We are changing the world, one hire at a time

Some customers already trusting us

Justo.mx
como debe ser el súper

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HORIZONES
CONSULTING

GLOBAL INSTITUTE FOR
DIGITAL COMPETITIVENESS

hitch.

Hitch Success Cases

Caso de éxito
hitch Success
briq.mx
Alberto Padilla
Co-Founder & CEO

Caso de éxito
hitch Success
UNCOMMON
Gabriela Suárez
Socio Director de
Personas y Operaciones

hitch Success
Caso de estudio
máspormás
Diana Cardiel

HORIZONES CONSULTING   GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS   hitch.

People love hitch.

Forbes **EXPANSION** **Bloomberg** **Entrepreneur**

BUSINESS INSIDER
★★★★★

"Work recruitment processes won't be the same, either for applicants and recruiters. Hitch is successfully breaking the status quo of this industry with their technology."

HORIZONES CONSULTING

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hitch.

ABOUT
GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS

INSTITUTO DE INVESTIGACIÓN TECNOLÓGICA DE ALTO IMPACTO

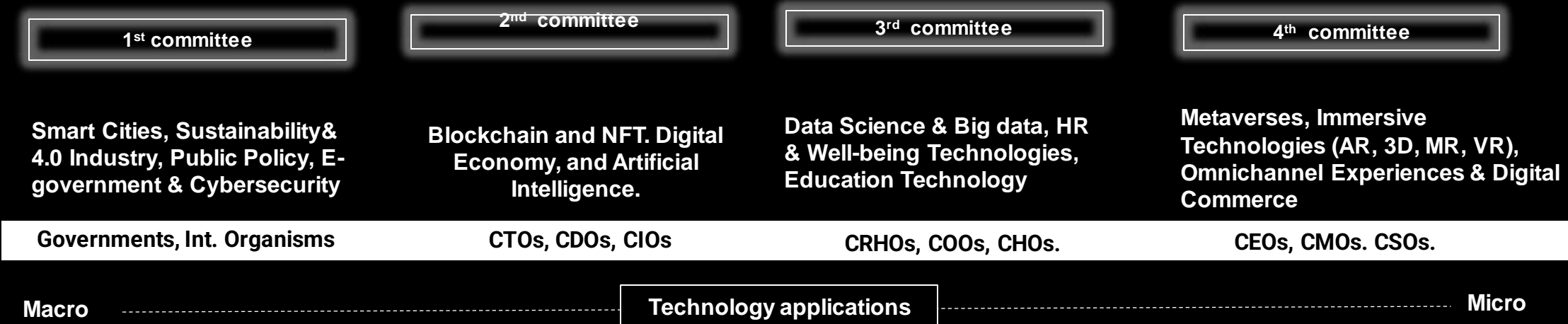GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS

One goal,
Create value through technology.

Through 5 different specific strategies:

1   **Spread and promote the use of technologies** to increase the efficiency of organizations regardless of their geographic location.

2   **Connect the organizations and exercutives to create more value,** sell more in an **omnichannel** and geopolitically fragmented world.

3   Work together with **authorities and institutions** to **remove barriers to technologies and trade**.

4   **Bringing experts, knowledge and cases** to communities or regions with little access to technological knowledge and digitalization to make opportunities inclusive.

5   **Establish Committees by type of technology** to share uses, applications, as well as groups that want to interact, collaborate and test new applications in the practical field**.**

Accompanied by international senior leaders who manage committees

1st committee	2nd committee	3rd committee	4th committee
Smart Cities, Sustainability& 4.0 Industry, Public Policy, E-government & Cybersecurity	Blockchain and NFT. Digital Economy, and Artificial Intelligence.	Data Science & Big data, HR & Well-being Technologies, Education Technology	Metaverses, Immersive Technologies (AR, 3D, MR, VR), Omnichannel Experiences & Digital Commerce
Governments, Int. Organisms	CTOs, CDOs, CIOs	CRHOs, COOs, CHOs.	CEOs, CMOs. CSOs.

Macro - - - - - - - - - | Technology applications | - - - - - - - - - **Micro**

Affiliates will live an international Digital experience

Meetings will be held every 15 days as follows: E.g., Metaverse Committee

Channel	Time	Attendees	City	Face-to-face host
Metaverse	1.5 hours	10		
Face-to-face	30 min	4	CDMX	Sura
		2	Bogota	Coats
		4	Madrid	Let me Park

ANNUAL OBJECTIVES OF THE COMMITTEES:
- ❖ Publish trends by technology.
- ❖ Collaborations with the media.
- ❖ Working papers.
- ❖ Video Cases and documentaries.
- ❖ International networking.
- ❖ Coordination of Roadshows.
- ❖ Recognition of executives
- ❖ Exposure of the brands that collaborate in the integration of knowledge.

Contactar aquí

Calendario GIDCOMP 2023

2023

ACTIVIDADES	Q1			Q2			Q3			Q4		
	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre

1 GIDCOMP FEST
- Global Digital Week 2023
- Global Metaverse Week 2023

2 GIDCOMP ACADEMY CERTIFICACIONES
- Transformación digital
- Certificación en e-commerce
- Certificación en AI
- Certificación Web3 & Metaversos

3 GIDCOMP ACADEMY ON DEMAND
- Academy on Demand – Transformación Digital
- Academy on Demand e-commerce
- Academy on Demand – AI
- Academy on Demand web3 & Metaversos

4 GIDCOMP R&D
- Global Digital Report 2023
- Polos digitales 2023
- Meta-Commerce 2023
- Global Metaverse Report 2023
- Consultoría - Diagnósticos de Oportunidades, diferenciadores y monetización en la Web 3.0

Actividades de responsabilidad social de acceso al público, vía streaming y plataformas tecnológicas con marcas co-organizadoras.

GIDCOMP with its purpose of contributing to reduce the global digital divide holds several international festivals inviting Senior leaders to share and inspire people to create value and generate experiences in Web 3.0 with new technologies.

1 GIDCOMP Immersive Festivals

2 Digital Knowledge Bank

The committees via their member brands will continuously broadcast the advances and trends in order to continue showing new applications to the audience and at the same time will be strengthening the digital knowledge bank for affiliates, which currently has more than 200 conferences, Mini MBA on demand, master classes, MOOCs, with more than 200 uninterrupted hours of content.

www.gidcomp.online

+200 Replays:
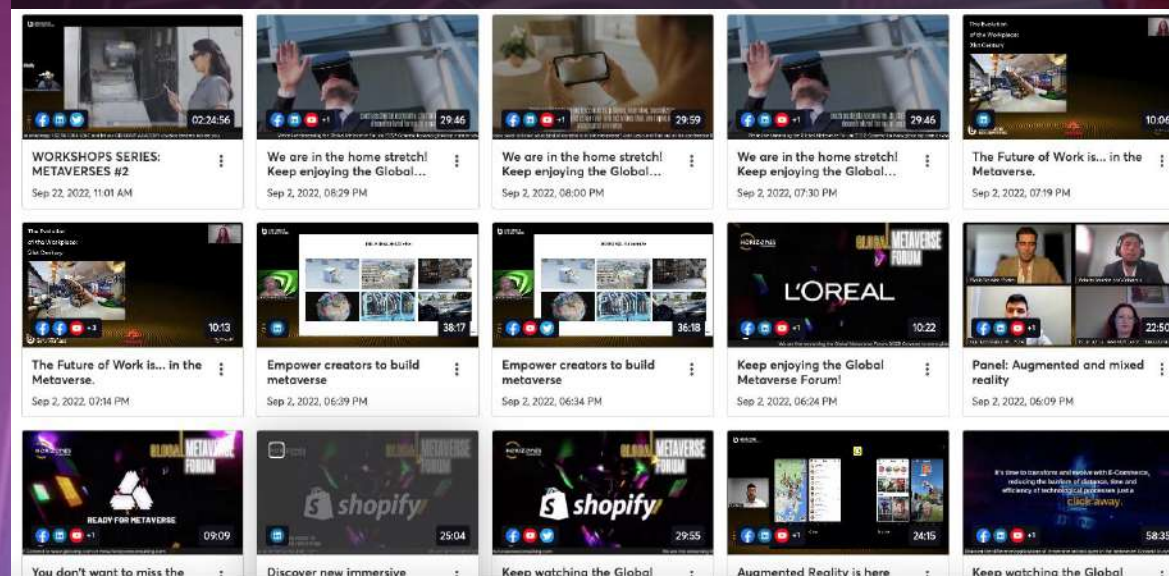Keep your brand leaders up to date on technology trends.
Global Digital Week 2022-2023 Replays
Global Metaverse Week Replays 2022-2023

Marketplace for technology providers.
Don't miss the opportunity to be in touch with the leaders of large companies and organizations, get in touch with the leading brands!

3 GIDCOMP ACADEMY

The Academy Division seeks to bring international practice experts together to share their pragmatic and tactical execution insights with leading global companies.

The main mission is for executives to develop practical skills in order to increase the efficiency and sales of brands.

CERTIFICATION IN IA APPLIED TO MARKETING AND BUSINESS

Certification in AI for marketing and sales aims to help decision makers maximize results, optimize budgets, predict customer behavior, study, define and segment users, predict audiences and improve operational efficiency.

Certification options
A. Certification via applied project.
Mentors who are leaders in the subject matter of the project

B. Immersive certification in Dubai.
Includes visits to companies in the city, developing a proposal applied to your company.

NEXT START DATES

Summer 2023

Start: July 1st

Admissions closing MAY 15TH

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16 COURSES TO BECOME AN EXPERT

12 COURSES CORE

4 COURSES ELECTIVE

MARKETING TECHNOLOGY
- Data analysis with AI
- Product strategy
- Research with AI
- Personalization with AI
- Journey optimization
- Consumer behavior with AI
- Content marketing AI
- Customer service

CORE SKILLS
- Digital shift
- People Analythics
- Innovation culture
- Sensory technology
- Virtual stores
- Implementation of AI projects
- Open innovation

SALES LEADERSHIP
- Search Engine Optimization (SEO)
- Powering your CRM
- Sales funnel conversions with AI
- Lead creation with AI
- Costumer success
- Automating the sales process
- Trade marketing AI

"Boost your career in Marketing and Sales with our AI certification and learn from global brands."

4 **GIDCOMP R&D**
Trend Studies, Reports and Digital Labs

Global Metaverse Report 2022
Release due November 2022

Global Digital Report 2023
Release due February 2023

Meta Commerce 2023 Release due June 2023

Polos digitales 2023
Release due November 2023

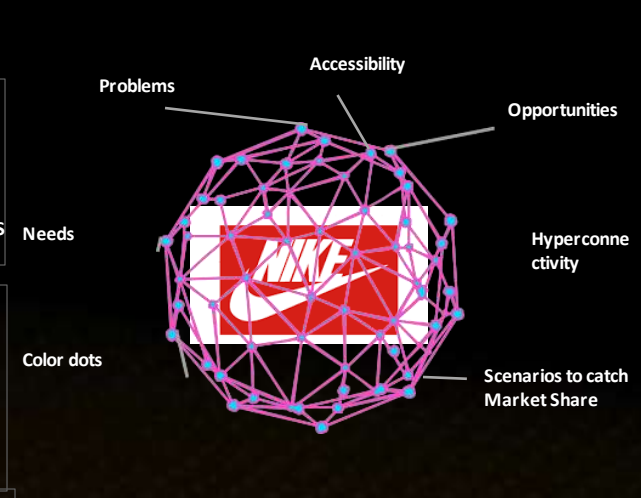**BRAND POSITIONING AND PRESENCE IN THE METAVERSES**

1. <u>CONTACT WITH CONSUMERS</u> - ESTEFANÍA YAGÜEZ, HEAD DE CONSUMER INTELLIGENCE DE L'ORÉAL

2. <u>MARKETING Y BRANDING</u> – FERNANDO CANO, MANAGING DIRECTOR DE HAVAS METAVERSE

OMNICHANNEL TRADE

1. <u>VIRTUAL STORES</u> – JONATHAN MÁSMELA, CEO OF LA COLONIA

2. <u>SELLS IN THE METAVERSES</u> – THORSTEN WALTHER, CEO OF INSPIFY

MASSIVE METAVERSES

1. <u>VIRTUAL COMMUNITIES MANAGEMENT</u>, DANIELLE MCCONNELL, CMO FROM VIRTWAY

2. <u>SPECIALIZED METAVERSES</u> SORAYA CADALSO, CEO OF UTTOPION

Problems
Accessibility
Opportunities
Needs
Hyperconnectivity
Color dots
Scenarios to catch Market Share

Market fit. Short-term

- Incorporate technology applicatives

- Prioritization in terms of sales impact

Market fit. Medium-term

- Being the first to incorporate technologies

- Prioritization in terms of sales impact

Current Portfoilio
1. Sneakers
2. Clothes
3. Accessories

Adapted portfolio (médium-term)
1. NIKELAND
2. Clothes with technology applicatives
3. Monitor accessories

Exemple: NIKE of non-exhaustive business units.

Note: Clic on the links to watch the international leaders' lectures.

Technology adoption diagnostics

Some brands that are part of our international ecosystem

Reasons to join GIDCOMP:

1 To receive **information on Business Intelligence and Technology trends**

2 To **leverage** existing **technology** (leapfrog))

3 To generate **networking / community**

4 To have **visibility** of the applications in the **use of technologies**

5 To keep you informed and up to date with the **latest news**

6 To receive **support or consulting**

7 To **train** my team to face new market challenges.

8 To generate a **relationship with Authorities**

9 Access **to +200 Mentors from 52 countries** and presentations of their models at the Global Digital Week & Global Metaverse Forum.

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www.gidcomp.org
be.digital@gidcomp.org

GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS

How to become a member?

Send us an email to **be.digital@gidcomp.org** or a WhatsApp to: **+52 56 1463 3902**

The GIDCOMP seeks to unite and relate organizations linked to the international technological ecosystem to promote and develop digital capabilities in any location in the world.

The membership begins with the date of accreditation of payment in the bank account.

Valid 12 months from the date of payment.

Renewals begin to run from the expiration date of the current membership.

[**More Information**]