



Silvia Kaneku

Kimberly Clark – Latin America

Consumer Experience Manager for Baby & Child Care

- Graduated in Business Administration with a Master Degree in Online Marketing / eCommerce and Digital Business. More than 15 years of experience leading digital Transformation in different industries, telecom, B2B and CPG for the Latin America Region including Mexico and Brazil.
- Currently with 7 years in Kimberly Clark leading Consumer Experience Regional Strategy for the Baby and Child Care brands such as Huggies, Pull ups, Goodnites, and Little Swimmers, with main objective to reinvent the interaction with the consumer going beyond the product experience and personalizing the relationship with the brand.



nextel

movistar

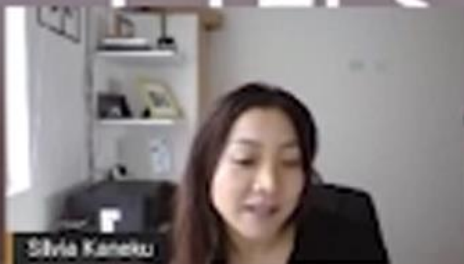
vivo

3M

Kimberly-Clark

THE CONTEXT

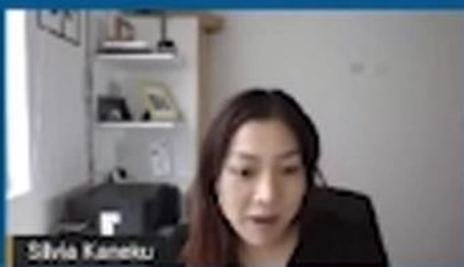
1. Let's take a look to what **KC and most CPG**
ng



Sylvia Kaneku

Main Challenge:

- Moving from mass communication to a 1:1 relationship
- Reinventing the Consumer relationship, being more relevant for them.



Silvia Kaneku

DIGITAL TRANSFORMATION

USE THE CAPABILITIES TO BE CLOSER

**SOCIAL LISTENING
MISSION CONTROL**



**CRM & CONSUMER INSIGHTS
SEO / BIG DATA ANALYTIC**



**DCO / MEDIA
PERSONALIZATION**



**MOBILE FIRST
CAPABILITIES**



<< CHANGE MINDSET – BE AGILE – BE RELEVANT >>

Kotex Prototype



Kotex Sport App

<https://youtu.be/exv3lcDbWF0>

The advertisement features a dark background with a red circular graphic containing a white silhouette of a runner. To the right, a pair of red and black headphones is positioned next to a white smartphone. The phone screen displays the app interface, which includes a video player showing a person in a gym, the text 'KOTEX X 30' and 'by 30 minutos de este deporte', and a large digital clock showing '07:27'. The Kotex logo is in the top right corner. At the bottom, there are two buttons for downloading the app: 'DESCÁRGALA AHORA EN' followed by 'App Store' and 'Google Play'.

KOTEX SPORTS

DESCÁRGALA AHORA EN

App Store Google Play



GLOBAL INSTITUTE FOR
DIGITAL COMPETITIVENESS

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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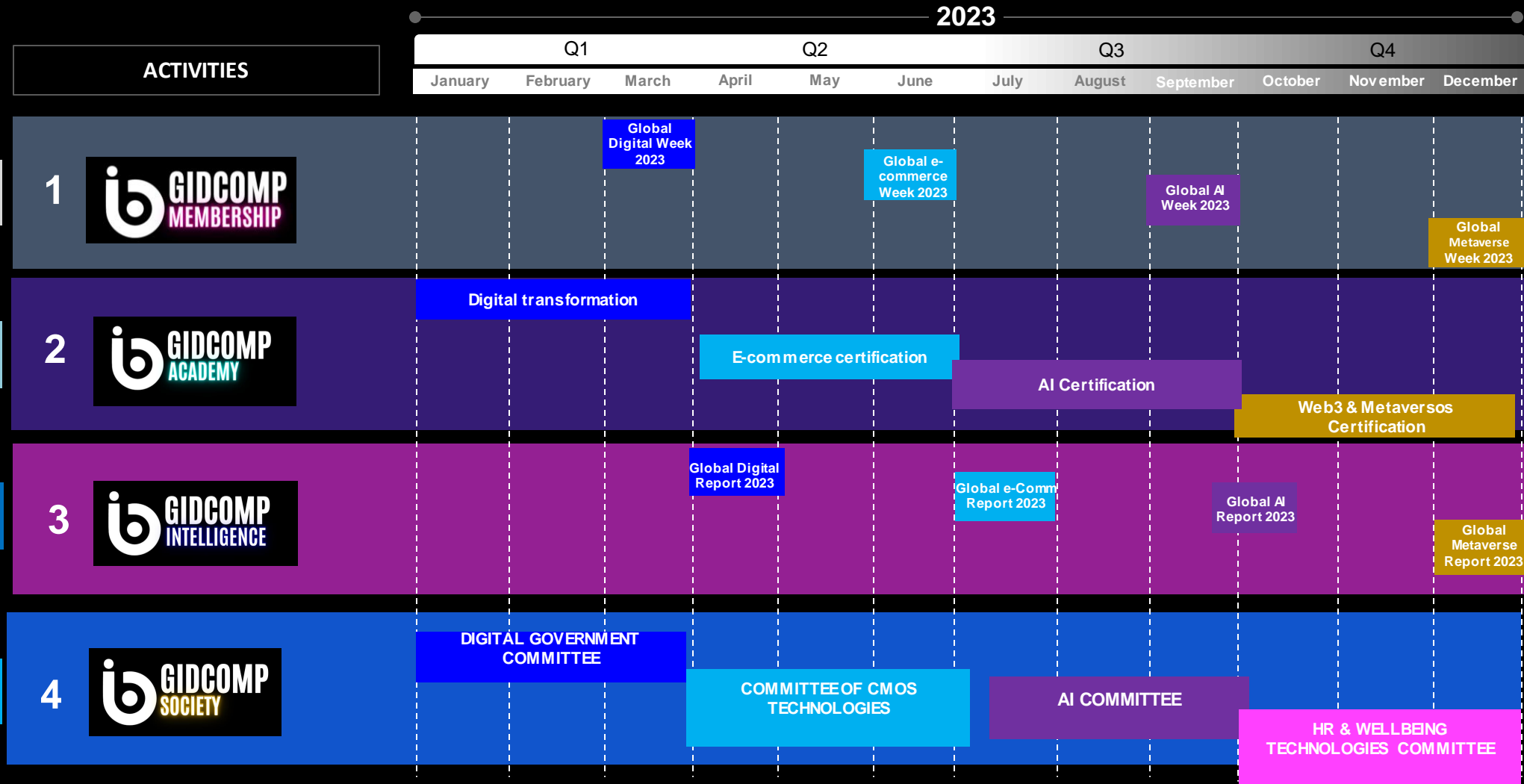
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Some brands that are part of our international ecosystem



Calendar GIDCOMP 2023



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



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

ILLUSTRATIVE
EXAMPLES

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

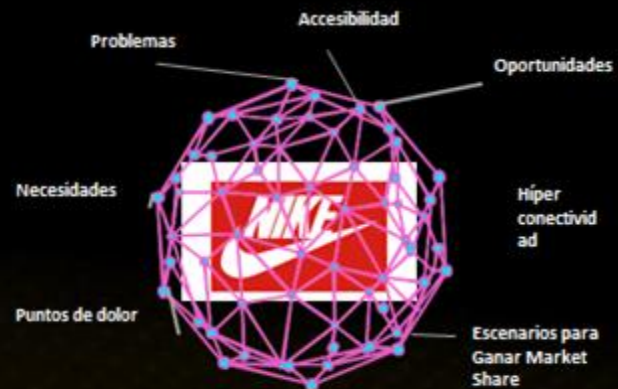
1 [VIRTUAL STORES](#) – JONATHAN MÁSMELA, CEO DE LA COLONIA

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



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

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.

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

Blockchain and NFT.
Digital Economy,
Artificial Intelligence

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

Metaverses, immersives
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 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:.

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

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:

TRENDS

1. IMMERSIVE TECHNOLOGIES
2. OMNICHANNEL
3. WEB 3.0 & METACOMMERCE
4. MARKETPLACES
5. DIGITAL COMMERCE
6. CUSTOMER 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 RAPP
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:



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

TRENDS

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

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i GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS



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
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: 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 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](#)