

NEWSLETTER

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LETTER FROM THE PRESIDENT BY LARRY RUBIN

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- The Future of Work
- CAAC - Honeywell

ORGANIZATIONS STEERING GROUP

- Make-A-Wish

MEMBERS

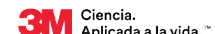
- Bristol Myers Squibb
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FROM DEBY BEARD

- Shangri-La Vancouver: Oasis of Tranquility
- Exploring Luxury in the Mayan Riviera: St Regis Kanai and EDITION at Kanai

EASY RECIPES

- *Chiles en Nogada*



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LETTER FROM THE PRESIDENT

Dear Readers,

We are already busily immersed in key activities slated for Q3 and Q4 2024. This not only implies closing out the year as planned, but also looking over what is up next in 2025, which is why the American Society of Mexico in coordination with Deloitte held the forum "The Future of Work", in which participants discussed the rapid technological and demographic transitions visibly occurring in the workplace from the standpoints of the diverse agents and interests involved.



We also attended to the meeting of the Corporate American Advisory Council (CAAC), where we heard an in-depth analysis of the current and future investment climate in Mexico.

Our Organization Steering Group reports on the inspiring work of Make-A-Wish Mexico and invites us to "Wish Night 2024" —an unparalleled event showcasing how the transformative power of generosity can make children's wishes come true.

Bristol Myers Squibb, for its part, tells us about its cycling event dubbed "Continent 2 Continent 4 Cancer Ride Latin America" (C2C4C), which raises funds for Latin American cancer organizations that are members of the Union for International Cancer Control (UICC).

EY presents investment outlook in the field of Battery Energy Storage Systems (BESS), which is touted as a sustainable solution to problems in the electric power distribution grid.

Deby Beard invites us to Shangri-La Vancouver, located in the heart of the city, where you can enjoy oriental-style dining, a luxury spa, Zen gardens, and unmatched Italian cuisine at the Carlino restaurant. This hotel is the perfect base of operations for exploring the many attractions the city has to offer.

If you prefer the beach, Deby suggests a luxury vacation on the Mayan Riviera at St Regis Kanai or EDITION at Kanai, which allow guests at either resort to enjoy the facilities and many attractions each has to offer.

And in her Easy Recipes section, Rosita Horta offers us the recipe for *Chiles en Nogada*. Although the preparation is not exactly simple, this exquisite dish, truly an expression of patriotism in and of itself, is a great way to celebrate Mexican independence.

Send your comments and opinions to newsletter@amsoc.mx

Best regards,

Larry Rubin



Deloitte.



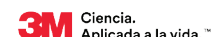
ORACLE



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nextshore



THE FUTURE OF WORK

MEXICO CITY, AUGUST 1, 2024

American Society of Mexico President Larry Rubin and Vice President Patricia González, in coordination with Deloitte, hosted the forum "The Future of Work."

Deloitte.

"The traditional boundaries of work have faded in recent years and, increasingly, organizations have been able to experiment and innovate to define new dynamics that contrast with traditional labor models"



The forum "The Future of Work", organized by the American Society of Mexico in coordination with Deloitte, was held with the participation of Jorge Ponga (Human Capital Partner, Deloitte), Janet Amescua (Country HR Director Mexico, Oracle), Norma López (Director of Incorporation and Collection, IMSS), and Martha María Barroso (Director of People & Culture, ManpowerGroup LATAM).

Even while recognizing that the full effects of coming changes in labor relations are still unclear, forum participants discussed the rapid transition visibly occurring in the workplace in terms of technological and demographic changes, as well as the diverse agents and interests involved, focusing especially on question of employee-employer relations.



They stressed that technology would play a crucial role in redesigning the labor playing field, where employers will demand and reward workers willing to engage in ongoing learning to develop new skills. This will, in turn, require companies and universities to work together to develop new training models.



Demographic changes are, obviously, reflected in the labor supply. Moreover, many workers are continuing to work beyond the traditional retirement age, while efforts to include younger cohorts and marginalized segments of the population are increasing.

At the same time, developing economies are supplying large numbers of young workers to the global workforce, and digital infrastructures are allowing more workers to work as independent contractors in short-term tasks or projects. Participants also touched on the need in some sectors to stress risks over opportunities.

The forum, which gathered different voices, experiences and knowledge, was well received. Though the range of topics was broad, and opinions often diverged, participants agreed on many important issues, namely that the future of work is critical, and it will only grow more important in coming years.



CORPORATE AMERICAN ADVISORY COUNCIL MEETING - HONEYWELL

Recently, Luis Ize Ludlow, President of Honeywell Mexico, welcomed us to the innovative Honeywell Technology Solutions facility in Tecnoparque for a meeting of the Corporate American Advisory Council (CAAC), whose mission is to foster dialogue and exchange of ideas that can help forge strategic partnerships.



The meeting saw Sergio Méndez, Managing Director of BlackRock Mexico, give an in-depth analysis of the investment climate and future projects in Mexico.

Special thanks to following CEOs and industry leaders who attended: Daniel Salcido (Axalta Coating Systems), Eduardo Andrade (Burns & McDonnell), Fernando Guareschi (Cargill), José Francisco Garza (General Motors), Jesús Álvarez (Herbalife), José Raúl Guerrero (Korn Ferry), Jennifer Cox (MSD), and Eduardo Ragasol (Nielsen IQ).

Honeywell

Make-A-Wish®

PIDE UN DESEO® MÉXICO

Make-A-Wish is an organization built on the core principles of empathy, integrity, innovation, and collaboration. Our guiding goal is: "Fulfilling the wishes of children and adolescents with critical illnesses, and giving them hope, strength and joy in difficult times."



When a child gets his/her wish, he/she recaptures the sense of childhood. It is as if we watered a seed of hope, and little by little it germinates into a sprout with little leaves that can replace fear with a sense of trust.

A wish fulfilled makes ailing children forget the stress of long medical procedures and bolsters the child's courage, while lending immeasurable feelings of happiness. Families of sick children also report lifted spirits.



Make-A-Wish Mexico offers several programs to achieve its mission, including:

Wish fulfillment: Working to makes dreams of children and adolescents with critical illnesses come true.

Individual: Committed individuals can join as volunteers to help these dreams come true.

Corporate volunteering: Companies can support and collaborate with Make-A-Wish to help make wishes come true.

Volunteering with schools: Students and teachers can participate in volunteer activities to support Make-a-Wish.

Adopting a Wish: People and businesses can adopt a wish and work to make it come true.



Make-A-Wish Mexico is a leader in the fulfillment of wishes for children and adolescents suffering from critical illnesses. It is led by a committed, experienced leadership team: President Rodolfo Ramírez and CEO Laura Chávez, working hard to ensure that Make-A-Wish’s mission is successfully fulfilled.

Rodolfo
Ramírez

President,
Make-A-Wish



Laura
Chávez

CEO,
Make-A-Wish



CEO of **Make-A-Wish Mexico** Laura Chávez expresses her deepest gratitude to the community volunteers, families, doctors, donors and allies, all heroes who make the magic of wishes possible.

“We want to thank the American Society of Mexico and acknowledge the alliance we have forged together and opening the way to earning the support of Aeromexico, which has provided airfare to make the travel wishes of so many children and adolescents with critical illnesses come true.”

Make a Wish is honored to invite all our readers to a **“Wish Night 2024”** —a magical event where the transformative power of wishes will be revealed. This magical event will allow us to come together to continue making the wishes of children and adolescents come true. Together we can continue to transform lives through the power of wishes.

To register for **“WISH NIGHT 2024”**, scan the following QR code to make your payment and send the receipt to administracion@makeawish.mx



CONTINENT 2 CONTINENT 4 CANCER RIDE LATIN AMERICA

Dozens of Bristol Myers Squibb employees will participate in the Continent 2 Continent 4 Cancer Ride Latin America cycling event (C2C4C), which covers a route of 1,500 km from Pucón to Puerto Varas in Chile. The event slated for December 2-13 aims to raise funds for Latin American cancer organizations that are members of the Union for International Cancer Control (UICC). Bristol Myers Squibb will donate up to fifty thousand dollars to the UICC to support this fundraising initiative. Since 2022, the CSC4C events have raised more than 125 thousand dollars for charitable organizations in Latin America.

The inaugural C2C4C ride was held ten years ago in the United States as the “Coast 2 Coast 4 Cancer”. Riders in Europe joined the effort in 2016 for the “Country 2 Country 4 Cancer”, with Japan holding an event in 2021 and Latin America in 2022 under the banner of “Continent 2 Continent 4 Cancer Ride Latin America”.

C2C4C has become an established tradition at Bristol Myers Squibb, and to date has raised more than 14 million dollars for cancer research worldwide.



WHO ARE THE RIDERS?

The participants in the C2C4C ride in Latin America are novice riders who have committed to five months of intensive training to complete their portion of the ride.

At least fifty-five Bristol Myers Squibb employees will ride in the Latin America event this year, whereby they express their commitment to the advance of cancer research. Some are riding in honor of their loved ones who have succumbed to cancer or who are currently battling the disease, while others have themselves been diagnosed with cancer.

This year, the ride will be more diverse and inclusive than ever, with Bristol Myers Squibb employees from Argentina, Brazil, Chile, Colombia, Mexico, Peru and the United States participating in the event. Notably, employees from Brazil will be participating in the ride for the first time. The miles they ride will translate into living memories for cancer patients and their loved ones.

WHY RAISE FUNDS FOR CANCER ORGANIZATIONS?

Cancer is among the leading causes of death around the world. Worldwide every year, there are 18.1 million new cases and 9.6 million cancer-related deaths. Unfortunately, these numbers are growing.

This is why Bristol Myers Squibb has chosen to support the [UICC](#) and its members in their mission to reduce cancer globally and insert the control of cancer into the world health and development agenda.

Encourage your colleagues, families and friends to donate, as cancer affects us all. Each team rides and raises funds for members of the UICC.



ABOUT BRISTOL MYERS SQUIBB

Bristol Myers Squibb is a global biopharmaceutical company whose mission is to discover, develop and deliver innovative medicines that help patients prevail over serious diseases. For more information about Bristol Myers Squibb, visit [BMS.com](#) or follow on [LinkedIn](#), [Twitter](#), [YouTube](#), [Facebook](#), and [Instagram](#).

ABOUT THE UICC

The [Union for International Cancer Control \(UICC\)](#) is the largest global membership organization devoted to the fight against cancer. Founded in Geneva in 1933, UICC gathers some 1,200 member organizations in 172 countries. UICC's mission entails efforts to support the collective work and dedication of the cancer research community to reduce the incidence of cancer globally, and to promote greater equity in the delivery of life-saving health services and medicines, while moving cancer control to the center of the global health and development agenda.

RECAI 63: FOUR FACTORS TO CONSIDER FOR INVESTING IN BATTERY STORAGE

Five countries represent Latin America in the 63rd edition of the Renewable Energy Attraction Index by Country (RECAI), with Chile coming in at number 15, Brazil at 20, Argentina at 26, Mexico 33 and Peru 40. From last year's ranking, Argentina made the most gains, while Brazil fell one spot. Globally, the United States, China and Germany held onto the top three positions, respectively, on the strength of strong government support for renewable energy.

THE IMPORTANCE OF BESS SYSTEMS FOR THE ENERGY TRANSITION

Despite an increase in clean energy investment, reaching \$1.8 trillion last year, more is still required to meet COP28 goals. Grid stagnation and high capital costs are hurdles that could thwart progress toward 2030 renewable capacity targets.

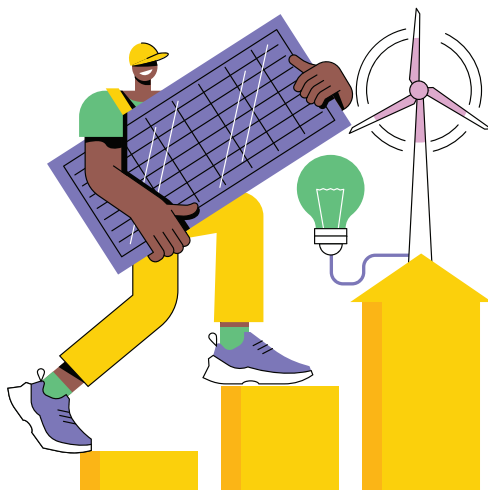
Battery Energy Storage Systems (BESS) has emerged as a viable solution to overcoming problems in the electric distribution grid, especially in mature markets. With the rise of renewables and electrification, BESS can contribute crucial capacity needed for system adequacy, grid management and price stabilization.

For this reason, RECAI has included this year a category dedicated to these energy storage systems. Currently, the United States, China and the United Kingdom are positioned as the most attractive markets for this type of investment.

RELEVANCE OF BESS SYSTEMS

As renewables proliferate and electrification expands, the industry will face increasing challenges to system adequacy, grid management and price volatility. With investment growing, it appears investors see BESS a part of the solution.

The energy density, efficiency, modularity, and response times of BESS are superior to other existing energy storage technologies. Moreover, BESS can be built relatively quickly for less capital than other energy projects. BESS can play multiple roles in the power system, solving different challenges across a variety of intervals and power requirements.



THE IMPORTANCE OF THE UNITED STATES FOR THE REGION

Supported by tax credits of 30% offered under the Inflation Reduction Act, the U.S. battery market is growing rapidly, with California, which requires BESS in all new buildings, leading the trend.

Investor interest is also on the rise, but this will not be an easy market to dominate. BESS investments require long-term commitment, with projects typically lasting 20 years or more when battery upgrades are considered. These investments are also highly localized and carry more risk than other clean energy investments. Success requires understanding the dynamic interplay of regional variations, electricity market design, technology, and financing, while having a high tolerance for volatility.

Moving forward, optimization and the right bid strategy will be critical to ensuring maximum performance of storage assets. Value opportunities will become more localized as renewables proliferate and volatility increases. Negative or zero-price events, which are already on the rise, will become more frequent, strengthening the role of storage.

Alfredo Álvarez
Energy Leader, EY Latin America

SHANGRI-LA VANCOUVER: OASIS OF TRANQUILITY

DEBY BEARD

On Canada’s wild Pacific coast, the city of Vancouver offers cosmopolitan chic amid the majesty of the North Shore Mountains. It is an ideal destination for lovers of nature, culture, and gastronomy.



From the cobblestone streets of the historic Gastown district, famous for its steam-powered clock, to the modern Yaletown district, known for its trendy restaurants and boutiques, Vancouver offers a unique mix of the old and the new. The city is also home to major educational and research institutions, making it a hub of learning and innovation.

And at the heart of this vibrant city lies the Shangri-La Vancouver, a sanctuary of luxury and sophistication. Shangri-La Hotels & Resorts is a luxury hotel chain founded in Singapore in 1971 by Robert Kuok. The name “Shangri-La” evokes a paradisiacal utopia inspired by James Hilton’s novel *Lost Horizon*. Since launching the Shangri-La Hotel in Singapore, the chain has expanded globally to more than 100 properties in 75 destinations across Asia, Europe, the Middle East, North America, and Oceania. Shangri-La’s differentiator resides in a practice inspired by Asian values of warmth and respect, which the chain like to call “hospitality from the heart”.

The Shangri-La Vancouver occupies the first 15 floors of the Living Shangri-La skyscraper, an imposing 61-story skyscraper, the city’s tallest. Upon arrival, guests are greeted by modern and elegant architecture that harmoniously blends Asian motifs with contemporary design.

CHI, the spa at Shangri-La, is an oasis of tranquility. This luxury spa offers a variety of treatments inspired by Asian health practices that enhance the balance between body and mind. Additionally, the hotel features a heated outdoor pool, fully equipped gym, and a Zen Garden, perfect for meditation and reflection.

The on-site Carlino restaurant pays homage to British Columbia and the similarities it shares with northern Italy’s mountain ranges, forests, lakes, and coastal waters. In addition to classic Friulian dishes, you’ll find specialties from the neighboring regions of Trentino and Veneto.



The downtown location of the Shangri-La Vancouver makes it an ideal starting point for exploring the many attractions that the city has to offer. Only a short walking distance away, guests can reach the celebrated Stanley Park, the shopping district on Robson Street, and the historic old-town Gastown. For art lovers, the Vancouver Art Gallery is nearby, as are a variety of theaters and cultural centers. Vancouver is a vibrant and diverse city, and the Shangri-La Vancouver is the perfect hub from which to explore everything this fascinating metropolis has to offer.

SHANGRI-LA EXPLORING LUXURY IN THE MAYAN RIVIERA: ST REGIS KANAI AND EDITION AT KANAI

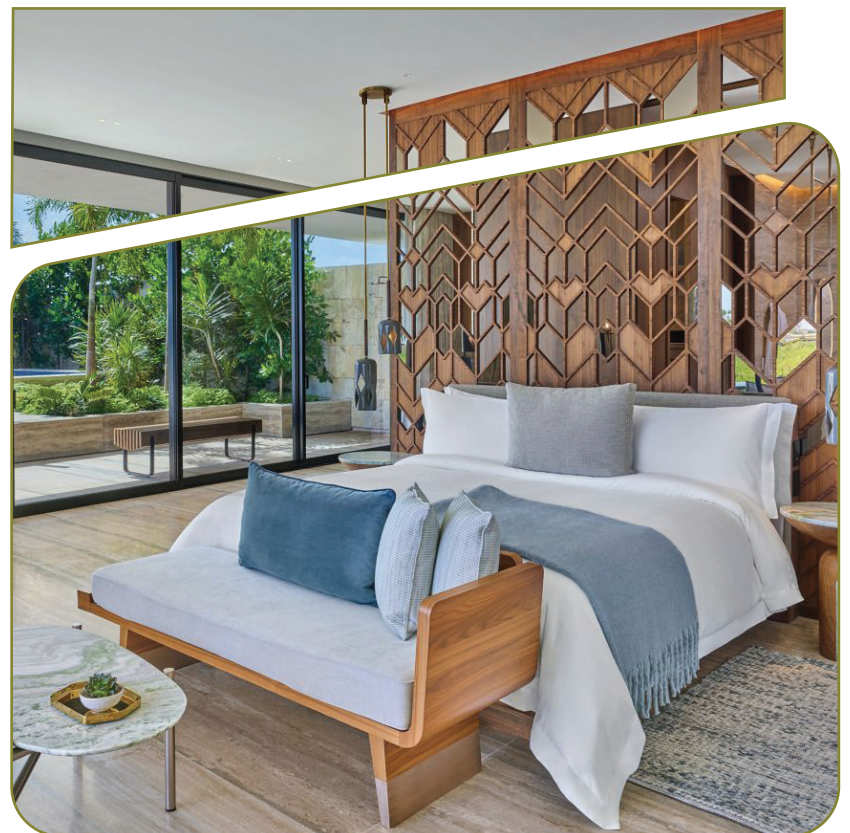
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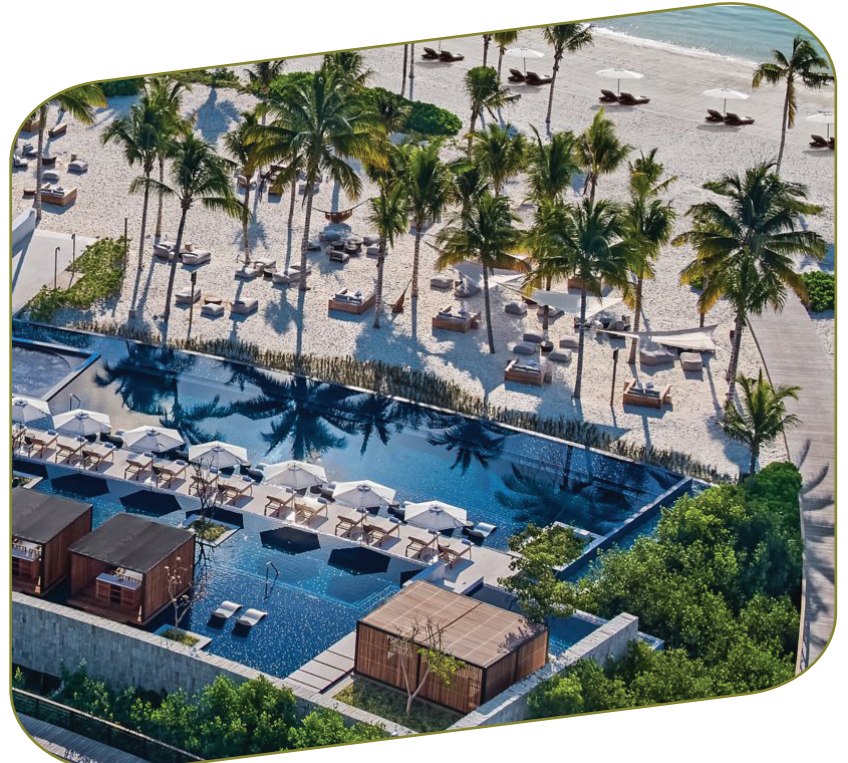


The Mayan Riviera, with its white-sand beaches, turquoise waters and rich cultural heritage, is home to two of the most luxurious resorts in the region: the St. Regis Kanai and the EDITION at Kanai. Both located within the exclusive Kanai complex, these properties offer unparalleled luxury, relaxation and opportunities to explore. What makes them truly unique, however, is that guests at either resort can enjoy the amenities of both facilities, a significant value-added feature.

The St. Regis Kanai is a sanctuary of refined luxury. The brand's signature butler service and attention to detail stand out amid the resort's Mayan-inspired design, which accentuates the region's natural beauty and history. From the moment you arrive, you'll be enveloped in an atmosphere of elegance and tranquility.

The resort features spacious suites and private villas, each offering stunning views of the Caribbean Sea or the lush tropical gardens. Interiors are a blend of modern sophistication and traditional Mayan motifs, creating a serene environment where guests can unwind.





Just a short walk or golf cart ride away, the EDITION at Kanai offers an alternate kind of luxury. Known for its sleek, modern design and vibrant social scene, the EDITION is a hub of contemporary style and sophistication. The imposing architecture projects clean lines and minimalist aesthetics, which stand in striking contrast to the natural surroundings, creating a stunning urban oasis in the heart of the Mayan Riviera.



The EDITION Kanai is designed for the discerning traveler who seeks both relaxation and excitement. The rooms and suites are elegantly appointed, with floor-to-ceiling windows overlooking the azure Caribbean. Modern yet warm, the design focuses on comfort and luxury.

Remarkably, guests at either St. Regis Kanai or the EDITION Kanai can enjoy the best of both worlds, freely accessing the amenities, restaurants, and activities of both resorts. Few destinations can match this wealth of options.



The St. Regis Kanai and EDITION Kanai offer two distinct yet complementary luxury experiences in one of the world's most beautiful destinations. In the Mayan Riviera, luxury knows no bounds; and the St Regis Kanai and EDITION at Kanai are your tickets to an earthly paradise.

Chiles en Nogada

ROSITA HORTA

INGREDIENTS PER UNIT

- 1 *Poblano* pepper
- 200 g Stuffing
- 150 g *Nogada*
- Pomegranate
- Parsley
- Walnuts

STUFFING INGREDIENTS (30 KG)

- 5 kg pork meat (chopped, not ground)
- 5 kg beef (chopped, not ground)
- 10 kg tomatoes
- 5 kg onion
- 6 kg creole peaches (chopped)
- 6 kg *panochera* apples (chopped)
- 6 kg *lechera* pears (chopped)
- 1 kg crystalized *xoconostle* prickly pear (chopped)
- 1 kg almonds (cleaned and split)
- 600 g white pine nuts
- 1 kg raisins
- 1 liter of oil
- 200 g salt
- 1.3 kg sugar
- 50 g garlic

NOGADA INGREDIENTS (1KG)

- 1 kg Castalia walnuts
- 1 liter of milk
- 100 g goat cheese
- 30 g salt
- 120 g sugar

FILLING

Stir-fry garlic and onion and add the beef and pork. Set this aside.

Once the meat is well fried, add tomato, salt, sugar, pine nut, almond, *xoconostle* and stir until dry.

Meanwhile, fry the fruit and add to the mixture of dried meat. Stir and mix the ingredients.

NOGADA

Place the walnut in milk over medium heat and cook until milk boils. Set aside and allow it to cool.

Once cooled, add grated cheese and salt.

PROCEDURE

Fill the previously roasted and cleaned poblano pepper. Bathe with the *nogada* and sprinkle pomegranate, parsley and walnuts on top.

