

1st. anniversary

TECHNOLOGY

4 TOOLS TO PROTECT
DATA PRIVACY IN
COMPANIES

BUSINESS

FIFTEENTH EDITION OF
ECOMMERCE DAY PERU

ENVIRONMENT

MEXICO ON THE WAY TO
A FAIR ENERGY
TRANSITION

THE PUBLIC



INTERVIEW

PHILLIP
CHU JOY

DIGITAL ENTREPRENEUR

August 2024

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EDITORIAL

A year passed. One year since our magazine The Public went into circulation with a clear vision: to offer quality, relevant and vibrant content that would resonate with all of you.

From our first editions to the most recent issues, we have traveled a path full of discoveries, learnings and growth. We have strived to stay true to our mission, providing a rich mix of articles, reports and perspectives that reflect the many facets of a world that lives, enjoys and does business.

In this first year, we have had the privilege of having the collaboration of talented people, experts in various disciplines and a passionate editorial team. Each one of them has contributed to forging a space for reflection, analysis and entertainment.

To celebrate this special occasion, the renowned businessman and content creator Phillip Chu Joy joins us on our twelfth cover to share the tips that have led him to be a reference in the technological environment, as well as the keys to digital marketing to position brands.

So far this year, Peru has become one of the leaders in the region in terms of digital maturity, according to the results of eCommerce Day Peru. Meanwhile, the Mexican Center for Environmental Law has prepared the 2024-2030 agenda, where one of its objectives highlights the energy transition towards renewable sources in a fair manner.

Looking to the future, we are full of energy and ambition. We are committed to continuing to offer relevant content, exploring new areas of interest and maintaining a level of excellence that is built daily. We thank you for your preference and invite you to continue with us on this exciting journey. Together, we will make the second year even more memorable.

**Here's to many more years of
success!**

Estefani R.

EDITOR



Magazine

THE PUBLIC

1 YEAR

This month we celebrate a year of incredible achievements and dedication to our content.

Thank you to our audience for reading us and joining us during these first 12 months.



grupothepublic.com

B2B ECOMMERCE IS THE ECONOMIC I

Digital transformation is an inevitable reality, and B2B e-commerce is at the he

Written by: Estefani Rodriguez

W

ith the growing penetration of the Internet, the development of technological infrastructure and the adoption of digital solutions by companies, the e-commerce

is playing a crucial role in Latin America's economic transformation.

Countries such as Brazil, Mexico and Argentina are leading this trend, as most of their companies are investing in e-commerce platforms to improve their commercial operations. According to Payments and Commerce Market Intelligence (PCMI) analysis, 22% growth in volume is projected among the main e-commerce markets in Latin America from 2023 to 2026.

Among its main advantages for the B2B sector, digital commerce makes it easier for companies to expand their geographic reach, since they can access new markets and customers in different parts of the country or region, without the need to establish a presence. physical.

“It is a great opportunity to be able to sell in other places where participation is still small or non-existent. Definitely, you gain many clients when you transform digitally,” says Víctor Vargas, head of business development for Infracommerce in Peru.



ENGINE FOR LATIN AMERICA

part of this modern industrial revolution.



This access to new markets allows small and medium-sized businesses (SMEs) to grow and expand, which in turn strengthens the business fabric in Latin America. According to a report from the United Nations (UN), SMEs represent around 99% of all companies and employ around 67% of all workers in Latin America.

On the other hand, digitalization provides access to a large amount of data and analysis in real time, allowing companies to make informed decisions based on accurate and up-to-date data, improving strategic planning and response to market trends. **“Similarly, a rapid exchange of information, better management of contracts and agreements, and constant monitoring of the performance of business partners is generated,”** adds Vargas.

But it's not all about operational efficiency, the influence of B2B e-commerce also improves brand perception. A solid presence in the digital world can transform a company's image, increase its visibility and reinforce its identity. **“For a company to go digital helps a lot in terms of branding. It shows that you are on trend and that you can offer a better, even more personalized, customer experience,”** says the expert.

Looking ahead, e-commerce is on the path to significant transformation, driven by technological advances and a shift in consumer expectations. With the rise of platform integration, artificial intelligence and mobile commerce, companies will be more positioned than ever to take advantage of all the opportunities in the Latin American market.

8 KEYS FOR BUSINESS FINANCING

FINANCIAL PLANNING

Define goals, budgets, projections and cash flow.

INVENTORY MANAGEMENT

Optimize stock to avoid tied up capital and costs.

CASH FLOW

Extend payments and reduce collection cycles to improve liquidity.



FINANCIAL TOOLS

Use accounting software and financial management platforms.



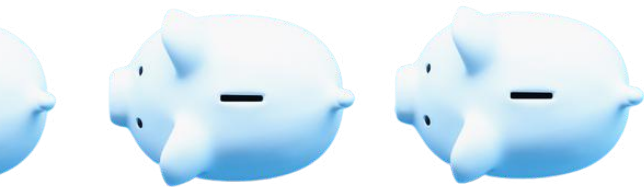
FINANCIAL HEALTH

IMMEDIATE LIQUIDITY

Use lines of credit or factoring to obtain capital when necessary.

RESPONSIBLE DEBT

finances investments with low rates and manages debts responsibly.



INCOME DIVERSIFICATION

Look for new business opportunities and markets.

RESERVE FUND

Establish a savings policy for unforeseen situations.

DATA SECURITY IN THE SIGHTS OF COMPANIES

The four newly launched tools from Zoho Corporation offer to protect data privacy, without affecting business productivity.

Written by: Estefani Rodriguez

D

ata protection and privacy are not only technical aspects, but essential components of modern business strategy, where attacks and breaches are

more frequent and expensive than ever. A recent report from the International Business Machines Corporation estimates that the average global cost of a data breach in 2023 was \$4.45 million, plus

That's enough to put a company out of business.

Addressing the critical end-to-end security needs of all businesses, innovative, tightly integrated, hardened protection technology products emerge, abstracting the complexity of advanced security so businesses can be more productive without fear of a breach or attack.



“Attacks against enterprise applications continue to rise, while many organizations lack a comprehensive, full-stack approach to protect against the growing risk,” said Irwin Lazar, president and principal analyst at Metrigy.

In this regard, the technology company Zoho Corporation has launched four advanced security solutions for companies: a privacy-focused browser (Zoho Ulaa), an identity and access management platform for the workforce (Zoho Directory), a password security (Zoho Vault), as well as a multi-factor authenticator (Zoho OneAuth).

Ulaa Browser protects user information by blocking web surveillance and tracking. Additionally, it uses machine learning-based phishing detection to block malicious sites and prevent unauthorized cryptocurrency mining. For its part, Zoho Directory is an identity and access management (IAM) platform that allows companies to control users, applications, devices and networks from a single console.



Raju Vegesna, Chief Evangelist at Zoho

Raju Vegesna is one of the people responsible for Zoho's strategic and product development worldwide. Recognized as one of the global leaders in the digital revolution of organizations, Vegesna combines its executive activities with the mission of evangelizing about new technological trends, Zoho's short, medium and long-term plans, the organization's investments and local bets in different countries, including Latin America. From his position, he also has special knowledge of the future of technology in the business world.

On the other hand, Zoho Vault allows you to store, share and manage passwords securely from anywhere. It also stores sensitive data such as credit card information and software licenses, ensuring access only to authorized people. Finally, Zoho OneAuth, the multi-factor authentication solution, introduces Smart Sign-in for fast and secure login via QR code scanning. It also facilitates passwordless access through push notifications and biometric verification.

Raju Vegesna, chief evangelist at Zoho, underlines that security is a crucial challenge for businesses in 2024. **“Employees log in from remote locations and personal devices, and IT administrators have no idea who is accessing which application and device, from where and when. Without broader, deeper, and easier-to-maintain solutions, threats will thrive, impacting results. More than ever, companies should consider security as a priority.”**



Protecting sensitive information helps prevent financial loss and reputational damage, while complying with legal regulations and strengthening trust among collaborators. Adopting solid security practices will be an investment that will guarantee the sustainability of each company in the future.

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60% OF PERUVIANS PREFER TO BUY ONLINE FOR BETTER PRICES

3 out of every 4 people who buy digitally do so once a month in the Peruvian market.

Written by: Estefani Rodriguez

D

riven by the expansion of the Internet, smartphone penetration and new consumer preferences, commerce

electronic in Latin America has experienced significant growth. So far this year, Peru stands out as one of the leaders in the region, according to the latest results of eCommerce Day Peru in its fifteenth edition.

During the meeting, Jaime Montenegro, head of the Digital Transformation Center of the Lima Chamber of Commerce (CCL), analyzed the current situation of the Peruvian ecosystem, as well as the opportunities to make decisions according to the latest trends.



Based on figures, he mentioned that 60% of consumers choose the online format because of the exclusive Internet prices and promotions. Likewise, 3 out of 4 people who buy digital do so at least once a month. Regarding payment methods, cards (66%) and virtual wallets (23%) are the most used by Peruvians.

"The Peruvian digital ecosystem surpassed other countries in the region. Peru managed to enter the group of countries with mature ecosystems such as Brazil, Mexico, Colombia, Argentina and Chile. Today, its degree of maturity has nothing to envy of more developed countries from the West, Europe and even North America," says Marcos Pueyrredon, president of the eCommerce Institute.

To drive this growth, it is essential to continue strengthening consumer trust, as well as adopt advanced technologies such as artificial intelligence (AI) to personalize and improve the shopping experience. **"AI is the cutting edge of the iceberg of everything that is coming. These exponential technologies come to change the scenario, the value chain towards the final consumer, and show us that there are other ways to achieve better results,"** emphasizes Pueyrredon.

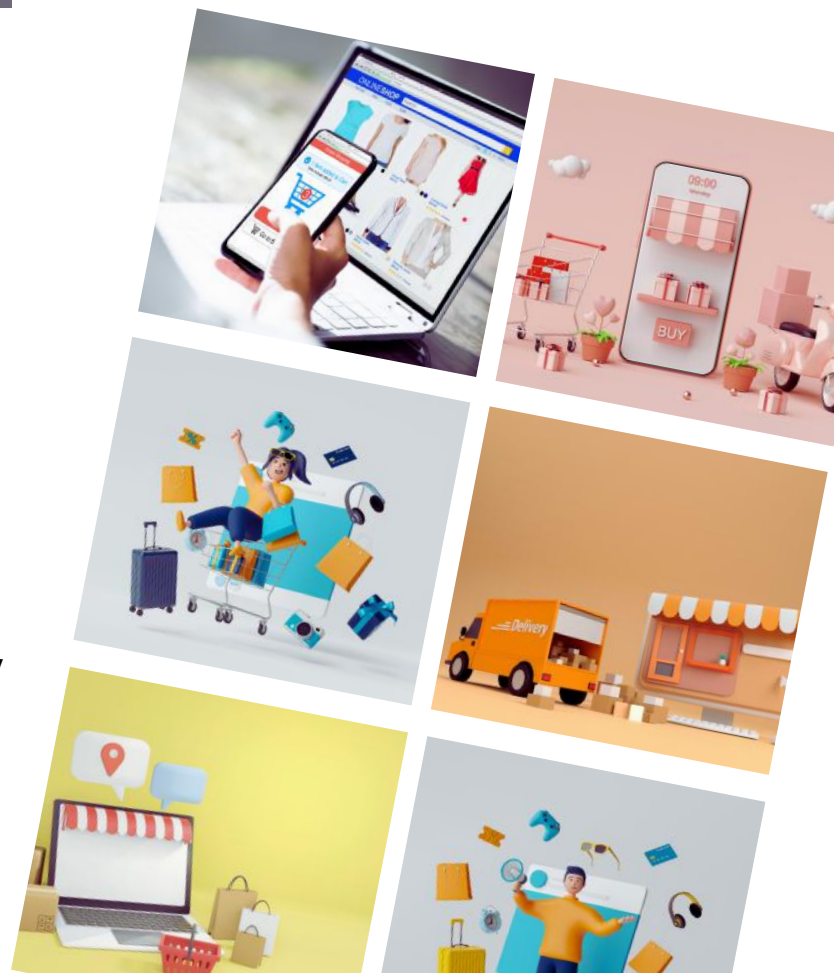




This 2024, the e-commerce industry turns 25 in Latin America, so the eCommerce Institute presents some initiatives to honor the trajectory and evolution of the digital ecosystem. On the one hand, he has presented *elideresx25*, a podcast that brings together 25 interviews and can be heard on Spotify, YouTube and Amazon Podcast. On the other hand, in his book *Genesis of a Digital Future*, he presents more than 150 interviews that will be captured in a multimedia book with intensive application of augmented AI.

E-commerce in Latin America is on an upward trajectory, transforming the way people buy and sell. With continued infrastructure support and favorable policies, the sector has the potential to become a fundamental pillar of the regional economy, offering opportunities for millions of people.

After the COVID-19 pandemic, in Peru, the tourism sector has shown a 60% growth in electronic commerce, being the industry that has had the most reception. **“More than 10% of what is sold in the main categories goes through the digital channel. The electronic sector, fashion, clothing and accessories are the categories that have the greatest penetration, where in some cases they are already above 30%,”** he adds.



Average salary in LATAM

USD per hour

Mexico
3.2166

Cuba
0.1408

Venezuela
0.5958

Colombia

Ecuador 1.8916
2.1666

Peru
1.6875

Bolivia
1.6250

Brazil
1.8875

Paraguay
1.3541

Chile
3.4875

Uruguay
4.7375

Argentina
1.7583

PERU STRENGTHENS ITS POSITION AS THE WORLD'S SECOND LARGEST AVOCADO EXPORTER

The diversification of the Peruvian avocado has increased the country's presence in international markets, significantly impacting its national economy.



Written by: Estefani Rodriguez

Peruvian avocado exports have shown sustained growth, exceeding expectations and consolidating the country

as the second largest exporter of this fruit, according to Sierra y Selva Exportadora, an institution attached to the Ministry of Agrarian Development and Irrigation (MIDAGRI).

Between January and February of this year, 36,360 tons were exported for 75.4 million dollars. This figure represents an increase of 79.2% in volume and



of 72.7% in value compared to the same period of the previous year. This growth is due in large part to the high quality of the product, the ability to produce year-round, and the efficient agricultural practices adopted by Peruvian producers.

It is worth mentioning that in this country more than 5 types of avocados are produced, and some of them are: jungle criolla, coastal finger avocado, coastal strong avocado, jungle hass, coastal hass, nava de the coast and villa campa de la costa. In the case of the Hass avocado, it can be exported to 69 countries, with Europe and the United States standing out as the main buyers.

“We send more or less 60% of the avocado volume to Europe, 18% to the United States and 10% to Chile. We send the other 10% between Japan, Korea, Canada, among others, which are relatively small markets, but on which we are betting,” says Arturo Medina, general manager of ProHass.

This diversification not only reduces dependence on a few markets, but also opens up new opportunities for future growth. “The places we still have to open would be the Philippines, Taiwan, New Zealand and Australia. We want, above all, to position ourselves in the Asian market,” he adds.



Arturo Medina, general manager of ProHass

This expansion has had a positive effect in various areas of the Peruvian economy, as it has generated a considerable amount of employment in rural areas. It is estimated that the avocado industry provides jobs to more than 50,000 people, both in cultivation and in the supply chain. Additionally, the increase in avocado exports has strengthened the country's trade balance, generating significant income and foreign currency.

To maintain their competitiveness, Peruvian producers have adopted sustainable agricultural practices. The efficient use of water, the implementation of precision agriculture techniques and the commitment to environmental sustainability are some of the factors that have allowed Peru to stand out.

in the world market. Likewise, advanced technologies are transforming the way this product is managed.

“We highly value the exchange of information. With technology, it is much faster to know how many containers are leaving Peru to any other destination, as well as knowing real-time information about our competition,” confirms Medina.

The quality of the exported avocado also contributes to the reputation of

Peru as a reliable producer of fresh foods. That is, a good reputation can have a positive effect on other agricultural exports.

“We hope that the entire fruit and vegetable industry prospers, but with a lot of responsibility. We must keep in mind that when we leave this country, companies are not sold, but rather we are selling Peru. We have to try to reach all markets with a very good quality of what we export,” concludes the executive.



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TRIPS TO NATURAL ENVIRONMENTS

REDUCE STRESS UP TO 21.3%



In the search for well-being, disconnection tourism emerges as a trend that invites travelers to get away from work stress.

Written by: Leonardo Rodriguez

T

he fast pace of modern life and high work demands could influence the

essential to release stress and recharge energy.

labor productivity. Given this, disconnection trips emerge as a vital necessity to preserve mental health and general well-being. For many people, taking a break from the daily routine is not just a luxury, but a tool.

According to the World Health Organization (WHO), 45% of workers acknowledge suffering from work-related stress, which has a direct impact on their productivity. This phenomenon also has serious consequences for health, such as sleep disorders, cardiovascular problems and a decrease in the ability to concentrate.

Therefore, disconnection tourism seeks to take people away from the virtual world to immerse themselves in natural environments. "From mountains to remote beaches, these trips offer a unique opportunity to revitalize the body and mind," says James Mercado, tour guide for Grupo Viajeros Perú.

To choose a good destination, it is important to opt for places surrounded by nature such as mountains, beaches or forests, since these environments facilitate tranquility. In addition, it is crucial that the place is remote enough to get us away from everything urban, but also accessible to avoid travel fatigue.

Likewise, it is essential to look for accommodations that offer specialized wellness programs, such as yoga, meditation, and spas. According to UNICEF, these practices help reduce stress and anxiety, promoting self-awareness and emotional resilience.

As Mercado comments: **"a suitable natural environment completely transforms the experience of disconnection. Places should not only offer impressive views, but also activities that promote peace of mind and relaxation."**
physical well-being, allowing you to get away from noise and daily distractions."

Beyond choosing the destination, it is important to carry out a digital detox, which includes informing colleagues and family about the absence, as well as establishing automatic responses to emails and messages. This helps manage communication and allows you to fully immerse yourself in the experience.

While traveling, turning off cell phones and limiting Internet access to emergencies is essential. Furthermore, opting for a balanced and healthy diet, taking advantage of local cuisine and organic foods, contributes significantly to general well-being.



"You have to prepare mentally and physically to achieve satisfaction on this type of trip. Establishing limits with work and social networks allows the mind to relax and maximizes disconnection time," says psychologist Fátima Ponce.



Participating in a silent retreat can lead to complete disassociation and deep reflection. **"These retreats provide mental clarity and a renewed sense of purpose, allowing you to connect with deep thoughts and emotions, something that is rarely achieved in the daily hustle and bustle of modern life,"** says Ponce.

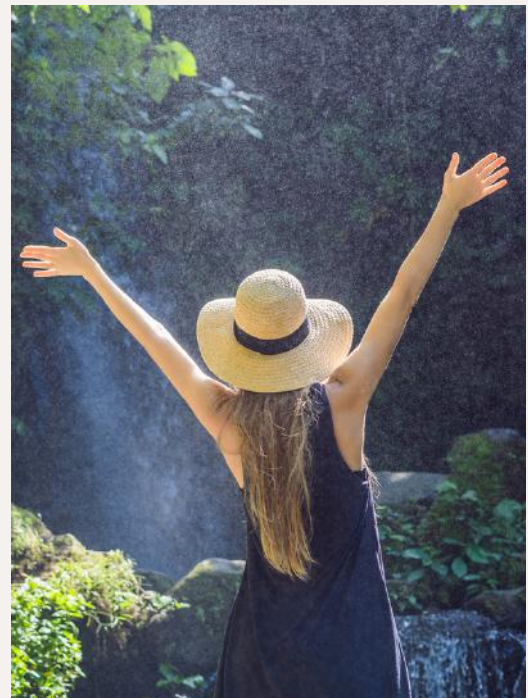
By focusing on activities that revitalize, travelers return refreshed and prepared to face new work challenges. Thus, disconnecting to reconnect becomes an essential luxury in today's world.

Wellness tourism in data:

- Spending time in natural environments can reduce levels of the stress hormone cortisol by up to 21.3% (University of Michigan).

Globally, travelers make nearly 586 million trips annually to improve their mental and physical health (Global Wellness Summit).

Between 2020 and 2022, wellness tourism recorded annual growth of 36%, reaching \$651 billion (Global Wellness Institute).



The most valuable brands in Latin America in 2024

Figures in millions of US dollars

USD 10,400



USD 5,200

USD 5,100



Bradesco

USD 8,400



USD 5,500

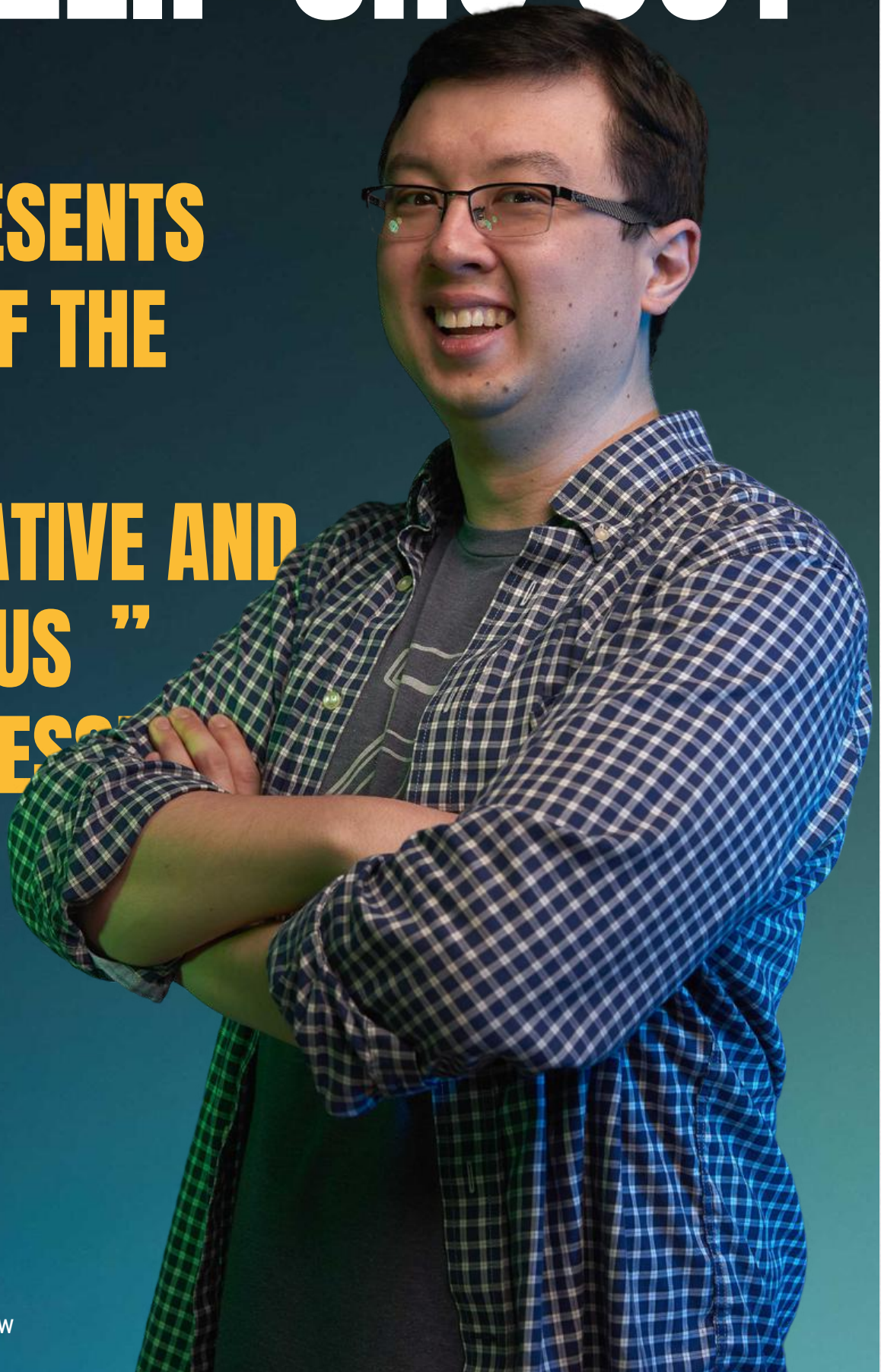


BANCO DO BRASIL

INTERVIEW

PHILLIP CHU JOY

**“FUN
REPRESENTS
ONE OF THE
MOST
LUCRATIVE AND
SERIOUS ”
BUSINESS**



In a world where consumer attention is dispersed across millions of screens, capturing and retaining interest is one of the great challenges.

Phillip Chu Joy, however, has shown that with passion, strategy and ingenuity, it is possible to transform a hobby into a digital empire that effectively connects with its audience.

Influencer marketing has emerged as a highly relevant strategy in the contemporary advertising landscape. However, in an environment saturated with promotional content, it is no longer enough to bring a product or service to you through the content creator; a connection needs to be established. Today's consumers look for genuine and transparent experiences.

For Phillip, understanding this transformation has been key. "On a global level, entertainment represents one of the most lucrative and serious businesses in **the industry**," says the businessman. **Social networks have evolved from simple communication platforms to complex markets, therefore, the triumph of digital platforms lies in the ability to offer content that not only informs or sells, but also entertains and excites users.**

Therefore, Phillip recognizes that, as an influencer, it is not just about generating attractive content; It's about building an authentic and coherent identity over time to create a solid brand: "what matters most in the end is not that people know you, but why they know you."

This approach has allowed it not only to maintain a relevant presence, but also to establish a relationship



Written by: Esperanza Aguilera

authentic with his followers, turning his passion for video games and technology into an influential and trustworthy digital empire.

Likewise, platform diversification is a key point in your strategy to better connect with your audience. The influencer is not limited to a single social network; instead, it expands its presence on multiple platforms to maximize its reach and connect with diverse segments. "Each platform has its own audience. What works well on one network may not work on another. It's about knowing which platform to publish on and at what time," he suggests. This diversification strategy has allowed it to reach a greater number of people and experiment with different formats and styles of content.

As founder of his own digital marketing agency, Phillip has pioneered techniques that go beyond simple paid advertising, betting on authenticity and engagement as fundamental pillars of each campaign. **"For me, in every collaboration there must be something of value that your audience is interested in. It doesn't matter if it's advertising, it's about finding a balance,"** he says.

For him, it is crucial that brands and agencies work in harmony, eliminating unnecessary barriers and promoting fluid communication that allows us to respond to market demands in real time.

"Brands and agencies need to stop sending direct scripts to content creators to simply read. It's like spreading a billboard on the creator's networks. When you manage to create a synergy between advertising with some objective value, that is where the magic happens, even when it is mixed with trends," says the businessman.



It also highlights that social networks evolve at a dizzying speed and trends change from one day to the next, which requires a capacity for adaptation and rapid response.

Bureaucracy at large brands can be a significant obstacle, which can delay the implementation of effective strategies and decrease the agility needed to take advantage of emerging trends. **"Brands need to be more flexible and faster. Sometimes internal bureaucracy can kill a good idea before it has a chance to take off."**

Phillip's commitment to authenticity and innovation is also reflected in his recent book: *Fun is Serious Business*. More than telling his life story, he shares his experience and vision on how he managed to transform his passion for video games and technology into a successful business that has led him to be recognized as one of **"The 50 most creative in Peru 2023"** by Forbes .

Phillip Chu Joy continues to set the standard in the world of digital marketing by emphasizing the importance of transparency and authenticity in every initiative. His dedication and creation of a strong brand has strengthened not only his personal influence, but also the trust of his followers and collaborators. **"I do what I like and I think that is transmitted. Eventually, this has allowed me to reach a large audience that has justified making my passion profitable and being able to create my company,"** concludes the content creator.



THE DIGITAL- PHYSICAL FUSION MAXIMIZES THE IMPACT OF BTL CAMPAIGNS



Saira Carranza, CEO of Key Marketing Productions.

Digital strategies allow results to be measured accurately, while events foster closeness to the brand.

Written by: Esperanza Aguilera

E

vents, free samples and point-of-sale demonstrations are some of the Below The Line (BTL) strategies that allow

interact with consumers in a direct and authentic way, fostering positive brand memory and strengthening ties between both parties.

“Big brands often invest considerable sums in digital strategies, but BTL can offer a much faster return on investment without the need for large budgets,” says Saira Carranza, CEO of Key Marketing Productions.



Currently, BTL is no longer as simple as before and has evolved taking advantage of the latest trends. Gamification, for example, has proven to be an effective tool to encourage participation. By transforming interactions into games and challenges, more attractive dynamics are created, even suitable for all ages.

On the other hand, immersive experiences through technologies such as virtual and augmented reality transport the consumer to imaginary worlds. These tools allow attendees to interact with products in a virtual environment before making a purchase, offering a memorable experience.

In addition to this, micro-influencers, with their niche audiences and higher engagement rates, are being increasingly valued. Their ability to authentically influence specific communities makes them powerful allies.

However, the synergy between digital and physical is key to maximizing impact. While digital strategies allow you to segment audiences and measure results accurately, BTL campaigns add a tangible dimension that reinforces the brand message. Likewise, the use of QR codes, mobile applications and social networks allows the impact to be carried beyond the physical event.

“It is always necessary to try to complement both approaches to create unique experiences that increase participation and success of events. Digital helps us spread it,” comments the CEO.



In the case of ecological brands, sustainable practices are a priority. Campaigns must highlight the company's commitment to the environment, using recycled materials and messages that promote caring for the planet.

In creating these experiences, Carranza highlights some key elements such as:

Engage the public with live demonstrations, product samples, or participatory activities.

Know the target well and adapt the experience to their interests and needs.

Use of technology such as augmented or virtual reality.

Create an emotional connection with participants through powerful stories.

These strategies increase the level of participation, while allowing valuable data to be collected on user preferences and behaviors, thus facilitating the personalization of future campaigns and fostering greater brand loyalty.



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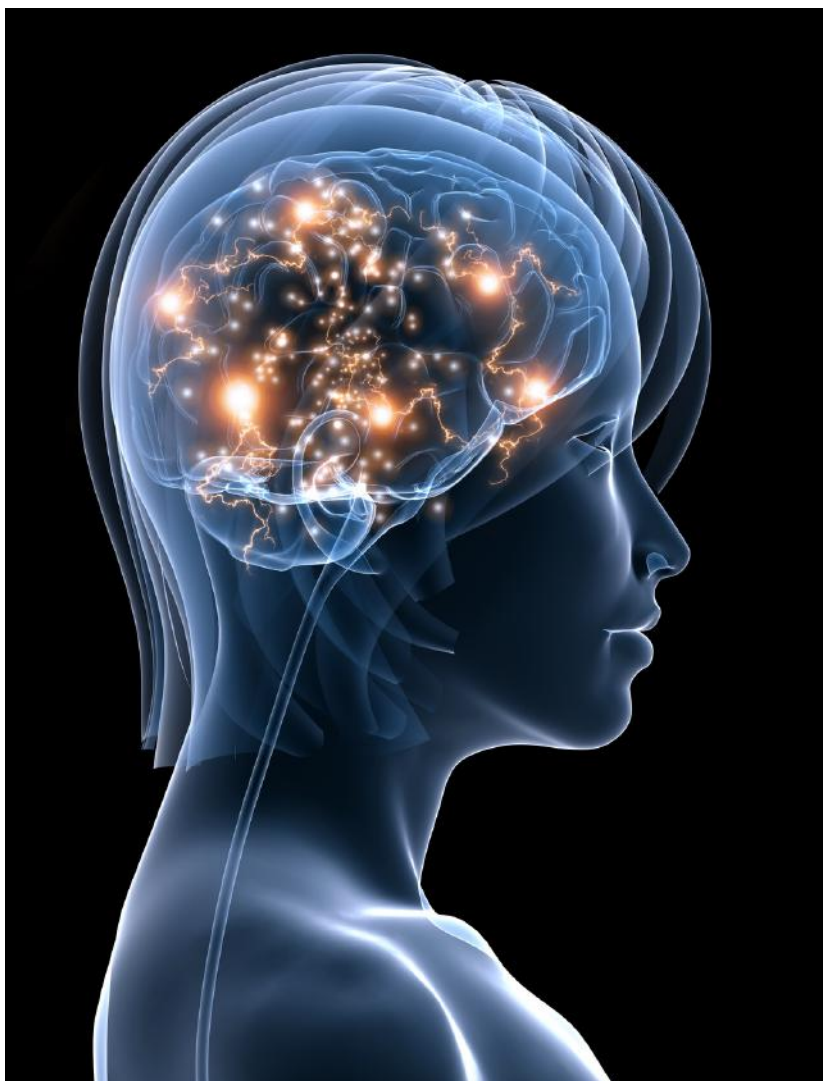
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LORENA VELÁZQUEZ: “NEURODEGENERATIVE DISEASES WILL BE THE NEW GLOBAL PANDEMIC”

The alarming rise in mental health problems demands innovative solutions to prevent and treat this impending crisis.



Written by: Esperanza Aguilera

Neurodegenerative conditions have become the leading cause of poor health worldwide.

These conditions, which involve the progressive deterioration of nerve cells, profoundly impact the quality of life of millions of people and represent a growing public health concern.

In 2021, a study published in *The Lancet Neurology* revealed that approximately 3.4 billion people, that is, 43% of the world's population, suffered from one of these ailments, such as Alzheimer's, stroke, migraines and autism spectrum disorders.

“We have 55 million people living with neurodegenerative conditions around the world and this is going to triple by 2050. This is going to be the new pandemic, a pandemic that is going to collapse health and economic systems”, says Dr. Lorena Velázquez Álvarez, specialist in neurological geriatrics at the General Hospital of Mexico, highlighting the urgency of developing effective strategies for the prevention, treatment and slowing down of these conditions.

In addition, recent research has discovered a crucial connection between the brain and the gut, not only with respect to neurodegenerative diseases, but also in other conditions such as depression and anxiety. This link suggests that gastrointestinal health can directly affect our mental health, offering insights for the development of new therapies and preventive strategies.

“Previously, it was believed that the production of neurotransmitters such as serotonin and monoamines occurred exclusively in the central nervous system. Today we know that a significant part of this production takes place in the intestine. This connection is crucial, since the substances produced in this organ can directly influence brain functions”, explains the doctor.



Dr. Lorena Velázquez Álvarez, specialist in neurological geriatrics at the General Hospital of Mexico

Our intestine, often considered to be in charge of digestion, is home to a complex community of microorganisms known as the intestinal microbiota. This microbiota, unique to each individual, plays a crucial role in various bodily functions, including regulating the immune system and, surprisingly, communicating with the brain.

“In patients with cognitive impairment, a decrease in beneficial bacteria and an increase in those associated with inflammation is observed. These alterations could contribute to brain dysfunction and accelerate the neurodegenerative process”, adds Velázquez.

In this context, Exeltis, through its division focused on the Central Nervous System (Neuroexeltis), addresses the needs of patients with neurodegenerative diseases and mood disorders. Its objective is to offer advanced therapeutic solutions that seek to improve the quality of life and the management of these conditions. Among its proposals are:

Bilanca: an oral solution of memantine intended for the treatment of dementia and Alzheimer's.

Presenza: formula designed with Omega 3 (DHA and EPA), tryptophan, vitamins and minerals, which complements the diet of those suffering from depression.

Cognexel: blend formulated with Omega 3, choline and vitamins to support dietary intake and combat cognitive decline.

“By promoting healthy lifestyle habits we are indirectly, but significantly, impacting intestinal health. Although the components of our formulas are designed to have direct effects on cognitive impairment, it is important to recognize that they also influence the improvement of the intestinal flora or microbiota,” points out Dr. Dinorah Fonseca, CNS medical manager at Exeltis.



Dr. Dinorah Fonseca, Exeltis CNS Medical Manager.

Although there is still much to know about mental health, the pharmaceutical industry, in collaboration with the scientific community, is playing a crucial role in finding solutions. The development of new drugs and therapies, such as those offered by Exeltis, that focus on modulating the gut microbiota and improving cognitive function, represent a significant advance in this field.

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SUSTAINABLE BEAUTY



MEXICO ON THE WAY TO A FAIR ENERGY TRANSITION

The 2030 goals require coordinated action to comply with international agreements and mitigate climate change.

Written by: Estefani Rodriguez

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reenhouse gas emissions, mainly carbon dioxide and methane, have increased to unprecedented levels

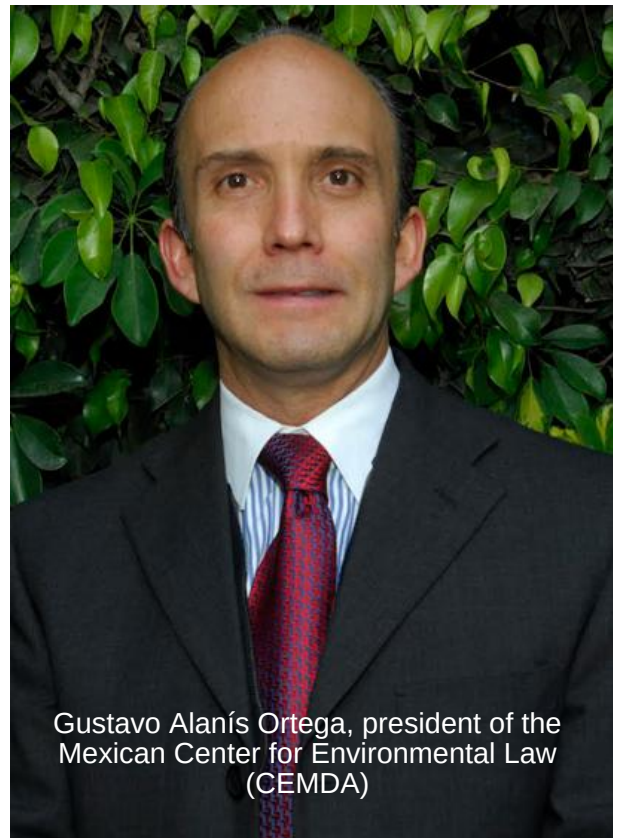
precedents due to human activity. Therefore, the burning of fossil fuels today is one of the main culprits of the environmental crisis we face.

“The Framework Law on Climate Change says that we have to reach the end of 2024 with 35% renewable energy, while the Energy Transition Law asks us to reach 35% clean energy also by 2024,” highlights Gustavo Alanís Ortega, president of the Mexican Center for Environmental Law (CEMDA).

In the particular case of Mexico, CEMDA has developed the 2024-2030 agenda, where one of its objectives raises the option of a fair energy transition towards renewable sources, in order to reduce greenhouse gas emissions with guarantees of transparency, and respect for human rights.

“The countries of the international summit have to have a very clear and committed position not only in public policy and national legislation, but also with international agreements. There is a pact that was signed in Dubai, which has to do with tripling renewables and doubling energy efficiency by 2030, and Mexico has already adhered to it,” he adds.

Likewise, it is crucial that companies take a role in the fight for a green future, as they have the power to influence the global economy and can lead the change towards more sustainable practices. Adopting more efficient technologies and processes that minimize resource waste and reduce carbon emissions can be the first step.



Gustavo Alanís Ortega, president of the Mexican Center for Environmental Law (CEMDA)

In this regard, Alanís assures: **“all those who invest in clean technologies and renewable energy will reduce their carbon footprint, but they will also lower their costs. Being connected to the traditional electricity and energy system that we have had all our lives is not the same as being able to do so with environmentally efficient equipment.”**

It is worth mentioning that, today, ESG (environmental, social and governance) strategies are comprehensive approaches that companies are increasingly adopting to manage their responsibilities and create sustainable value, in addition to generating a positive impact on society.



COP28 on climate change

“We are seeing in the international context that the private sector is moving a lot towards the incorporation of ESG criteria. This will allow the company to develop in an environmentally responsible, socially careful manner and with an adequate governance system. This way you not only help reduce the carbon footprint, but you also contribute to benefitting society as a whole,” he points out.

Away from national and global policies, each individual also has the power to change the climate course through small actions, such as reducing plastic consumption and reducing food waste.

“Today there are initiatives that have to do with no longer providing plastic bags in supermarkets. These trends are gaining greater strength and are tied to an international agreement on deplasticization that is taking place within the United Nations. That is to say, there is already a draft on plastics at a global level, which towards the end of the year will be put up for public consultation,” concludes the executive.

Mitigating climate change requires a joint effort from all sectors of society. The key is determined and coordinated action, recognizing that every step counts on the path to a more sustainable planet. History will judge us not just for what we said, but for what we did to preserve our shared home.



(Gustavo Alanis, executive director of CEMDA, with Mariana Panuncio-Feldman, member of the UNFCCC NDC Partnership)



THE NEWS TOLD
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THE ART OF ZETA YEYATI: A VISUAL SYMPHONY INSPIRED BY ROCK

Written by: Esperanza Aguilera



The musician and visual artist merges his passions in a visual explosion that challenges norms and celebrates creativity without limits.



Cantinflas

“My work has the power and irreverence of rock,” proclaims the Argentine plastic artist and musician, Zeta Yeyati. And so it is. His art is a breath of fresh air in a world suffocated by norms. With a vibrant color palette and eclectic technique, Yeyati challenges conventions and invites us to explore new creative territories that merge into endless artistic languages.

As a founding member of the Mississippi Blues Band and current member of the Babel Orkesta, Zeta Yeyati has dedicated his life to music. However, his passion for art has led him to explore other forms of expression. For decades, he has been collecting discarded objects and transforming them into unique works.





The magician

Since he was a child he felt a deep connection with art, he says. His first steps in this universe were playing with shapes, colors and sounds, an exploration that led him to discover his own artistic voice in the combination of different techniques and materials. Through painting, sculpture and collage, his creations are a celebration of limitless creativity.

"In my works there is no border between artistic languages," he comments. Also adding that, for him, inspiration is not something magical that appears out of nowhere, but the result of constant and disciplined work. **"I think inspiration is part of the process, of discipline,"** he says.

Yeyati's music and art share the same objective: to transmit emotions. **"People tell me that my art is good for them, so I understand that that is my mission as an artist. Add joy to the world that is seen differently, with other eyes."**



The Queen



Furthermore, another of the most distinctive characteristics of his work is the use of recycled materials. Furniture legs, rusty tools, worn fabrics and everyday objects find a new life in your hands. **"As an artist I consider that it is good to take a position, to have an opinion. And mine is: let's take care of what we have, let's take care of the planet."**

Zeta Yeyati's works go beyond the aesthetic. Through his creations, the artist seeks to convey a message of hope and positivity.

"I talk about recycling from an optimistic, positive place, with poetry, humor and joy," he says.

In his artistic universe, the borders between disciplines are blurred. His work is a laboratory where he experiments with materials, techniques and concepts, giving rise to unique and surprising creations. Through her creations, Yeyati not only invites us to reflect on our impact on the planet, but also to discover the beauty hidden in everyday life. His works are a visual concert, an explosion of color and styles that invites you to let yourself be carried away by emotion.

CASTS: AN EXHIBITION THAT CHALLENGES PERCEPTIONS

Nina Beier's work redefines the concept of art, questioning how we interpret and value the objects that surround us.

Written by: Esperanza Aguilera

A

broken vase, a forgotten pair of shoes and a mechanical bull that rotates incessantly are part of the exhibition of Nina Beier

Casts. In this exhibition, the Danish artist explores and questions the power relationships we maintain with our environment, challenging our most ingrained perceptions about art through sculptural and performative works.

Each object, from the imposing marble lions to the sculpture and fountain of a woman and a young man crying, are fragments of a puzzle where Beier plays with the duplicity of meanings, exploring the tension between the functional and the aesthetic.

By decontextualizing common elements and assigning them new functions, the artist questions established hierarchies and forces us to reconsider the importance we give to objects in our lives.



Beier leads us to reflect on the cultural and social connotations that we attribute to what surrounds us, where each thing gains importance from its use, becoming a reflection of the environment.

Proof of this are the sinks, objects closely linked to personal care, which in Beier's work acquire a new status when they are built into the walls and used as pedestals for tobacco leaves.

However, the exhibition goes beyond the traditional idea of a work of art as a static object. Performances, as almost imperceptible and sporadic events, allow the presentation to evolve and transform over time, offering the public a unique experience with each visit.

Thus, an actor who cries or a security guard who lets his hair grow confront us with our own emotions and force us to question the authenticity of what we are seeing. The exhibition is an experience that challenges the senses and guides us to new ways of seeing and understanding art.



Casts is an invitation to explore the multiple layers of meaning hidden behind the things around us. By decontextualizing objects and assigning new meanings to them, he reminds us that art is not just a matter of aesthetics, but a complex network of power relations to which we have given artistic value.



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DUE DILLIGENCE AS A KEY TO BUSINESS DECISIONS AND A SOLID FUTURE

By: Roberto Olvera Consulting, Audit and Internal Control Manager at ALTO*

In a time where we are saturated with information, there is no company that is exempt from a crisis. That is why regulatory compliance increasingly challenges organizations to be very strategic in assessing any type of operational risk. that could affect their reputation.

Given this panorama, it is essential to talk about Due Dilligence or due diligence. An essential activity within companies to create an environment of trust between internal and external stakeholders. This practice is not limited only to data collection, but also encompasses in-depth and strategic analysis of information.



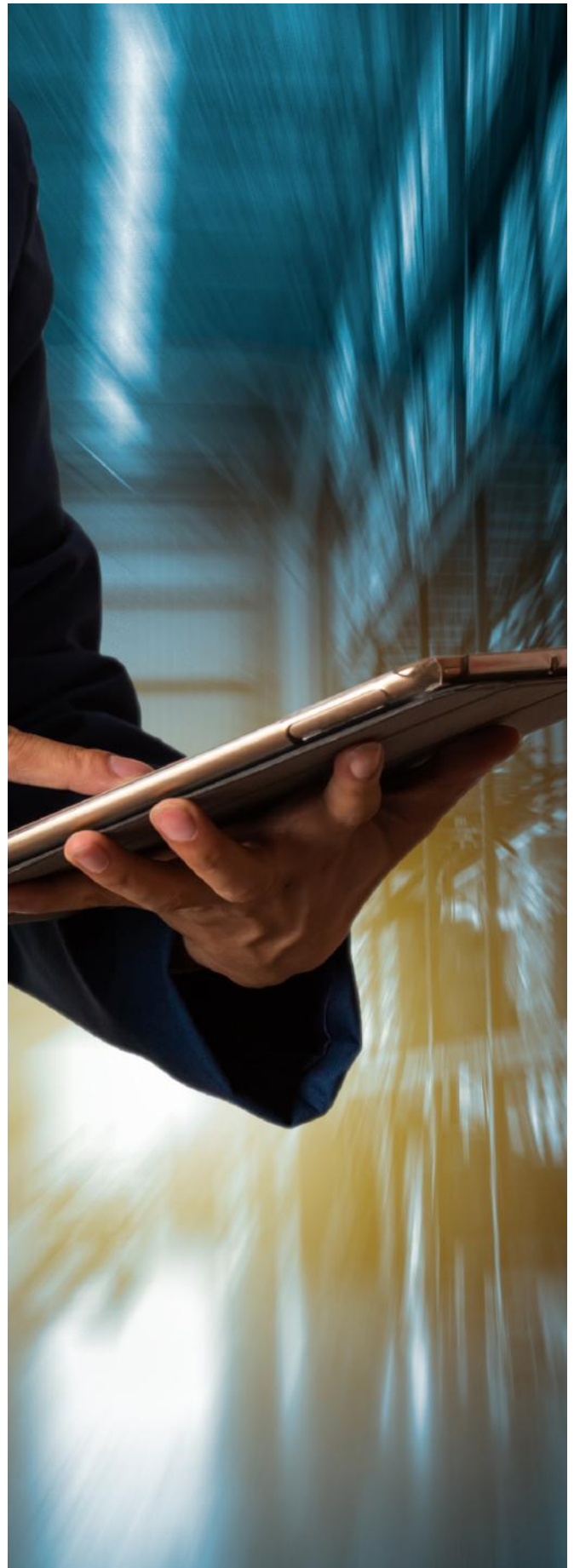
Roberto Olvera, consulting, audit and internal control manager at ALTO

Through this audit, an investigation process is developed to validate that companies comply with regulations according to the line of business and that they comply with certain processes internally, helping them not to put the reputation of their brand at risk when carrying out any significant activity with its interest groups.

In the case of the operational area, the verification of internal corporate processes and its technological infrastructure is contemplated, all of this is to achieve certain controls that provide protection of the information handled at each site. In the financial part, the objective is to have a general balance sheet, where various results are shown to identify any irregularity in said area. While in the legal area, aspects such as contracts, litigation and regulatory compliance, among others, are analyzed.

From our experience in auditing and internal control advising numerous companies, we have been able to observe that working together to establish procedures and good practices in their organizations has helped them identify and classify operational and legal risks and then establish internal protocols with the objective of preventing, managing, controlling and reacting to any situation.

Likewise, the implementation of Due Dilligence provides various certifications, since, in many cases, business partners of organizations feel greater security when negotiating with companies that comply with internal and external regulations, which implies, for example, the evaluation of suppliers establishing internal protocols with various criteria to prevent, manage and control any situation, ensuring that the relationship flows safely. In addition, audits generate security awareness on the part of companies that improve their practices.



We have observed that companies every day seek to maintain a stronger image among their allies, which can be shareholders and employees, as well as for clients and suppliers, in order to facilitate decision-making and take any situation that arises on the right path. Drive business awareness and minimize risks.

The practice of Due Diligence seeks to optimize time and costs, but above all, find a way to contribute to decision-making with detailed information that significantly contributes to each organization, prioritizing risks and protecting its interests. Auditors must strongly evaluate each aspect and not leave aside any procedure. The idea is to generate trust among managers and ensure the operation of the organization, always safeguarding its assets.

Roberto Olvera Consulting, Audit and Internal Control Manager at ALTO

He has a degree in Administration from the Ixtlahuaca CUI University and has a diploma in International Commerce and Logistics. He has extensive experience in developing administrative audits, compliance audits and fraud audits, in addition to conducting vulnerability studies. He has led various projects where physical security and loss prevention, risk management, administration and mitigation programs and systems have been implemented.



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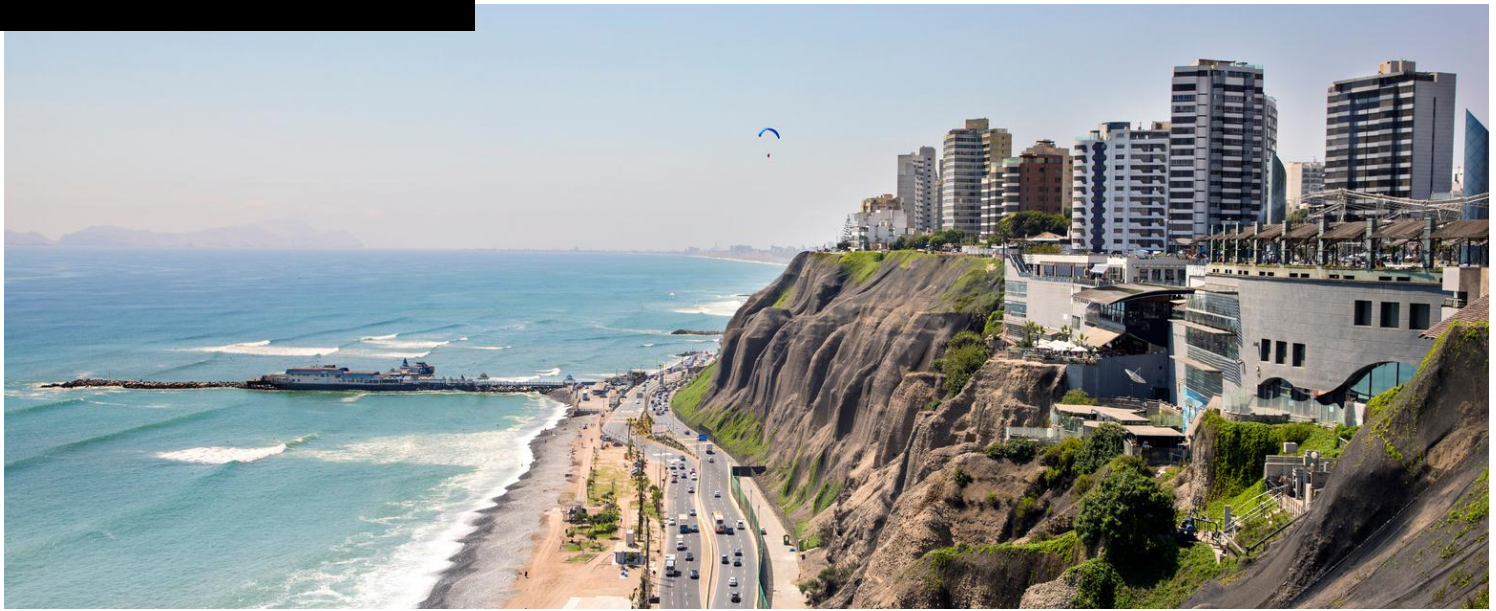
Digital X



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The Edifica Core VI Fund, from Core Capital SAF, hopes to raise capital of more than \$30 million, focusing on projects in three districts of Lima.

Written by: Esperanza Aguilera

The Peruvian real estate market is in a moment of stability and growth. The high demand for housing, the development of Infrastructure

and a favorable economic environment have boosted this sector, making it an attractive option to diversify investments.

Beyond purchasing a home, investing in real estate represents a smart strategy to grow wealth in the long term. This sector not only offers financial stability due to property value appreciation, but also provides passive income through rentals and a hedge against inflation, thus making it an attractive option for both novice and experienced investors.

CORE CAPITAL SAF PROMOTES OPPORTUNITIES FOR REAL ESTATE INVESTMENT

For this reason, Core Capital SAF, the Edifica Group's fund management company, announced the launch of the Edifica Core VI Fund (FECVI), designed for investors interested in participating in the dynamic Peruvian real estate market.

This new fund hopes to raise capital of more than \$30 million, focusing on projects in three top districts of Lima: Miraflores, San Isidro and Barranco. Developments that promise not only profitability, but also eco-efficient integration and modern amenities for residents.

“The projects we are carrying out in these districts are between 40 and 85 square meters, but they are buildings that have common areas such as grills, coworking rooms, swimming pool, gym and music room. They are in areas of high traffic and tourism, because almost 70% of Edifica's clients are investors who buy these apartments to rent,” details Mauricio Grieve, corporate fund manager at Core Capital SAF.

In the United States, for example, this fund company has successfully established itself in the Miami real estate market, specifically in the dynamic Brickell district. Its associated funds have reported outstanding annual returns, with the Edifica Global Fund recording an estimated return between 12% and 15%.



Mauricio Grieve, corporate fund manager at Core Capital SAF

“We have always delivered a return of at least 12%, but we project that the Edifica Core VI Fund will generate an annual return for our investors of between 14% and 15% in dollars,” highlights the executive.

This new fund stands out for its accessibility and flexibility for various investor profiles, as it allows participants to diversify their investment portfolios without committing large sums of initial capital, thus facilitating access to lucrative opportunities in strategic sectors.

“The Peruvian real estate market has a demand for housing that is not yet satisfied, it is a segment that is still quite active,” concludes Grieve, highlighting the promising opportunities for investment in real estate developments in Peru.



SUSTAINABLE LUXURY: ELEGANCE AND ENVIRONMENTAL COMMITMENT

Sustainability, innovation and collaboration will be the pillars that will define the success and relevance of exclusive fashion houses.

Written by: Estefani Rodriguez

H

igh-end brands have begun to recognize the importance of sustainability, not only as a social responsibility,

but also as a strategy to satisfy an increasingly informed and demanding consumer. Iconic brands like Gucci, Stella McCartney and Louis Vuitton are leading the charge.

Despite the praised designs of big brands, sustainable luxury goes beyond superficial appearance and prestige. It is a philosophy that integrates ethical and responsible practices in each stage of production. From couture clothing made with organic fabrics and natural dyes to elegant furniture made with certified wood and jewelry made from recycled metals, each piece tells a story of caring for the planet.

One of the key areas where this transformation is observed is in the choice of materials. The use of vegan leather, organic textiles and recycled fabrics is gaining ground, offering alternatives that do not sacrifice luxury for sustainability. For example, Gucci has introduced its **Gucci Off The Grid** line, a collection created from recycled materials, while Stella McCartney continues to innovate with its commitment to not use animal fur or leather.



In addition to materials, production techniques are being reevaluated. Reducing the carbon footprint, saving water and implementing renewable energy are aspects that more and more brands are integrating into their processes. In the case of the Italian brand Prada, it has launched **Re-Nylon**, a collection of bags made of regenerated nylon that comes from recycled plastic waste.

It is important to mention that the role of the consumer has been fundamental in this transformation. Today's luxury buyers are not only looking for high-quality and exclusive design products, but also those that reflect their values and commitment to the environment. This demand has driven brands to be more transparent and adopt sustainable practices that can be verified and appreciated by their customers.

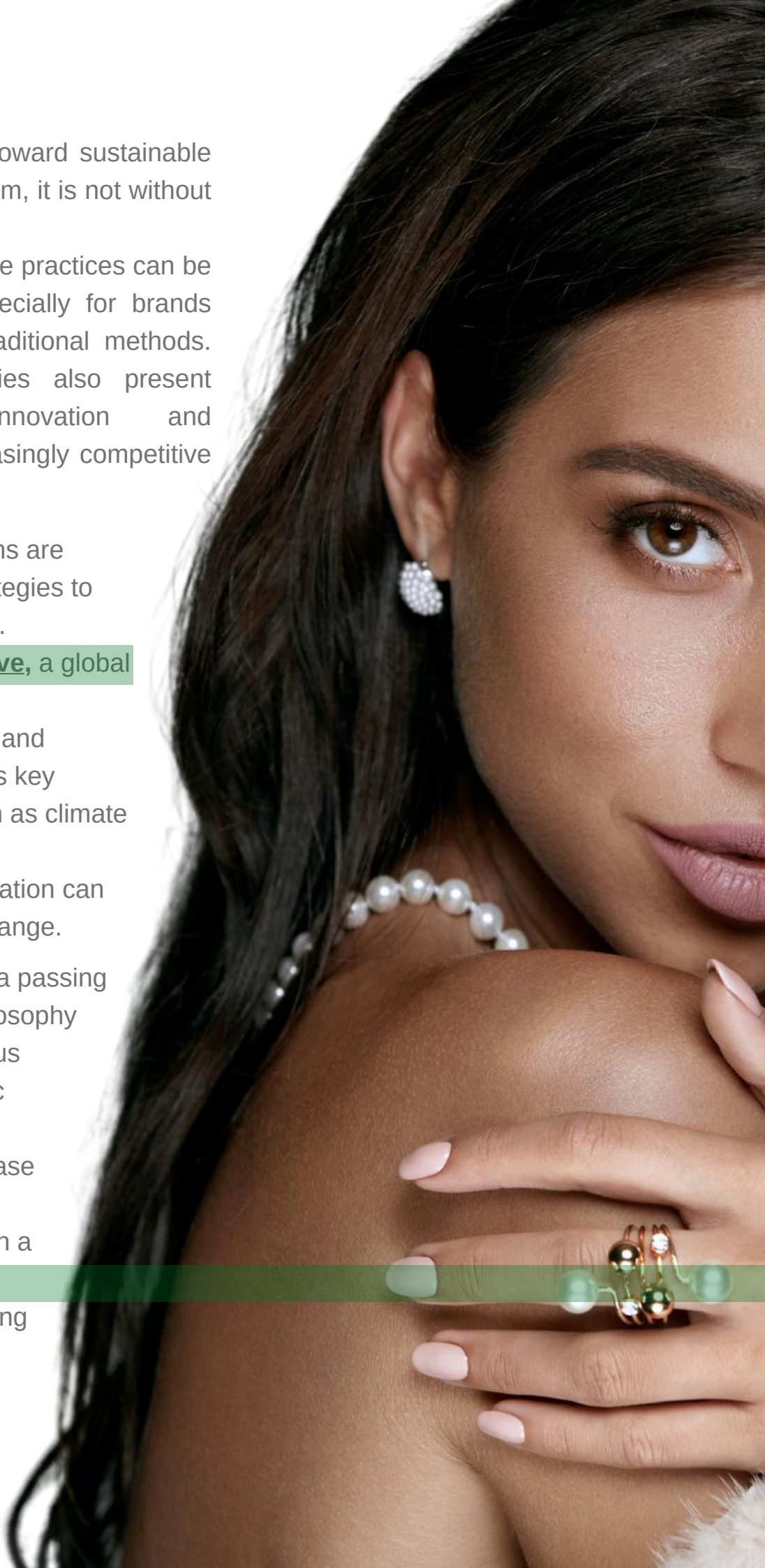
Although the movement toward sustainable luxury is gaining momentum, it is not without its challenges.

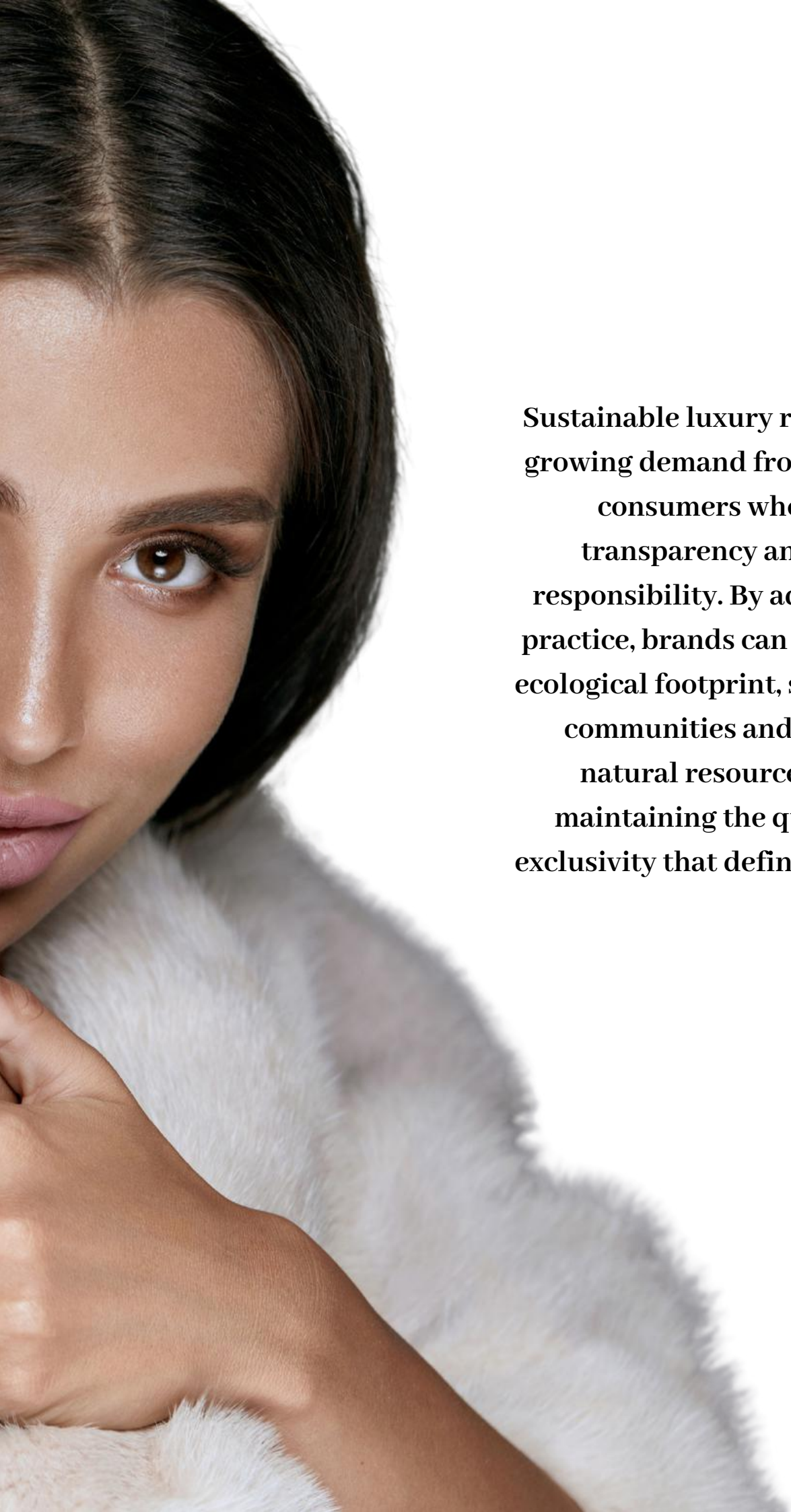
Transitioning to sustainable practices can be costly and complex, especially for brands with a long history of traditional methods. However, these difficulties also present opportunities for innovation and differentiation in an increasingly competitive market.

Alliances and collaborations are emerging as effective strategies to overcome these obstacles.

The Fashion Pact initiative, a global coalition of fashion brands including Chanel, Hermès and Burberry, seeks to address key environmental issues such as climate change and biodiversity, demonstrating that cooperation can be a powerful driver for change.

It is clear that it is not just a passing trend, but an evolving philosophy that promotes a harmonious balance between aesthetic beauty and environmental responsibility. Each purchase becomes a statement of principles, an investment in a conscious lifestyle and a contribution to the well-being of the planet we all share.





Sustainable luxury responds to a growing demand from conscious consumers who value transparency and social responsibility. By adopting this practice, brands can reduce their ecological footprint, support local communities and preserve natural resources, while maintaining the quality and exclusivity that defines the sector.

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