

NEWSLETTER

JANUARY 2024 • No • 36

LETTER FROM THE PRESIDENT BY LARRY RUBIN

ORGANIZATIONS STEERING GROUP

- TRIBUTE TO VIVIAN BARDAVID

AMSOC EVENTS

- 2024 GOVERNMENT LEADER SERIES

CONVENTION HIGHLIGHTS

- FERNANDA GUARRO, CEO 3M MÉXICO

EY

- CEO AGENDA FOR 2024

FROM DEBY BEARD

- LAS MAJADAS
- THE TASTE OF FIRE

EASY RECIPES

- VALENTINE'S DAY
- STRAWBERRY PROTEIN GELATIN

OUR SPONSORS

- MENTAL HEALTH IN MEXICO BY ALEJANDRA ALLARD,
HR DIRECTOR MEXICO, COLOMBIA & PERU, BRISTOL MYERS SQUIBB



AMERICAN SOCIETY MEXICO

LARRY RUBIN

President and Chairman of the Board

ELIZABETH PEÑA

Chair, Editorial Committee

MARTHA E. MACIAS

Editor

NURIA VIDAL CASTRO

Design

CONTRIBUTORS:

VIVIAN BARDAVID

Chair, Organizations Steering Group

BRENDA GARCÍA

Chair, Public Affairs Task Force

GERALDINE GONZÁLEZ

Director, Events and Member Services

BIRIDIANA ALMARAZ

Business Development & Memberships Manager

DEBY BEARD

Editorial Committee

ERIKA AARUN

Editorial Committee

ROSITA HORTA

Editorial Committee

ERICK RUGERIO

Photography





LETTER FROM THE PRESIDENT

Dear Readers,

January started with the first of our 2024 Government Leader Series. On the 15th we welcomed presidential candidate Dr. Claudia Sheinbaum and her team for a meeting that garnered spectacular attendance. Dr. Sheinbaum made a presentation with the title "Shared Prosperity" and answered a few questions.

We'll be closing the month with another extraordinary Government Leader meeting we'll tell you all about in the February issue of our Newsletter. We will share the highlights in our social media.

Last December we lost our very dear Chair of the Organizations Steering Group, Vivian Bardavid. Therefore, this month's issue of the Newsletter begins with excerpts from a beautiful tribute written by her husband, Jackie Bardavid, together with some thoughts from members of the AmSoc Organizations Steering Group she created, and other close associates.

EY's contribution this month is The CEO Outlook Pulse, "a survey that brings together the perspectives on artificial intelligence (AI), capital allocation and investment strategies of 1200 CEOs in 21 countries, including Mexico." Bristol Myers Squibb touches on mental health and their approach to supporting people. Deby Beard shows and tells us about Las Majadas, a spectacular hotel with a palace in Chile, and shares a taste for charcoal cooking in The Taste of Fire. Rosita Horta gives us a head start on preparations for Valentine's Day next month, in her easy recipe for Strawberry Gelatin.

In Convention Highlights, we take a closer look at the conversation with Fernanda Guarro, CEO of 3M Mexico, about the company's approach to sustainability and nearshoring. Finally our sponsor, Bristol Myers Squibb gives us their approach to mental health in an article by Alejandra Allard, HR Director Mexico, Colombia & Peru for BMS.

As always, I hope you enjoy reading our Newsletter this month and let us know if you have any suggestions or comments.
Email: newsletter@amsoc.mx.

Best regards,

Larry Rubin

2024



LARRY D. RUBIN
President & Chairman of the Board
American Society of Mexico

VIVI LIVES ON!

BY JACKIE BARDAVID

Last December 24, our dear Chair of the Organizations Steering Group, Vivian Bardavid, passed away. Everyone who knew her was stunned and deeply saddened by this news, well-loved and admired as she was for her generous spirit. The following is a small tribute from people she held dear and all of us; a reflection upon the life and work of a person committed to helping others; someone "who never abandoned anyone."



"What moves me is the desire to help others.

My passion is creation in any of its forms, and both of these complement each other. Creativity expands help, while the desire to improve the lives of others sparks innovation."

Vivian Bardavid, my beloved wife, left us last December 24 at the age of 65, bequeathing a legacy that many of us could only have accomplished in the course of several long lives. Ours was a blessed marriage that lasted exactly 45 years and 6 months.

She was an incomparable wife, daughter, sister, and member of a large extended family, who was also an outstanding marketer and entrepreneur; an exuberant designer and artist; a communicator, liaison, and organizer; not to mention the light in the lives of many who were touched by her love and magic.

Vivian was still studying Business Administration when she became the commercial director of our little family textile business. In the aftermath of the horrible earthquake of 1985 (which destroyed the manufacturing facilities of many of our clients leaving us with a huge fabric surplus) Vivian found ways to counsel and effectively help our surviving clients.

She then turned to the world of art where she became an independent agent for Norman Bardavid, an artist, art promoter and auctioneer. Vivian began to decorate hotels and offices with fine art pieces and reproductions. She studied painting and produced beautiful, relaxing, works of art.

At about this time, Vivian joined the American Chamber of Commerce intending to find needs among the membership she could provide for. Soon, she obtained a concession from AmCham to establish a reservations office and within weeks she was already registered with the International Air Transport Association (IATA), AFEET (Asociación Femenil de Ejecutivas de Empresas Turísticas de la República Mexicana, A.C.) and had secured special rate agreements with various hotel chains.

Having successfully met traveling arrangement needs for AmCham members, in 1997, Vivian founded what would become her most important business, the Manhattan Group, a boutique real-estate agency offering premium service and properties to its clientele. Manhattan Group continues to build its prestige and impressive client list, and has been reviewed by such notable news outlets as the Wall Street Journal and the New York Times.

In the midst of this whirlwind of activities, nothing made Vivian happier than making others happy. She helped countless other people in myriad ways: providing information and guidance, listening to, and communicating with others personally and embracing them with love, wisdom, and understanding. She never abandoned anyone.

These qualities and, of course, her ability to forge alliances, would shine with particular brilliance in her role as Chair of the Organizations Steering Group of the American Society of Mexico. Vivian met Larry Rubin at the American Chamber of Commerce and they became close friends and allies. When Larry became the President of AmSoc, he asked her to sit on the Board of Directors. She happily accepted in the knowledge that this would allow her to continue helping others.

Vivian delegated all of her business concerns so she could devote herself fully and altruistically to supporting US philanthropic organizations and NGOs operating in Mexico. To that end, she created the AmSoc Organizations Steering Group (OSG).

In four years of activities, the OSG

- Has incorporated more than 130 organizations to its philanthropic network, now bolstered by the Social Responsibility departments of major corporations.

- Has fostered and contributed to the organization of more than 500 humanitarian projects benefitting tens of thousands of people.

In addition to her work chairing the OSG, Vivian was also active with:

- Frank Devlyn International Rotary Club



Vivian Bardavid (in pink) with humanitarian leaders and colleagues at an AmSoc Convention.

- bClub (Business Club México)
- National Association of Realtors (NAR)
- Asociación Mexicana de Profesionales Inmobiliarios (AMPI), an association she represented before various Mexican industrial chambers.



On May 24, 2023, the International Parliament of Education presented Vivian with the 2023 Women's Award at a ceremony in the Mexican Senate.



TRIBUTES

The heartbreaking news of Vivian's passing brought about a downpour of in-person and written condolences, a few excerpts of which I share below. To all, my deepest gratitude.

AFEECI

It is with sadness and the deepest respect that Adolescencia Feliz para Evitar la Callejerización Infantil (AFEECI, A.C., A Happy Adolescence to Avoid Homeless Children) extends its heartfelt condolences over the passing of our dear "Vivi", last December 24, 2023.

Vivi was not only a great leader and benefactor, but an admirable wife, loving daughter, unparalleled sister, and exceptional friend. Her passing leaves a huge void in our lives, but her legacy of love, compassion, and commitment towards the wellbeing of others will live forever.

In these moments of grief in solidarity we stand by her husband, Jackie Bardavid, her family, friends and all those who had the honor of knowing and working alongside her.

May her example continue to inspire and motivate many future generations to follow in her footsteps.

Baruj Dayan HaEmet



Women Economic Forum G100 Mission Millions: Uniting Women of the World WEF Iberoamérica are deeply saddened by the passing of Vivian Bardavid, Member of the Board and Chair of the Organizations Steering Group of American Society of Mexico.

In 2023, she was honored as an "Exceptional Woman of Excellence" for her unprecedented social work. Her dedication to supporting vulnerable individuals and assisting over 130 non-profit organizations has left an indelible mark on our society.

Her commitment and passion for the well-being of others made her an extraordinary figure in the field.

Vivian Bardavid's altruistic spirit and tireless efforts towards a better world will continue to inspire future generations.

We extend our heartfelt condolences to her loved ones and recognize the invaluable legacy she leaves behind.

Patricia González, Vice President of the American Society of Mexico,
Consejera WEF de Iberoamérica,
G100 Global Leader Human Resources and Talent



During a retreat of the American Society's Board of Directors Vivian Bardavid and I spent some time together and became fast friends. I felt privileged to be a friend of such a kind and distinguished woman; sweet and concerned about others yet determined and graceful in everything she did.

Vivian created and chaired the Organizations Steering Group, intended to attract all US-born non for profit organizations working for the well-being of Mexican communities. The OSG helps more than 130 philanthropic organizations with ties in the US accomplish their missions.

In 2021 the Mexican government approved a tax reform that resulted in various obstacles for Donatarias Autorizadas (Fiscal approved donations) from charitable organizations. This was like a death sentence for many philanthropic organizations that were completely confused and disoriented about the next steps forward.

Vivian proceeded to work with the most professional accounting firms of Mexico to design ways to overcome the obstacles. This led to a series of presentations and seminars for the philanthropic organizations accountants to learn the new options and to be able to continue with their extraordinary work.

There is not counting how many organizations and people these actions benefited but we can say that Vivian reached thousands of people in need in Mexico, and the Country is better for it.

Jill Metcalfe, Vice-President of AmSoc



My life found new meaning one day at a business meeting when I met a very elegant, fair-haired lady dressed in pink who had a charming smile. It was Vivian Bardavid. I told her I not only wanted to contribute to the Events Committee of the American Society, but focus on relationships with civil society foundations and associations as part of her Organizations Steering Group.

Since then we became inseparable. During the pandemic we helped a large number of urban poor and religious communities in Chihuahua and Morelia. She helped me through the nuances of our relationship with the Red Cross to enable a partnership between this organization and United Way. For many years, this partnership would aid countless migrants and vulnerable populations.

Vivian always made us go beyond our comfort zone, pursue excellence, rehearse important meetings for days, and check our writing over and over before publishing. She taught us to call governors or community leaders to remove obstacles that kept individuals or organizations from moving forward. She was like that.

I will always follow her elegant and effective ways of doing things. I'll always be reminded of her joy and constant "I love you's". Thank you Vivi!

Elizabeth "Lizzy" Peña, Chair of the AmSoc Editorial Committee





This is not a eulogy but the celebration of a human being full of light and warmth. In every one of her actions, in every one of her words of inspiration and encouragement, Vivian Bardavid instilled in all the conviction that in giving lie opportunities for growth far beyond the adversities that may bring us down, but never defeat us.

In recent years, I not only experienced Vivi's friendship, love and kindness, but also her unrestricted personal and professional counsel and support. We would have long morning conversations (practically at daybreak) in which we compared ideas and projects that could offer advantages to all the organizations that she and her wonderful talent, tirelessly brought together.

Vivi embodied discipline and tenacity. She saw important projects to fruition; forged solid partnerships and expanded her reach beyond the realm of social responsibility. Her initiatives in favor of quality education went beyond our border. In 2023 alone, she established ties with diplomatic authorities in the United States and various educational institutions there to promote options that would offer children and teenagers in the less favored communities of Mexico, opportunities for academic growth that

would ultimately improve their living standards.

As in any human relationship, she and I also had our differences that far from separating us, presented options to meet halfway and creatively redirect our views as in the proverb, "A single conversation with a wise person is better than years of study." Her counsel illuminated me greatly.

I could continue expressing my wealth of experiences with Vivi, but her name, passion and commitment are well known in every sphere devoted to building a better place for thousands of people. Her legacy will be celebrated and her presence will transcend.

As a small but significant tribute, I quote the Kotzer Rebbe who said, "Death is but a change of circumstances, like moving homes. But a wise person sees to it that the new home is better and nicer than the old one."

Vivi, enjoy your new home where you'll receive every day our gratitude for your presence in our lives.

Geraldine González-Soberanes,
AmSoc Director of Events and Member Services



**Special
Olympics**

It was June, 2020 when I had the privilege of being introduced to Vivi during a virtual meeting on Zoom in the middle of the pandemic. The purpose of the call was clear: she wanted to meet us, get to know us and understand our movement, the Special Olympics. When the presentation was over, Vivi shared some amazing news. In a few weeks, we would participate in an American Society of Mexico event with several heads of businesses. This was the beginning of an exciting experience full of nervousness, technological preparation, and desire to represent our movement in the best manner possible. That very same day, we were invited to join the American Society's Organizations Steering Group, chaired by our dear Vivi. That was the beginning of our story with an exceptional woman, extraordinary leader and impeccable professional. She worked tirelessly towards her vision of helping those who needed it the most in our country.

Regarding Vivi, it's difficult for me to separate the personal from the institutional because she became an extraordinary friend, to the point of declaring we were like sisters. We trusted one another, we loved each other dearly; our relationship extended to our families and friends.

Professionally, Vivi introduced us to more than 20 organizations and people with the intention of forging alliances that could benefit our athletes. Thanks to her, and through AmSoc, after our 33 years of presence in Mexico, Special Olympics was admitted as a North American social organization in our country. She included us in the AmSoc platform and gave us the opportunity to talk about Special Olympics in one of their videos. This resulted in amazing exposure for us.

Vivi trusted in the seriousness of our movement and appreciated our way of doing things. Everything she did was directed towards our mission and had a direct impact on our athletes and their families. She displayed special regard for our athletes who she referred to as “her athletes” in public appearances.

The story of collaboration and commitment with Vivi is one of gratitude, admiration, respect and commitment. Her influence has been transformative and left an indelible mark on every one of us, on our movement, and more importantly, on the lives of our athletes and their families.

VIVI IS WITH US FOREVER.

María del Pilar Bazán Ruiz , Executive VP of the Board and National CEO Special Olympics, Mexico



Fundación Infantil Ronald McDonald México celebrates and honors the life and legacy of Vivian Bardavid. Her passing has left a void in our hearts but her legacy will live on forever.

You were an exceptional mentor, an inspiring leader and a loyal friend. Your dedication to Fundación Infantil Ronald McDonald México has impacted the lives of many families and left an enduring imprint on our community.

Your commitment to social justice and equality was a source of inspiration for all members of the Organizations Steering Group and the people who had the privilege of knowing you. Your passion for helping others and generous spirit touched countless lives and made the world a better place.

Your legacy will live forever in our hearts and in the work you leave behind.

Thank you for all you did for boys, girls, and teenagers with complex diseases and their families who we support through our programs every day. We will miss you very much but know that your spirit will continue to guide us on the road to build a country where children are not left to lag behind, and in a world in which generosity becomes a bastion that cements harmonious relationships among human beings.

With love and gratitude,
María Gabriela Gatica Laborde

Executive Director, Fundación Infantil Ronald McDonald México | Ronald McDonald House Charities Mexico



“Connecting our strength to a purpose that may change the world.” Vivian Bardavid

This is a phrase that resounds in everyone who alongside Vivian, had the opportunity to create and catalyze a better present and future for thousands of people.

Hand in hand with a brave, determined, perseverant, compassionate, and authentic woman I received the best teaching about the meaning of sorority.

Together, we wove long-lasting partnerships thanks to the solid, careful foundation you imprinted on every moment.

An impeccable ambassador, Vivian was always willing to share the valuable work and impact of more than 130 organizations anywhere there was an opportunity to do so, and called upon her beloved Organizations Steering Group when confronting challenges in the knowledge that united, we are stronger.

Thank you, Vivi for always standing by me and reminding me that everything has a greater purpose. Thank you for repeating to me that “Everything is for the best,” whenever there was a challenge to overcome in my professional and personal life.

VIVIAN YOU ARE ALWAYS PRESENT IN OUR HEARTS..

Nancy Lara, Executive Director United Way-Mexico



How much I would have loved to share more time with you! In the few years I was lucky to be near you I could always feel your care and support for me and AMANC, Asociación Mexicana de Ayuda a Niños con Cáncer, the pioneering institution in Mexico for needy children with cancer which I founded in 1982.

You always showed your love for our cause in our warm and motivating chats, as well as in your authentic interest in helping me secure donations to fulfill the purpose of AMANC: help children with cancer.

During the COVID pandemic that kept us separated from each other, I was lucky to have your sweet, encouraging voice close by. AMANC never closed its doors to the little ones who continued being treated at the INP which never interrupted its services for children with cancer.

Of course we were afraid of catching COVID! But you and I knew the Lord protected us. We took every precaution and never got sick.

I will always appreciate your introduction to Herman Miller that graciously donated some beautiful and very useful pieces of furniture for our office at the Centro AMANC in Tlalpan. We will always be grateful as well, for your putting us in contact with our committed and well organized Rotary Club friends; specifically the Tlalpan Rotary Club that hosted the "Hearts to Hearts" troop from the United States led by your great friend Reiner. Welcoming them was a great experience.

It was during this visit that you told me you couldn't make it to Tlalpan because you needed to rest. I never thought that only a few weeks later, you'd leave forever to continue on the path ahead of every soul.

Thank you forever, my dearest Vivi
Your love and good wishes are always with me

María de Guadalupe Alejandre Castillo (Lu)

Asociación Mexicana de Ayuda a Niños con Cáncer, IAP
(AMANC)



Vivi Bardavid was a sensitive, kind, and perseverant woman who was always looking for ways to help others in the best way possible. I remember her smile and humanity the first time she visited us at Christel House México. The way she looked at the children and great appreciation for what we did, let me see that she had fallen in love with our project. From then on, many opportunities came to us from the American Society's Organizations Steering Group.

Support for the children's nutrition and health via food basket programs; the opportunity to provide them computers, furniture, even the opportunity for training in technology courses, all of this was promoted by Vivian through partnerships that definitely contributed to transforming the lives of our most needy children.

VIVI, THANK YOU FOR FILLING THIS TIME AND SPACE WITH SO MUCH GENEROSITY, SO MUCH LOVE!
Thank you for your great contribution to the education of those with the greatest needs in Mexico.

Javier Alarcón Benet, Executive Director of Christel House México

ORGANIZATIONS STEERING GROUP

I thank God for the beautiful opportunity to coincide in this dimension with Vivian, whom I met under caotic circumstances produced by the disastrous earthquake of September 19, 2017.

Vivian needed to send aid to several communities in Morelos that had been seriously affected by the phenomenon. With a great desire to help, we were able to secure resources to take that aid to the communities. At the time, I never thought that such a pressing experience would reap so many blessings through Vivian's friendship and love.

Since then, Vivian became my mentor and teacher. When I went through very painful personal circumstances, she brought great support and inspiration. Professionally, Vivian guided me to balance my new roles and challenges. She always found the right words to make you laugh, beauty in finding solutions, and always helped others. I am thankful for all of Vivian's invitations to contribute to projects with social impact.

Dear Vivian, I am certain God has a very special place for you in heaven. Your mission continues. Please intercede for us that we may follow your example. Hugs all the way up to heaven!

Diana García, Steering Group Member



Vivian, Vivi, Vivi... one of the most admirable women I have met in my life.

Everything started in 2019 when she called me herself to meet me. I deemed this an honor that would later become a privilege. I have many memories of her: her enthusiasm, her always kind and loving voice, her phone calls to discuss projects or seek help for a given cause. We invariably ended up laughing, sometimes to tears!

Viv came into my life at a very special moment and shed light on my path. She generously gave me a hand by asking me to work with her in the Organizations Steering Group during the pandemic. This kept me busy and kept my mind off of my own circumstances. I will always be grateful for having met her. Her leadership taught me how to do and accomplish things effectively, which has been useful to me in my professional life.

I thank life for having met her: a leader in every sense of the world and a woman with an innate talent to achieve her goals. I miss you Viv. You already were in my head and heart at all times. Now that you've left us, what pains me most is not being able to hear your voice...

María de Guadalupe Alejandre Castillo (Lu)

Asociación Mexicana de Ayuda a Niños con Cáncer, IAP
(AMANC)



2024 GOVERNMENT LEADERS SERIES

Photos: Erick Rugerio

MEETING WITH DR. CLAUDIA SHEINBAUM PARDO



Last January 15th, AmSoc kicked off a series of meetings with key political figures in the Mexican landscape. The series began with Claudia Sheinbaum, PhD, at the time pre-candidate to the presidency on behalf of the Seguimos Haciendo Historia Coalition formed by Morena (the National Regeneration Movement), Partido del Trabajo (the Labor Party) and Partido Verde Ecologista (the Green Ecologist Party.)

The hall in Hacienda de los Morales was brimming with expectant AmSoc members and guests; over 600 people in attendance.

Our president, Larry Rubin introduced Claudia Sheinbaum and welcomed the members of her team that included, Altagracia Gómez, Coordinator of the Regional Economic Development and Nearshoring Working Committee; Omar García Harfuch, Coordinator of the Security Working Committee; Mario Delgado, MEc, President of Morena; Dr. Jorge Islas, Coordinator of Energy Affairs; Dr. Diana Alarcón, Coordinator General; Dr. Juan de Dios Vázquez, International Relations Specialist.

During his introductory remarks, Mr. Rubin mentioned that American Society is an equitable and participative forum; a non for profit, non-partisan organization that collaborates with leaders and authorities regardless of their political affiliation. He mentioned that the honorary president of AmSoc, the Ambassador of the United States to Mexico, Ken Salazar sent greetings to all in attendance.

AmSoc’s Binational Convention for this year on September 3 and 4 was announced at this time.

Dr. Sheinbaum’s presentation, Shared Prosperity, began with a summary of her work during her term as head of government in Mexico City included not only figures and charts but how improvements in transportation, waste management and security, were obtained; a hint, perhaps of her potentially future style of government. She favors swift and proper planning to achieve results with the aim of promoting investments that yield profits and benefits but, more importantly, well-being. This was illustrated by her thoughts about Los Cabos, where she noted tourism development was impressive, yet the people who worked in the tourism industry were underserved in terms of housing and mobility.

When speaking about Shared Prosperity, Dr. Sheinbaum said, “Under the first Free Trade Agreement, development was supported by low salaries. Yes, there was some investment but it failed to produce the well-being we desired. We want investment (foreign and domestic) to not merely translate into indicators like GDP or FDI—the challenge we face as entrepreneurs, government, and workers is for investment to translate into well-being and sustainable development with the lowest environmental impact possible.”

She mentioned that the Interoceanic Corridor of the Isthmus of Tehuantepec constitutes one of the most visionary strategic projects in the country. “It is not only an alternative to the Panama Canal to move goods from Asia to Europe. The industrial parks being offered there, will spark growth, and even contain south-north migration thanks to development in the area.”

On the topic of energy, Dr. Sheinbaum expressed, “Today, our economic integration with the United States is still fundamental and can be potentiated. All of this, however, needs to be supported by two axis: investment facilitation that guarantees on one hand energy sovereignty when allowing private energy investments, and on the other, public investment in a percentage proposed for long term certainty [. . .] Mexico needs to accelerate its energy transition not only to contribute to reducing greenhouse gases, but to join the international market.”

Her view on nearshoring: “I believe it is a great opportunity for our country, and North America. We need to open this opportunity to the continent to strengthen regional markets [. . .] We’re working on a framework that will allow us to plan nearshoring in an orderly way to generate this well-being process mentioned before, maybe with industrial parks and other strategies.” She then asked, Altagracia Gómez (President of the PEO Industrial and Financial Group) to elaborate.

Ms. Gomez said, “I believe that with clear principles, the ends become much easier to attain. [. . .] This nearshoring is intended not just to capture value, but to create value in Mexico for Mexicans: for the big guys with access to these opportunities without major State mediation, but also for the little and medium guys. Work is being done to establish financing programs that provide access to capital or credit, and democratize access to exports and the opportunities brought about by nearshoring for women, young people and SMEs [. . .] We need to look for economies of scale so we can benefit from nearshoring not only through the planning required but with the urgency required. Proposals are being developed for economic corridors that may be established by natural and/or planned vocations leading to the strategic sectors desired for the country.”

The conversation then veered back to Dr. Sheinbaum when she was asked to talk about her technological priorities in terms of innovation, internet access and AI; her thoughts on health and priorities in the field of education.

- “We need to improve access to internet because today it must be considered a right. The doors to growth and communication are closed for individuals who cannot access internet.”
- “AI is a topic that could take all morning to discuss because of its impact on employment and on education. It’s already part of our lives and we need to sit down to look at its implications. Many countries are regulating AI. This is a topic that needs to be discussed.”
- On health, Dr. Sheinbaum believes Mexico has to have a State-provided well-being system encompassing education and health. “This is not to say that we can’t have private education and health services. Thanks to USMCA there are great health-related opportunities that can be discussed and need to be promoted, but the State needs to be responsible for public health.

“Article 4th of the Constitution establishes that access to health is a right. Primary care, which ranges from prevention to care, has to be bolstered. Even before COVID-19, Mexico has been facing a pandemic of diabetes, high blood pressure resulting from diet issues. These diseases must be addressed and preventive measures like improving diets and facilitating physical education become indispensable.”

- On education, we need to improve middle high school levels, guarantee good working conditions for teachers and establish a system that will prepare middle high school graduates for the labor market and/or higher education. “I also believe that young people who want a higher education should have the opportunity to pursue it. Education is a core axis that facilitates access to other rights established in the Constitution.”

Finally, the question about opportunities and challenges in the US-Mexico relationship and informal-formal employment was answered by saying that our trade relationship is huge and cannot be stopped. It is important to generate conditions for investment so as to maintain and strengthen our commercial bonds by allowing investment to generate well-being. As this well-being grows, informal economy will resolve itself.

And so ended the first 2024 Government Leader Series.





WILLIAM EISNER, PRESIDENT AND DIRECTOR OF EXXONMOBIL MEXICO INTERVIEWS FERNANDA GUARRO, CEO OF 3M MEXICO

Photos: Erick Rugerio

WILLIAM EISNER

Fernanda Guarro has been recognized as an expert in supply chain management and innovation in our country. In 2017 she also became the first woman in Mexico to receive the National Logistics Award.

Today we'll talk to 3M about sustainable innovation in the context of nearshoring in Mexico and the United States, but first I want to share a few thoughts about energy as a requirement for sustainable innovation.

You are all aware of how rapidly the world population is growing. The company I represent and many other organizations, are estimating that by 2050 this growth will amount to 8-10 billion human beings—all desiring a better lifestyle. In other words, these people will want an automobile, a new refrigerator, a bigger house, a/c. This in turn will increase global energy demand 15%.

The world will require more energy, but people (consumers, governments, businesses) now want sustainable energy sources. Such is the huge challenge all of us are facing. How will we generate that energy and growth in a sustainable manner?

This brings me to our first question: Fernanda, in your view what are the main sustainability challenges 3M will be facing relative to its operations in the next few years?

FERNANDA GUARRO

Thank you, Bill. As we discussed the subjects for our conversation we decided that although nearshoring was of course hugely important, we couldn't overlook sustainability. Moving forward, sustainability has to be an important factor in any decision-making process. We at 3M are facing several challenges, but I'd like to focus on two specifically.

Our "3M Forward" program analyzes and identifies megatrends. Among these, there are two 3M focuses on from a sustainability perspective: climate change and depleted resources. We are a scientific company, so we look at technologies based on materials science as a way towards a more sustainable future.

3M has more than 55 thousand products around the world. We fully understand our responsibility to place in the market (via our 53 technology platforms) products that are 100% sustainable and support our clients in their own industries. We participate in 23 different industries providing solutions with innovative materials that support sustainability.

For many years now, 3M has been conducting an independent study in 17 countries (our State of Science Index.) Mexico is one of those 17 countries we have data for, so I'd like to share that 97% of the Mexican population is concerned and doing something about our impact on climate change. More importantly for us as a scientific company is the fact that 9 out of every 10 Mexicans trust in science to find solutions.

I'm sure many other companies, like 3M, have important investments in research and development. Today, we need to ensure we are prioritizing our initiatives in favor of sustainability. During 2022, we invested more than one billion



US dollars—5.4% of our sales—in sustainable projects and materials.

It is there, precisely, where we've been met with very important challenges. We've said we want to have a neutral carbon footprint by 2050—an enormous challenge for a company like ours, with more than 250 plants around the world. Therefore, we're approaching this carbon neutral goal very seriously.

We expect to be at 50% of our goal by 2030. According to our most recent sustainability report, we're showing very significant progress, which includes better water management. We're also investing heavily in water because we are committed to returning the cleanest water possible to the communities where we operate.

Indeed, Bill, we have many commitments and challenges ahead of us, but because we are a scientific company our materials solutions always focus on sustainability.

WILLIAM EISNER

Fernanda, ExxonMobil has also set 2050 as our goal for NetZero. Yesterday, I visited the 3M Innovation Center, looked at some of those 55 thousand products, and learned that you generate 5 thousand patents every year. 3M's focus on innovation is truly impressive.

FERNANDA GUARRO

Yes, in fact we have 132 thousand registered patents. We register 3,500 patents every year. Currently all of them have to do with sustainable technologies and materials. In Mexico, we proudly have 132 registered patents. This is how we deal with innovation and firmly relate it to sustainability. In 3M no product moves forward unless it is sustainable or contributes to sustainability.

WILLIAM EISNER

Impressive. Listen, the challenges you just mentioned are real but 3M undoubtedly has the vision and commitment to meet its sustainability objectives. Now, I understand you are also strongly focused on STEM, Science, Technology, Engineering, Mathematics. People with this kind of background obviously help 3M and its innovation focus a great deal. Moving on to the second question Fernanda, how would you describe the relationship between innovation and sustainability according to the 3M vision?

FERNANDA GUARRO

Innovation and technology development, our talent and everything we've progressed with and offer as solutions are absolutely and totally related to sustainability. Circular economy is also very important as well. In fact, our sustainability strategy involves science for circular economy, science for climate change, and science to support communities. In this regard, I am very proud to share a few community programs.

One that we're promoting a lot internally is pro bono consulting. In Mexico we've donated more than 13 thousand hours, in which our highly talented 3M associates from every level share their experience and knowledge with philanthropic projects and in pro bono consulting.

We also strongly support STEM careers. We very much appreciate all the engineers working at 3M. They are extremely important to us. We promote STEM from early childhood through our innovation center and other projects. We recently opened an innovation and technology workshop in KidZania and we're also working with Universum at UNAM. We seek to ensure we are contributing. We've donated more than 2.5 million products, because for us sustainability must necessarily have a social focus.





WILLIAM EISNER

Wow, Fernanda! I love what I'm hearing. If I'm not mistaken, 3M is also finding ways to make hydrogen more profitable, right? We are also working on taking hydrogen up to scale, at a lower cost. Now, moving along, companies are currently concentrating on ESG, the three dimensions of sustainability; in other words, Environmental, Social, Governance. Please share with us how 3M links nearshoring to its sustainability strategy.

FERNANDA GUARRO

Nearshoring, the main topic of this Convention, goes hand in hand with sustainability. I am happy to say that for many years, 3M Mexico has been nearshoring. We have four manufacturing plants: three in the north (Monterrey, Ensenada and Ciudad Juárez) and one in central Mexico. Our northern plants are devoted 100% to supplying the North American market. 3M has long understood the importance of the Mexican market as well as its talent and proximity with the United States to supply these markets. To continue optimizing this opportunity we need to be certain our actions are decisive, which has a lot to do with developing our own procurement. Today, we are developing suppliers closer to our plants and this is also linked to sustainability, because even though it will not eliminate, it will reduce our carbon footprint.

All of our value chain needs to contribute to our goals and, therefore, we ensure our technology solutions contribute to our clients' sustainability and make our suppliers part of that reduction in carbon. Nearshoring represents the perfect way to accomplish this. We are making our very complex supply chain increasingly linear. Nearshoring is something we've been doing for years. We are promoting it among our clients with new technologies, while we ensure our procurement develops much more locally.

WILLIAM EISNER

Indeed, we've had nearshoring now for 30-40 years, but today opportunities are massive and accompanied by sustainable energies and technologies.

Now, speaking of actions. What are you doing in terms of ESG, and what is the impact of 3M on the communities where it has a presence?

FERNANDA GUARRO

I mentioned a few things about this before, but let me share some more conclusive data on STEM. By 2030, 85% of the jobs we'll require do not exist yet and most are STEM related, so we need to close gaps urgently. According to our State of Science Index an important gap to close involves women in STEM careers because, for example, only 3 out of 10 researchers are women.

3M has impacted more than 30 thousand students in 78 schools and 850 teachers. We are collaborating in various states to ensure we are encouraging young women, especially, to pursue a STEM career.

Besides, for three years now we have had a program called 25 Women in Science in Latin America (see box) recognizing women scientists. Our intention is to showcase real-life role models, such as the great researchers and scientists joining us today. We want girls to learn about and understand their stories.

We are also strongly promoting skilled trades. You can watch our docuseries "Skilled" on YouTube, intended to position and retrieve this kind of work. Just as we require more engineers, we also need more people with skilled trades which will also drive social mobility. Ultimately, today's large plants (AI, automatization, and digitalization notwithstanding) are operated by engineers, yet built and maintained by skilled trade.



This, then, is the ecosystem we are working in, and giving impulse to, in order to continue scientific development in Mexico.

WILLIAM EISNER

Impressive. Fernanda, we're about to end this conversation. We've spoken about STEM, innovation, sustainability and how all of this is linked to nearshoring. Obviously, the purpose of it all is to improve the region, the world, and even though our focus is North America, nearshoring tends to help all of humankind. Thank you for this conversation.



William Eisner and Fernanda Guarro



Fernanda Guarro, CEO of 3M Mexico

A promotional banner for the '25 Women in Science' program. The top left features the 3M logo and the tagline 'Science. Applied to Life.' The top right says 'Latin America & Canada'. The main text reads '25 Women in Science' and 'Special Edition | Environmental Sustainability'. Below this is a blue button that says 'Sign up here'. The center features three stylized illustrations of women's heads with different hair colors (blue, green, yellow). The bottom section has a blue background with white text: 'We are looking for women who are changing the world through science. That's why we launched the 25 Women in Science Latin America & Canada call for entries. In this special edition dedicated to projects focused on Environmental Sustainability, we want to recognize 25 scientists who, through their work in the STEM fields (Science, Technology, Engineering, and Mathematics), are improving and impacting their communities and the environment.' A faint icon of a person's head is visible in the bottom right corner.

Soon after this conversation, 3M launched an invitation to nominate candidates for its 4th edition of 25 Women in Science. The topic this year is Environmental Sustainability. This is the first time Canada will also participate in the program.

The Awards Ceremony will be in March, 2024. For additional information, please visit <https://news.3m.com.mx/25-mujeres-en-la-ciencia>

FOSTERING MENTAL WELL-BEING: CHALLENGES, SOLUTIONS, AND COMMITMENTS

BY ALEJANDRA ALLARD, HR Director Mexico, Colombia & Peru, Bristol Myers Squibb.

We'll forever remember how, three years ago, the landscape of mental health underwent a profound shift in importance.

It was a direct response to the fear, stress, and isolation imposed by the Covid-19 pandemic. Now, more than ever, there is a heightened emphasis on the personal aspect—be it for businesses, governments, or the productive sector.

Prioritizing and safeguarding the well-being of our team, both physically and mentally, isn't just a priority, it's a solid commitment. We've witnessed that people in good mental health not only perform at their best but also contribute to heightened overall productivity. Today, it's about fostering a work environment that genuinely cares, values, and supports, recognizing that our collective success is intricately linked to the well-being of each individual on our team.

In Mexico, as in many other countries, mental health has become a growing concern due to a variety of factors, including social pressures, economic challenges, and other significant life events.

As stated by the WHO, approximately 18.6% of the world's population experiences mental health disorders, of which depression and anxiety top the list. In Mexico, approximately 16 million people suffer from a lack of mental well-being and, according to a survey conducted by the National Institute of Statistics and Geography (INEGI), 8.6% of Mexicans have symptoms of depression, while 13.6% reported suffering from anxiety.

Suicide is a tragic consequence of this problem. In the country, the suicide rate is 5.2 per 100,000 inhabitants, according to data from the Pan American Health Organization (PAHO), which reflects an alarming increase in recent years and reminds us of the urgent need for effective mental health interventions.

DRIVERS OF MENTAL HEALTH PROBLEMS IN MEXICO

Stigma and Cultural Barriers: Cultural beliefs can discourage open discussion and seeking help for mental health struggles.

Limited Access to Mental Health Services: Access to specialized centers in mental health is crucial in preventing this issue. However, shortage of professionals and financial constraints, particularly in rural areas, hinder many Mexicans from receiving the care they need.

Economic Pressure: The stress of financial insecurity can lead to higher rates of anxiety and depression.

Efforts through Public Initiatives: Recognizing the importance of mental health, the government has increased funding, trained professionals, and launched awareness campaigns to address the issue. Per capita health spending in Mexico is projected to reach a new peak of US\$906.65 in 2028 after eight consecutive years of increases.

Many companies have made strides in addressing the mental health of their employees. At Bristol Myers Squibb (BMS), the emotional well-being of our collaborators is integral to our values and our culture of inclusion. Therefore, we have implemented various programs for our personnel, enabling us to concentrate on our primary mission: aiding patients in overcoming serious illnesses.

To reinforce this commitment, we have implemented several initiatives that promote mental well-being within our organization. Some of these include:



To reinforce this commitment, we have implemented several initiatives that promote mental well-being within our organization. Some of these include:

STRESS MANAGEMENT

- **Mindfulness in Action Community:** This internal community comprises BMS employees who engage in mindfulness through weekly “time-out” sessions and receive email reminders.
- **Mindfulness Actions through Wellness Platforms and Apps:** We implement mindfulness practices using wellness platforms and apps like “RethinkCare,” where our peer network can access courses, tips, and breathing techniques, and participate in challenges with co-workers. The platform also provides information on nutrition, sleep, stress reduction, and more.
- **Promotion of fitness opportunities**
- **People and Business Resource Groups (PBRGs):** These groups offer networking opportunities and support ongoing professional growth. They advocate for bold leadership and development, encourage community involvement, and enhance cultural awareness throughout the company to maximize individual and business performance.
- **Employee Assistance Program:** Provides confidential support for emotional, physical, work-life, and wellness issues.
- **Financial Wellness Resources:** Throughout the year, we offer educational workshops to help employees achieve their financial goals.

PROFESSIONAL SUPPORT

- Free and confidential in person, by telephone, and by video (talk therapy) counseling. Medical services for mental health professionals.
- Parental guidance and counseling for children with behavioral, learning, and social challenges.

CRISIS ASSISTANCE

- “Lifeline support” is a free citizen support initiative where a group of health care specialists listen to, and

offer 24/7/365 support to individuals or family members with mental health or substance abuse-related problems through brief interventions.

Addressing mental health in Mexico requires a multifaceted approach that involves breaking down cultural barriers, improving access to services, and fostering a more open and caring society. Recognizing the prevalence of these problems and implementing effective strategies are crucial steps toward creating a healthier and more resilient population. Individuals, and communities. Policymakers must collaborate to prioritize mental health, replacing stigma with understanding and compassion.

Now, let’s take a moment to reflect on the meaning and importance of mental health. In a world often fixated on professional achievement, it’s crucial to remember that our mental well-being is equally significant. Life has its ups and downs, and it’s okay not to have everything figured out. Moments of self-doubt, overwhelming stress, and the weight of expectations are part of the human experience.

Prioritizing my mental health, I’ve discovered the power of self-compassion and the importance of seeking support when needed. It’s about acknowledging the ups and downs, understanding that vulnerability is a strength, and embracing the path to wellness.



CEO AGENDA FOR 2024: FIVE CRITICAL ACTIONS TO REACH MAXIMUM POTENTIAL

BY OLIVIER HACHE, Strategy and Transactions Managing Partner, EY Latin America

The world is facing a new economic cycle marked by slowing growth, rising interest rates, and even higher inflation than before the pandemic. In addition, consumer behavior, trade flows, and the geopolitical landscape have also changed. In this context, EY presents the latest edition of The CEO Outlook Pulse, a survey that brings together the perspectives on artificial intelligence (AI), capital allocation and investment strategies of 1200 CEOs in 21 countries, including Mexico.

A STRATEGIC AGENDA MARKED BY ARTIFICIAL INTELLIGENCE

According to the report, 7 out of 10 CEOs around the world see the urgency of applying AI to their business to prevent their competition from getting ahead of the curve. Another significant finding indicates that 99% of CEOs consider making investments in generative AI. By contrast, 26% of respondents said that the speed at which AI is updated and changed is a determining factor in allocating capital for these types of initiatives.

Optimism about AI in our country is reflected in the 50% of CEOs who think technology will make them better leaders and the 46% who believe that their company should invest in technology to ensure a competitive advantage.

It is worth mentioning that 4 out of 10 companies nationwide are already in the optimization stage, which means that they have discovered the potential of artificial intelligence and are finding a way to invest in it correctly. On this last point, 45% of Mexican CEOs believe that it will take them three to five years to obtain a return on investment.

INVESTING TO GAIN A COMPETITIVE ADVANTAGE

Despite the unstable outlook—resulting from geopolitical situations and the macroeconomic context—many business leaders foresee high levels of growth in the short term and are redoubling their investments in research and development (R+D) and capital expenditures (Capex).

Globally, CEOs continue to take a proactive stance to invest in the future, with 89% planning some type of transaction in the next 12 months. Nonetheless, intentions for merger and acquisition (M&A) deals declined to their lowest level since 2014, with only 35% of CEOs planning M&A in the next 12 months.

On the other hand, CEOs in Mexico expect to invest significantly more in 2024 than in 2023, focusing their efforts on research and development (42%), Capex (38%), M&A (38%), and corporate venture capital (40%). They also see sustainability and regulations as their main challenges. To put this in perspective, 52% believe that the environmental, social and governance (ESG) agenda will undergo significant changes in the coming year, while 46% think regulatory changes will have a significant impact on the business.

FOCUS ON STRATEGIC ALLIANCES

As CEOs become more comfortable with the new environment, M&A deals could increase. Average values have grown throughout 2023 and there are recent signs of larger deals in the works. The main focus now is on joint ventures and strategic alliances, as well as divestitures. This indicates a desire to reassess portfolios, and receive a boost from the reopening of IPO markets. In line with this trend, CEOs in Mexico are optimistic as 66% are confident that their sales will increase in 2024, compared to 2023, while 50% believe that their net income will be significantly greater than in 2023.

To reach their full potential in the short to medium term, it's important for CEOs to execute five critical actions:

1. Analyze their own financial and customer demand scenarios to gain a clearer view of the future.
2. Formulate an AI strategy and carry out the initiatives necessary for their current business model.
3. Avoid holding lagging assets and trading in unprofitable markets.
4. Seek funding for ambitious transformation.
5. Analyze the possibility of carrying out agreements and acquisitions, even in times of great complexity, as they can generate significant competitive gains.

LAS MAJADAS: ADVENTURER'S PARADISE

Photos: Deby Beard

Chile is a land of contrasts and an adventurer's paradise. Its dramatic landscapes vary from the starkness of the Atacama Desert to the soothing Patagonian ice fields in the south. The country has been hailed as the world's longest, and with its length comes incredible variety.



Chile produces fantastic wines, from the Elqui Valley in the north, to the Casablanca, Maule and Colchagua Valleys in the center, to the Maipo Valley in the south. In the last decade, biking wine tours of Chile have become very popular—visitors can enjoy the countryside, indulge in paired food and wine tastings, and stay overnight at villas in the vineyards.

Located in the Maipo Valley (famous for its vineyards) next to the Andes mountain range, Las Majadas is the perfect escape from the pace of the city. One of the most unique hotels in Chile, Las Majadas is a member of the exclusive consortium, Leading Hotels of the World, the most prestigious collection of luxury hotels that takes us by the hand to discover fascinating destinations.



Las Majadas organizes incredible experiences for us in this beautiful environment, from visits to renowned vineyards (including the unmissable Don Melchor) to walks and horseback riding in the mountain range. Don Melchor is at the top of the world's great wines and positioned as the best Cabernet Sauvignon of the New World. It is the first icon wine of the Chilean industry and a true benchmark among high-quality wines in the world.

With 50 rooms, a restored Palace from 1907 and a 20-acre park with more than 200 years of history, Las Majadas is a spectacular place. The palace on the property was built in 1907 by architect Alberto Cruz Montt, who also created some of the most emblematic places in Santiago. This impressive palace is French style, surrounded by a beautiful century-old park with more than 1,000 trees.



The name of its spa, Kura, means “stone” in Mapudungún, and evokes a very present element in Pirque: the pircas, or stone construction walls. This place of warm spaces—immersed in a natural environment—is where routine stops and we connect with calmness, releasing all kinds of physical and emotional tensions

The haute cuisine of Restaurant Sequoia is a perfect balance of aromas, textures and traditions that represent the best of Chile. With a contemporary style that speaks of seasons, it favors local products and accompanies them with a wine list that includes the best varieties in the area.

Las Majadas has it all: a hotel, a restaurant, a park and a fascinating palace that received kings and presidents. With a history that dates back more than a century, Las Majadas is today an unmissable tourist experience among the beautiful vineyards and mountains of Chile.



THE TASTE OF FIRE: PIEDRA Y BRASA

Deby Beard



A parade of colors and beautiful shapes accompanied by hypnotizing aromas, appears on the table to delight our senses. Carefully decorated plates carry delicate dishes prepared like works of art—sublime, fleeting, created only for that moment—that elicit sighs of delight. With its comfortable atmosphere and attention to detail, Piedra y Brasa is a gastronomic Eden.

After the success of this excellent restaurant in Bosque Esmeralda, Piedra y Brasa recently opened in the Central Shopping Center in Interlomas.

Piedra y Brasa’s cuisine is focused on meats and seafood and uses high-temperature direct-fire oven grills to fully highlight the unique characteristics and flavors of the ingredients. The JOSPER Spanish oven is the restaurant’s secret weapon to perfectly integrate the aromas of its roasts: the result is cuts cooked to perfection, served over a hot ember at the table where they continue to cook as we choose.

The experience begins with a dip of molcajete beans with cheese and blue tortilla chips. Star entrees include grilled bone marrow with parsley and escamoles, served on a homemade corn tortilla. I tasted picaña prime and New York, presented on the table for us to choose. The quality and aromas of rosemary make the cuts a true delight. Among the starters, we also find delicacies such as flambéed cheese with a top, charcoal artichoke, and butter clams.

Here, phenomenal design mixes elements of nature, black stone and natural light to create a sophisticated, relaxed and seductive environment. The scene is of unique sensory experiences, where the art of meat takes center stage and captures our full attention.



Piedra y Brasa is an ode to good eating, good drinking and good living that highlights charcoal cooking. Flavor, quality and passion for the grill make this culinary space an unmissable restaurant for those of us who are meat lovers, enhancing the experience with cocktails that transport us to a paradise of flavors, and a seductive atmosphere.



FEBRUARY 14TH, A DAY TO CELEBRATE LOVE

ROSITA HORTA

According to tradition, Saint Valentine of Rome was a priest who provided spiritual accompaniment to Christians during their persecution in Rome, helping them prepare for martyrdom and death.

Another version tells of Valentinus, a priest living at a time when Roman authorities forbid young soldiers to marry in the belief that this ban would make them better warriors. The priest used to secretly marry these soldiers to the women they loved according to the Catholic rite.

When he was discovered, Valentine was subjected to torment and ultimately decapitated. In the year 496, Pope Gelasius I canonized Valentine and proposed him as the “patron saint of lovers”. And so, the commemoration of Saint Valentine’s Day began.

The tradition of exchanging postcards with romantic messages on the day celebrating love began in the 19th century in English speaking countries. This was followed soon after by the custom of offering gifts of roses, chocolates and jewels marked with a heart symbol.

In the United States, a young woman by the name of Esther A. Howland began to sell gift cards with romantic motifs and illustrations in the mid 1840s. These products were sold for a few cents at her father’s business in Massachusetts and became a huge success. She was later to be known as “The Mother of the American Valentine”.



STRAWBERRY PROTEIN GELATIN

INGREDIENTS:

- 1 ½ packages of sugar-free strawberry gelatin (D’Gari)
- 2 ½ cups of sugar-free Greek yogurt
- 1 packet of Stevia
- 2 cups of hot water
- 1 cup of water at room temperature

PREPARATION:

Whisk the gelatin into the 2 cups of hot water. Once dissolved, add the cup of room-temperature water and continue to whisk.

Add the yogurt and the packet of Stevia and continue mixing until smooth.

Pour the mixture into a mold and refrigerate for 2 hours.

Unmold the gelatin and garnish with red berries.



RECOMMEND A FRIEND

THE AMERICAN SOCIETY

INVITES YOU

TO **BECOME** A
VALUED MEMBER

AND **BE PART OF**
A GREAT COMMUNITY.

www.amsoc.mx



BENEFITS OF BEING A MEMBER OF THE AMERICAN SOCIETY OF MEXICO:

- **NETWORKING** and approachment with political, business, community, and sports leaders from both Mexico and the USA.
- Access to **INFORMATION** on businesses, institutions and associations, among others.
- Participate in the different AmSoc **INITIATIVES, ACTIVITIES AND EVENTS** of bilateral cooperation, education, society, politics, culture, sports and philanthropy.
- Access to a variety of **DISCOUNTS, PROMOTIONS AND PERSONALIZED ATTENTION.**



MEMBER TO MEMBER



DISCOUNT CLUB



EXCLUSIVE EVENTS



NEWSLETTER

APPLY FOR YOUR MEMBERSHIP NOW at: www.amsoc.mx

