Augmented Reality is the digital layer that enhances the world around you.

AR usage is widespread — and growing.

By 2025, nearly 75% of the global population* and almost all people who use social / communication apps will be frequent AR users.[1]
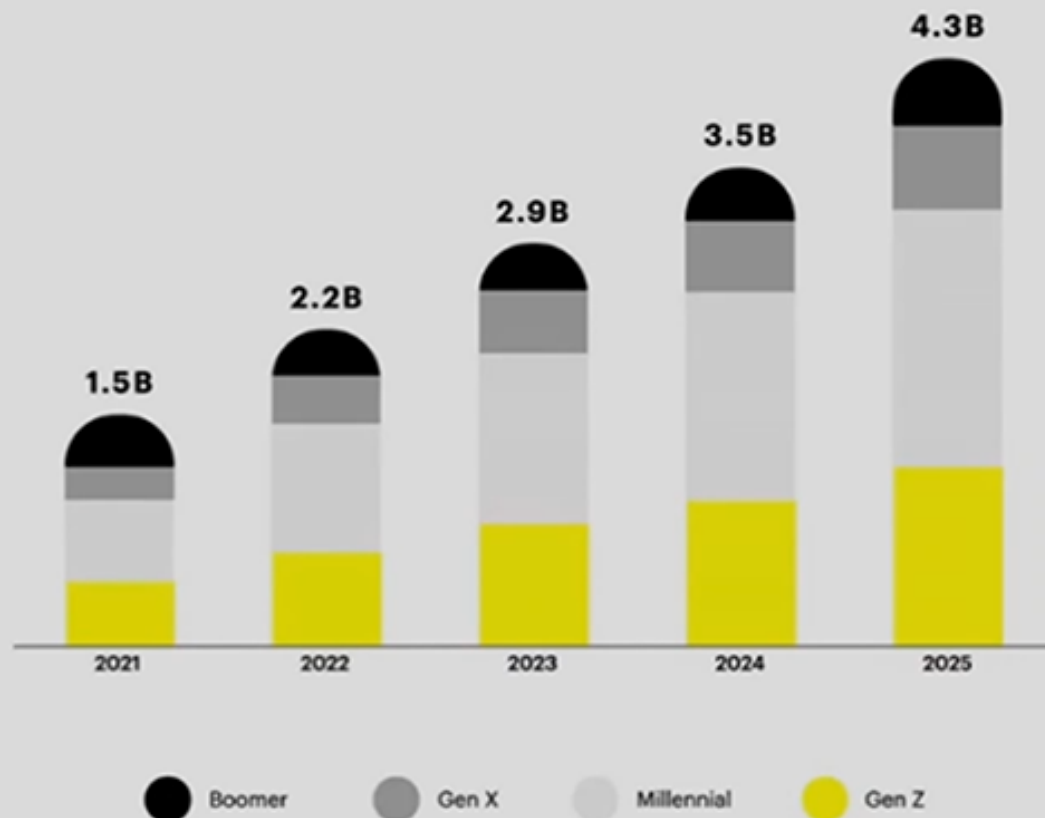
Frequent AR Consumers

Based on people aged 13–69 who use social / communication apps.

- 2021: 1.5B
- 2022: 2.2B
- 2023: 2.9B
- 2024: 3.5B
- 2025: 4.3B

Legend: Boomer, Gen X, Millennial, Gen Z

Snap Inc.

A Camera Company
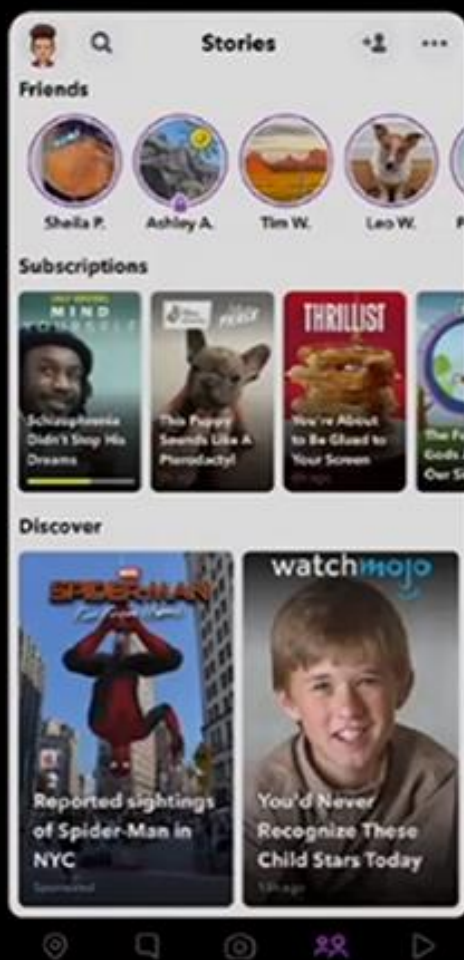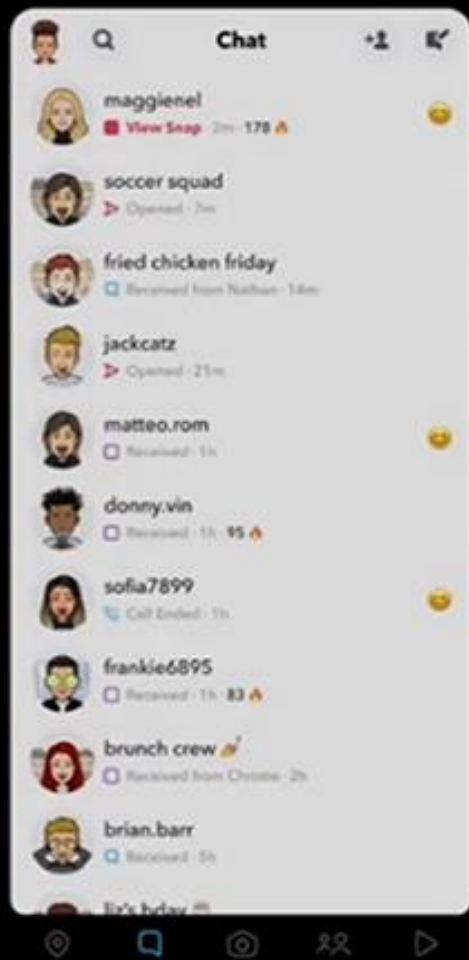
Map   Chat   Camera   Stories   Spotlight

Spectacles

2016

2021
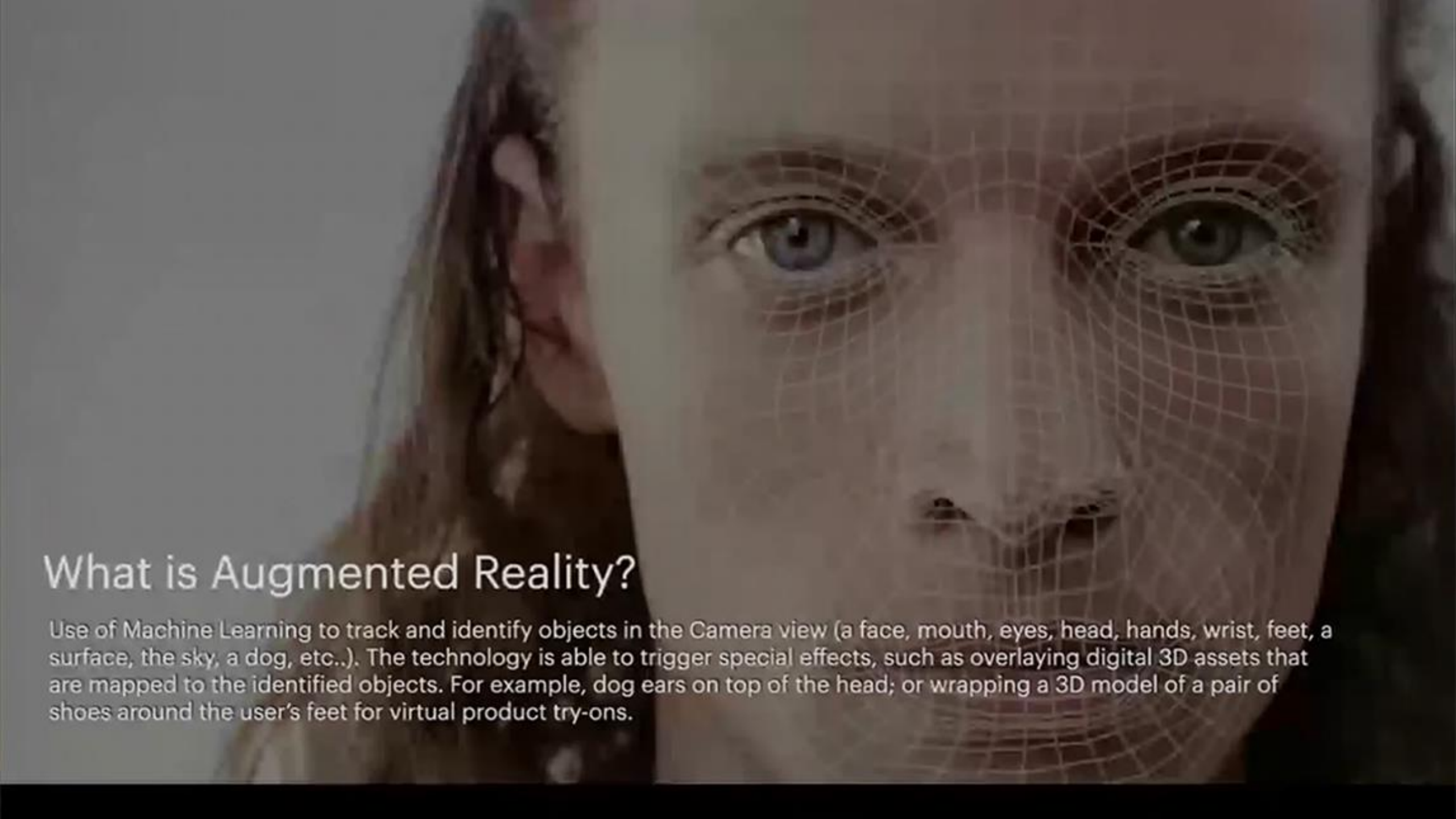
Narrated by Don Allen III
AR Creator and Educator

What is Augmented Reality?

Use of Machine Learning to track and identify objects in the Camera view (a face, mouth, eyes, head, hands, wrist, feet, a surface, the sky, a dog, etc..). The technology is able to trigger special effects, such as overlaying digital 3D assets that are mapped to the identified objects. For example, dog ears on top of the head; or wrapping a 3D model of a pair of shoes around the user's feet for virtual product try-ons.

250,000,000

use AR
every day

People interact with AR Lenses on Snapchat

6 billion

times a day.

Snap AR beyond Snapchat

Snap AR
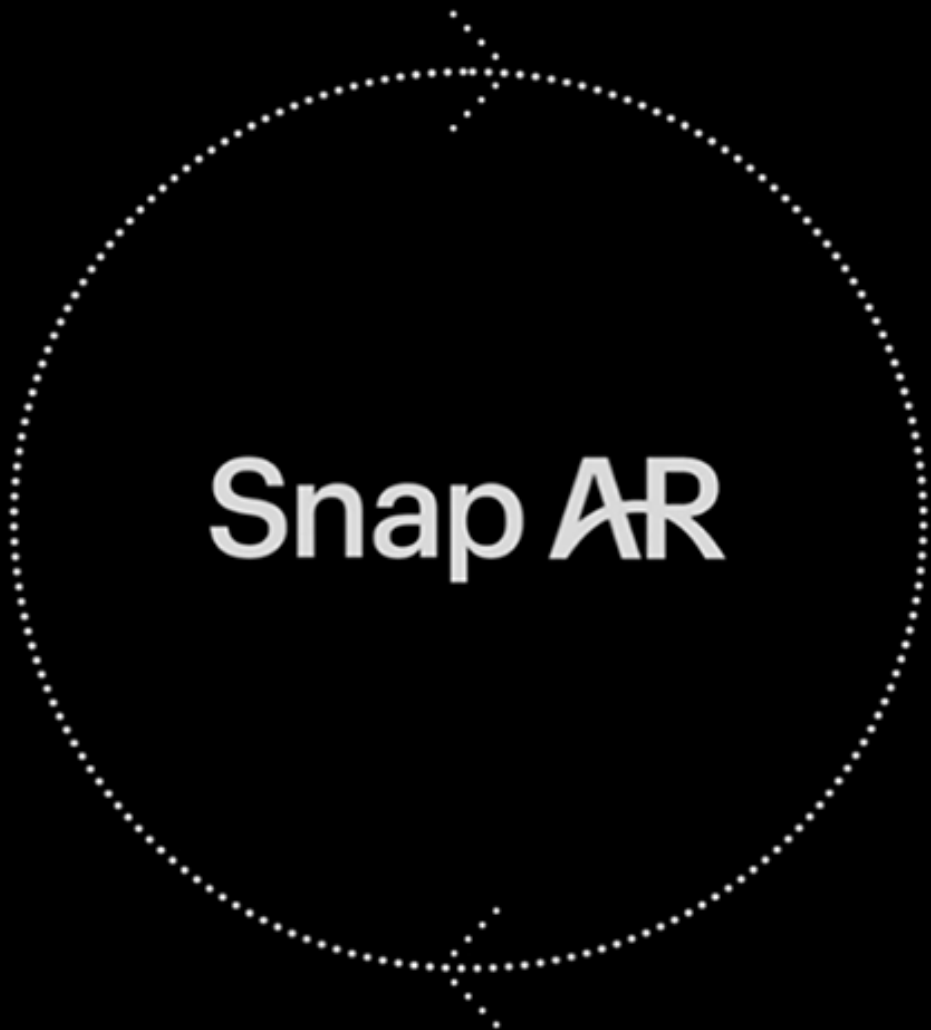
Creation

Lens Studio
Lens Web Builder

Distribution

Snapchat
Snap Camera
Spectacles
Camera Kit

Lens Web Builder

The new AR creation tool built on Snap's extensive library of AR Lenses

- Hundred of AR templates

- Easy customizations with images and audio

- No 3D or coding skills needed

- Accessible through Snapchat Ads Manager

- Any budget. Any time.

Lens Studio 🌟

Certified Lens Creative Partners

snack · MEDIA MONKS · BUSTERWOOD · vidmob · we are social

Official Lens Creators

@shimenta · @ines.alpha · @anrick · @clarabacou · @allanb · @cvenables · @dadeko
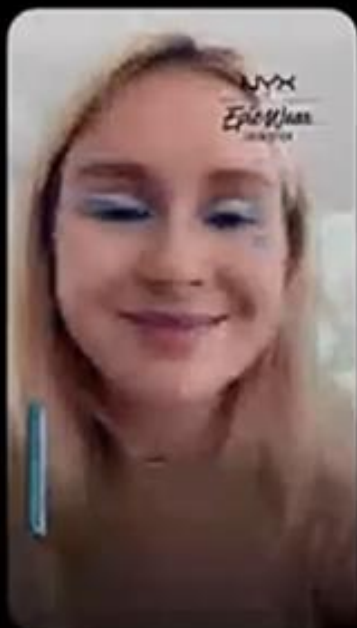
74% of Snapchatters who use AR use it for shopping.

Discover and browse

Going from 'this looks good' to 'this looks good on me'

BEAUTY · GLASSES · SHOES · BAGS · WATCHES · CLOTHING
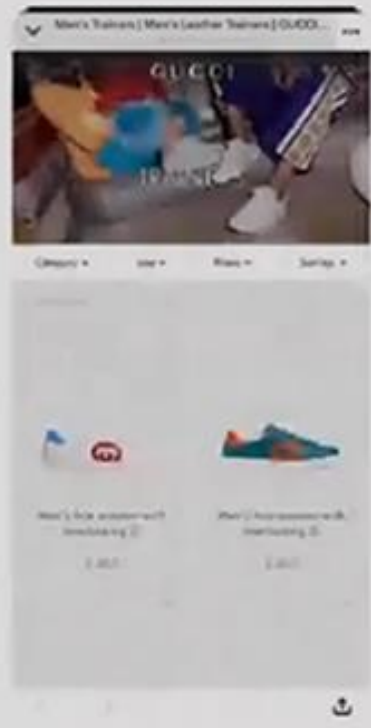
Digital AR Wardrobe

Public Profiles for Businesses provide organic distribution of AR experiences.
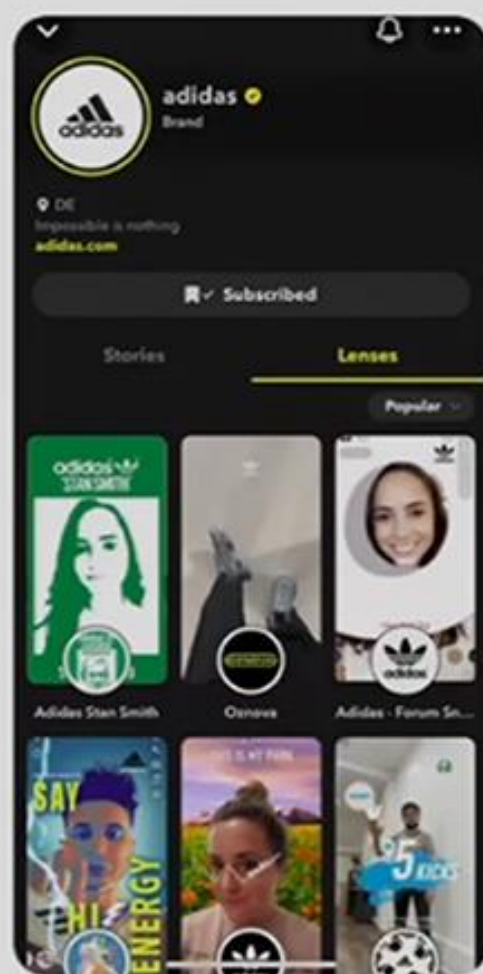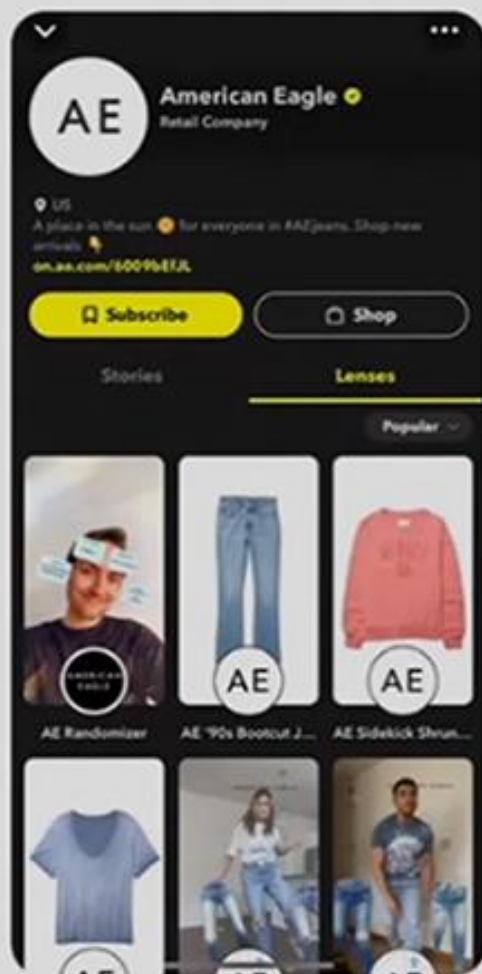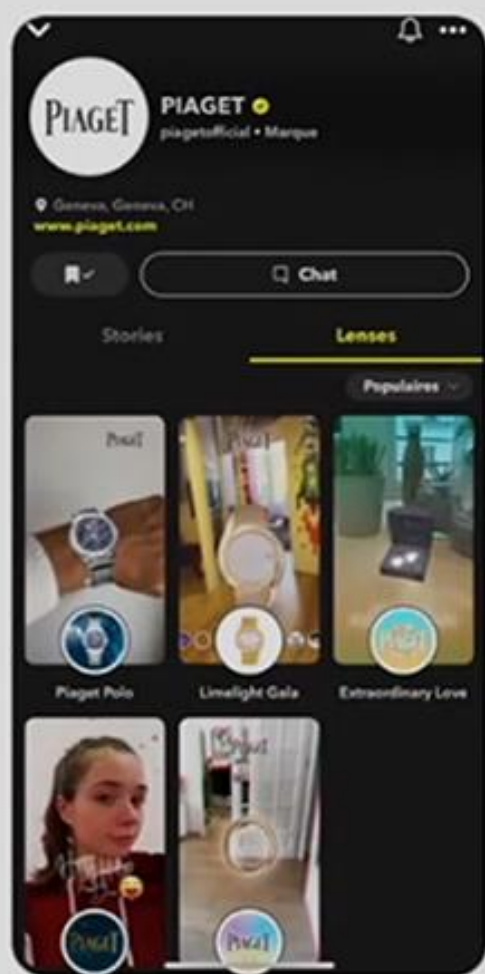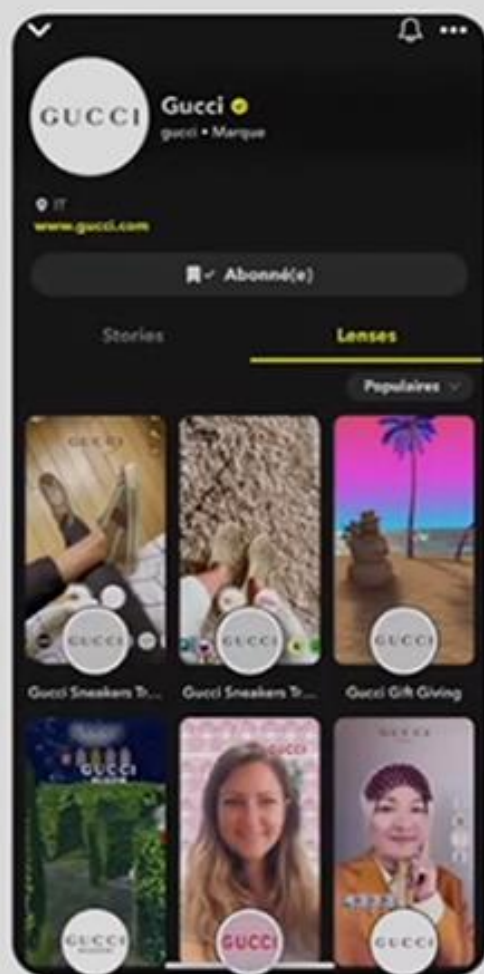
AR Advertising on Snapchat
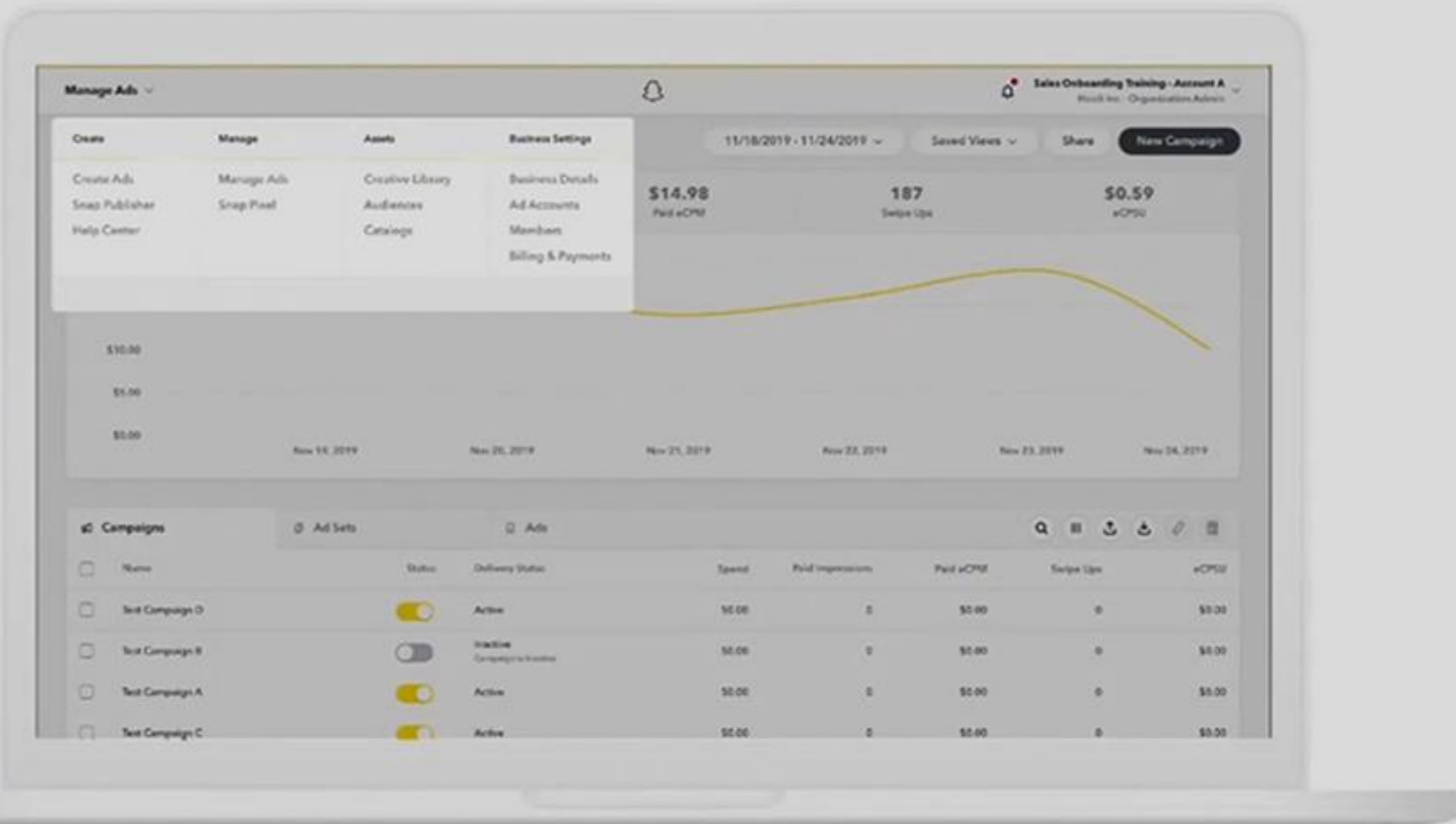
Share outside of Snapchat

Social / Email / Web
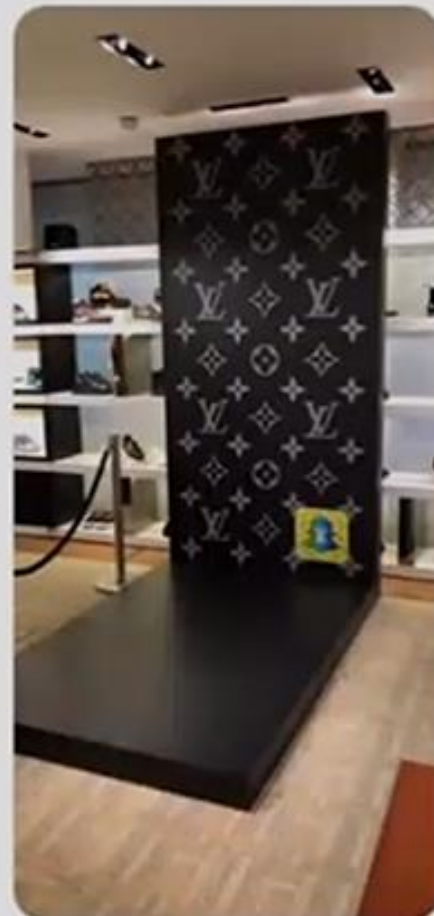
In Store

Print

On Product

Interacting with products that have AR experiences leads to a **94% higher purchase conversion rate,** as individuals can better assess them and feel connected with brands.

AR is here Today
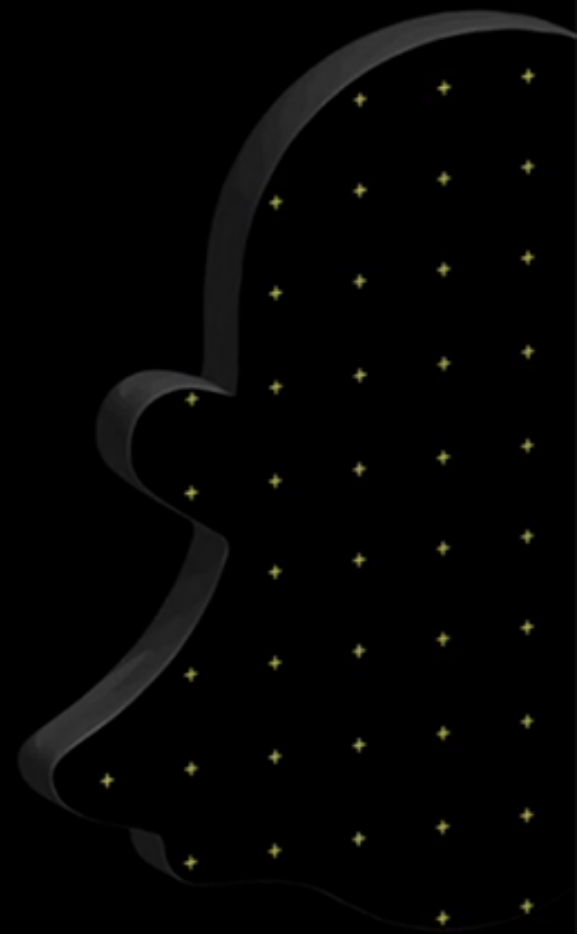
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TECHNOLOGY FOR INCREASE EFFICENCY

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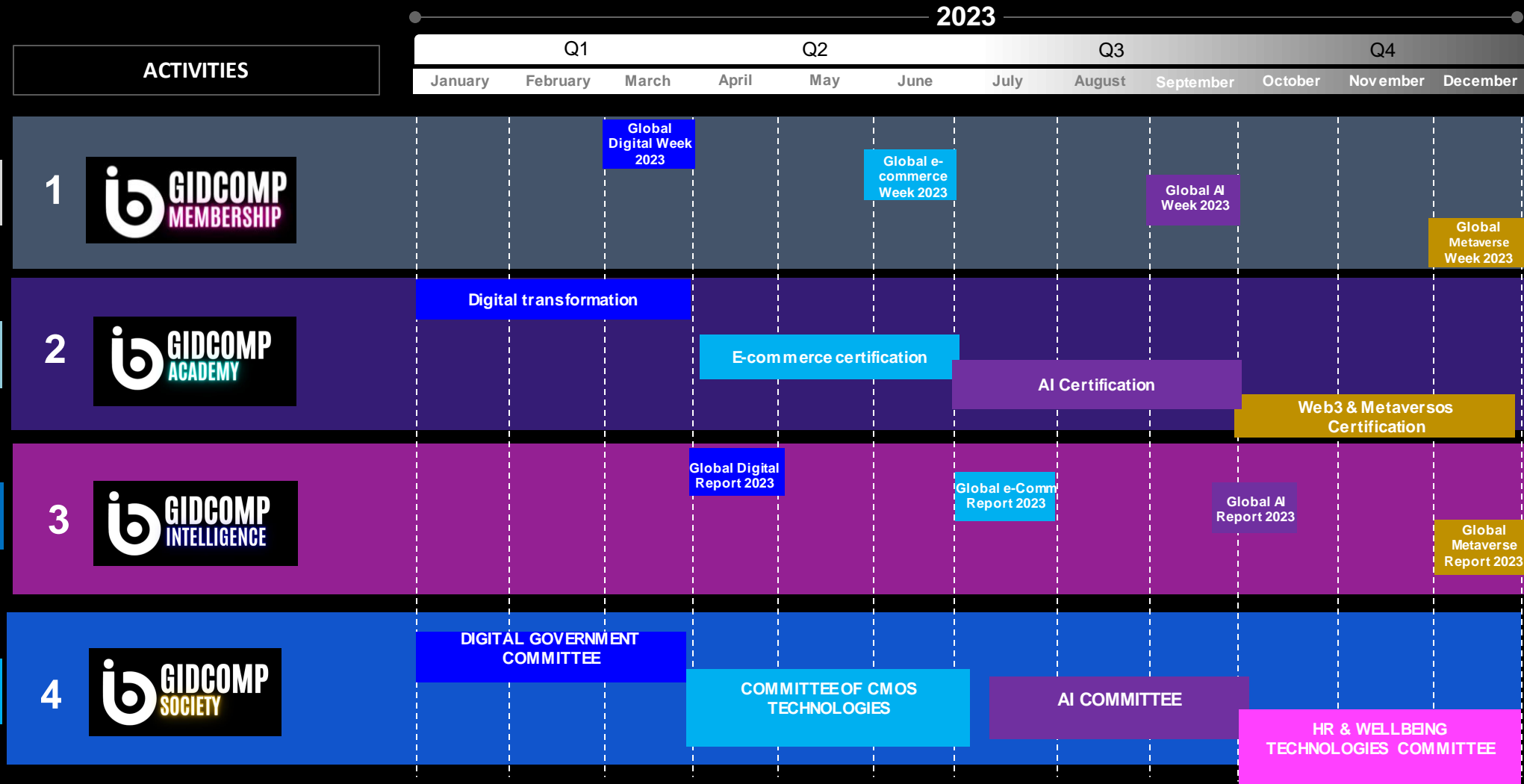
The GIDCOMP with its purpose of contributing to reduce the global digital divide holds several international festivals inviting senior leaders to share and inspire people to create value and generate experiences in Web 3.0 with new technologies

1 GIDCOMP Immersive Festivals

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Free inmersive festivals by streaming in english and spanish

GLOBAL DIGITAL WEEK 2023

GLOBAL E-COMMERCE WEEK 2023

GLOBAL AI WEEK 2023

GLOBAL METAVERSE 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

Internanional experts

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

Jun 26 al 30

International experts

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

Sept 11 al 15

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

37

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

GIDCOMP ACADEMY

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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 & Omnichanality 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

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3

GIDCOMP INTELLIGENCE

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

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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

Problemas · Accesibilidad · Oportunidades · Necesidades · Híper conectividad · Puntos de dolor · Escenarios para Ganar Market Share

Current Portfoilio
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.
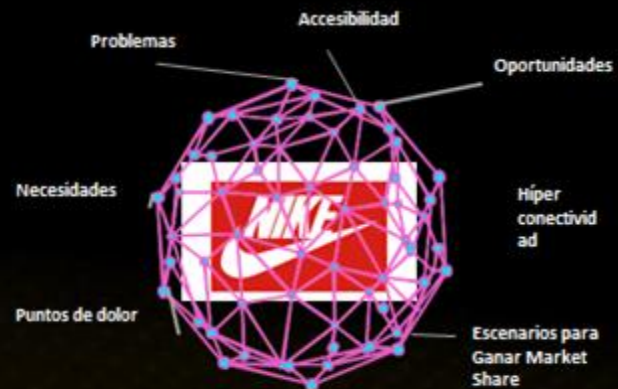
Market fit. Short term
- Incorporate technological applications
- Prioritization in terms of sales impact

Market fit. Medium term
- Be the first to incorporate technologies
- Prioritization in terms of sales impact

Technology adoption diagnostics

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Reasons to join 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 Experts from more than 52 countries** and presentations of their models at our festivals

4

GIDCOMP SOCIETY

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Accompanied by senior international leaders who lead the committees

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

Blockchain and NFT. Digital Economy, Artificial Intelligence

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

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

Social enterprises, Sustainability, Social Digital Business, Social responsibility

| Governments, Int. Agencies | CTOs, CDOs, CIOs | CRHOs, COOs, CHOs. | CEOs, CMOs. CSOs. | CSR, ONGs, |

Macro .... | **Application of technologies** | .... **Micro**

Affiliates will live an international Figital 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.

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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

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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:

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

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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:.

TRENDS

1. HR AGILE
2. PEOPLE ANALYTICS
3. WELLBEING TECHNOLOGIES
4. FOW 2050
5. TECH TRAINING
6. EMPLOYEE CX

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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 C1DO1
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

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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:

TRENDS

1. IMMERSIVE TECHNOLOGIES
2. OMNICHANNEL
3. WEB 3.0 & METACOMMERCE

WEB 3.0

4. MARKETPLACES
5 . DIGITAL COMMERCE
6 . COSTUMER EXPERIENCE

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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

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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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Comité de ONGs & RSC

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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

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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.

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	GIDCOMP FREE	GIDCOMP SOCIETY
TECHNOLOGY TRENDS		
Newsletter technology cases	x	x
Free transmission of our festivals	x	X
Short version of the **studies**	x	x
NETWORKING, ALLIANCES AND BRAND EXPOSURE		
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
PRICE	**FREE**	**500 – 4,000 USD**
		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: BCMRMXMMPYM

Mail: **be.digital@gidcomp.org**

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How to become a member?

Send us an email to 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.

More information