

# GLOBAL METaverse FORUM



## DAVID DE LA TORRE

Chief Technology Officer at Cima Horizons



**CIMA HORIZONS**



[www.gidcomp.com](http://www.gidcomp.com)

David de la torre

# The social side of the Metaverse



# What is the Metaverse?

# The new shape of internet







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**But... how?**

**Metaverse must be...**

**ACCESIBLE TO  
EVERYONE**



**Built for  
people's  
needs**



**No entry  
policies or  
barriers**



**Based on  
public  
standards**



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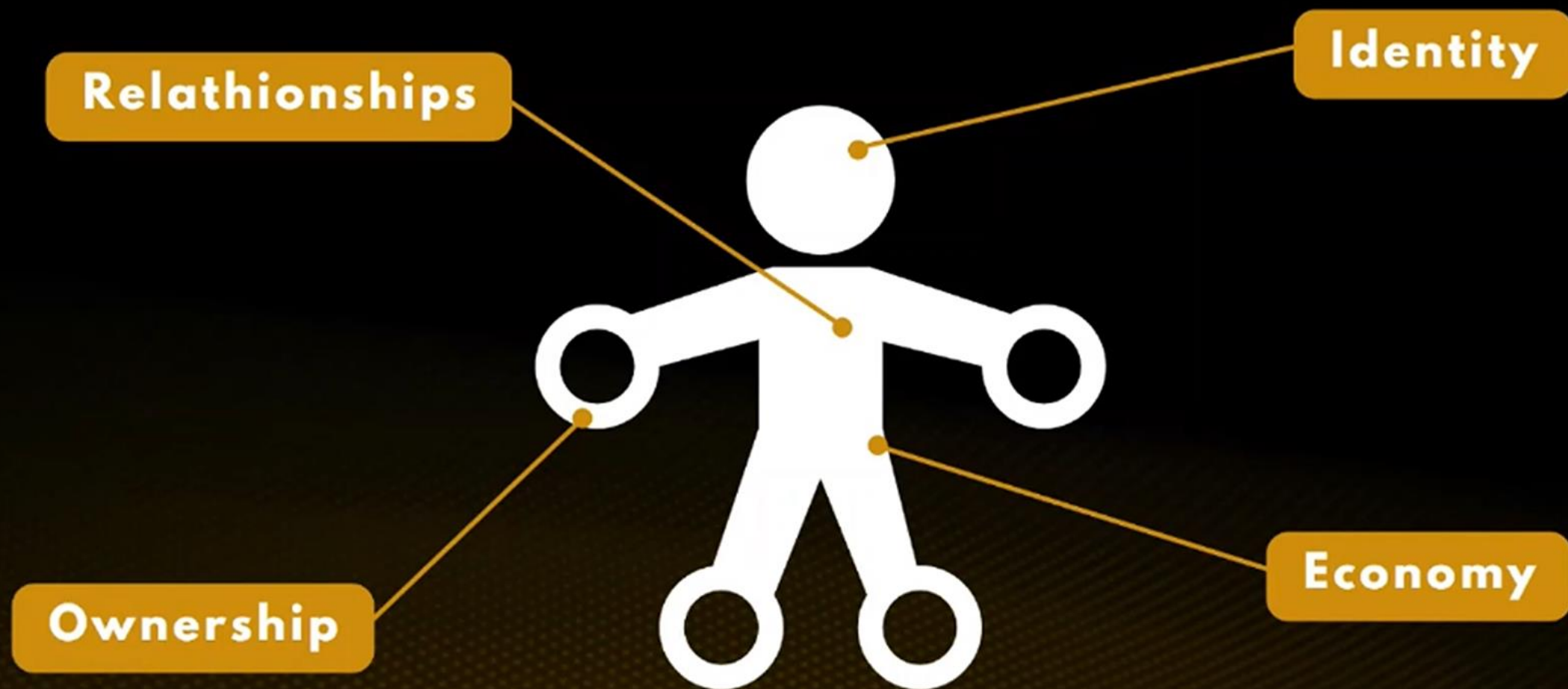


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**Metaverse must be...**

**PRIVACY  
FOCUSED**



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**Metaverse must be...**

# **REGULATED**



**Metaverse must be...**

**SOCIAL**

# IMPROVE THE WORLD WE LIVE IN







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**Metaverse must be...**

**ACCESSIBLE TO  
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CONSULTING

# David de la torre

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**TECHNOLOGY FOR INCREASE EFFICENCY**



# Just one goal, Create value with technology.

Through 5 different specific strategies:

- 1** Spreading and encouraging the use of technologies to increase the efficiency of organizations from all over the world
- 2** Connecting organizations and executives 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** Bring 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.



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# Some brands that are part of our international ecosystem



# Calendar GIDCOMP 2023

		2023											
		Q1			Q2			Q3			Q4		
ACTIVITIES		January	February	March	April	May	June	July	August	September	October	November	December
1				Global Digital Week 2023			Global e-commerce Week 2023			Global AI Week 2023			Global Metaverse Week 2023
2		Digital transformation			E-commerce certification			AI Certification			Web3 & Metaversos Certification		
3					Global Digital Report 2023			Global e-Comm Report 2023			Global AI Report 2023		Global Metaverse Report 2023
4		DIGITAL GOVERNMENT COMMITTEE			COMMITTEE OF CMOS TECHNOLOGIES			AI COMMITTEE			HR & WELLBEING TECHNOLOGIES COMMITTEE		

The 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

# Free immersive festivals by streaming in english and spanish

## GLOBAL DIGITAL WEEK 2023

### International experts

- Día 1. Smart Cities
- Día 2. Public Policies
- Día 3. e- Commerce
- Día 4. Disruptive Business
- Día 5. Wellness Technologies

**Marzo 27 al 31**

## GLOBAL E-COMMERCE WEEK 2023

### Internanional experts

- Día 1. Marketplaces
- Día 2. Digital Commerce
- Día 3. Omnichannel
- Día 4. Metacommerce
- Día 5. Customer Experience

**Jun 26 al 30**

## GLOBAL AI WEEK 2023

### International experts

- Día 1. Robotics & AI
- Día 2. IOT
- Día 3. Automation
- Día 4. AI Performance
- Día 5. Machine Learning

**Sept 11 al 15**

## GLOBAL METAVERSE WEEK 2023

### International experts

- Día 1. Immersive Technologies
- Día 2. Omnichannel
- Día 3. NFTs & Blockchain
- Día 4. 3D & Web 3.0
- Día 5. Artificial Intelligence

**Diciembre 4 al 8**



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

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

2

**i** **GIDCOMP**  
**ACADEMY**

# GIDCOMP ACADEMY HELPS PROFESSIONALS BECOME MORE COMPETITIVE

## CERTIFICATION IN: DIGITAL TRANSFORMATION

The digital transformation certification seeks to help decision makers to digitize business. In order to develop skills to add value and differentiation through innovation in brands.

[See agenda](#)

### UPCOMING START DATES:

#### Beginning

JANUARY 14, 2024

#### Closing of admissions

DECEMBER 15, 2023

## CERTIFICATION IN: E-COMMERCE AND OMNICHANNEL

The **certification in e-commerce & Omnichannelity** seeks to help decision makers to digitize businesses. In order to develop skills to add value and differentiation through innovation in brands.

[See agenda](#)

### UPCOMING START DATES:

#### Beginning

APRIL 16

#### Closing of admissions

MARCH 20

## AI CERTIFICATION APPLIED TO MARKETING AND BUSINESS

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

[See agenda](#)

### UPCOMING START DATES:

#### Beginning

AUGUST 15

#### Closing of admissions

JULY 30

## CERTIFICATION IN: WEB 3 AND METAVERSES

This certification seeks to provide the tools for executives to take their organizations to web3 and metaverses. Immersive technologies will allow superior experiences both at the retail level with augmented and mixed reality and on the web3 with virtual stores and specialized metaverses.

[See agenda](#)

### UPCOMING START DATES:

#### Beginning

OCTOBER 01

#### Closing of admissions

SEPTEMBER 3RD

3



Research, prototypes, tests, reports  
and Digital Laboratory

**Global Metaverse  
Report 2022**  
Release for November  
2022

**Global Digital  
Report 2023**  
Release for February 2023

**Meta  
Commerce 2023**  
Release for June 2023

**Digital poles  
2023**  
Release for November 2023

## POSITIONING AND BRAND PRESENCE IN METAVERSES

1 CONNECTING WITH CONSUMERS - ESTEFANÍA YAGÜEZ, HEAD OF CONSUMER INTELLIGENCE AT L'ORÉAL

2 MARKETING AND BRANDING - FERNANDO CANO, MANAGING DIRECTOR OF HAVAS METAVERSE

## OMNICHANNEL COMMERCE

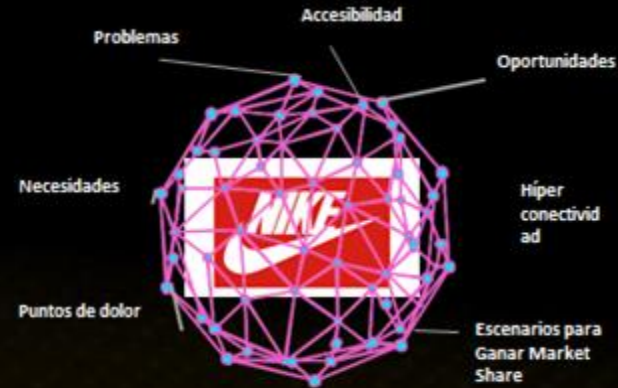
1 VIRTUAL STORES - JONATHAN MÁSMELA, CEO DE LA COLONIA

2 SALES IN METAVERSES - THORSTEN WALTHER, CEO DE INSPIFY

## MASSIVE METAVERSES

1 MANAGEMENT OF VIRTUAL COMMUNITIES, DANIELLE MCCONNELL, CMO DE VIRTWAY

2 SPECIALIZED METAVERSES, SORAYA CADALSO, CEO DE UTTOPION



### Current Portfolio

1. Tenis
2. Ropa
3. Accesorios

### Tailored Portfolio (medium term)

1. NIKELAND
2. Clothing with technological applications.
3. Monitoring Accessories

Example: Non-exhaustive Business Unit NIKE.

ILLUSTRATIVE  
EXAMPLES

### Market fit. Short term

- Incorporate technological applications
- Prioritization in terms of sales impact

### Market fit. Medium term

- Be the first to incorporate technologies
- Prioritization in terms of sales impact

# Technology adoption diagnostics

## Reasons to join **GIDCOMP**:

4



- 1 To receive **information on Business Intelligence and Technology trends**
- 2 To **leverage existing technology** (leap Frog)
- 3 To generate **networking / community**
- 4 To have **visibility** of applications in the use of **technologies**
- 5 To inform me and keep abreast of the **latest news**
- 6 To receive **support or consultancy**
- 7 To **train** my team in the face of new market challenges
- 8 To generate **relationship with Authorities**
- 9 Access to **+300 Experts from more than 52 countries** and presentations of their models at our festivals

# Accompanied by senior international leaders who lead the committees

Smart Cities,  
Sustentabilidad & Industria  
4.0, Public Policy, e-  
government  
& Ciberseguridad

Governments, Int. Agencies

Blockchain and NFT.  
Digital Economy,  
Artificial Intelligence

CTOs, CDOs, CIOs

Data Science & Big  
data, RH & Well-being  
Technologies,  
Education Technology

CRHOs, COOs, CHOs.

Metaverses, immersives  
Technologies (RA, 3D, RM,  
RV), Experiences  
Omnicanal & Digital  
Commerce

CEOs, CMOs, CSOs.

Social enterprises,  
Sustainability, Social  
Digital Business, Social  
responsibility

CSR, ONGs,

Macro

Application of technologies

Micro

## Affiliates will live an international Digital experience

Meetings are held weekly as follows: E.g. Metaverse Committee

Canal	Hours	Assistants	City	Physical host
Metaverse	1.5 hours	10		
physical	30 min	4	CDMX	Sura
		2	Bogotá	Coats
		4	Madrid	Let me Park

### ANNUAL OBJECTIVES OF THE COMMITTEES:

- ❖ Publish trends by technology.
- ❖ Collaborations with media.
- ❖ Working papers.
- ❖ Video Cases and documentaries.
- ❖ International networking.
- ❖ Coordination of Roadshows.
- ❖ Support to associations, international organizations, governments, chambers, universities with the digital knowledge bank and global network of experts
- ❖ Recognition of executives and exposure of brands that collaborate in the integration of knowledge.
- ❖



Social responsibility activities of access to the public, via streaming and technological platforms with co-organizing brands.



# VICE PRESIDENTES DIGITAL GOVERNMENT

## Committee 1

### Objective:

The Digital Government committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

### Technological themes:

## TRENDS

### 1. SUSTAINABILITY



### 2. SMART CITIES



### 3. FINTECH



### 4. CIBERSECURITY



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ROBERTO HERNÁNDEZ  
FORMER CEO LATAM OCDE  
PUBLIC POLICY GIDCOMP VP



HÉCTOR CARDENAS  
CEO THE ERGO GROUP  
E-GOVERNMENT COMMITTEE VP



JUAN CARLOS REYES  
CEO ANTI FRAUDE  
CIBERSECURITY GIDCOMP VP



ANA SOFÍA RÍOS ARTIGAS  
CHEVEZ PARTNER  
LEGAL TECH GIDCOMP VP



ERIKA PIIRMETS  
HEAD E-STONIA  
E-GOVERNMENT GIDCOMP VP



LUIS GODOY  
FORMER CEO DE INTELIGENCIA  
ECO GLOBAL  
PUBLIC POLICY GIDCOMP VP

# VICE PRESIDENTS

## ARTIFICIAL INTELLIGENCE & DISRUPTIVE TECHNOLOGIES

### Committee 2

#### Objective:

The Artificial Intelligence & Disruptive Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

#### Technological themes:

**TRENDS**

- 1. ROBOTICS & AI
- 2. IOT
- 3. MACHINE LEARNING
- 4. AUTOMATION
- 5. AI PERFORMANCE
- 6. AI IN INDUSTRIAS

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FERNANDO CARRIO  
O2O MARKETING EXECUTIVE  
AI GIDCOMP VP



MIRIAM ESPICHÁN  
ANALISTA DE MARKETING & CONTENIDOS  
DISRUPTIVE TECHNOLOGIES GIDCOMP VP



MARISOL CAPETILLO  
CEO OF VERSE TECHNOLOGY  
INDUSTRY 4.0 GIDCOMP VP



RITA ARRIGO  
STRATEGY ENGAGEMENT MANAGER  
PROYECTOS TRIPLE HÉLICE DE AI GIDCOMP VP



ARIADNA HERNANDEZ  
BUAP RESEARCHER  
FINTECH GIDCOMP VP



RAMÓN MARTÍNEZ  
CEO DE HIRXLAB  
TECNOLOGÍAS DISRUPTIVAS GIDCOMP VP

# VICE PRESIDENTES

## HR & WELLBEING TECHNOLOGIES

### Committee 3

#### Objective:

The HR & Wellbeing Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

#### Technological themes:.



**MONTSERRAT CAZORLA**  
GLOBAL LEAD ATTRACTION & RETENTION  
CHG-MERIDIAN  
HR TECHNOLOGY GIDCOMP VP



**SUSANA NILA**  
FUTURE EMPLOYABILITY EXPERT  
FOW 2050 GIDCOMP VP



**JULIÁN VARAS**  
CEO OF C1D01  
ED TECH GIDCOMP VP



**TOMÁS VARGAS**  
RESEARCHER AT UNIVERSITY OF COSTA RICA  
PEOPLE INTELLIGENCE GIDCOMP VP



**EMILIO SERRA**  
DATA & ANALYTICS ONE SR. MANAGER DANONE  
BIG DATA & DATA SCIENCE GIDCOMP VP

# VICE PRESIDENTES DIGITAL COMMERCE

## Committee 4

### Objective:

The Digital Commerce committee of GIDCOMP aims to share best practices, analyze technological trends, create articles and reports to different stakeholders.

### Technological themes:



**FERNANDO CANO**  
METAVERSE GENERAL DIRECTOR  
GRUPO HAVAS MEDIA  
BRAND & METAVERSE GIDCOMP VP



**JENIFER SAMANIEGO**  
VIRTUAL REALITY HEAD CLUB  
CATHOLIC UNIVERSITY OF LOJA  
REALIDAD VIRTUAL GIDCOMP VP



**RANDY CRUZ**  
CITI MANAGER RAPPI  
DIGITAL COMMERCE GIDCOMP VP



**ELADIO GONZÁLEZ**  
EDITORIAL DIRECTOR AT FORBES  
CENTRAL AMERICA  
DIGITAL MEDIA GIDCOMP VP

## VICE PRESIDENTES ONGs & RSC

### Committee 5

#### Objective:

The NGO & CSR committee of GIDCOMP aims to share best technological practices, analyze trends, create articles and reports to different stakeholders.

#### Technological themes:

**TRENDS**

- 1. STRENGTHENING OF NGOs
- 2. FIGHT AGAINST CLIMATE CHANGE
- 3. ACCESS TO DIGITAL EDUCATION
- 4. ADDICTION TO TECHNOLOGY

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**KELLY DUQUE**  
**DIRECTOR OF PROJECTS AND PUBLIC RELATIONS**  
ONGs & CSR GIDCOMP VP



**MILAGROS OREJA**  
**SOKA DIRECTOR**  
ONGs & EMPRESAS DE IMPACTO SOCIAL GIDCOMP VP



**JOSÉ QUESADA**  
**FOUNDER WORLD COMPLIANCE FORUM**  
TECH & COMPLIANCE GIDCOMP VP



**MONICA LÓPEZ**  
**CO-MARKETING MANAGER IN HP**  
MEJORES PRÁCTICAS DE RSC GIDCOMP VP

# Reasons to become a member of **GIDCOMP:**

- 1** To receive information on Business Intelligence and Technology trends
- 2** To leverage existing technology (leap Frog)
- 3** To generate networking / community
- 4** To have visibility of applications in the use of technologies
- 5** To inform me and keep abreast of the latest news
- 6** To receive support or consultancy
- 7** To train my team in the face of new market challenges
- 8** To generate relationship with Authorities
- 9** Access to +300 Mentors from 52 countries and presentations of their models at the Global Digital Week & Global Metaverse Forum.



	GIDCOMP FREE	GIDCOMP SOCIETY
<b>TECHNOLOGY TRENDS</b>		
Newsletter technology cases	x	x
Free transmission of our festivals	x	X
Short version of the studies	x	x
<b>NETWORKING, ALLIANCES AND BRAND EXPOSURE</b>		
Participation and collaboration in Disruptive Technologies Committees		x
Provide Master Classes, success stories and initiatives of your brand.		x
Participate in international studies and reports.		x
30% discount on Certifications		x
Approach to Investors to fund technological projects and Startups		x
Unlimited introductions to over 1,000 brands part of the GIDCOMP ecosystem		x
Space for a commercial presentation at our festivals		x
2-minute video space within the agenda of our festivals		x
List of speakers, people part of the GIDCOMP ecosystem		x
Put your brand on technology providers		x
<b>PRICE</b>	<b>FREE</b>	<b>500 – 4,000 USD</b>
		Annual by size*

#### \*GIDCOMP SOCIETY ANNUAL INVESTMENT

Organization size	Number of collaborators	Investment in USD	Executives
Very large	More than a thousand	4,000	5
Big	More than a thousand	3,000	4
Median	251 a 500	2,000	3
Small	21 - 250	1,000	2
Micro	1 - 20	500	1

does not cause VAT / tax deductible

Important:

All values are expressed in U.S. Dollars (USD)

Company name: Fundación Consultores Sin Fronteras A.C.

RFC: FCS190805FH9

Bank: BBVA

Account Number: 0113640205

Clabe Account Number: 012180001136402052

Swift code for international payments: BCMRMXMPY M

Mail: be.digital@gidcomp.org



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## How to become a member?

Send us an email to [be.competitive@gidcomp.org](mailto:be.competitive@gidcomp.org) or a WhatsApp at: +52 56 1463 3902

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

Membership begins with the date of crediting payment to the bank account.

Valid 12 months from the date of payment.

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

