asked in person what their opinion was on a topic “x”. Then, big data began with the collection of information from social networks, but now it occurs from many sources of information called passives,” says Jorge Vargas, CEO of Ipsos México.

Without a doubt, this technology allows for a more holistic and complete understanding of human behavior, which optimizes market research.

According to the Ipsos publication, The Big Data Shift, it is not only important to have large amounts of data, but to have the right data, know how to use it and, especially, how to analyze it.

Data analysis could determine,

“Instead of asking a person where they have gone in the last three days, you now have access to geolocation information about where they have been in the last thirty days”

through predictive models, how the market will grow or shrink, as well as quantifying consumer motivations and needs. And also, it allows us to know the level of satisfaction

of the customer or how to determine the useful life of our consumers to see how they should be approached.

An example of this analysis, as the report points out, was seen in IBM, the multinational technology company quantified the lifetime value of its customers, that is, it determined which customers were really valuable to the business and used this to align the marketing and sales strategies. The result was a return on marketing investment (ROI) of 160%.



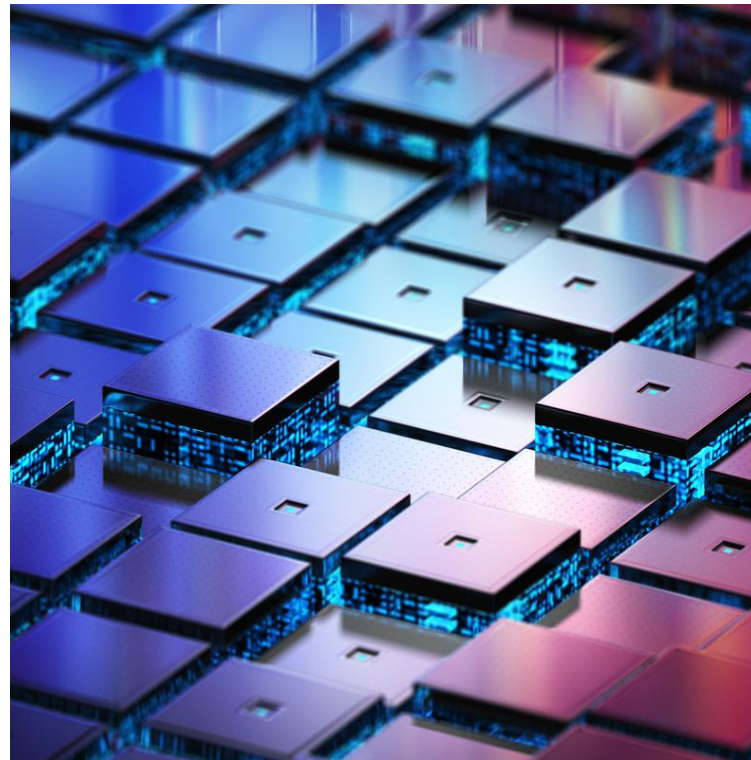


“When working with big data we are talking about large unstructured volumes, so the main challenge is to make sense of that large amount of information. However, now with the use of artificial intelligence (AI) everything becomes more efficient. “This technology can curate large volumes of information and make it understood and analyzed at the speed it is coming in.”

Big data is undoubtedly one of the trends that is dominating the market due to the ability to structure volumes of data on a larger scale. Above all, in the understanding of human behavior, it will help in the curation of information.

The ability to unite different types of data, which could be from financial records, social networks, product opinions or passive media such as cell phones, are now at a juncture where they will be able to be better exploited through AI.

Of course, companies that use big data effectively will be able to make more informed decisions, improve customer satisfaction, and stay competitive in an ever-changing business environment. Which makes this tool indispensable for any company seeking to understand and prosper in its market.



Circumstantial situations, such as the pandemic or events that can quickly become global, are valuable opportunities that allow companies and even entities to obtain an x-ray of the consumer and offer tailored solutions.

“When there was a change in the education sector as a result of the pandemic, there was an important need to look at digital schemes. Through data integration we were not only able to see if this tool was effective, but we were also able to measure what percentage of the Mexican population was really being impacted or influenced,” says Jorge Vargas.

Big data does not focus on the past, but rather learns and analyzes what happened to anticipate future situations, obtaining valuable and deep insights so that brands can carry out more detailed strategic risk planning, taking into account that, currently, the only constant is the change.



BIG DATA IN FIGURES

- Companies generate around 2,000,000,000,000,000,000 bytes of data daily. (IT Chronicles)
- The global big data market is estimated to grow to \$70 trillion by 2023; and by 2027, it will reach 103 trillion dollars. (statista)
- 94% of companies say data is essential for business growth. (Microstrategy)
- 73% of data is not used for analytical purposes. (Forrester)
- Data-driven businesses are 23 times more likely to acquire customers. (McKinsey)



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5 TRAVEL TRENDS TOWARDS 2024

C

With notable increases in international tourists around the world, the World Tourism Organization (UNWTO) has highlighted that the sector will reach pre-pandemic levels in

some regions. At the same time, the evolution of travelers' habits and motivations have raised new trends for the industry towards 2024.

To date, a large proportion of travelers prioritize living unprecedented experiences, replacing conventional travel motivations. Activities related to romance, adventure, health, nature, gastronomy, culture, among others, are their favorites.

Hiking along impressive trails, wildlife watching, culinary routes, cooking classes with expert chefs, and guided tours of enigmatic archaeological sites, are some of the trends that continue to gain strength, leading hotels, airlines and other service providers of tourism to adapt to them.

Activities related to romance, adventure, health, nature, among others, are the favorites of contemporary travelers.



HEADING TO 2024

Within the framework of International Tourism Day, celebrated every September 27, it is worth highlighting what will be the guidelines that will define the sector next year.

1. Sustainability and social responsibility

Nature tourism, as well as sustainable and community tourism, continue to increase in popularity as tourists are increasingly concerned about the environmental and social impact of their trips.

Figures from a survey by the International Tourism Fair (FITUR) reveal that 58% of people stated that they prefer sustainable tourism options, which marks a significant increase compared to the previous year.

“ This reflects a change in the mentality of travelers, who seek to minimize their environmental impact and support responsible and eco-friendly practices during their journeys”

César López, Head of Strategic Development for Covisian and CEO of Covisian Iberia and LATAM

2. Unique experiences

This type of tourism is not limited to contemplating landscapes or visiting monuments, but immerses tourists in local culture, gastronomy and traditions, thus creating a connection and a unique experience with the destinations they visit.

“ The way we travel is constantly changing. From traditional sun and beach vacations in coastal destinations and shopping in the cities, to disconnecting and discovering experiences where connection with the environment and ourselves is key”

Carlos Cendra, Marketing and Communication Director of Mabrian Technologies, a tourism intelligence company

3. Personalization

Today, tourists look for “tailored” travel options that allow them to personalize their experience according to their individual preferences and needs.

“In the development of tourism, the main capital is precisely diversity. In this sense, creating symbolic values and identity that offer benefits capable of attracting main capital is precisely diversity. In this sense, creating symbolic values and identity that offer benefits capable of attracting specific groups of tourists that satisfy their expectations, is the basis for products to be successful and innovative.

Mauricio Reyna, head of the Innovation and Tourism Policy Unit at the Ministry of Tourism in Mexico (SECTUR)

4. Technology

Digitalization and the metaverse through advanced artificial intelligence (AI) systems, such as Chat GPT, have transformed the way we travel, making it possible for the automation of processes that range from planning to customizing trips to define the experience. of the user's journey.

According to the FITUR survey, 37% of those surveyed assured that the metaverse will enrich the tourist experience, while 26% indicated that it will be a resource for the promotion and sale of tourist destinations.



“This implies a disruptive change in the way travelers engage with destinations, allowing them to virtually explore places before visiting them. “Immersive interaction and the ability to personalize virtual experiences are redefining the way rides are planned and enjoyed.”

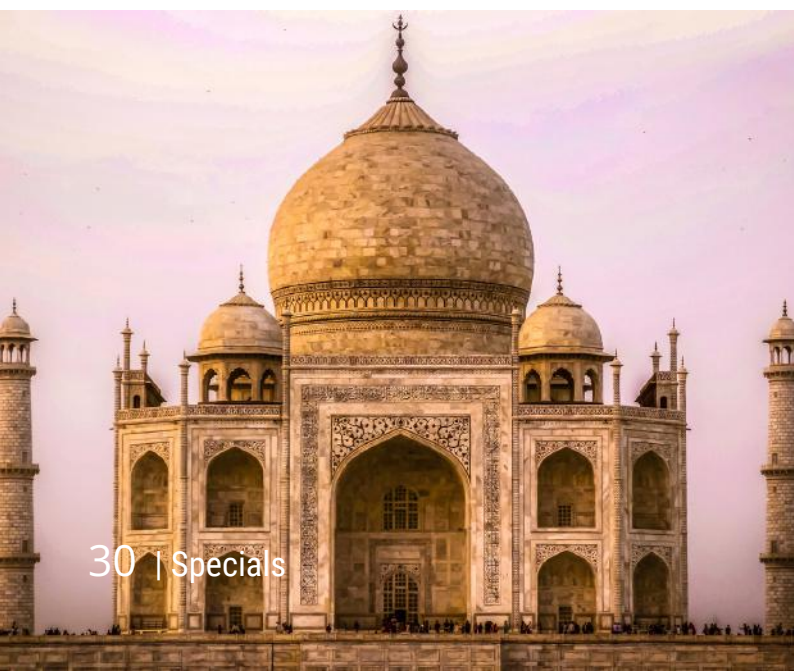
Cesar Lopez

5. Health and well-being

Wellness tourism focuses on taking care of the body and mind. Since the pandemic, physical and emotional health have become not only a trend, but a priority for travelers whose goal is to promote balance and relaxation during their trip.

“There is an obvious impact of the and the effect of being confined that made us realize how important it is to enjoy the outdoors and feel good and healthy, which has become ingrained in the motivations of travelers”

Carlos Cendra



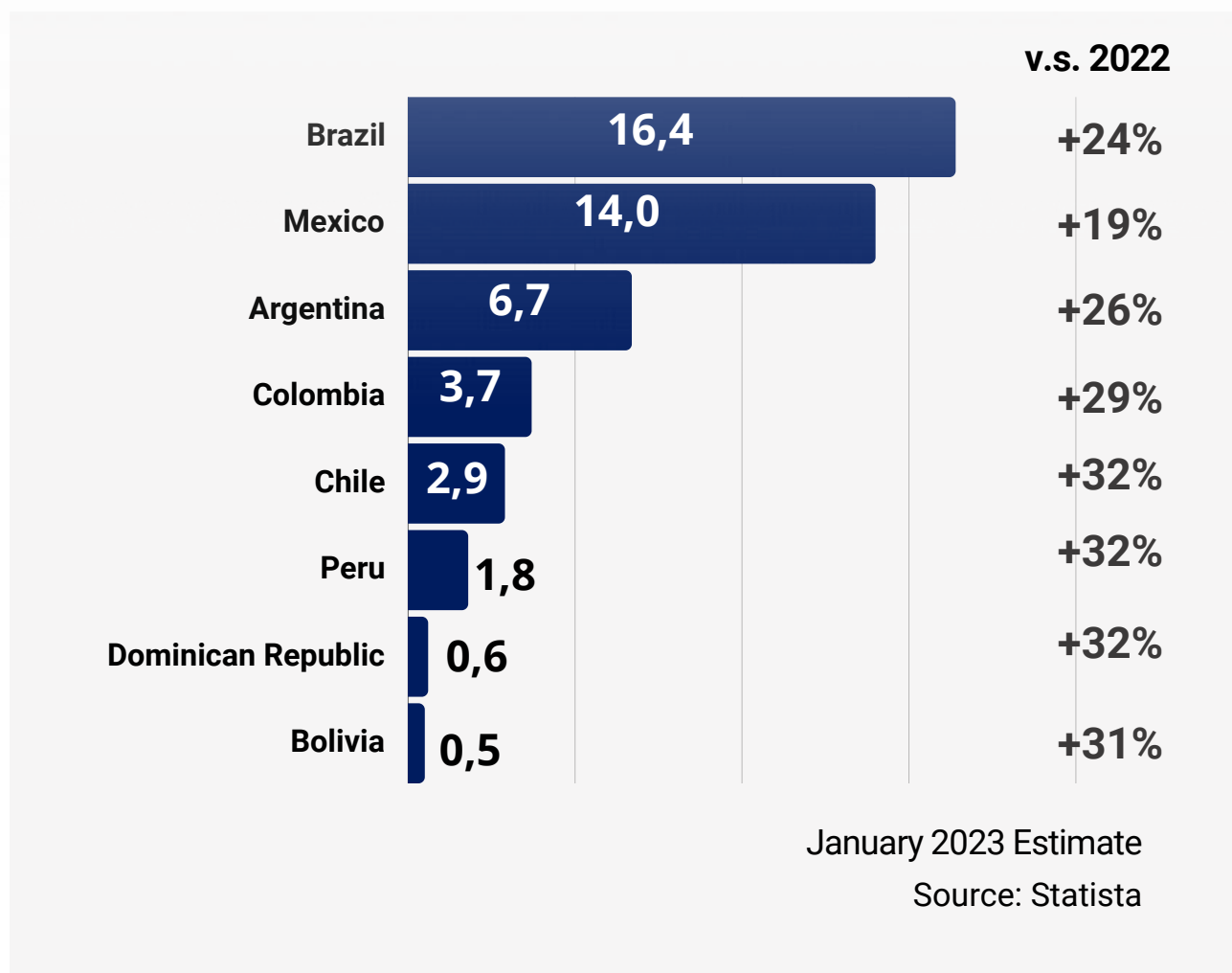
SECTOR FIGURES

According to Statista, income from the travel and tourism market is expected to increase by nearly 60% in Latin America and the Caribbean in 2023.

Travel and tourism billing in Mexico is expected to exceed \$14 billion this year, in Argentina \$6.7 billion, and in Colombia about \$3.7 billion. While in Chile, Peru, the Dominican Republic and Bolivia, it is estimated that the market will experience growth of more than 30%.

TRAVEL AND TOURISM CONTINUE TO RISE IN LATIN AMERICA

Revenue from travel and tourism bookings in selected Latin American countries in 2023 (in thousands of million USD)







How to be a **eco traveler?**



Here are some tips for traveling in a planet-friendly way:

- 1 - Use public transport or ecological vehicles such as bicycles
- 2 - Stay in ecological accommodations, and be aware of the use of appliances.
- 3 - Use digital media to plan your routes and purchase tickets.
- 4 - Correctly deposit the waste you generate.
- 5 - Reuse containers and packaging as possible.
- 6 - Choose to use rechargeable batteries for your mobile devices.
- 7 - Consume responsibly, purchasing local and organic products.





ETHICAL FASHION, A STEP TOWARDS CARING FOR THE PLANET

Small brands are leading the fashion revolution, challenging big industries and leading the way towards a greener world.

T

he textile industry is the second most polluting in the world. In 2022 alone, the UN

shocked by revealing that it is responsible for emitting 8% of greenhouse gases. However, it is small brands that are leading the change towards a greener world and are opposing fast fashion from large companies.

In Latin America, the transition towards a sustainable model is already gaining momentum. Designers are experimenting and seeing opportunities that

They capitalize on the biodiversity of the region. In this context, Cöko Orgánico emerges as a Mexican example of a brand committed not only to ecology, but also to ethics and comprehensive sustainability.

“

I have always embraced the principles of fair and ecological trade, and wanted a business that reflects these values. That he cared about not contaminating the planet, and also about the well-being of our clients and employees.”

Sofía Maya, founder and director of Cöko Orgánico



Cöko & co., is a Mexican company that was born out of love for social commitment, skin care and textures, but above all for nature.

Currently, wool, cotton and polyester are the most used elements in the manufacture of clothing. However, the environmental cost is extremely expensive, since they emit large amounts of CO₂ and consume too much water. In this panorama, bamboo and hemp fabrics, as well as recycled pet, wood and cotton fabrics, appear as a sustainable option that considerably reduces the ecological footprint.

Sustainable fashion, although growing, faces significant challenges. **"While**

"Let us have the American lifestyle as a model of quality of life, of wanting to consume more and more and that our validity on this planet is based on how much we have and how much we can buy, people are going to continue buying fast fashion,"

reflects the entrepreneur.

Between 2000 and 2014 alone, clothing production doubled. According to the World Bank report, it is estimated that each person increased their clothing consumption by approximately 60%. If we continue on this path, textile consumption within the next ten years will increase from the current 62 million tons to 102 million.

Even with the discouraging figures, sustainable fashion is becoming increasingly popular, and the hope is that, over time, it can occupy a more prominent place in the market, despite not completely dominating it.

Currently, Cöko Orgánico provides ecological textiles to other startups that want to make their own designs, and also sells its final products to people interested in sustainable fashion, in large markets such as Mexico City, Puebla and Monterrey.

The path towards a more ecological and ethical world in fashion is an ongoing process, but with each step we get closer to a more sustainable and responsible future.

Environmental impact of the fashion industry:

- Every year 93,000 million cubic meters of water are spent in this industry.
- It is responsible for 8% of greenhouse gases.
- Half a million tons of microfiber reach the sea annually, equivalent to 50 billion plastic bottles.
- 20% of wastewater worldwide comes from textile dyeing.
- An amount of textiles equivalent to a garbage truck is thrown away every second.

Data published by the United Nations Environment and the Ellen MacArthur Foundation.



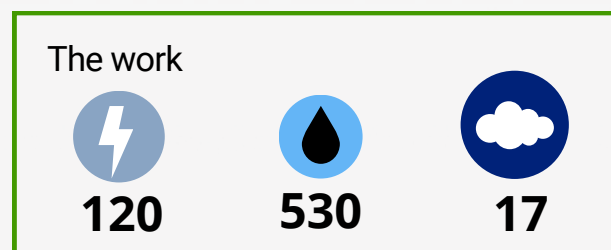
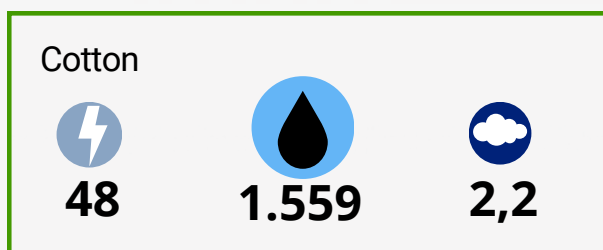
STATISTICAL TABLE ON THE ENVIRONMENTAL IMPACT OF THE FASHION INDUSTRY

THE ENVIRONMENTAL IMPACT OF TEXTILE PRODUCTION

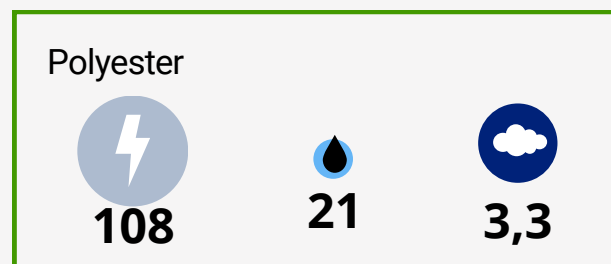
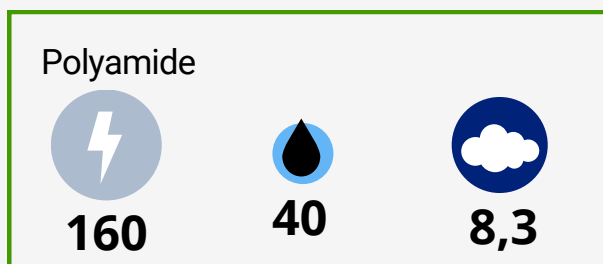
Environmental impact of the production of four types of textile fibers.

- Energy consumption (kwh/kg fiber)
- Water consumption (l/kg of fiber)
- CO2 emissions (KG/kg of fiber)

Natural fibers



Synthetic fibers



Source: Statista

Source: Nature Magazine

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Lanfranco & Córdova: the duo that inspires future creative minds

Their professional careers are a testament that creativity and well-executed strategy can be successful in the world of advertising.

In the competitive world of advertising, Gian Carlo Lanfranco and Rolando Córdova have stood out with their innovative campaigns, considering themselves as a dynamic duo.

These two visionary publicists, born in Peru, have forged a path of success in the industry that few can match.

Today, far from Peruvian lands, they have completed 3 years since they formed their independent agency, Lanfranco & Córdova, in New York City.

Before establishing the firm, the two dedicated fifteen years of their lives to leading the creative departments of some of the most renowned advertising agencies in the world. Previous destinations included stops at McCann in New York, Fred&Farid in Paris, Wieden +Kennedy in Amsterdam, Saatchi & Saatchi in Singapore, among others.



Their ability to carry out successful global campaigns and their positive influence on the creative community have made them prominent figures in the industry. Thus, his legacy will endure as a source of inspiration for future creative minds.

This global experience gave them a portfolio of outstanding projects, which motivated them to leave their stable job - and with a fairly good salary - to go in search of their dreams.

In the following interview, Lanfranco tells us about the beginnings of the agency and tells us how to be, today, a renowned creative.

1. What motivated you to found an independent agency?

This is the third year since we started, but the idea has been about 18 years in the making. The philosophy behind opening our agency here in the United States is that before doing so we try to learn first from the best creative agencies in the world, where we work. So, when we realized that we had the right preparation, we decided it was time. But we went to the most difficult place, which is New York, and we said: “yes the agency is doing well here, it is doing well anywhere.”



Gian Carlo Lanfranco founder/ CCO Lanfranco & Cordova NYC - Lima

2. You had once mentioned that “a good creative must be 60% creative and 40% producer”, how do you explain that idea?

Today the market is so didactic that a creative has to be a bit of an account person (talk to the client and understand what they need), but they also have to be a production person (how it is going to be done and how much it will cost). . That is, it is not enough to have good ideas, but to possess several skills to become a more valuable professional, whether for your own agency or if you are working within an organization.

3. How to make a campaign breathe the brand's DNA? What are your strategies?

You have to do a lot of strategy, but without it sounding so theoretical. The first thing is to define: what is the purpose of the brand?, and based on that purpose, establish a panorama where you can create ideas that are relevant. Let us also remember that in order to develop a good campaign, the work is not only the agency's, but also the agency-client's. The ultimate goal is to connect with the consumer.

4. Regarding your successful campaigns, which one have you enjoyed doing the most?

When working for other agencies, we were part of the global launch of Mini's Mini Countryman, which became the best-selling car in the brand's portfolio to date. And at our agency, we highlighted the campaign we did for Dole, where we basically transformed pineapple leaves, which were trash, into vegan leather.

5. There is a lot of talk today about AI, metaverse and augmented reality. In this context, how will new technologies affect the future of advertising?

They are new tools, but only that. Artificial intelligence (AI) helps you generate new ways of advertising and I think it is not something that is going to leave someone out of work. New technologies are tools that we creatives have to generate more relevant content. At the end of the day, our duty as advertisers is to provide important content, whether using AI or a radio commercial.



Gian Carlo Lanfranco & Rolando Cordova



6. What advice would you give to advertisers who want to open their own agencies?

For people who want to create their own businesses that they once dreamed of, don't be afraid and do it. We have done it and perhaps in the most difficult market, but we had a lot of focus, energy and positivity. If someone feels internally that they can achieve something, they have to do it. You have to try all possibilities.



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Síntoma #48 de una marca que sabe que debe anunciar en digital

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La agencia digital con soluciones estratégicas y creativas





Pink Dye (Burgos - Spain)

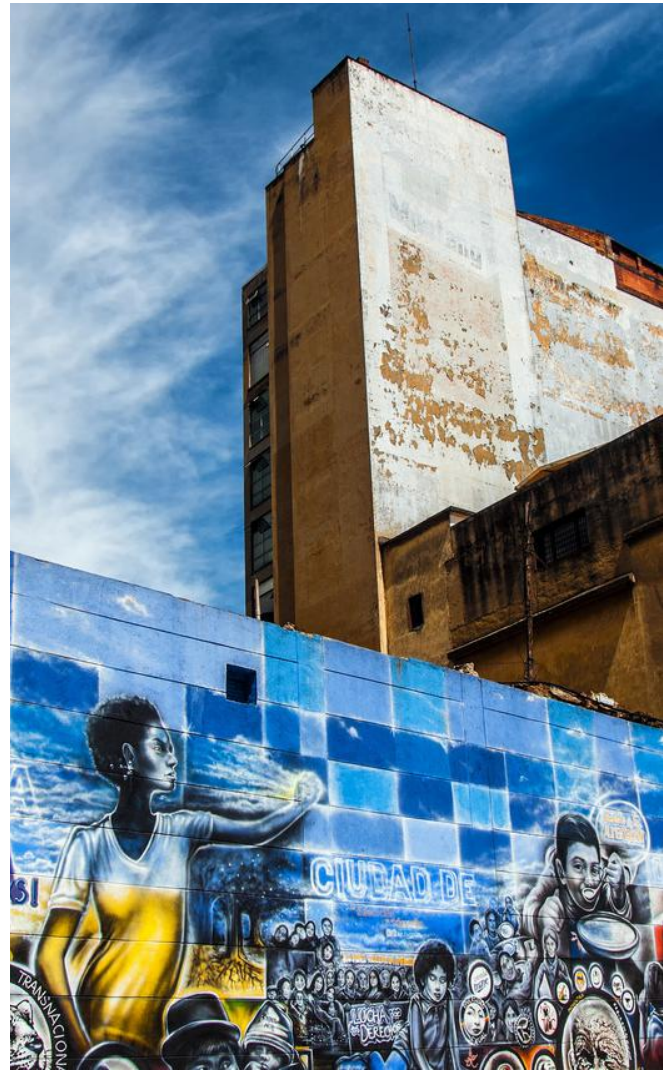
MURALISM: A UNIVERSAL TRACE OF CREATIVITY AND IDENTITY

Contemporary muralism has become a strong artistic manifestation that transforms, beautifies and narrates urban culture.

Muralism has left an indelible mark on culture. This movement, which emerged as an anti-systemic voice in Latin America whose purpose was to denounce social problems, has transcended geographical barriers to become a powerful manifestation of identity and creativity in contemporary society.

Although it flourished in Mexico at the beginning of the 20th century, this current has reached distant corners of the globe. In 1920, artists such as Diego Rivera, David Alfaro Siqueiros, and José Clemente Orozco used murals to narrate the history and culture of Mexico, incorporating pre-Columbian and political elements into their art.

It soon spread throughout the world, finding echoes in figures such as Oswaldo Guayasamín in Ecuador and Fernando Botero in Colombia. Additionally, in Europe, artists such as Jean-Michel Basquiat and Keith Haring incorporated elements of muralism into their work, fusing their aesthetics with the cultural and social concerns of their respective eras.



Today, it has expanded into a wide spectrum of mediums and styles. Contemporary artists fuse techniques such as graffiti, digital art, illustration, street art and other elements, enriching artistic expression and mixing tradition with innovation. Furthermore, collaboration with local people and the use of different materials are increasingly common in current muralism.

EL MURALISMO EN LAS COMUNIDADES

Los murales de hoy tienden a ser una expresión colaborativa y participativa. Los artistas buscan la contribución de la comunidad en la planificación y ejecución de sus obras, lo que fomenta un sentido de propiedad y pertenencia entre los residentes. Esta interacción directa no solo enriquece las narrativas visuales, también crea un espacio para el diálogo, la expresión de identidades diversas y la reflexión sobre cuestiones sociales y culturales relevantes.

Así, los murales contemporáneos se originan como decoraciones vivas que embellecen y transforman las calles. Estas creaciones proporcionan una nueva capa de significado y belleza a entornos urbanos a menudo desatendidos, convirtiendo paredes grises en lienzos vibrantes que narran historias y representan las identidades locales.

En numerosas ciudades alrededor del mundo, artistas urbanos y muralistas han revitalizado paisajes urbanos con sus obras de gran escala. La evolución constante de los materiales y las técnicas utilizadas en la creación de murales ha permitido un mayor nivel de detalle y sofisticación en estas manifestaciones artísticas.



MURALISM IN COMMUNITIES

Today's murals tend to be a collaborative and participatory expression. Artists seek community input in the planning and execution of their works, fostering a sense of ownership and belonging among residents. This direct interaction not only enriches visual narratives, it also creates a space for dialogue, the expression of diverse identities and reflection on relevant social and cultural issues.

Thus, contemporary murals originate as living decorations that beautify and transform streets. These creations provide a new layer of meaning and beauty to often neglected urban environments, turning gray walls into vibrant canvases that tell stories and represent local identities.

In numerous cities around the world, urban artists and muralists have revitalized urban landscapes with their large-scale works. The constant evolution of the materials and techniques used in the creation of murals has allowed a greater level of detail and sophistication in these artistic manifestations.



COMMITTED MURALISTS

Throughout the world, multiple committed muralists have emerged as visual voices that seek to inspire, raise awareness and modify the environments in which they work. Through their murals, they address a variety of topics, using art as a powerful tool to encourage reflection, unity and change in their respective societies.

Among the artists that stand out, Boa Mistura is a collective that stands as an example that art can transform societies and transcend borders. This collective, originally from Madrid, formed by artists Pablo Ferreiro, Juan Jaume, Pablo Purón, Rubén Martín and Javier Serrano, has managed to forge a significant impact through its unique approach and commitment to community collaboration.



Boa Mistura Collective



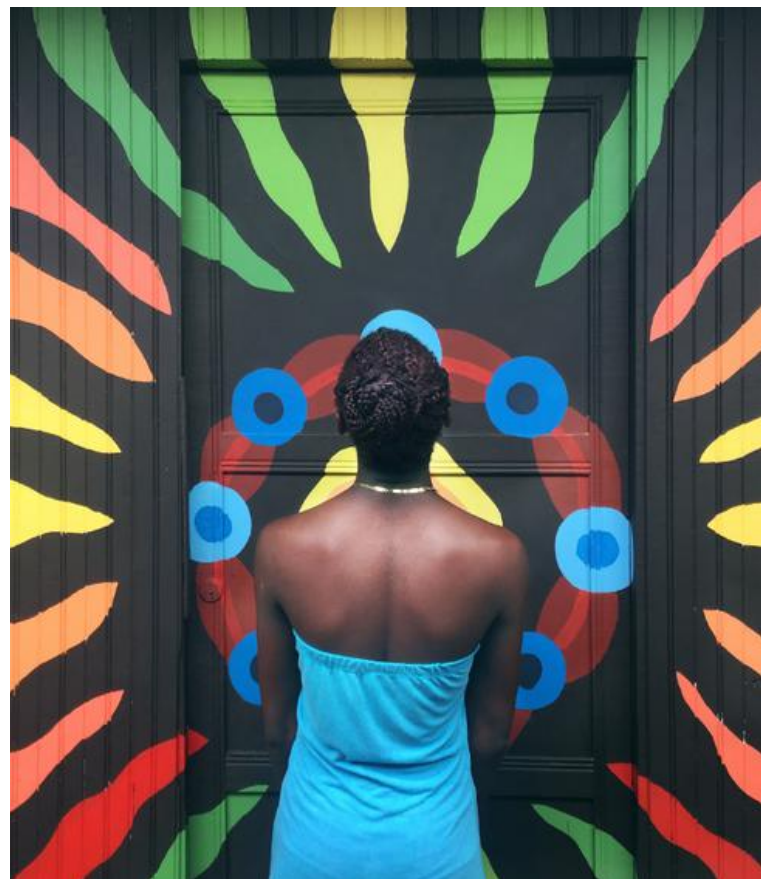
Since its founding in 2001, Boa Mistura has left its mark in numerous countries around the world. They have worked in Africa, Asia, North America and much of Europe and Latin America, always prioritizing local entities to carry out what they call “interventions.”

“Inspiration usually comes from the specific place where we work. We usually work in community precisely to look for a story, a word, an idea, an impression, a poet and react with a specific project”

Pablo Purón, member of the collective.

For Boa Mistura, sensitivity towards the specific place where they work is fundamental for the creation of their works that reflect the essence and history of the community. Each project is developed in close collaboration with residents and is validated by them before execution. This ensures that the interventions are well received and become a source of local pride.

Although the collective has its roots in graffiti, it draws from many sources. “We love color, typography, words, and we like to draw lines and planes that interact with each other to create compositions that encompass walls, buildings or complex spaces,” explains Purón.



In addition to this collective, other talented muralists have sought to transform their environments through art, leaving their mark on the urban world. Carmen Pintado, “La chata”, is a Peruvian artist who began making murals at the age of 20. “For me, art is emotion, connection, a bit of history and recognizing oneself in everyday life,” he comments.



Likewise, Camilo Suárez, “Bocojo”, is a Colombian artist who entered a career in graphic design in 2011. And although that gave him the foundation to start, his interest was directed towards muralism. Bocojo began painting murals at the age of 21, as a way to raise people's awareness about the problems of a wetland in his town.



Of course, muralism in the world has become a powerful voice that communicates, inspires and connects people with the stories and values of their localities. HE



Although she studied fine arts in Trujillo, La chata assures that her greatest learning came from the streets, “I like to see the beauty in the street when walking,” she adds. By creating her murals, she seeks to connect the women of her community with the ancestry, mysticism and power of other women in the past.



Currently, his art has also expanded to other forms of expression such as madonnari, a movement that uses chalk to capture works on the floor. But its objective remains the same: “the idea is to explore and bring out the essence of cultures [...] we always seek to generate a positive impact,” he emphasizes.

stands as a vibrant testimony of creativity, demonstrating a great capacity to transform urban environments into art galleries accessible to all.



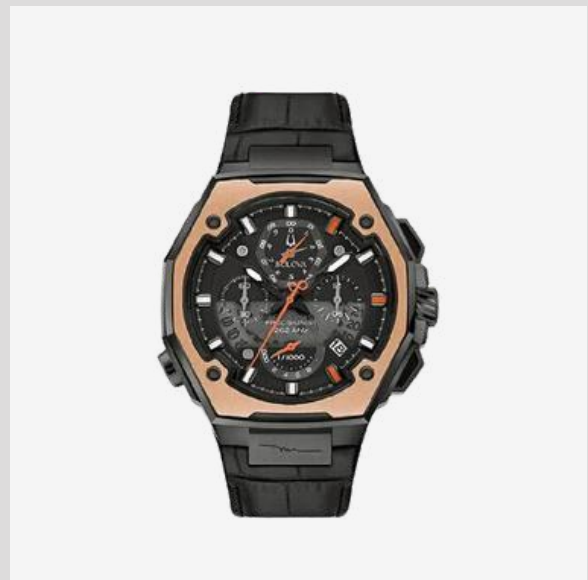
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WHAT COLOR SUITS ME BEST?

Choosing colors according to skin tone has a significant impact on personal appearance and self-confidence.

A

When exploring the various clothing options, we find a wide range of colors that sometimes puts us in trouble. Without

However, choosing colors in clothing goes beyond personal preference. The secret is: the tone of our skin.

Choosing the right colors according to skin tone has a significant impact on personal appearance and self-confidence. This selection process is not just about following trends, but is supported by scientific and aesthetic principles.



“Knowing about colorimetry gives you the ability to combine colors in clothing, accessories and makeup in the best possible way so that everything goes in harmony. A well-crafted colorimetry is a tool that will help us highlight our features and, therefore, our beauty.”

Lucia Raggio, communicator and fashion stylist.



To delve into this topic, it is important to know that human skin has a variety of tones, which are generally divided into three categories: light, medium and dark.

An easy way to identify your skin tone is to look at the veins on your wrist. If the veins are visible and have a green or bluish hue, you likely have a neutral or intermediate skin tone. If the veins look green, your skin tends to be warm, while if they are blue, you are more likely to have a light, cool complexion.



THE COLOR TEST

To know which colors suit us and which don't, you have to do the traditional color test using different fabrics in cold and warm colors. These should be alternated to see how the colors add luminosity to the face or, on the contrary, take away light.

In extreme cases, when a color does not flatter us, dark circles, pimples, wrinkles, among other things that we generally do not like to see, will stand out.



“For this type of exercise the person must be without makeup and with a completely clear face. Likewise, you should work with neutral light and in front of a mirror, so that both the advisor and the client can see the differences as the fabrics are tried on,” Raggio recommends.



It is important to note that colorimetry classifies colors based on the seasons of the year: spring, summer, autumn and winter. As for black and white, which belong to the neutral color family, they also tend to have certain characteristics.

For example, “the color white is present in all color cards for spring, summer, autumn and winter. This means that the color white adapts to all skin tones. On the contrary, the black color is only present in autumn skins, which are warm, and in summer skins, which are cold,” explains the specialist.

Learning about colorimetry is a powerful tool that can improve our presence in the workplace and of course, in our daily lives. Furthermore, wearing the colors that best suit us aesthetically will make us feel more confident and satisfied with our personal style.

Colors according to your skin tone:

light skin

They can make the most of colors like black, grey, dark blue, beige, white, red, pink, gold and silver. Also primary colors, such as yellow and red.

Intermediate skins

In addition to white, black and red, dark blue, light blue, gray and beige tones are excellent options.

Brown skin

They stand out with colors like white, since the contrast stands out spectacularly. Surprisingly, bold colors such as royal blue, yellow, fuchsia and green can be fabulous choices.



ADRIAN LUCKIE:

"Writing poetry is usually painful"

Although in his childhood he did not dream of being a poet, Adrián found in literature a way to express your feelings. Today, winner of the First Feature call, the author has managed to publish his first book and wants to continue writing.



Adrián Luckie, a young writer for whom the world of poetry has been a constant self-discovery

The collection of poems, “On the horizon of invisible things”, was published in 2022 thanks to the call from Ediciones de Lirio. Adrián comments with joy that seeing his work in a publishing house of “such prestige and experience” makes him excited. The poet's trip through South America and the need to capture the beauty and fragility of the sea were his main inspirations.

This book was conceived from the desire to capture words around the mystery of the sea, says the poet. In the work, the reader is immersed in a world where the horizon acquires multiple meanings: the omnipresent sea in each verse, the memory that sometimes fades or the imagination.

From a very young age, Adrián had different interests: he wanted to be a musician or even thought about studying physics. However, fate led him to a chance encounter with multiple books in his parents' cellar, which awakened in him an unexpected vocation for poetry.

He began writing songs and short poems. Then he decided to study Hispanic literature, which gave him the impetus to start writing professionally so that his first collection of poems could be completed.

“I dream of one day winning one of the great prizes for literature written in Spanish, the Cervantes prize, for example”

Although he recognizes that his greatest ambition will always be to be read and appreciated by the public, maintaining a genuine connection with his readers.

At the time of writing, he is his biggest challenge. Writing, especially poetry, requires a strong will and the ability to confront both intelligence and emotions in deep and often painful ways, he says. For him, writing is an act of catharsis.

As a writer, he continues to work on other projects. He speaks enthusiastically about the idea of writing a book about “the dichotomy of memory.”



He still has many ideas in mind, and is not concerned that many of the topics have already been covered in literature. He calmly mentions: “I know I will find a way to find the unpublished.”

Adrián Luckie, with his passion for poetry and his constant search for new forms of expression, is emerging as a promising poet on the contemporary literary scene. His ability to merge beauty with deep reflection makes him an author worth following closely.

5 TIPS TO SAVE MONEY

- 1** Define your monthly budget, and allocate an amount for savings
- 2** Avoid eating out and prepare food at home
- 3** Buy smartly, comparing product prices
- 4** Save on fixed services (electricity and water)
- 5** Reuse old clothes and objects giving them a new life or function





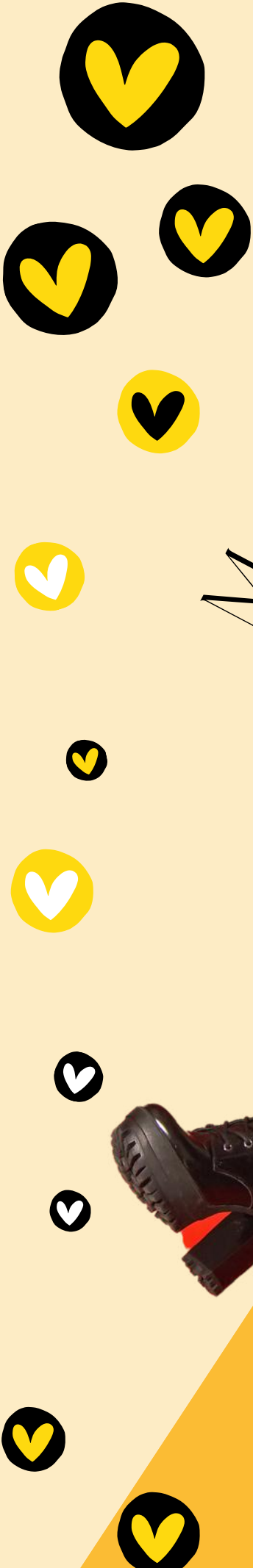
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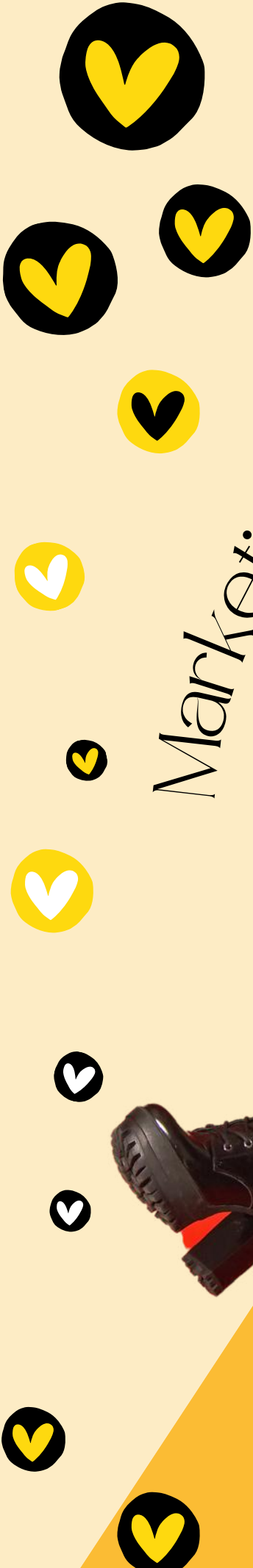




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