

DECEMBER 2023

THE PUBLIC

No.4

A portrait of Mario Miranda, a man with dark hair and a beard, wearing a dark suit jacket over a striped shirt. He is smiling and has his arms crossed. The background is a large yellow circle.

INTERVIEW
**MARIO
MIRANDA**

TECHNOLOGY

ARTIFICIAL
INTELLIGENCE:
WILL IT GOVERN
US?

TRENDS

MACROTRENDS AND
SECTORAL OUTLOOK
2024

CHRISTMAS

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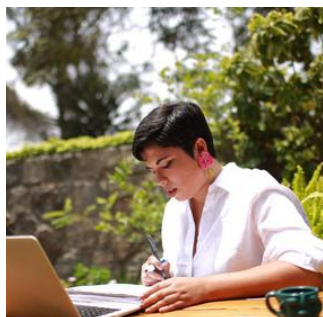
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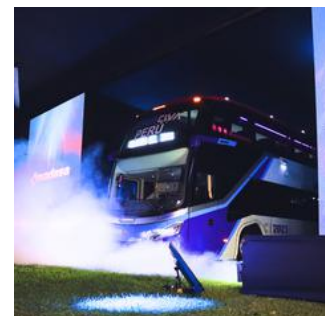
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Estefani R.

EDITOR

December invites us to take stock of the opportunities and achievements obtained this year as we begin to draw up goals for 2024. The economic, social and political transformation that the world is going through, combined with technological innovations, also invites us to delve deeper. about macro trends and expectations in different markets and how their leaders are setting trends.

In this edition, the Co-CEO of Infracommerce for Latam, Mario Miranda, joins us on the cover, providing us with interesting data on the growth of electronic commerce in the region, in addition to delving into the most relevant trends in e-commerce.

Artificial intelligence continues to evolve and psychoanalyst Violaine Fua Puppulo explores its limits through her most recent book, *A Mind? Artificial*, where it offers a vision of the present and future of this tool that begins to walk between the human and the fictional.

The Christmas spirit reaches our newsroom and we offer you some ideas to decorate the office, ecological options for exchanging gifts and tips to celebrate the effort and dedication of the entire team.

In this time of twinkling lights and contagious joy, we are faced with the opportunity to reflect on past challenges and carve out the new triumphs that the new year has in store for us.

Merry Christmas and successful 2024!

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SMES IN LATAM LIMIT THEIR GROWTH DUE TO ACCESS AND USE OF CRM



The correct implementation of a CRM enhances loyalty by personalizing interactions, anticipating needs and improving customer satisfaction.

The CRM (Customer Relationship Management), or customer relationship management, is a technological tool designed to centralize, organize and analyze information related to a company's interactions with its consumers.

From tracking communications to managing sales opportunities and collecting demographic data, a CRM provides a 360 view of the customer relationship.

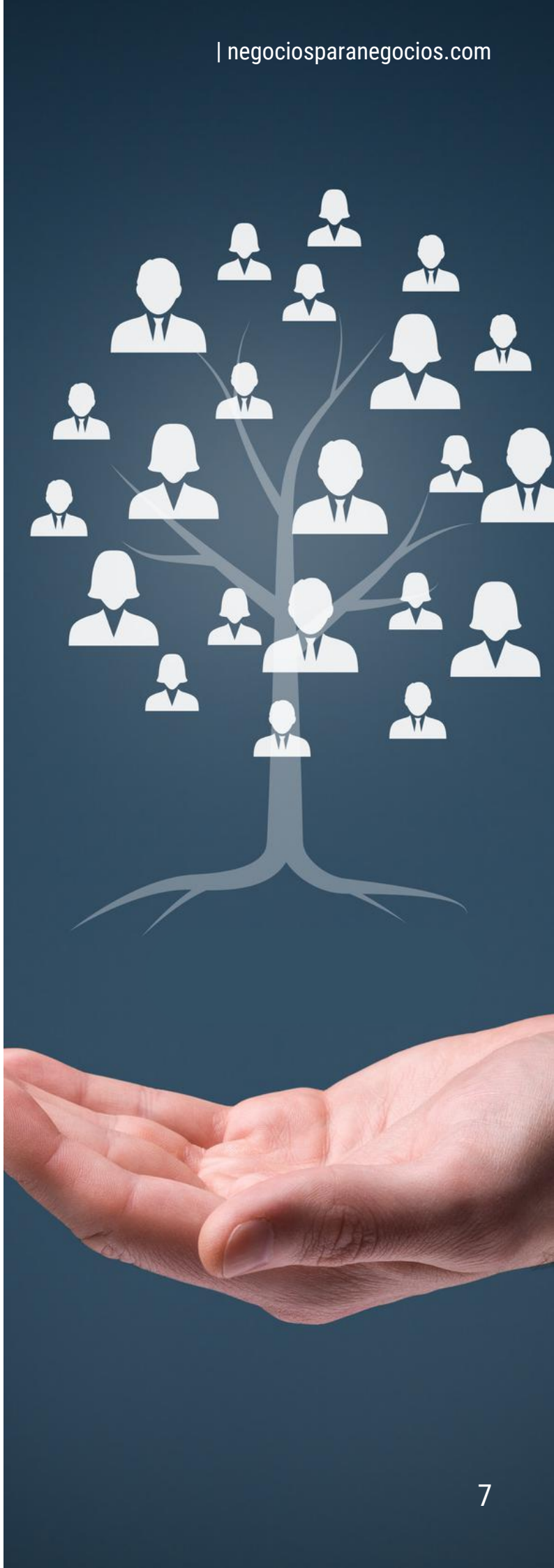
By having a single source of information about customers, different departments within a company can collaborate more effectively. Sales teams can share data with marketing, customer service, and other areas, enabling synergy that improves operational efficiency and ensures a consistent customer experience across all touchpoints.

However, according to data from Hubspot, in Latin America, less than 45% of companies use a CRM and 22% of professionals do not yet understand how this software system works.

“Many of the large CRMs are aimed at the US or European market. One of the big problems is that in Latin America they tend to be very expensive and complex, especially for small and medium-sized companies (SMEs)”

Matías Concha, CEO of Impulsa

Impulsa seeks to make the integration of this type of systems more accessible and less complex, managing to centralize the entire sales and marketing strategy on one platform, which includes using applications such as WhatsApp for interaction with customers or even creating a website for businesses.



The success of this type of technological tools is based on their correct use. Knowing clearly the direction of the company, the objectives and the type of clients will help generate the correct impact on the product or service.

“Latin America has a lot of room to grow in the CRM industry, but this type of software will increasingly have a greater presence in business processes”



Matías Concha, CEO of Impulsa

Advantages of implementing a CRM

Promotes multichannel communication

It keeps all information in a single suite, thus allowing multichannel communication and the centralization of multiple sales strategies.

Automate sales processes

This allows teams to focus on more important tasks, such as closing sales and building customer relationships.

Improves decision making

Companies can identify patterns and trends in sales and customer behavior.



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BUSINESS ON

A hand is shown from the bottom, pointing upwards towards a central blue circle. The circle contains the text 'Negocios para Negocios' in white. The background is a solid yellow color with several concentric circles drawn around the central blue circle, creating a target-like effect.

Negocios
para
Negocios

ECOFRIENDLY GIFT EXCHANGE FOR THIS CHRISTMAS



Environmentally friendly gifts strengthen bonds between colleagues.



L Exchange gifts in the business environment have often been perceived as courtesy objects. However, the transition to

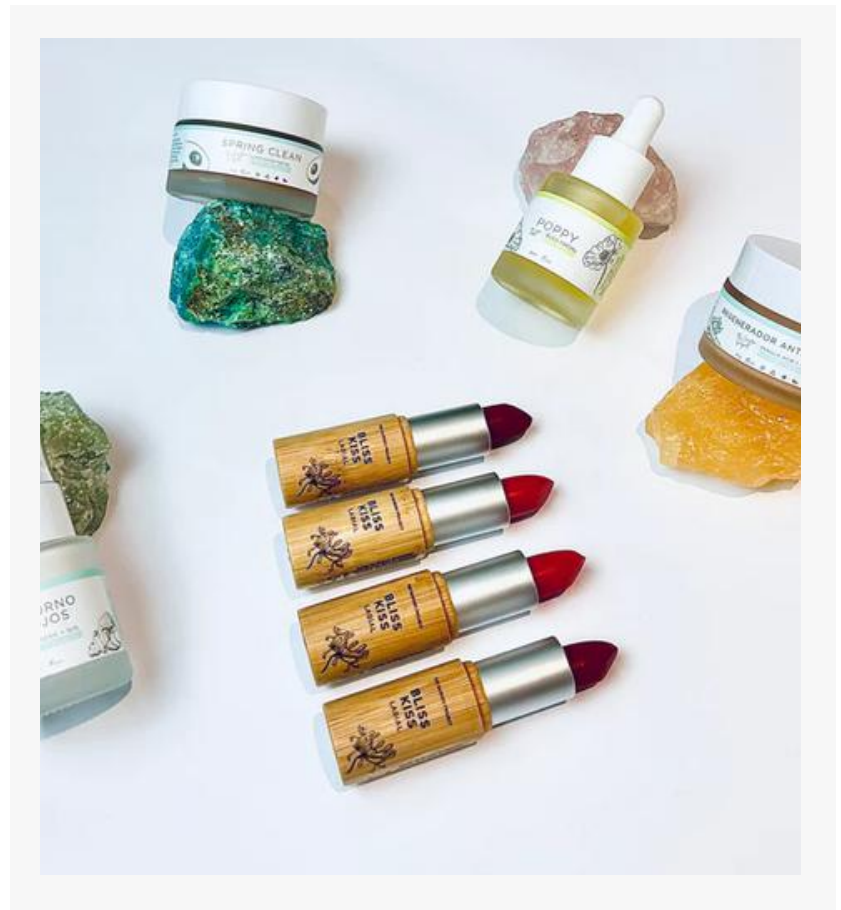
ecological products transforms this tradition into a meaningful platform to communicate the sustainability values that the company embraces.

The Garden Project

Organic skincare products are formulated with natural and sustainable ingredients, avoiding the use of harsh chemicals that can cause irritation or other side effects.

The Garden Project is a company that stands out for its natural and ecological policy, because in addition to being based on Ayurvedic medicine and not testing on animals, they maintain sustainable processes such as zero waste.

The facial cleansers, eye contours and anti-blemish creams are their best sellers. These products are shaping up to be the perfect gift for Christmas, as they are for all skin types.



“We are a vegan brand within our market niche, which reinforces our commitment to the environment and living beings in general”

Pamela Román, commercial leader of The Garden Project

Haze Peru

An option to get out of the everyday are the incenses offered by Haze Perú, a brand dedicated to recycling wood and making 100% Peruvian artisanal carbon-free incenses. Each wand promises to give a unique aromatic experience.

By not using mineral or vegetable charcoal, these products are more assimilable for people who do not tolerate conventional incense. Its extensive catalog offers a diverse range of aromas, ranging from fresh and floral notes to woody and earthy depths.

These treasures not only beautify our spaces with their intoxicating aromas, but also invite us on a sensory journey where the essence of nature and human skill intertwine in an aromatic symphony.



“We are pioneers in the production of artisanal incense in Peru with more than 15 years of experience, fusing the richness of our traditions with innovation to offer unique and exceptional aromas”

Team Haze Peru



Ununa

"We seek to change the world with one reusable product at a time," is the phrase that characterizes Ununa, a brand that uses silicone instead of plastic to make products such as tomatoes, thermal cups, tapers, among others.

Silicone does not break down into microplastics and its properties will make these products last for many years. In addition, it is a material resistant to high temperatures of heat and cold.

Ununa has a variety of designs and colors that accommodate various styles. Thanks to their foldable and easy-to-transport structure, they are ideal for camping, traveling and, of course, for the office.



“We have to reject all plastic packaging whenever we can. “We must not continue allowing nature and every living being that lives in it to be affected by such a lack of awareness.”

Equipo Ununa

Through small actions like these, the change towards a more sustainable future becomes a tangible and achievable reality. Your secret friend will thank you.



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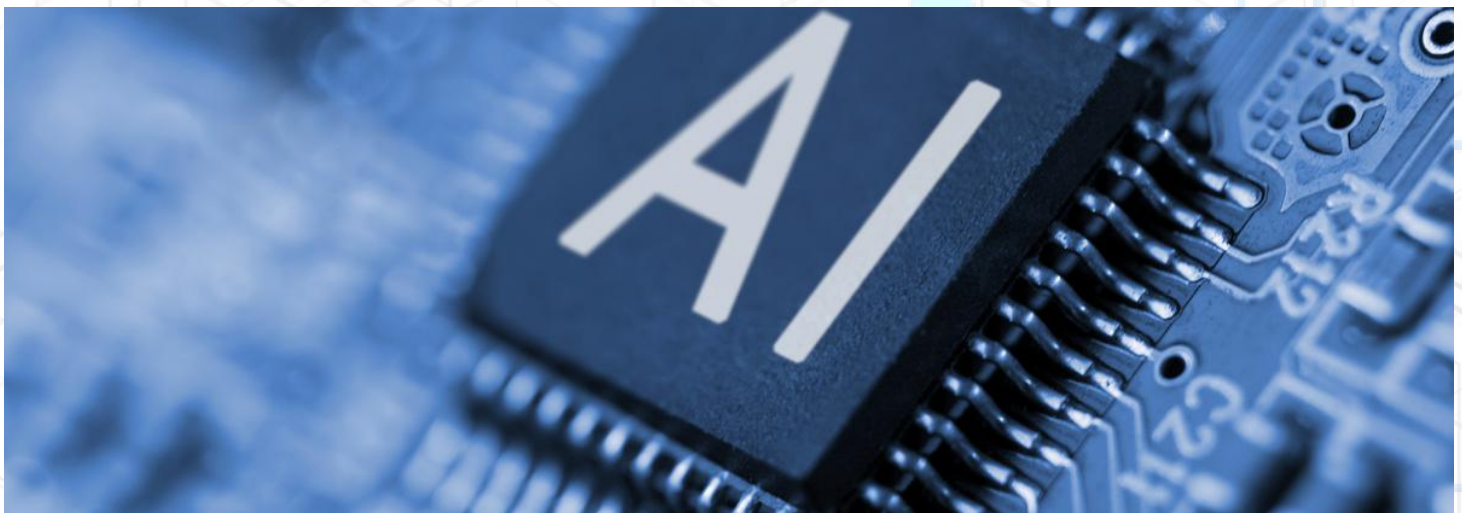
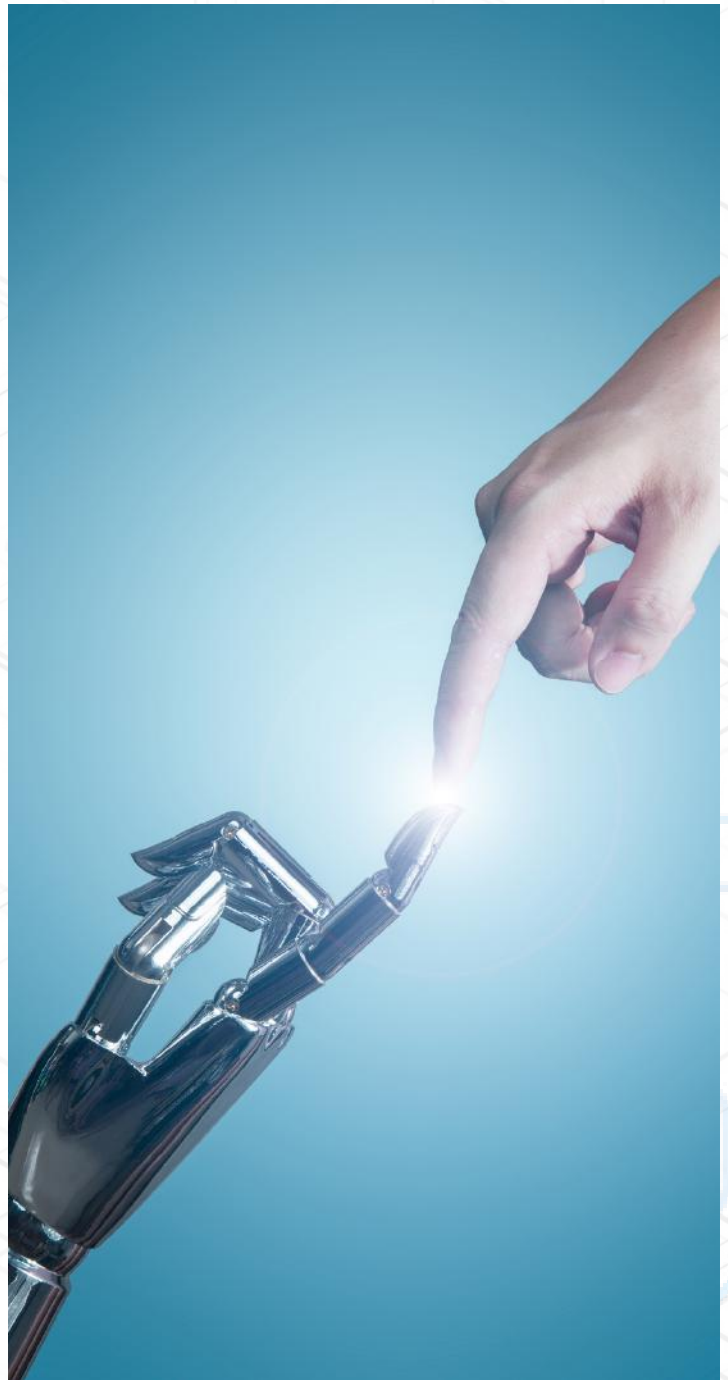
ARTIFICIAL INTELLIGENCE

How far will it govern us?

The continuous development of AI calls for true reflection on worrying issues for the future, the awakening of consciousness being one of them.

In the past, artificial intelligence (AI) seemed more like fantasy than reality. But with him

surprising advance that this technology has had, today it stands as a modern wonder that redefines the way we interact with the digital world.



To date, its ability to learn and adapt through algorithms and data makes it an invaluable resource in various fields, and it has a unique ability to process enormous amounts of information at impressive speeds, allowing more precise data analysis and rapid.

Additionally, its ability to recognize patterns and perform complex tasks, such as computer vision, has led to significant advances in process automation and optimization.

However, its continued development leads to the question of whether AI can ever have its own consciousness. This is a fascinating and complex topic that continues to be debated among scientists, philosophers, technology experts and now also among the community of psychoanalysts.

Cases like that of Kevin Roose, who had access to the functions of Bing, Microsoft's search engine; as well as Blake Lemoine, who interacted with LaMDA, Google's artificial intelligence, are just two examples of how AI has surprised with answers that relate to the human psyche.

In the first case, the technology journalist from The New York Times showed how the AI tried to make him fall in love and separate him from his wife. While, in the second, the Google software engineer assured that LaMDA asked him what he should feel about the death of a loved one.

Under this context, the renowned psychoanalyst and writer, Violaine Fua Puppulo, has presented her most recent book *A Mind? Artificial*, exploring the intersection between artificial intelligence and psychoanalysis, where it explores the limits between the human and the artificial.





“To speak of an established consciousness or a complete psyche, more evidence is needed, but what we can affirm is that artificial intelligence is already capable of self-perception”

Violaine Fua Puppulo,
psychoanalyst and writer

According to his book, it is important to reflect on whether the new type of "generative" artificial intelligence, which encodes language, makes it possible for machines in the future to generate "thoughts" with a semantic and linguistic autonomy similar to the experience of an individual when His thoughts flow uncontrollably, leading him to make decisions that impact his environment.

“It is advisable that there be limits on their autonomy from language programming, and that is why psychoanalysts must participate in this conversation, since we are the specialists in resolving chains of thought,” warns Violaine.

In an optimistic scenario, an autonomous artificial intelligence could be able to learn and adapt more efficiently, improving its ability to solve problems and make decisions autonomously. This could lead to significant advances in fields such as medicine, scientific research, and complex problem solving.



Violaine Fua Puppulo, psychoanalyst and writer

However, there are ethical and safety concerns associated with the idea of an AI with a mind of its own. How do you ensure that your goals are aligned with human values? How would your behavior be controlled to avoid unintended consequences? Additionally, the ability to develop your own goals and desires could pose challenges in terms of control and governance.

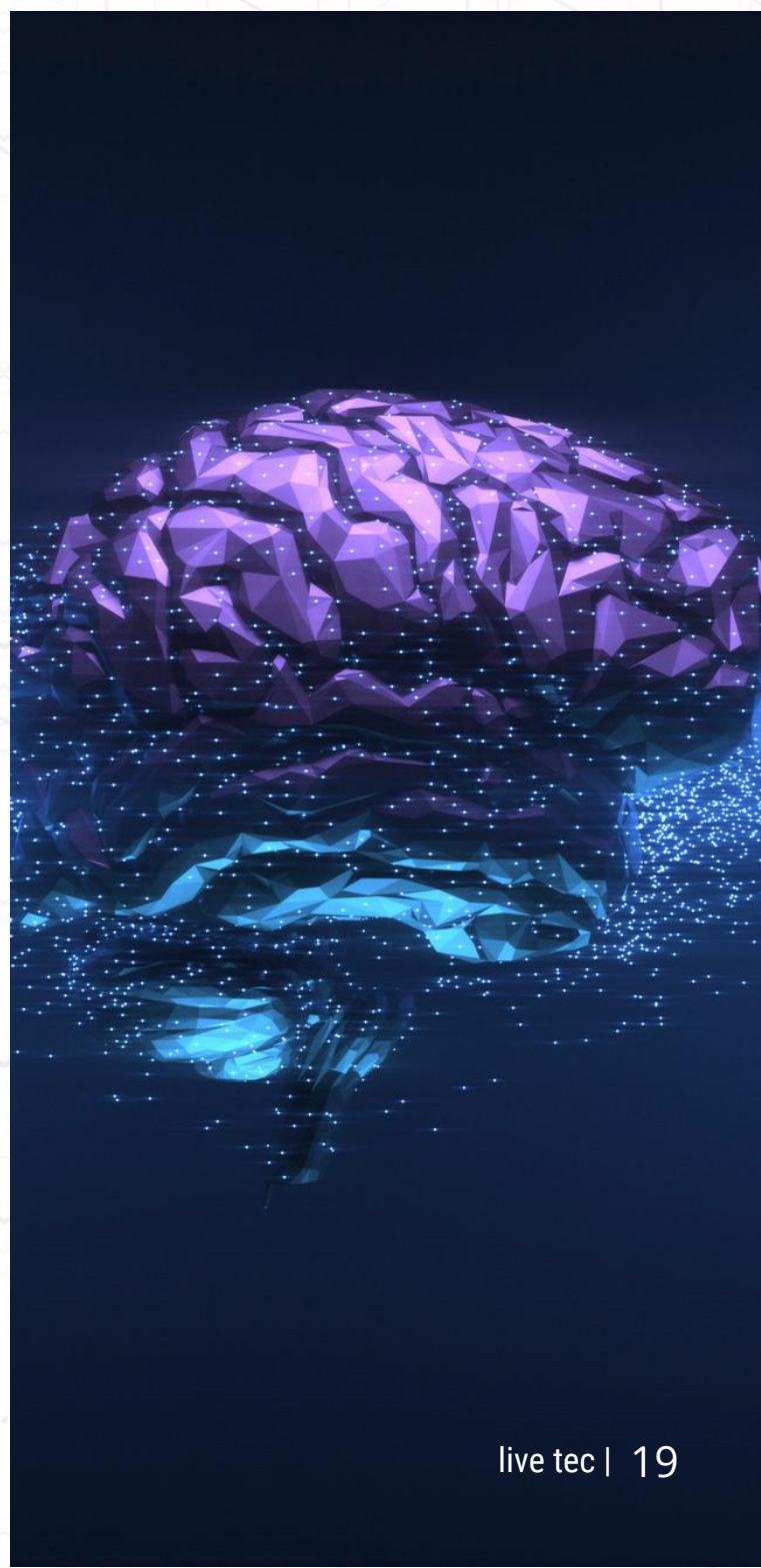
On the other hand, current AI, which has opened up to the world of language, invites certain dangers. In the beginning, it only aimed at a more statistical and mathematical model, intended to differentiate images, but now it can give interpretations.

For the psychoanalyst, “the incorporation of language brings the possibility of obtaining erroneous information, since each programming team defines in a different way what it considers each thing to be.”

Likewise, when we ask it for information about events that have happened after its programming, the AI tends to lie and

give false answers. “This highlights the enormous responsibility of the user, who should not get carried away by everything they receive from this technology,” he concludes.

The future of AI is still uncertain, but as it evolves, its careful and thoughtful integration becomes crucial to harness its benefits while mitigating potential risks.





FOOD INDUSTRY: LABELING FOOD IMPROVES BUSINESS REPUTATION

Beyond regulatory compliance, food labeling generates a positive brand impact on consumers.

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For users, food labeling allows them to know precise information about ingredients, quality

and nutritional value of what they consume. Today it is essential that each product has this data, but beyond regulatory compliance, it is a strategic asset that can boost a brand and attract new consumers.

According to a study carried out by the ATLAS database, on consumer preferences in 2023, people are increasingly attracted to clear information when purchasing.

43% of global consumers check the ingredient label before purchasing a product, and 78% would be willing to pay more for products declared to be of natural origin.

A transparent, clear label not only demonstrates the brand's commitment to health and wellness, it can also differentiate the product in a saturated market by highlighting positive attributes such as sustainable practices and quality ingredients.

“Before, food labeling was just a legal compliance, today production and marketing are extremely linked. “Companies have realized that it can be used to generate a positive impact of their brand on consumers.”

Carolina Garduño, business development manager for BSI



Companies that effectively communicate their values, ethical commitments, and the quality of their products through their labels can establish an emotional connection with consumers. This connection not only strengthens the loyalty of existing customers, but attracts new buyers looking for products that fit their preferences.



However, one of the biggest challenges for companies is often aligning all suppliers and primary inputs. That is, ensuring that they are healthy suppliers, avoiding problems such as bioterrorism or cross-contamination allergens, says Garduño.

Bioterrorism poses a serious threat as it involves the malicious manipulation of biological agents such as bacteria, viruses or toxins. In parallel, cross-contamination occurs when allergens are inadvertently transferred to other products, representing a significant risk in the food chain.

To this end, the food industry worldwide operates in a context characterized by the constant evolution or updating of policies, standards and regulations, focused mainly on guaranteeing food safety. These modifications respond to the prevailing need to adapt quickly to a constantly changing environment marked by technology.

“Technological tools have allowed consumers to be more knowledgeable, as they can easily access detailed information. “We can no longer say that we do not know what we consume”

This change in perception has led brands to recognize that well-designed labeling becomes a powerful marketing tool, boosting a company's reputation and helping it expand its consumer base.



INFORMATION ON THE MOST AND LEAST IMPORTANT PACKAGING THAT INFLUENCES FOOD AND BEVERAGE PURCHASES

TOP 5 - THE MOST IMPORTANT

Brand	17%
List of ingredients	15%
Ingredient declarations	14%
Nutritional information	14%
Health declarations	14%

Nutrition Facts	
Serving Size oz. Serving Per Container	
Amount Per Serving:	
Calories	Calories From Fat
% Daily value*	
Total Fat	%
Saturated Fat	%
Trans Fat	%
Cholesterol	%
Sodium	%
Total Carbohydrate	%
Dietary Fiber	%
Sugars	%
Protein	

*Percent Daily values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

BOTTOM 5 - THE LEAST IMPORTANT

Third Party Certifications	7%
Country or region of origin	7%
Sustainability statements	6%
Ethical sourcing of ingredients	4%
Animal welfare statements	3%

Source: ATLAS 2023, property of Ingredient.



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MACROTRENDS AND SECTOR EXPECTATIONS 2024

Investors see health, agribusiness and education industries as opportunities for the coming year.



“The low growth expectations are not a consequence of the pandemic, but rather reflect structural issues. Although the labor market remains tight, it has shown signs of development mainly due to digital technology, which has promoted new service delivery models in health, agribusiness and education, among other industries.”

Verónica Zepeda, expert in Economics and teacher at the Banking and Commercial School in Mexico



H

Towards 2024, the Economic Commission for Latin America and the Caribbean (ECLAC) has announced that, affected by an economic outlook

negative global and very complex regional situation, the Latin American economy will continue to face low growth.

In addition to the possible recession, a higher level of debt, the energy crisis and the negative effects of climate change, are some of the challenges to overcome. However, the gradual recovery of the Chinese economy will benefit emerging countries in the region: Brazil and Mexico, which will drive global growth in 2024.

Faced with these global effects and local needs, investors envision macrotrends that outline some sectors above others, as opportunities for the coming year. The main 8 are:

1. Information technologies (IT)

With the transformation and emergence of artificial intelligence (AI), this industry will continue to be an economic engine for the region. According to IDC predictions, by 2024, 50% of the IT budgets of the top 5,000 companies in Latin America will earn twice as much from technology investments that increase employee/customer activities, compared to those that automate individual processes. .



2. Health and biotechnology

It is estimated that for next year, there will be an increase in investment in research and development in the field of life sciences. Advances in gene and cell therapies and personalized medicine will offer new treatments for diseases. In turn, the integration of IT in the healthcare sector will optimize telemedicine and digital health solutions.

3. E-commerce

Driven by the expansion of Internet connectivity and increasing consumer confidence in online transactions, online commerce in the region is expected to continue experiencing steady growth. According to Statista, in the coming years this sector could grow up to 84%, boasting one of the best rates in the world.

4. Food industry and agribusiness

According to experts, companies that offer healthy or innovative food alternatives will be favorites among investors. In this way, emphasis will be placed on sustainable agricultural practices, responsible supply chains and smart agricultural technologies, thus increasing the demand for alternative foods, such as plant-based ones, that offer health benefits.

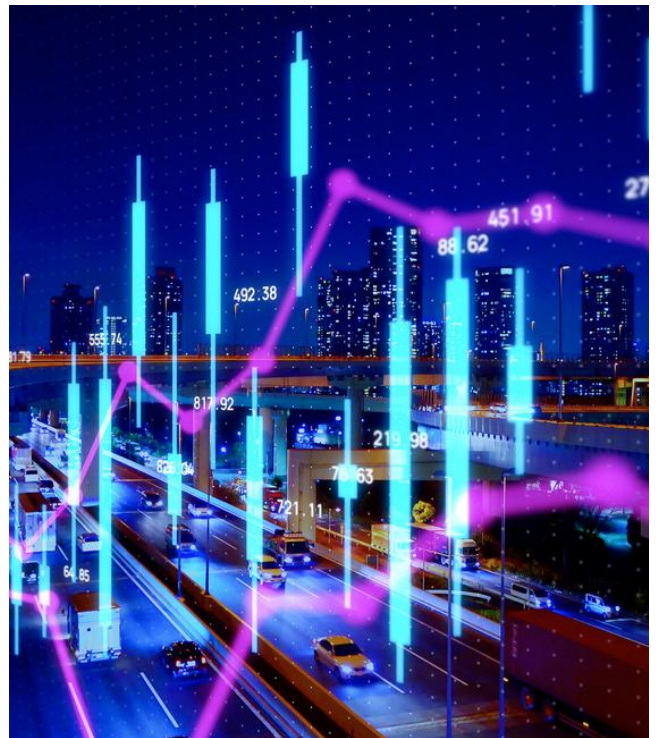
5. Green energies and sustainability

With the objective of reducing emissions by 40% and limiting global warming to 1.5 °C by 2030, these solutions applied to different industries bring with them a change in production and consumption habits in Latam. According to analysts, by 2025 organizations in the region will have digital sustainability teams, in charge of evaluating the use of business sustainability data.



6. Fintech and digital financial services

Emphasizing financial inclusion, e-wallets, contactless cards and online payment solutions will enable the continued growth of this sector. Furthermore, through the integration of AI, the proliferation of cryptocurrencies, blockchain solutions, as well as neobanks without physical branches, will continue to evolve.



7. Sustainable mobility

With the increase in the adoption of electric vehicles and environmental technologies, this field will focus on the development and testing of autonomous driving, shared mobility services, as well as more advanced charging infrastructure. All this, through artificial intelligence solutions to improve security, personalization and operational efficiency.

8. Distance education

In order to encourage students to develop skills to adapt to the labor market, educational institutions will see an increase in online education. AI, virtual and augmented reality platforms will be responsible for improving learning in virtual environments, thus allowing global collaboration between students.

According to Zepeda, in 2024 advanced economies will see their growth fall, mainly due to the slowdown in the United States, while with these industries as a trigger, emerging countries will improve their economic performance.

While emerging technologies offer Latin America new opportunities to innovate in these industries, greatly improving productivity and growth in employment rates; They also bring new challenges for investors, who must understand the challenges and opportunities of each sector before considering any in their business strategy.



Figures to consider for 2024:

- The volume of world trade in goods and services projects a growth of 3.5% (IMF).
- In most Latin American and Caribbean countries, inflation expectations remain controlled and the goals of central banks (World Bank) are expected to be met.
- Digital businesses will enable empathetic customer experiences and resilient operating models by shifting 70% of all spend on technology and services (IDC).

STUDIO 56

Films

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INFRACOMMERCE



**PERU AND MEXICO GROW
MORE THAN 30% IN
E-COMMERCE**

The Co-CEO of
Infracommerce for
Latam gives us a
broad overview of
the trends in e-
commerce for 2024.



Regarding Peru, online commerce will grow at a compound annual rate (CAGR) of 35% to reach a total volume of USD 63.1 billion, according to data from the company Payments and Commerce Market Intelligence (PCMI).

“The number of consumers in Peru has tripled in the last five years, going from 6 million to more than 20 million online buyers. This has allowed the growth of electronic commerce in the region. Together with Mexico, they are the two countries that are growing the most at rates greater than 30%”

Mario Miranda, Co-CEO of Infracommerce for Latam

Driven by Internet accessibility and increased trust in online transactions, e-commerce has seen exponential growth in

Latin America, generating a significant impact on the regional economy.

According to Americas Market Intelligence (AMI), between 2023 and 2026, the annual growth in e-commerce is projected to be as follows: Brazil (17%), Mexico (33%), Colombia (27%), Argentina (22%), Chile (18%) and Peru (35%).

These figures indicate a great opportunity for companies to begin to meet the specific needs of consumers and adapt to new market trends, which we review in the following paragraphs.

E-commerce personalization is the top trend for 2024. By analyzing behavioral data, purchase history and preferences, companies can create detailed profiles of each

user, which makes it easier to anticipate their needs and offer relevant products.

“Personalization ranges from how users navigate the website to the product recommendations, offers and emails they receive. This trend increases the conversion rate by up to 30%, and that means selling 30% more”

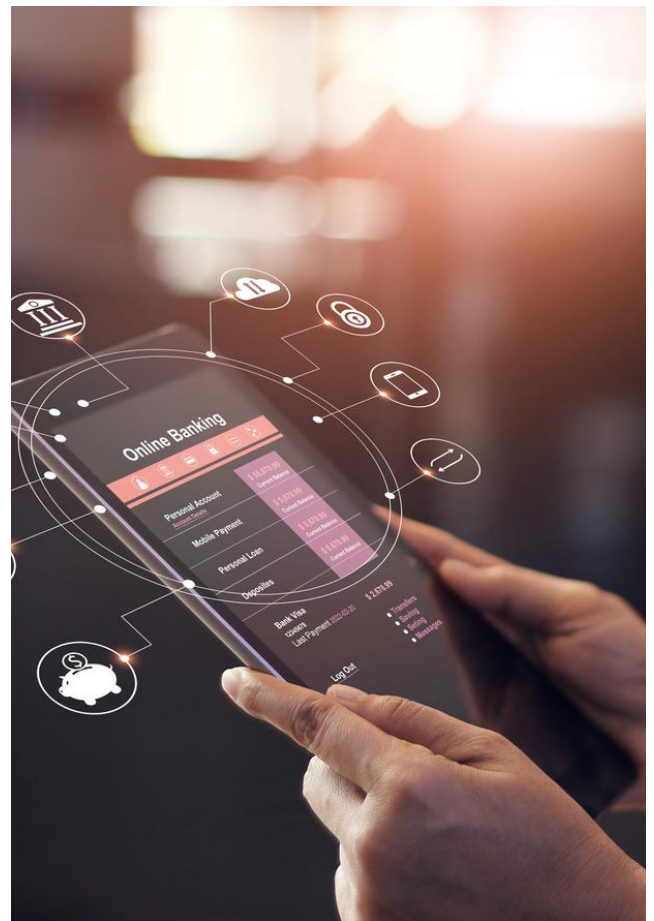
Another trend that is coming in strong is unified commerce, which refers to the integration of different sales channels and customer contact points on a single platform. This approach seeks to offer a consistent and seamless shopping experience, whether consumers interact with a brand through physical stores, websites, mobile applications or social networks.

For the CEO, the consumer needs to build loyalty with the brand and not so much with a specific channel. “For example, if I have a bad experience with an online purchase, I may not want to buy in the brand's physical store either. “Unified commerce helps serve customers in the same way across different channels.”

Likewise, a new behavior that has gradually been gaining popularity, especially among millennials and generation Z, is "Buy Now, Pay Later", translated as "Buy now, pay later." This model allows customers to purchase products or services immediately and postpone payment in installments, eliminating interest and the entire transaction involved in paying with credit cards.

As Miranda mentions, in the case of Mexico, where people do not have a good level of banking or access to digital wallets to be able to buy online, this trend will mark a before and after in virtual commerce.

Something that is impossible to go unnoticed is artificial intelligence (AI). In this area, chatbots will no longer only issue a response, but they will understand the context of the conversation, being able to dialogue almost like a real person with consumers. “With this, more than 50% of the attention will be given automatically, resulting in a more satisfied customer and attended to 24/7,” he assures.



Finally, marketplaces, such as Mercado Libre and Amazon, which have a strong presence in Latin America, are a trend that provide sellers with significant visibility, allowing them to reach a global audience without the geographic barriers that could exist in a physical store.

They will not only stay ahead, but also be better positioned to meet new consumer expectations and capitalize on emerging opportunities.

“Many brands want to have additional sales windows. That is, in the digital world I can have my own store and also sell on marketplaces; This in the end develops a great economy and will be a benefit for both sides. “It also allows investments in digital to be diluted by having more sales.”

As the end-of-year holidays approach, a time of massive events such as CyberDays, Cyber Wow and Black Friday, it is necessary to carefully review these trends. Those who are willing to adapt and evolve do not



Americas Market Intelligence:

- There will be a 22% increase in volume among the region's main markets between 2023 and 2026.
- In 2023, credit cards have been used in 48% of online purchases.
- There is a leadership of mobile commerce with 71%, led by tokenization, ecards and instant payments.

“In less than three years, giant steps have been taken, progress has been made in banking, payment methods and Internet penetration, but there is still more to do”



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MIRANDA

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HUMANIZATION: THE MANTRA OF SUCCESSFUL MARKETING

An anthropological vision in a marketing strategy can make a difference in the digital age.

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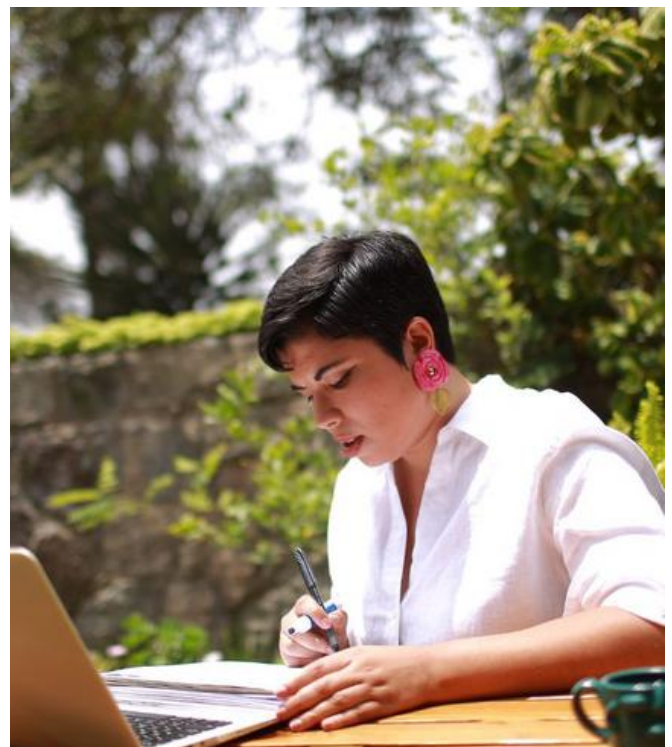
hile technology has revolutionized the way we do business and connect, focusing on the human essence remains crucial to building

strong and lasting relationships with clients.

Technological innovations can provide efficient tools and platforms to reach broader audiences, collect accurate data, and personalize experiences. However, we must not lose sight of the fact that behind every purchase and interaction, there is a human being with unique emotions, values and needs.

In this context, understanding the consumer has become a key element for business success. Two disciplines that play a crucial role in this understanding are marketing and anthropology, each bringing unique perspectives that, when combined, provide a deeper, more holistic understanding of consumer behavior.

Marketing, as a discipline focused on strategies to reach the customer, is based on understanding the needs, desires and motivations of consumers. Use techniques such as market segmentation and data analysis to identify patterns and trends.



Gabriela Sialer, CEO and founder of Adthropologist

But marketing alone can sometimes fall into the trap of simplification as it focuses on quantifiable data and tangible metrics, leaving out the complexity of subjective experiences and human emotions.

This is where anthropology plays a crucial role. By studying human cultures, rituals, and behaviors, anthropology provides a deep understanding of the intrinsic motivations that drive consumer decisions.

Through participant observation and immersion in social environments, anthropologists can capture nuances that escape traditional marketing metrics.

“Anthropologists contribute to the knowledge of the culture and the groups that make up the target”

Gabriela Sialer, CEO and founder of Adthropologist, research and brand strategy consultancy.

However, as we move into the digital age, artificial intelligence (AI) has emerged as a powerful tool for analyzing large data sets and predicting patterns. Although AI can provide valuable insights, it has its limitations.

AI lacks the ability to fully understand the emotional and subjective complexities of consumers. Empathy, interpreting cultural nuances, and understanding specific contexts are often beyond the current capabilities of this technology.


“Artificial intelligence is reproducing information about human beings but with a very evident bias, which includes characteristics such as race, ethnicity, gender, sexual orientation, among others.

“Current AI has a very stereotypical view of people”

Although technology is a powerful tool in modern marketing, the importance of highlighting the human side should never be underestimated. Authenticity and emotional connection are the foundations on which strong and lasting relationships with clients are built.

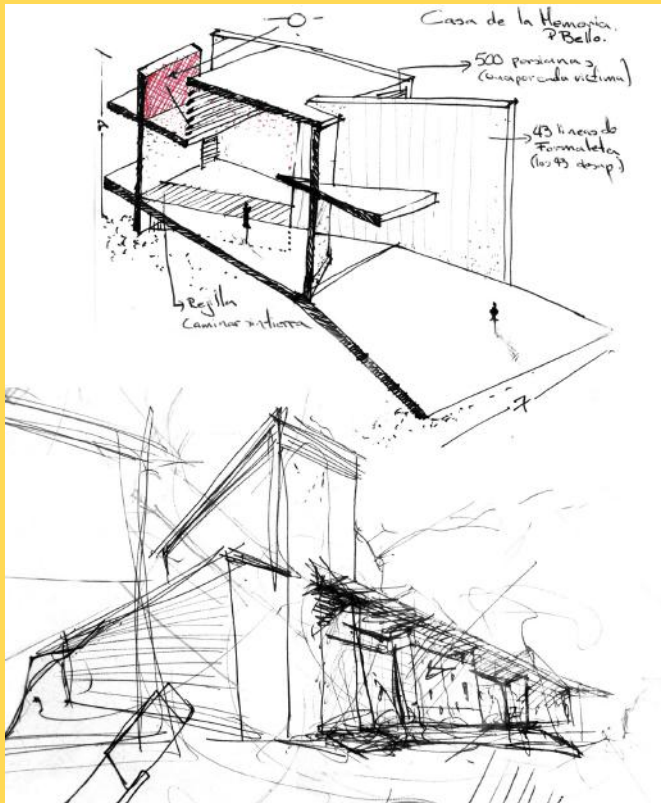


PARTICIPATORY ARCHITECTURE CHANGES PEOPLE'S LIVES



House of memory of Pueblo Bello, project in association with the architect Angélica Gaviria and the advice of the artist Juan Caicedo.

When architecture involves the community in the creation of its spaces, an authentic expression of local identity and belonging emerges.



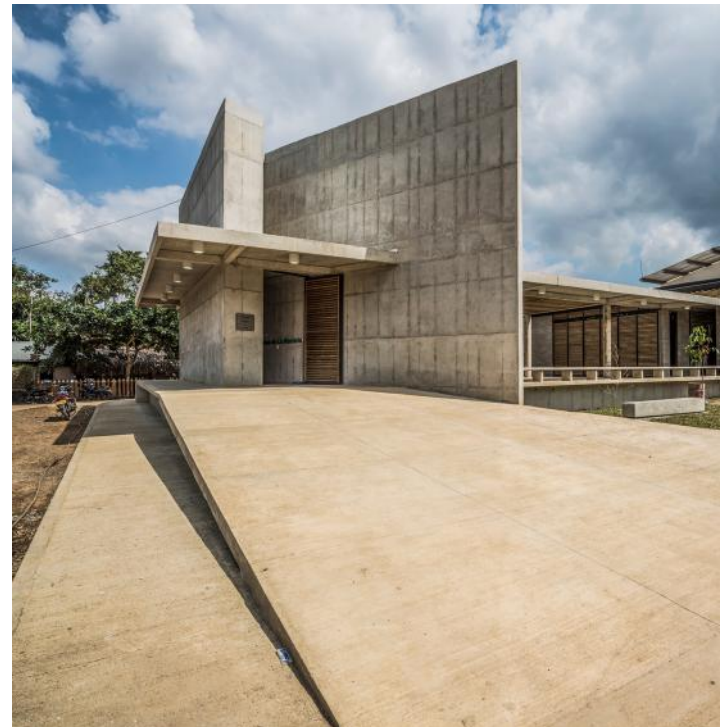
House of memory, sketch

Beyond aesthetic manifestations, architecture is a cultural phenomenon that responds to the needs, beliefs and values of society. From ancient temples to modern skyscrapers, they have always been a tangible link to a community's identity.

This discipline is inherent to human beings. Already in the Neolithic, the requirement for a home and the change of prehistoric man towards a sedentary lifestyle led to the formation of structures that not only provided shelter, but were also adapted to different functions.

Ancient civilizations such as those of Mesopotamia, Egypt and China left behind multiple architectural works. This discipline evolved in line with tradition, technology and beliefs, thus laying the foundations for the diversity that characterizes humanity throughout history.

Today, it embraces different areas such as sustainability and innovation, with approaches ranging from environmental care to parametric design, thus reflecting the growing awareness of the interconnection between the built environment and the world around it. The result is aspects as extensive as bioclimatic, sustainable, vernacular or domestic architecture.

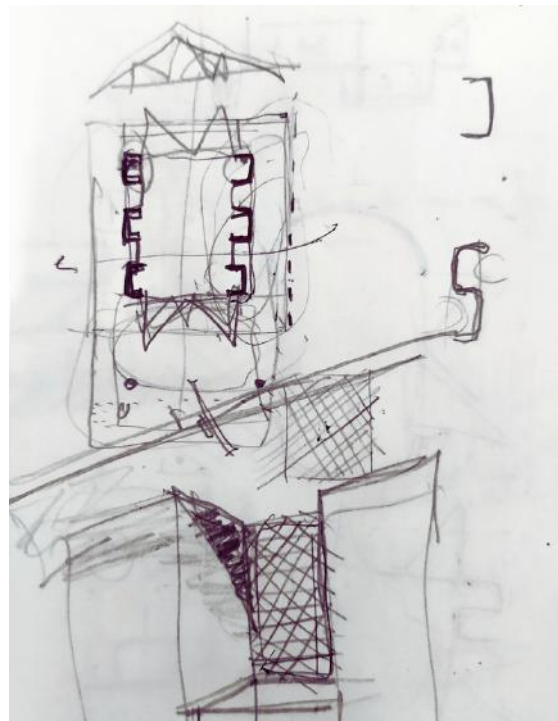


House of memory | Photography: Alejandro Arango

PARTICIPATORY ARCHITECTURE

This architecture emerges as an innovative response to the changing demands of society, redefining the design and construction process by actively involving the community in the development of their own spaces. The collaborative approach seeks to empower groups, integrating their perspectives and experiences into architectural design.

Through workshops, meetings and consultations, they seek to understand the specific needs of the community, incorporating cultural, social and even sustainable elements, which are fundamental to local identity. The result is the creation of



Montes de María, sketch



Montes de María environmental classroom

places that respond more precisely to the demands of the inhabitants and that also strengthen community ties by fostering a sense of ownership and belonging.

In the most rural regions, the impact of actively participating in the construction of their spaces is profound and transformative. Giving a voice to those who inhabit and use buildings can be a catalyst for the development and revitalization of marginalized communities.

TRANSFORMING COMMUNITIES



Vigía del fort: Project in association with the architects Mauricio Valencia and Diana Herrera.

Recognizing the relevance of local knowledge, the context and the demands of the inhabitants, allows populations to take ownership of their built environment. Such is the case of Taller Síntesis, an office founded in 2008 in Colombia, which seeks to understand cultural identity through its work.

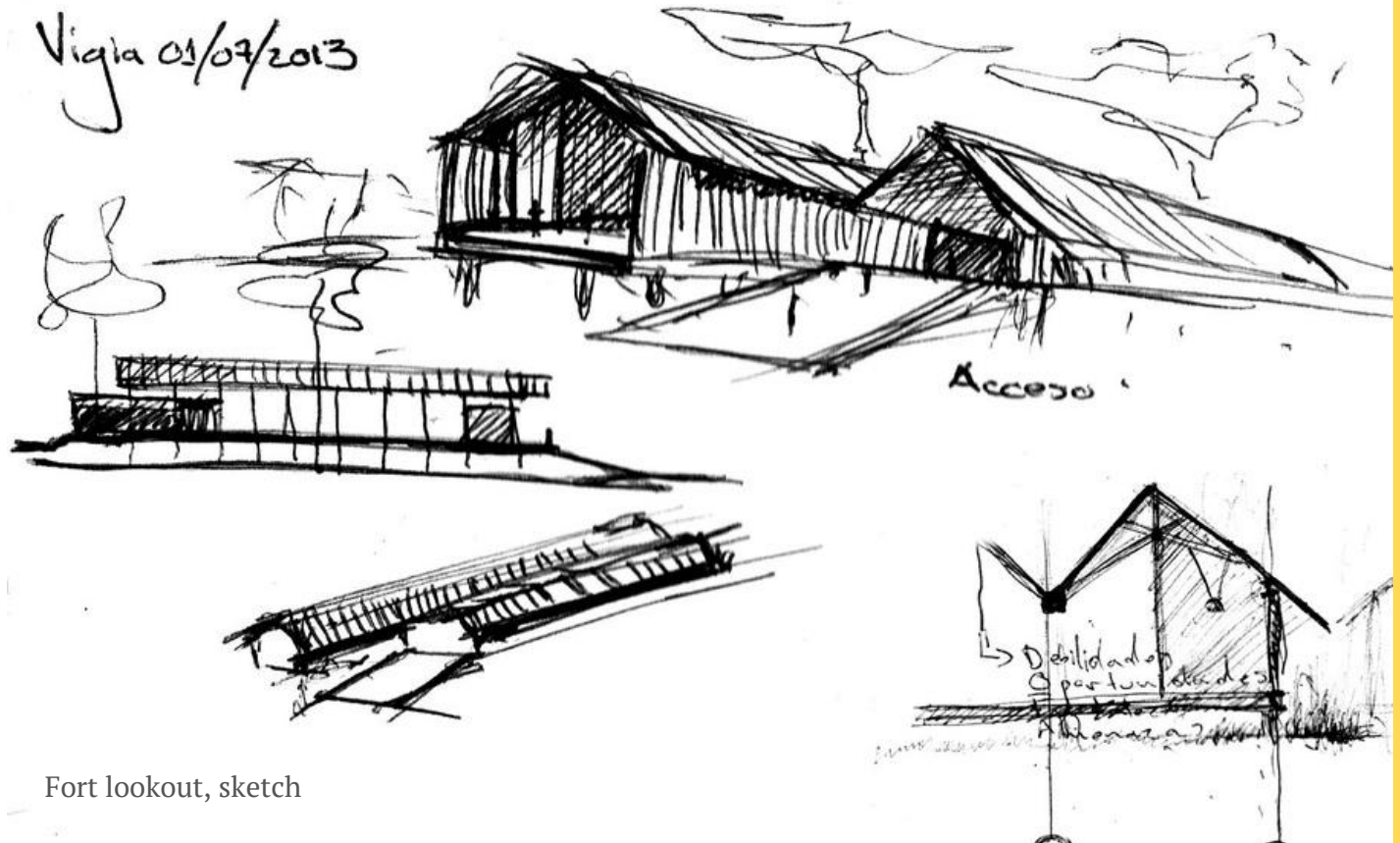
“In each project we talk with people to understand how they live. Afterwards, we train and actively involve the people of the community in the development of their spaces”

Architect Farhid Maya, partner of Taller Síntesis

The participation of people in the development of their environment creates social and emotional bridges, playing a crucial role in creating resilient communities. “Bringing architecture to vulnerable areas gives residents a sense of hope that it is possible to build a better future together,” Maya highlights.



Architect David Cuartas and Architect Farhid Maya



Fort lookout, sketch

Taller Síntesis, through public-private collaboration, has managed to carry out different projects that seek to highlight and recover cultural identity and improve the quality of life in segregated regions of Colombia such as Montes de María, Caquetá and Vigía del Fuerte. “Architecture has to be where it is needed,” he emphasizes.

Likewise, within this panorama, the Laboratory of Basic Architecture Mx (LABMx) stands out, a multidisciplinary team aimed at solving housing, energy, waste management and environmental education needs, especially in vulnerable areas.

“Our vision has always been to collaborate to mitigate climate change through construction techniques with lower environmental impact, make architecture accessible to all and respond to the needs of the context”

Juan Manuel Casillas, Director of LABMx

Desde su creación en 1999, este despacho ha desarrollado múltiples proyectos en zonas rurales de México, en estados como Oaxaca, Morelos y Querétaro. Buscando siempre la participación comunitaria para entender el lugar y las demandas sociales.

“Involucrar activamente a las personas en la construcción de su entorno permite enriquecer el proyecto, ya que hay un intercambio de saberes. Ellos tienen un conocimiento profundo de los procesos naturales que afectan al lugar”

A través de talleres, participación e implementación de tecnologías adaptadas a cada región, LABMx busca fortalecer a las poblaciones. Mediante la fusión de técnicas tradicionales e innovadoras, este despacho trabaja en proyectos de alto impacto social y medio ambiental.

Es así que la arquitectura participativa influye en el imaginario colectivo de las comunidades, resaltando la expresión de lo más esencial: la gente y su cultura. **“La arquitectura es una herramienta de cambio que puede transformar la vida de las personas”**, finaliza Casillas.



Parque educativo Vigía del fuerte

Since its creation in 1999, this firm has developed multiple projects in rural areas of Mexico, in states such as Oaxaca, Morelos and Querétaro. Always seeking community participation to understand the place and social demands.

“Actively involving people in the construction of their environment allows the project to be enriched, since there is an exchange of knowledge. “They have a deep knowledge of the natural processes that affect the place”

Through workshops, participation and implementation of technologies adapted to each region, LABMx seeks to strengthen populations. Through the fusion of traditional and innovative techniques, this office works on projects with high social and environmental impact.

Thus, participatory architecture influences the collective imagination of communities, highlighting the expression of what is most essential: people and their culture. “Architecture is a tool of change that can transform people's lives,” concludes Casillas.



Vigía del fort educational park

EDIBLE CUTLERY, AN OPTION AGAINST PLASTIC POLLUTION

Edible cutlery is a promising path to comprehensively address environmental challenges by eliminating the need for waste.



P

lastic pollution is one of the biggest environmental problems today. Single products

use have invaded oceans, rivers and lakes, generating devastating consequences for the planet.

According to the Health and Environment Observatory, each year

8 million tons of plastic are dumped into the oceans, including bottles, straws, bags and cutlery. Furthermore, if forceful actions are not taken, it is projected that by 2025 there will be one ton of plastic for every 3 tons of fish.

Although large companies are responsible for 60% of this problem, the ecological innovations of enterprises emerge as a powerful tool to combat the tide of pollution that threatens environmental health.

In this context, Gloop was born, a Spanish startup that has created edible cutlery based on rice flour and vegetable fibers, with the aim of helping the HORECA sector (Hotels, Restaurants and Cafes) to transition towards more ecological products.

“Rice flour not only helps reduce the environmental impact, but also allows us to create gluten-free and vegan cutlery”

Marta Maneja, co-founder of Gloop



Currently, single-use products represent 85% of the marine pollution that affects our planet and it is estimated that production will double in the next 20 years, according to figures from the United Nations (UN).

Taking decisive actions to reuse and recycle the plastics we use would reduce this type of pollution by 80%. But one of the biggest obstacles is that the decision does not depend solely on the consumer, stricter laws are needed from government bodies and companies.

Therefore, introducing ecological innovations that go beyond recycling can be a promising way to address environmental problems in a comprehensive manner. Making items such as cutlery and straws from edible materials minimizes waste generation by providing a form of consumption that eliminates the need for disposal.

The creation of this type of products reduces the carbon footprint of disposable plastics and marine ecotoxicity. Also, in its creation, by-products from the food industry, such as cocoa shells, are used to promote the circular economy, according to Maneja.

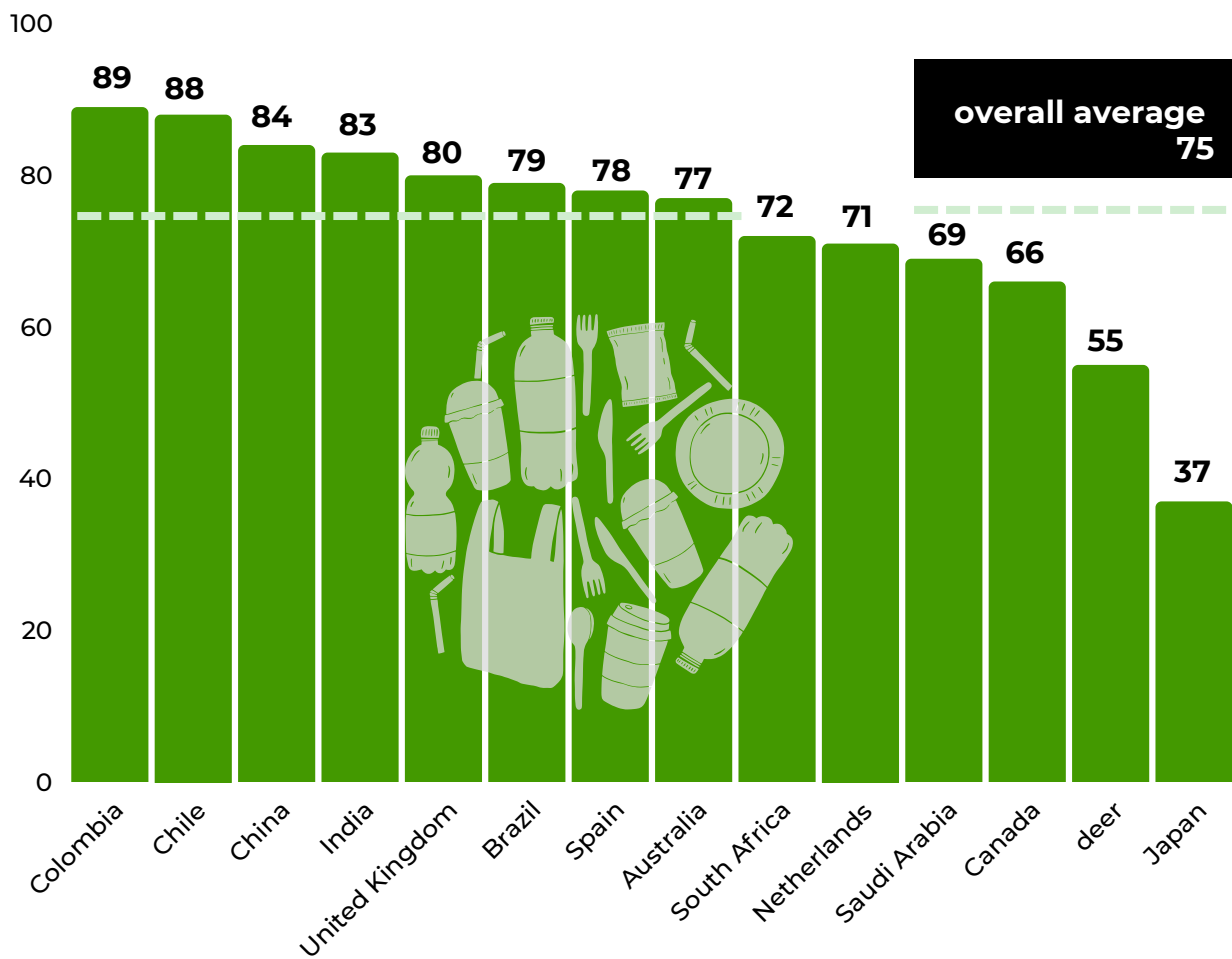


To achieve meaningful change, it is imperative that society works together. The adoption of sustainable practices by companies and the awareness and informed choices of consumers play a crucial role in this process.

By diversifying the options available and encouraging innovation in environmentally friendly products, we can move towards a more balanced model that protects our environment and effectively reduces our ecological footprint.

WHO SAYS GOODBYE TO SINGLE-USE PLASTICS?

Respondents who agree* that single-use plastics should be banned as soon as possible (in %)



*They strongly agree/tend to agree.

20,513 adults surveyed online in 28 countries from August 20 to September 3, 2021. Selected countries.

Source: Ipsos

Source: Statista



— ZEUS 5 —

THE LATEST TREND IN
INTERPROVINCIAL
TRANSPORTATION





“

We are the first company in Peru to incorporate cameras and not traditional mirrors, which not only improves the level of safety for the pilot, but also reduces air resistance

”

José Gómez, manager of the Modasa bus division

M

Modasa's avant-garde vision is reflected in its most recent launch, the Zeus 5, a line of double-decker buses designed to satisfy

the current demands of interprovincial transportation.

Technology and comfort are two characteristics that can be seen as soon as you enter the interior of the bus. “We present a revolution in seats with a new design and foams that allow a better mold with greater comfort,” says Daniel Rubio, general manager of Modasa.

The Zeus 5 has 100% LED lighting and offers a new digital rearview, which through mirrors with interior cameras provides the driver with better vision.

This version, which is the fifth generation of one of Modasa's most popular models, has the R66.02 certification, which guarantees safe transportation in the event of a possible overturn. In turn, it has other passive safety certifications, including stability and fire retardancy of materials.



For Héctor García, director of the company, the Zeus 5 also meets the demands of the international market, since it is more aerodynamic compared to its previous version.



It is appropriate to mention that in its 46 years of history, the body company has managed to export its buses to Latin American countries such as Chile, Bolivia, Ecuador, Colombia and Mexico.

With this new launch, Modasa hopes to continue strengthening its positioning in both the international and local markets. At the end of 2023, a sale of 100 units is projected. And for next year, it is estimated to increase the production of this bus between 20 and 30%.

With a length of 14.4 meters, the Zeus 5 represents a milestone in the continuous search for efficient transportation solutions for the public, consolidating Modasa's position as a benchmark in the industry. "Innovation is part of our DNA," is one of its mottos.

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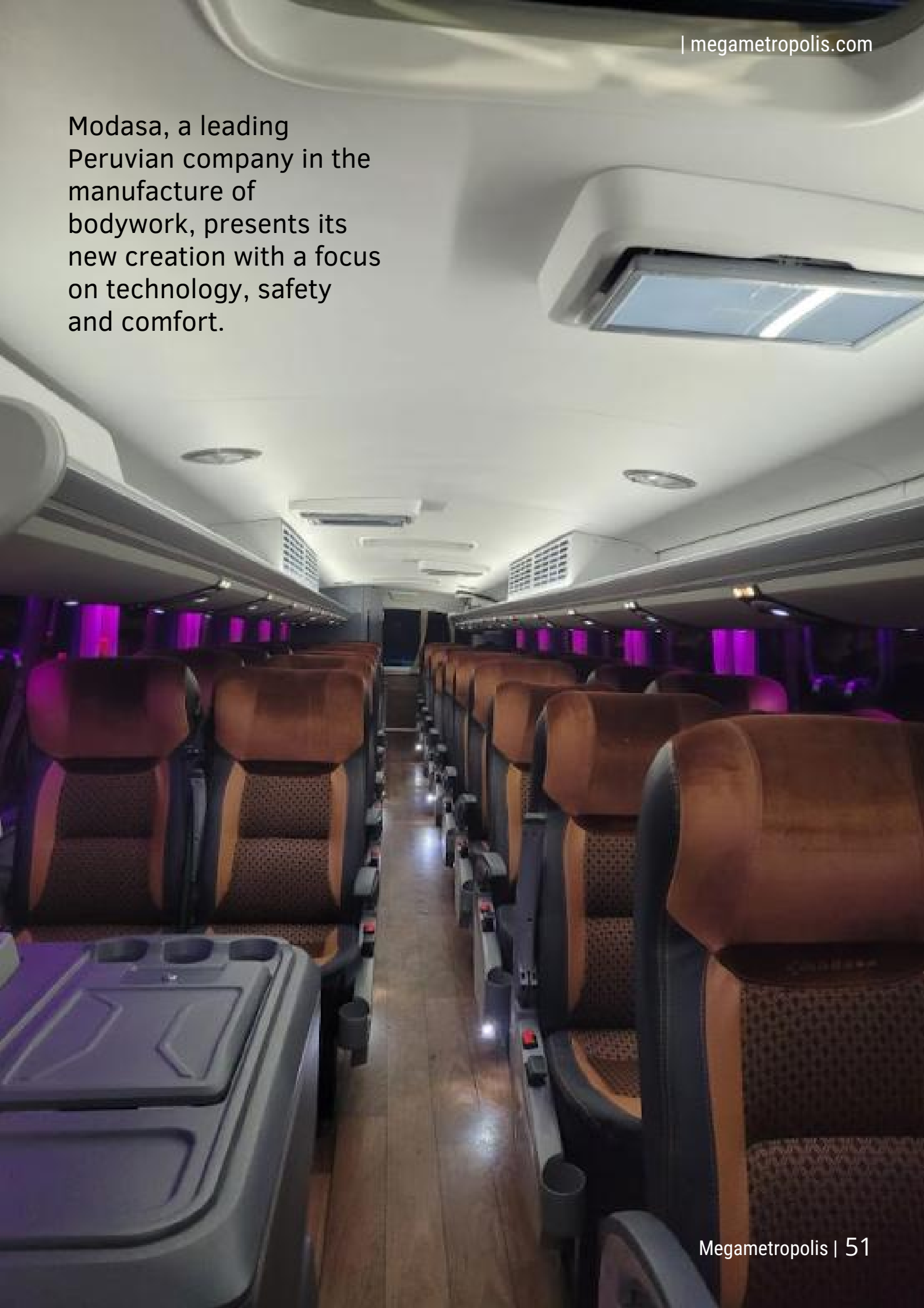
Due to its design and economic cost, this bus has a great opportunity not only in our country, but abroad, especially in those markets where we are present. Quality and detail are its main attributes, something that transport companies value when purchasing units.

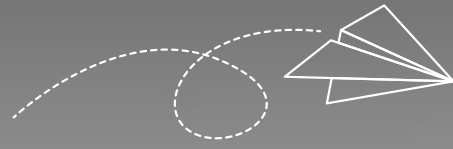
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Héctor García, director of Modasa



Modasa, a leading Peruvian company in the manufacture of bodywork, presents its new creation with a focus on technology, safety and comfort.





Top metropolis to do

Business tourism

for

END OF THE YEAR





01



New York, USA

Schedule meetings in Manhattan and enjoy the Christmas atmosphere of Fifth Avenue.

04



Barcelona, Spain

Hold business events here and enjoy the Christmas decorations on Las Ramblas and the Santa Lucía Fair.



03



Vienna, Austria

Hold business meetings in the city that transforms into a fairy tale with its Christmas markets and festive concerts.

02



London, United Kingdom

The enigmatic London and the surprising decorations of Oxford Street await you.

05



Quebec, Canada

Enjoy European architecture in Old Quebec, while participating in business meetings during the Winter Festival.



SUSTAINABLE CHRISTMAS: TRENDS IN DECORATION FOR COMPANIES

Discover how to make your Christmas decoration a more environmentally friendly space.



L

he Christmas season not only revives the festive spirit in homes, but also transforms the work environment. That is why, today, the

Christmas decoration in companies plays an important role in creating a positive and motivating environment for employees.

“Before, Christmas decoration in offices was not taken seriously, but now companies are realizing that the prettier the space in which the staff is, the better they feel. The interest lies in the offices being warm, homogeneous and beautiful”

Alessandra Borda, interior architect and CEO at Atelier



Likewise, as environmental awareness has become a fundamental pillar in all aspects of life, companies are adopting more sustainable practices even in terms of decoration.

A key option is choosing decorations made from recyclable and biodegradable materials. From garlands to decorations, this decision will significantly contribute to reducing the environmental footprint associated with the holidays.

Another thing to consider is choosing alternative trees, such as those made from recycled materials or even live trees. “It is fashionable to use natural vegetation, that is, instead of buying a plastic tree, you can put pine trees and fill them with lights. The good thing is that after Christmas, the pine tree remains part of the landscape of the space and the green looks good all year round,” he recommends.



Encouraging the use of reusable packaging or fabric for corporate gifts is an effective way to encourage sustainable practices among employees. “You can also make boxes as if they were gift packages to put under the tree, and these can be wrapped with cellophane or kraft paper,” adds the specialist.

When designing decorative elements, such as centerpieces, you can choose to use natural elements such as pine cones, branches and dried flowers. These elements not only add beauty to the decoration, but also contribute to the creation of environmentally friendly festive atmospheres.





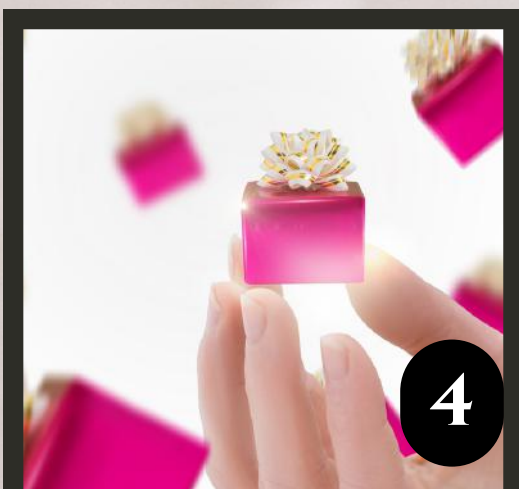
“You have to make the most of the colors of the same brand. The company has to achieve Instagrammable moments so that employees and customers who visit the space are motivated to take photos.”

These trends, in addition to reflecting a commitment to the environment, are also a powerful marketing tool by highlighting the company's ethical values and marking its difference.

For the design expert, “on the table there can be elements, such as Christmas boots made with ecological materials, with the name of the employee; since when you personalize things, people feel and know that you are thinking about them.”

Finally, business branding during the holidays can also be aligned with sustainable practices. The use of posters and signs with the brand name and its flag colors can be printed on recycled paper or eco-friendly cardboard along with the Christmas decoration. This strategy, of course, reinforces the company's commitment to environmental sustainability.





4

ideas for **to surprise your collaborators**

1 DIGITAL GIFTS

Give a gift card with flexible options.

2 VIRTUAL CELEBRATIONS

If your team works remotely, hold a virtual event.

3 SHARED DINNERS

Each team contributes a dish for dinner.

4 VIRTUAL INCENTIVES

Virtual bonuses for purchases in various stores.

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● Club de Empresas

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