



GLOBAL INSTITUTE FOR  
DIGITAL COMPETITIVENESS

GLOBAL AI  
WEEK



# Maximiliano Bahena

Regional Marketing Leader at  
Omron Automation



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

# GLOBAL AI WEEK

# Market Overview

---

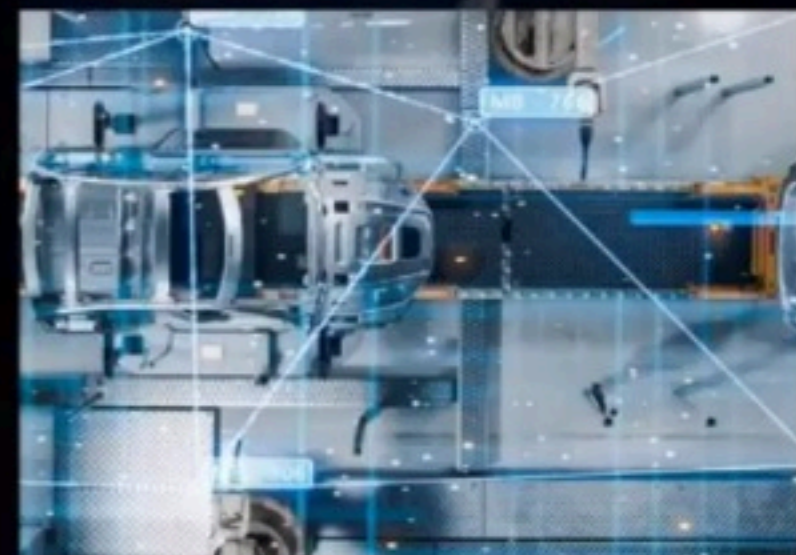
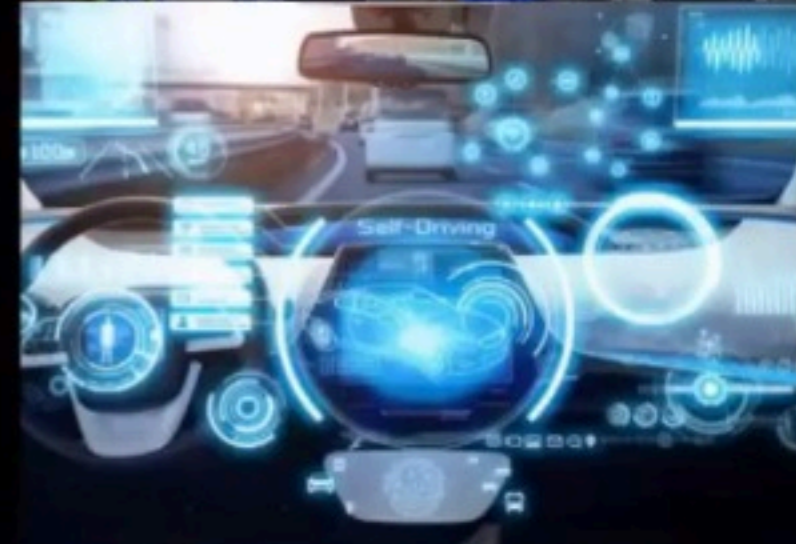
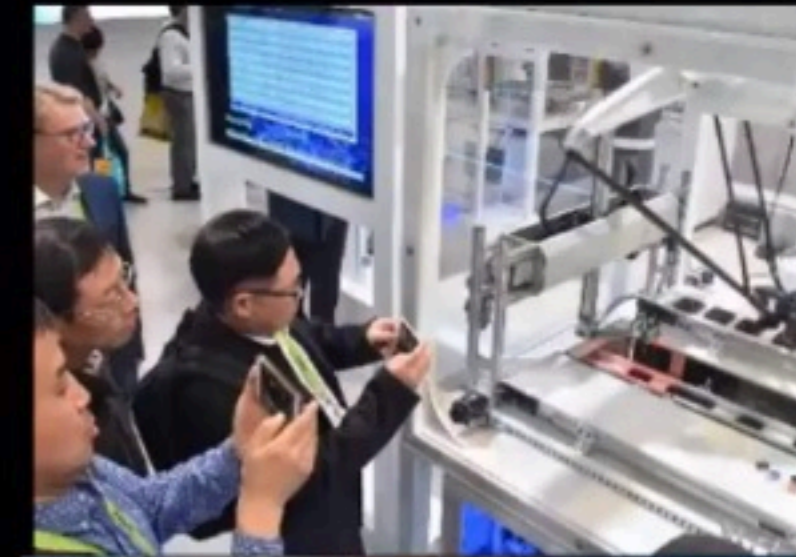
The Mexican market for factory automation and industrial controls was projected to experience a CAGR of approximately 8.5% during the forecast period (2021-2026). Attributed to the coronavirus outbreak, the region witnessed supply chain disruption due to the global lockdown imposed. On the other hand, there has been an increase in demand for factory automation from various industry verticals, including manufacturing, to ensure efficient facility operations and maintain the health of employees and workers.

The country is witnessing significant momentum in the automotive manufacturing industry, with Nissan, Honda, and Mazda opening new high-volume facilities in the country and domestic vehicle production growing by over 7.5%. The exponential growth of the country's manufacturing sector is the primary driver of market growth.

In 2020, nearly 17.2% of the country's GDP came from the manufacturing industry. Companies have witnessed an increase in demand to cater to the manufacturing sector in the country, with other countries in the region, such as Brazil, recovering from the economic crisis.

Lower labor costs in the country are resulting in the rapid expansion of other industrial sectors, such as consumer electronics manufacturing, pharmaceutical manufacturing, and metallurgical industries, which are expected to drive the Mexican market for industrial controls and total automation.

The growing emphasis on energy conservation and efficiency is driving the market for factory automation and machine vision in Mexico. The breadth of the factory automation system is expanding due to the Internet of Things (IoT) and the promising trend of cloud-based technologies and services. The number of people using the Internet has increased dramatically in the last decade, nearly doubling in the past eight years.

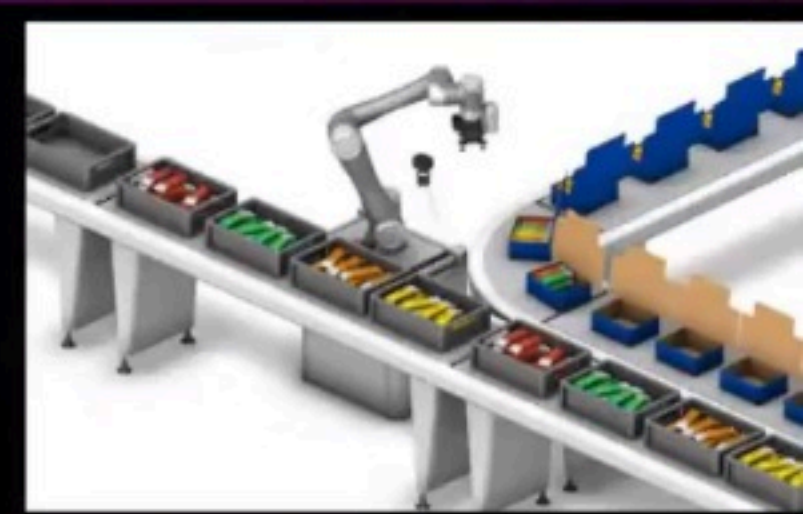


# Key Market Trends

---

- Robotics Segment to Experience Significant Growth
- Mexico is predominantly a production hub for automobile manufacturers and automotive parts suppliers exporting to the United States and increasingly to South America. With a GDP of USD 2.45 trillion, Mexico ranks as the 15th largest economy globally and is home to over 20 automobile assembly plants, including BMW, Mercedes, Audi, Ford, Chrysler, and Nissan. These plants are exerting more pressure on local facilities to increase quality, enhance safety, and achieve better performance, which is driving automation and robotics.
- The Mexican manufacturing industry has undergone significant advancements and digitalization in recent years to improve productivity, primarily driven by the country's automotive sector, which is the seventh-largest motor vehicle manufacturer in the world. Mexico exports 94.5% of its tractor truck production to the United States, making it the leading global exporter.
- Local production for local consumption
- Consistent worldwide quality assurance
- "Ultra" high precision assembly
- Growing shortage of skilled workers
- Rapid launching of equipment startup
- Consumer demands driving need for flexible manufacturing
- Surging labor costs in emerging countries

Information obtained from <https://cutt.ly/GwtPD6Gv>.



# OMRON - Always Innovating



"Integrated Automation"  
- Evolution in Control

take initiatives to improve manufacturers' productivity by seeking high-speed and high-precision machine controls.



"Intelligent Automation":  
Development of  
Intelligence

Factory data analysis and Artificial Intelligence are used to make the evolution of machines and production lines a reality.



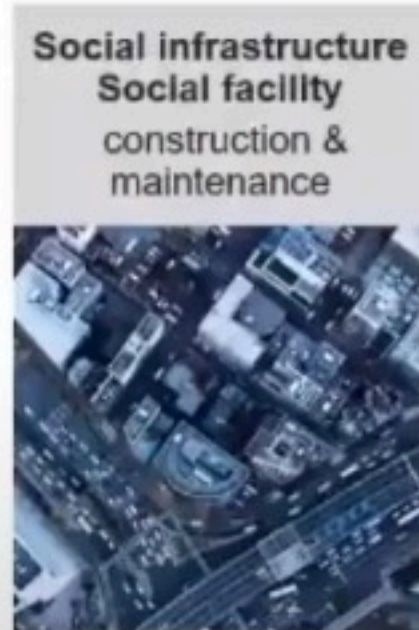
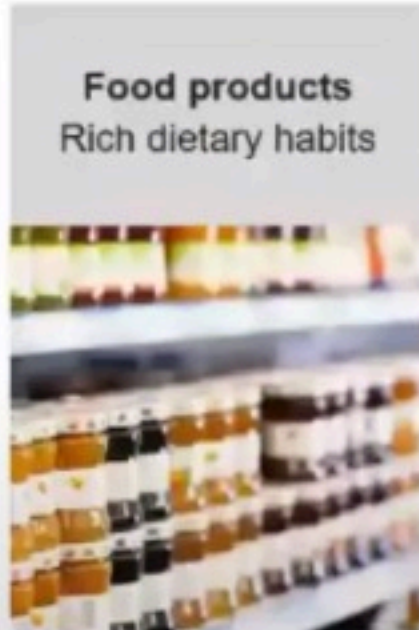
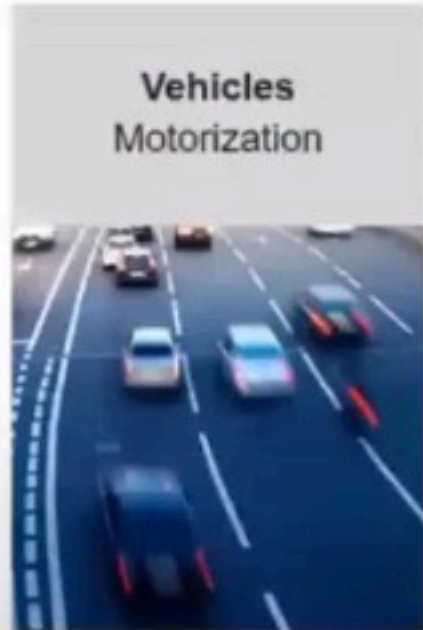
"Interactive Automation":  
New Harmony Between  
Humans and Machines

"To the machine,  
the work of the machine,  
to man the thrill of further creation"

# Global industries that require automation

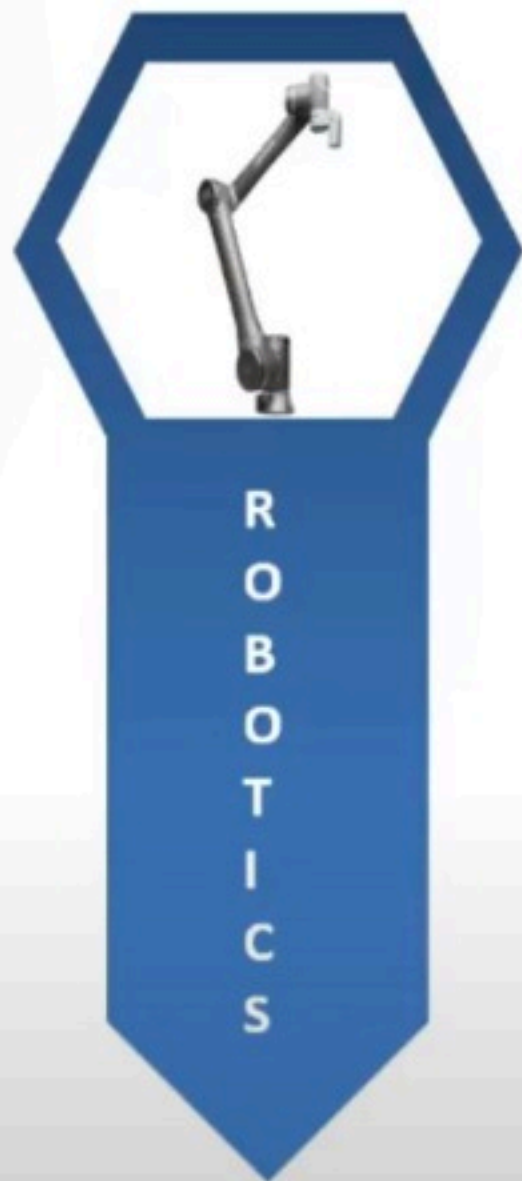
---

Bringing innovation to manufacturing through automation to enrich the lives of people all over the world



# "Industrial automation solutions that will allow us to be part of Industry 4.0."

---





GLOBAL INSTITUTE FOR  
DIGITAL COMPETITIVENESS

**TECHNOLOGY FOR INCREASE EFFICENCY**





# Just one goal, Create value with technology.

Through 5 different specific strategies:

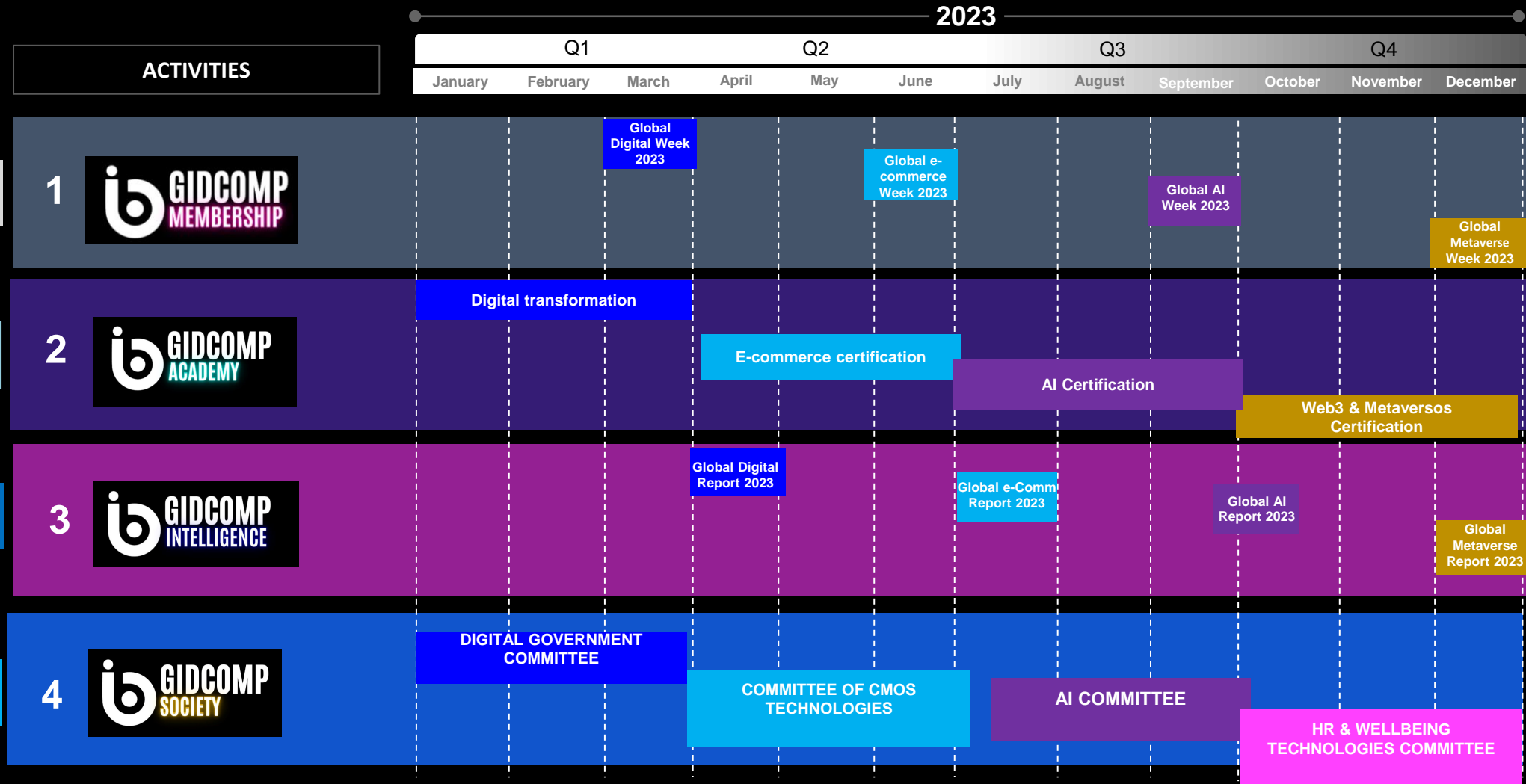
- 1** Spreading and encouraging the use of technologies to increase the efficiency of organizations from all over the world
- 2** Connecting organizations and executives to create more value, sell more in an omnichannel, and geopolitically fragmented world.
- 3** Work together with authorities and institutions 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.



# 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



**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**

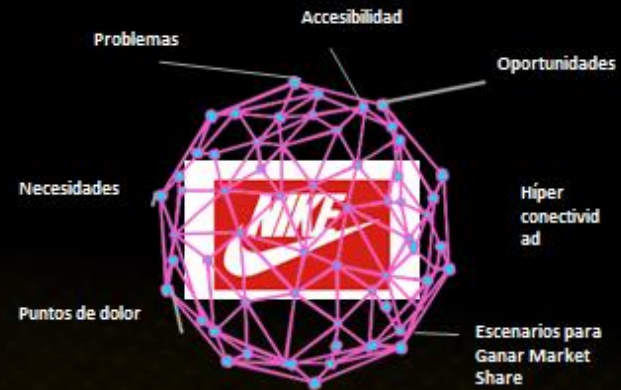
1 VIRTUAL STORES – JONATHAN MÁSMELA, CEO DE LA COLONIA

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 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.

# 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:



**1. SOSTENIBILIDAD**

**2. SMART CITIES**

**3. FINTECH**

**4. CIBERSEGURIDAD**



**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



**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:



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



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 C1DO1  
ED TECH 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 RAPPY  
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:

The graphic features a central logo for 'Comité de ONGs & RSC' with the 'GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS' logo below it. To the right, four numbered themes are presented with corresponding images: 1. FORTALECIMIENTO DE ONGS (NGO), 2. LUCHA CONTRA EL CAMBIO CLIMATICO (climate change), 3. ACCESO A LA EDUCACIÓN DIGITAL (digital education), and 4. ADICCIÓN A LA TECNOLOGÍA (technology addiction).



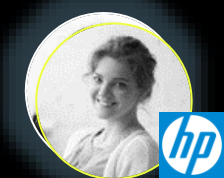
**KELLY DUQUE**  
**DIRECTOR OF PROJECTS AND PUBLIC RELATIONS**  
ONGs & CSR GIDCOMP VP



**JULISSA JIMENEZ**  
**DIRECTORA DE LMD**  
POLITICAS SOCIALES 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    | 5,000             | 5          |
| Big               | 501 -1,000              | 4,000             | 4          |
| Median            | 251 a 500               | 3,000             | 3          |
| Small             | 6- 250                  | 2,000             | 2          |
| Micro             | 1 -5                    | 1,000             | 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: BCMRMXMPYM

Mail: [be.digital@gidcomp.org](mailto:be.digital@gidcomp.org)



## 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.

[www.gidcomp.org](http://www.gidcomp.org)  
[be.competitive@gidcomp.org](mailto:be.competitive@gidcomp.org)

