



# GROWING TOGETHER IN THE AMERICAS

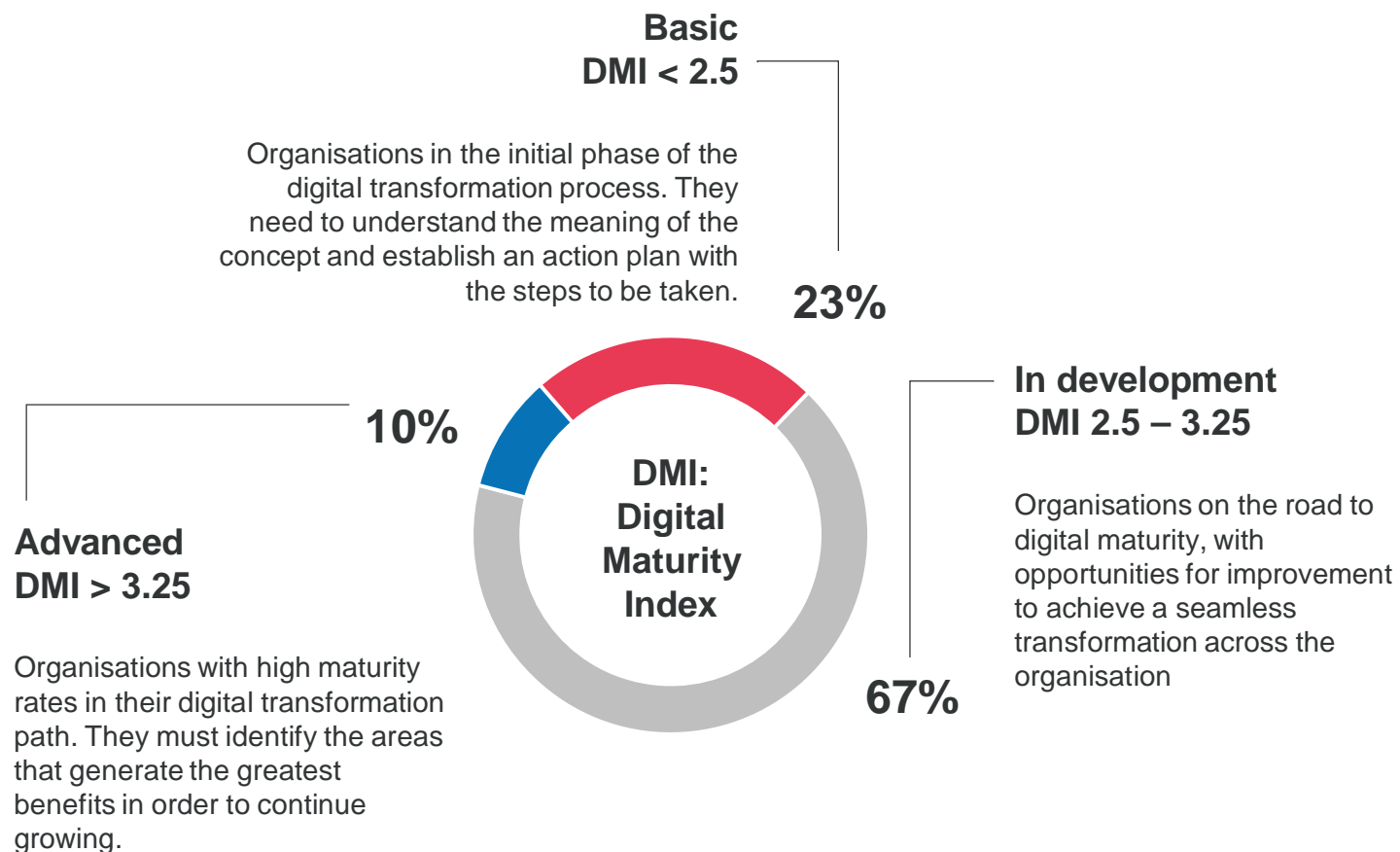
DIGITALISATION FOR INTERNATIONAL TRADE  
CHALLENGE



## How is digital maturity understood?

This analysis measures digital maturity on a point scale from 1 to 4, across four key action lines (strategy, people, technology and operations) for the development of a comprehensive digital transformation.

The data presented correspond to the responses provided by 339 women entrepreneurs representing LAC countries.



The average DMI of the challenge participants is **2.80**

# Lines of action

## 1 Strategy

How digital transformation is approached at the rate of identification of trends affecting the market, the rate of sponsorship within the organisation and structure for that purpose

## 2 Technology

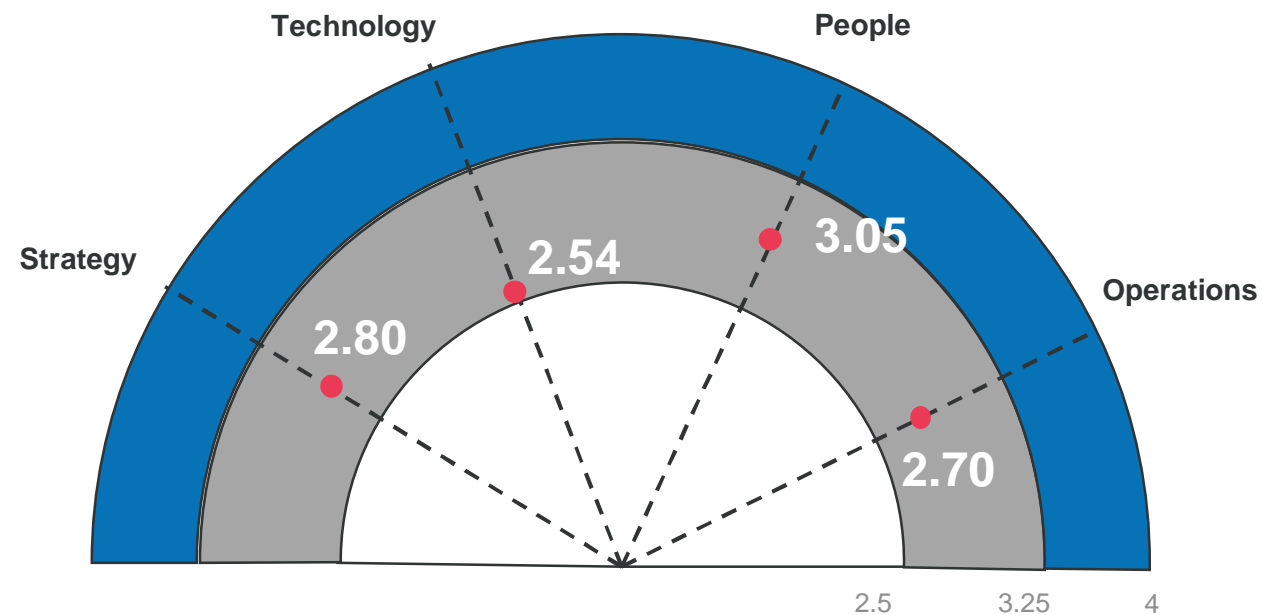
Degree of flexibility of technological resources that enable the balance between current operation and innovation initiatives.



## 3 People

openness to the cultural change that a digital transformation entails, as well as the skills of employees to successfully cope with change

## 4 Operations

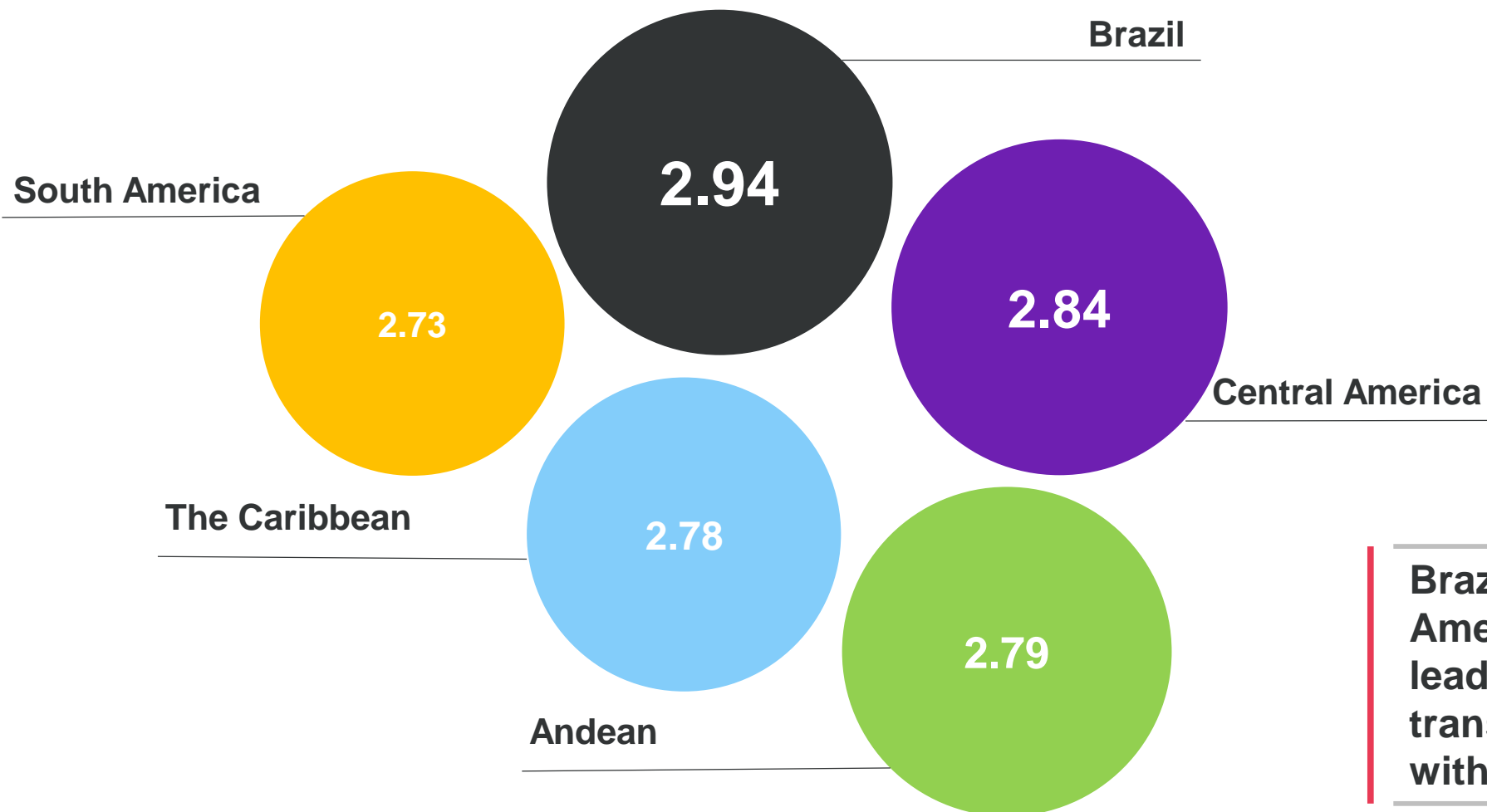
Efficiency, effectiveness and visibility throughout the business operating chain, enhanced by the application of digital initiatives.



-  **Basic:** initial phase of the digital transformation process
-  **In development:** on the road to digital transformation with opportunities for improvement
-  **Advanced:** highly developed digital transformation process with potential for synergies

## Perception of maturity by region

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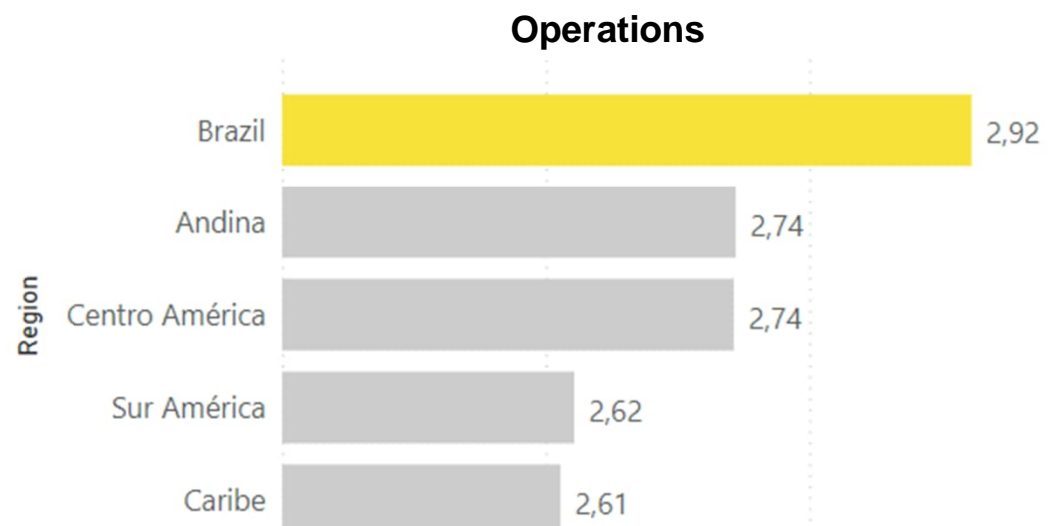
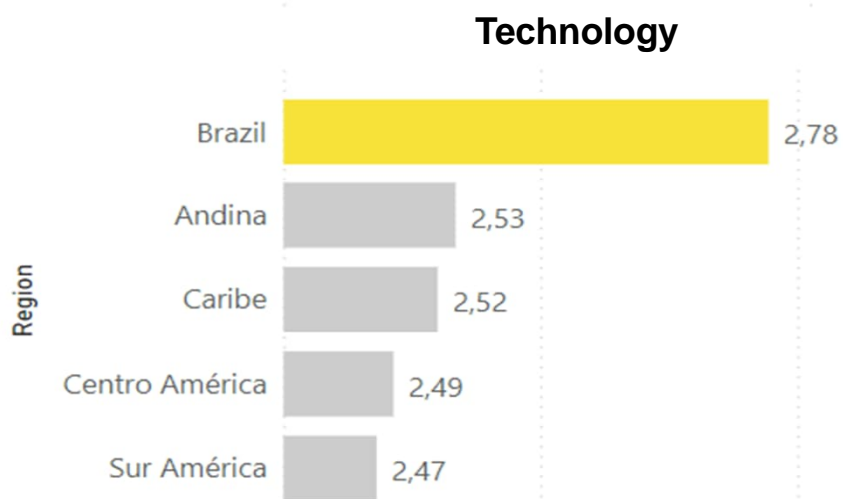
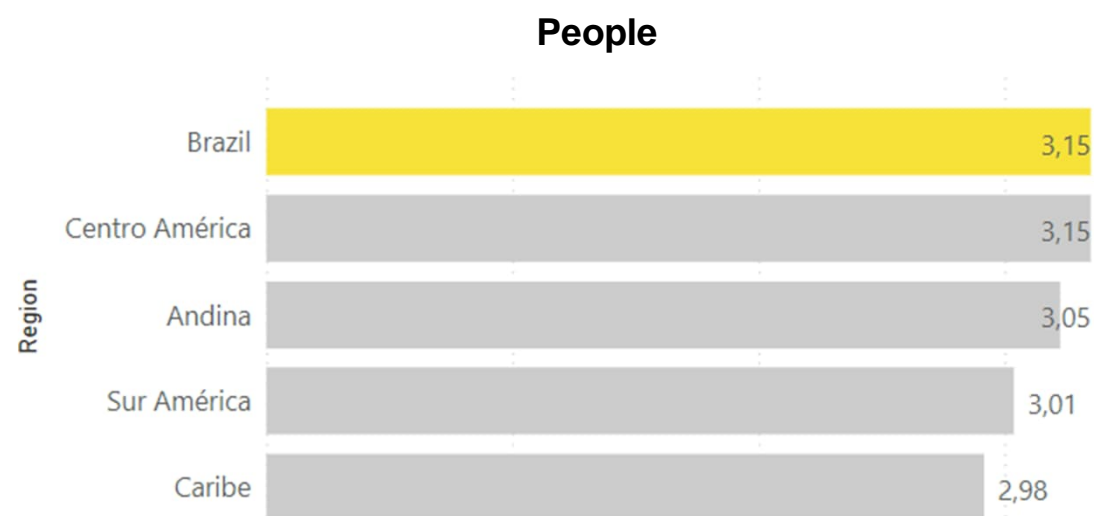
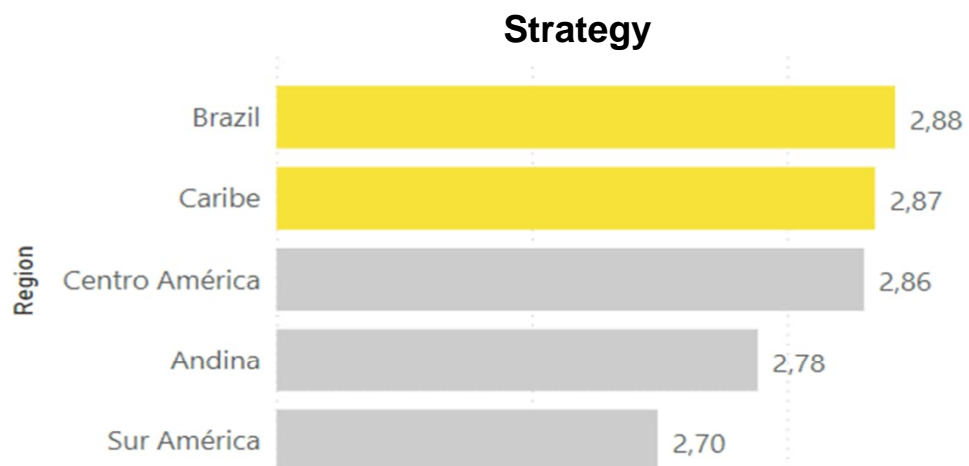
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**Brazil and Central America stand out as leaders in the digital transformation process with IMDs of 2.94 and 2.84.**

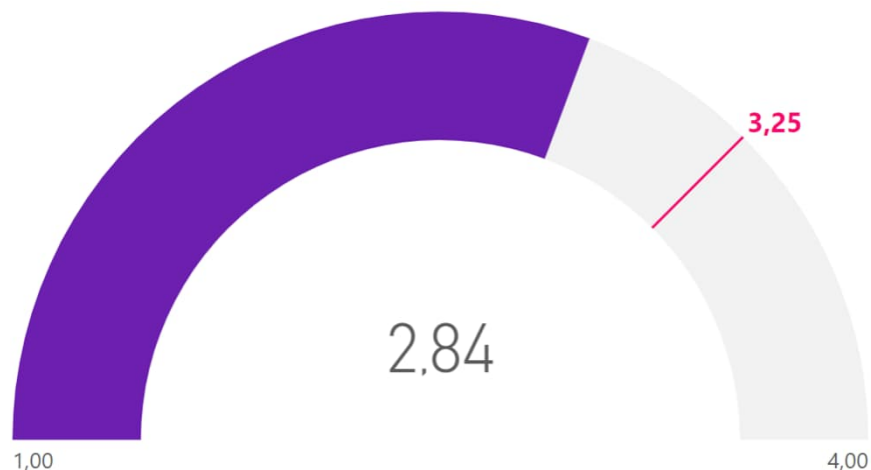
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# Perception of maturity by region

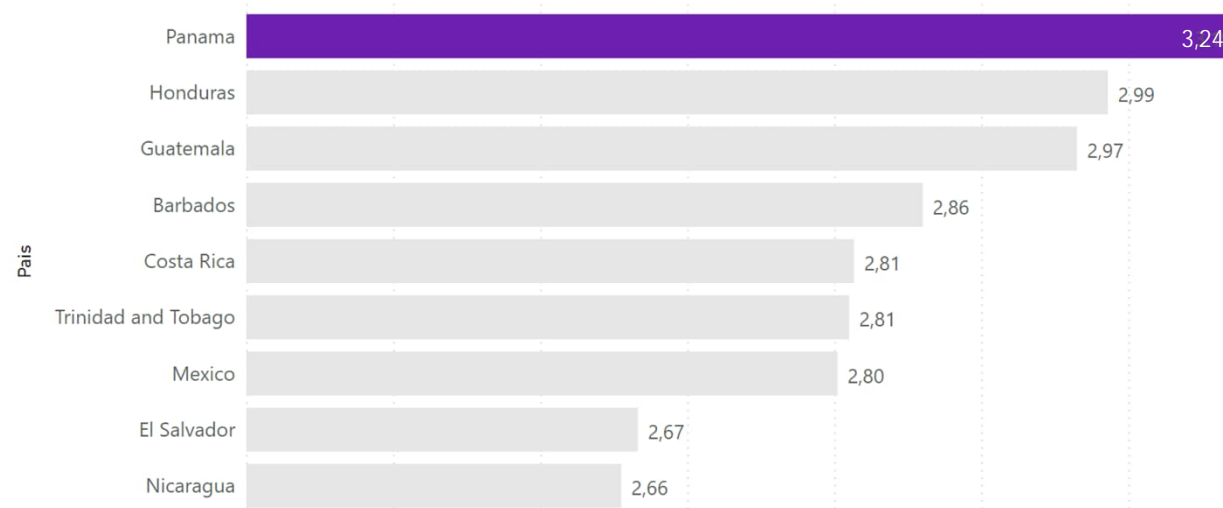
Among the regions assessed, **Brazil** stands out in all lines of action.



# CENTRAL AMERICA



### Digital Maturity Index by country

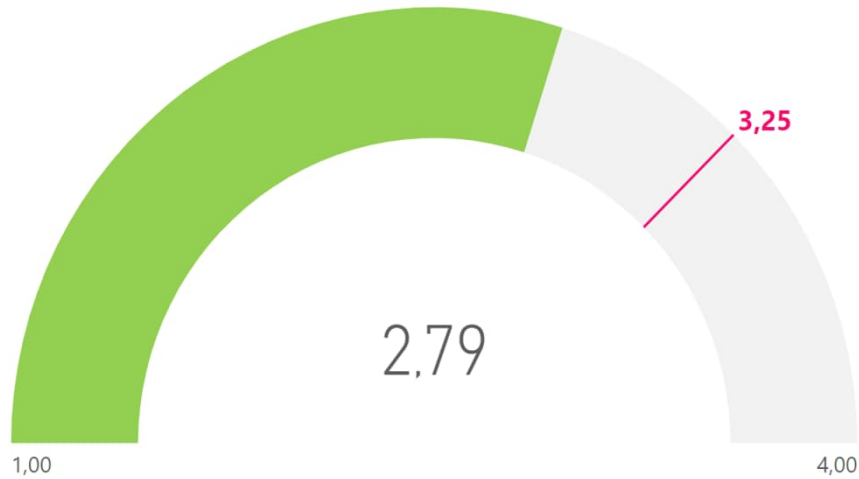


### Digital Maturity Index by sector

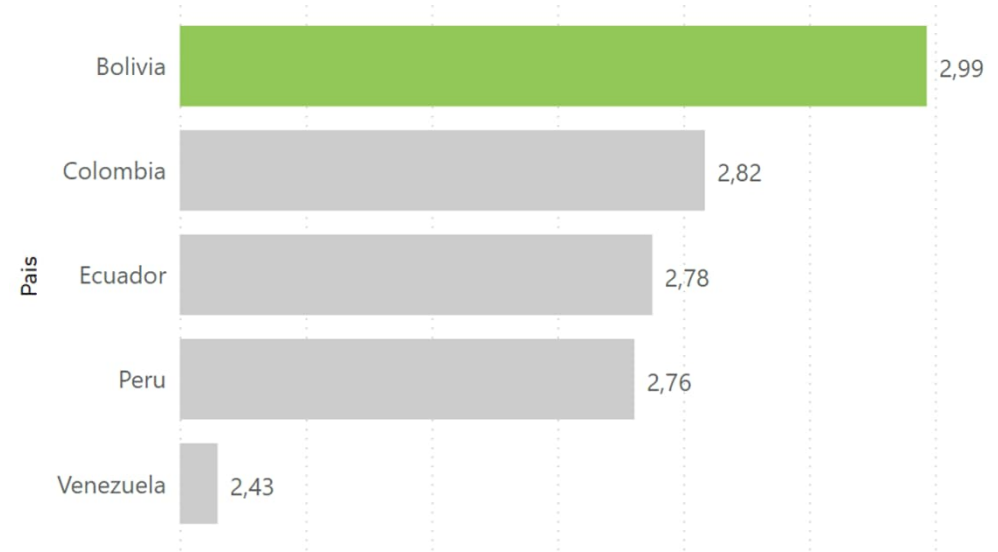


■ DMI Basic  
■ DMI In development

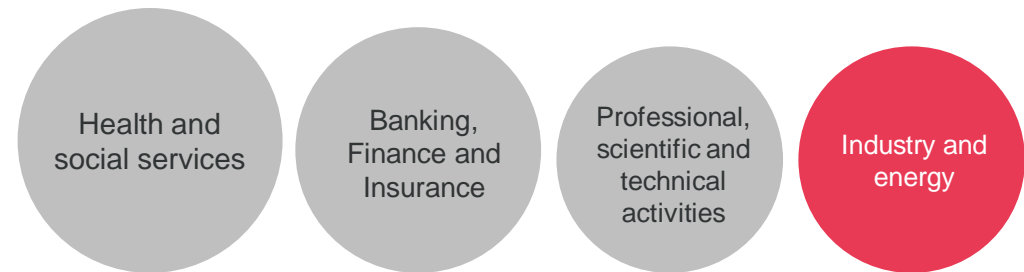
Among the countries in the region, Panama, Honduras and Guatemala stand out as having the highest levels of maturity.



### Digital Maturity Index by country



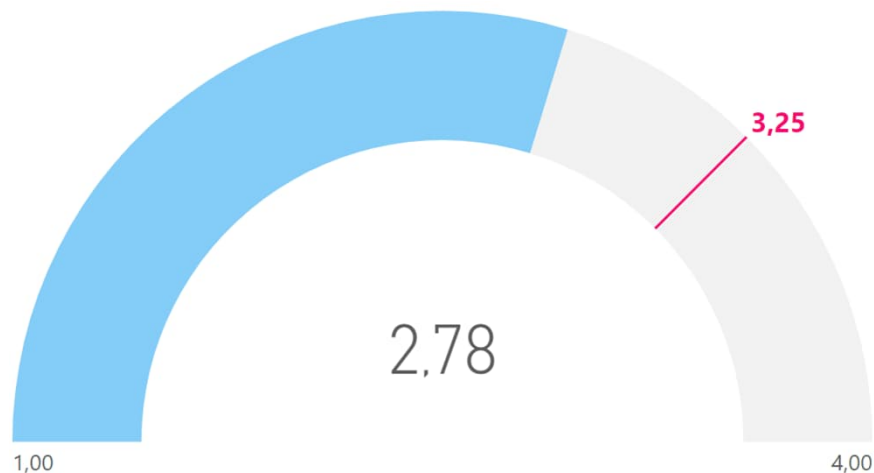
### Digital Maturity Index by sector



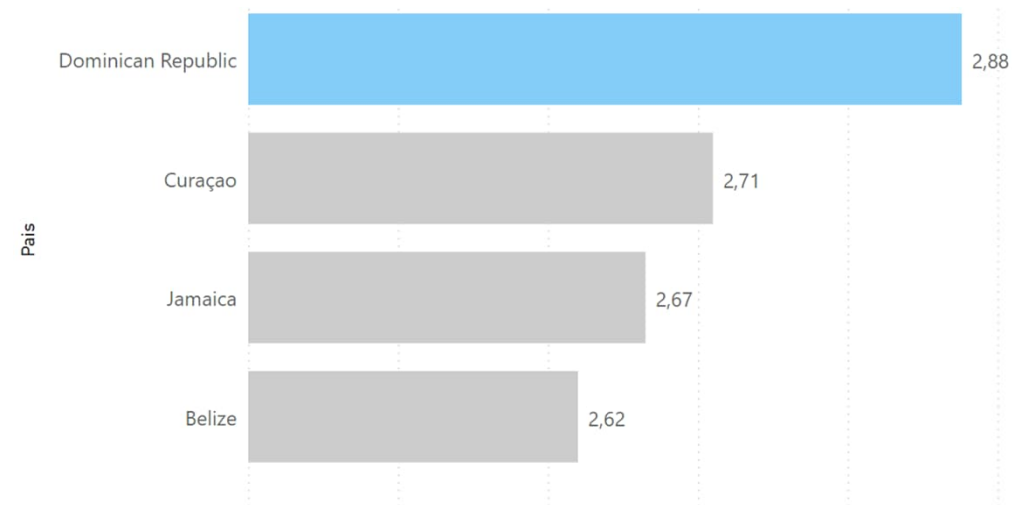
■ DMI Basic  
■ DMI In development

**Bolivia and Colombia stand out as having the highest digital maturity indices. Venezuela is lagging far behind with a DMI of 2.43.**

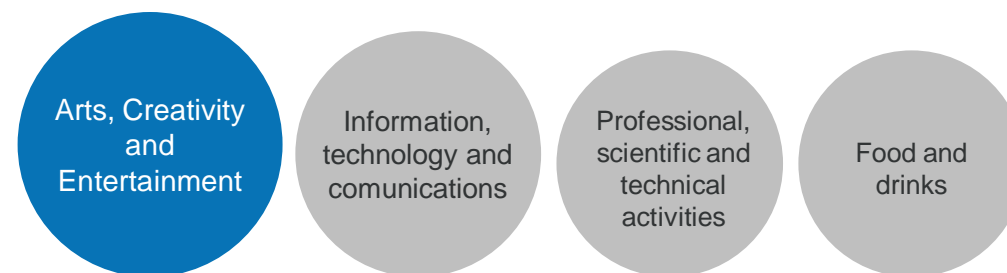
# THE CARIBBEAN



### Digital Maturity Index by country



### Digital Maturity Index by sector

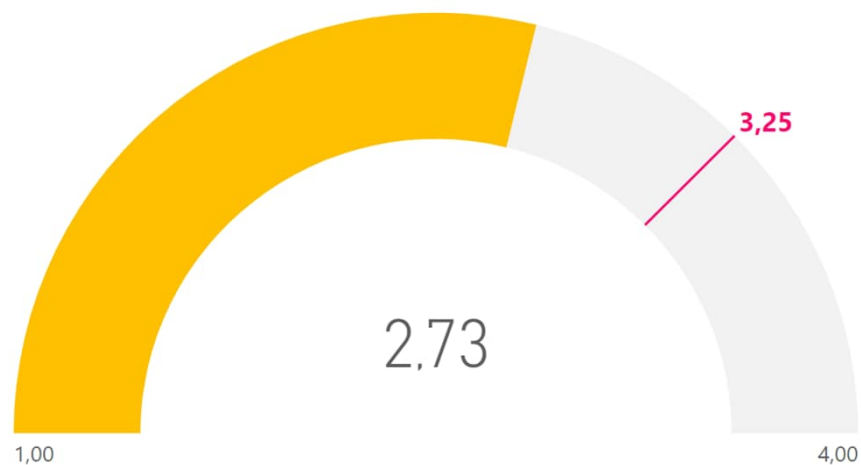


■ DMI Advanced  
 ■ DMI In development

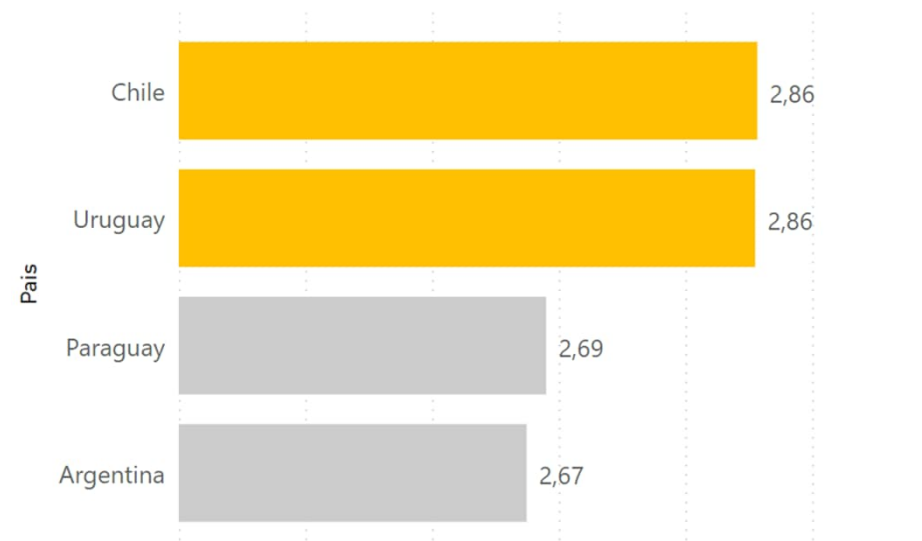
**The Dominican Republic has the highest IMD with 2.88. Among the sectors, Arts, Creativity and Entertainment stand out.**



# SOUTH AMERICA



Digital Maturity Index by country

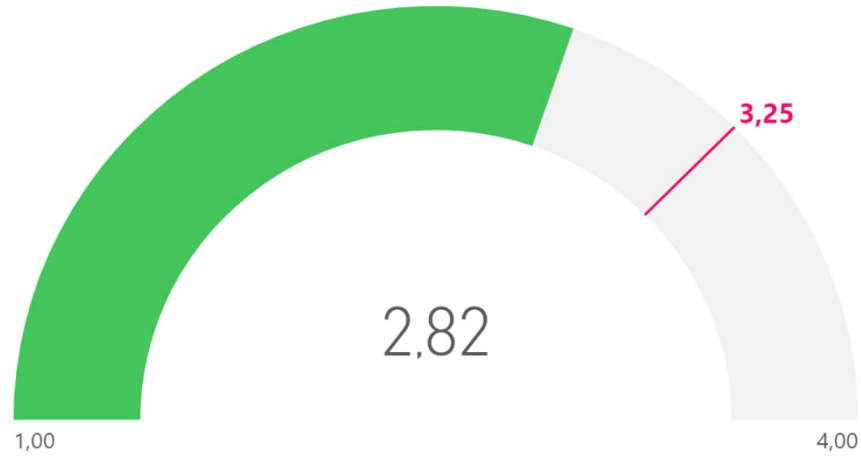


Digital Maturity Index by sector

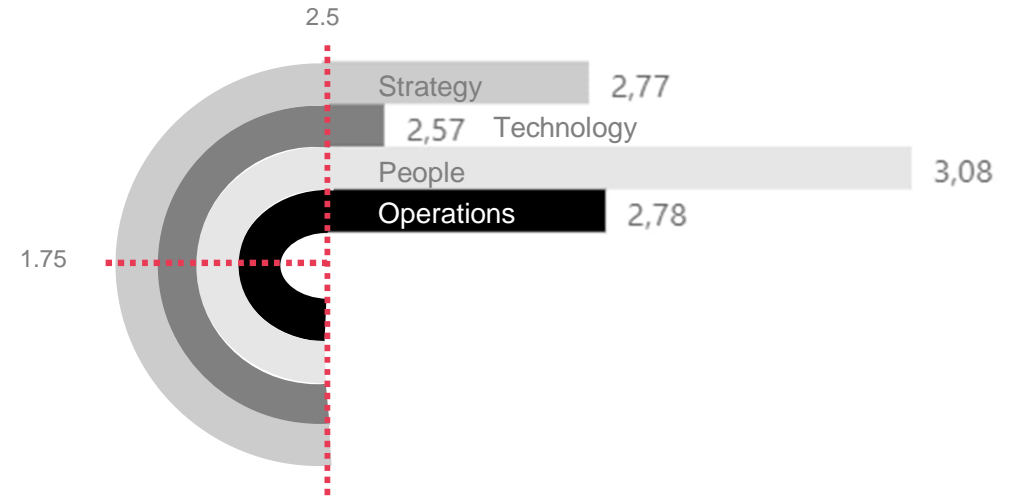


■ DMI Advanced  
 ■ DMI In development

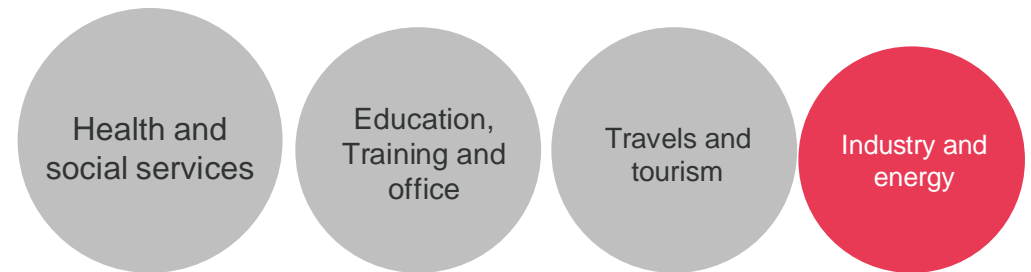
**Chile and Uruguay occupy the first place with an IMD of 2.86. Among the sectors, health and social services stand out.**



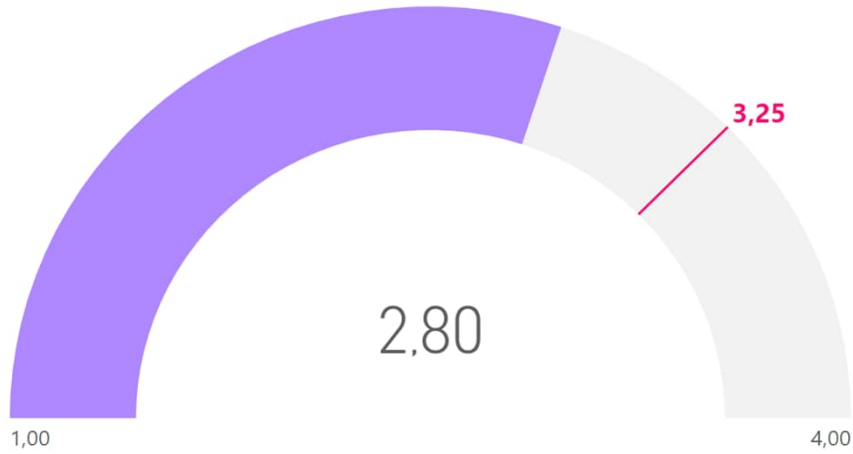
### Digital Maturity Index by line of action



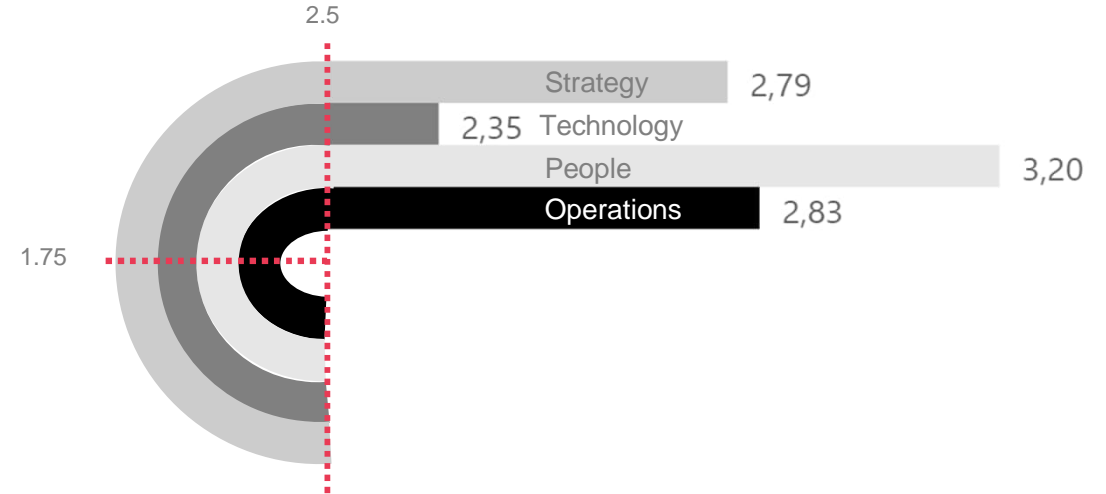
### Digital Maturity Index by sector



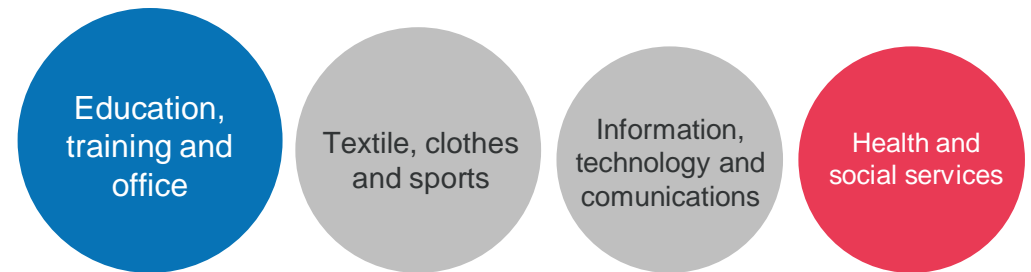
- DMI Basic
- DMI In development



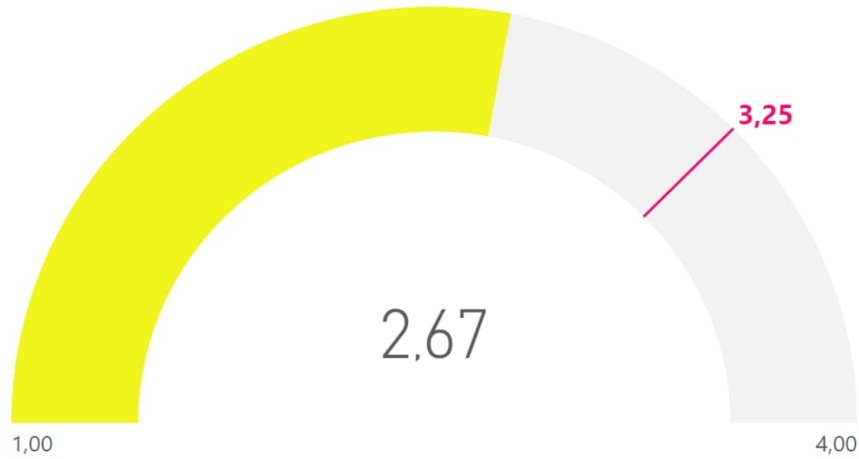
### Digital Maturity Index by line of action



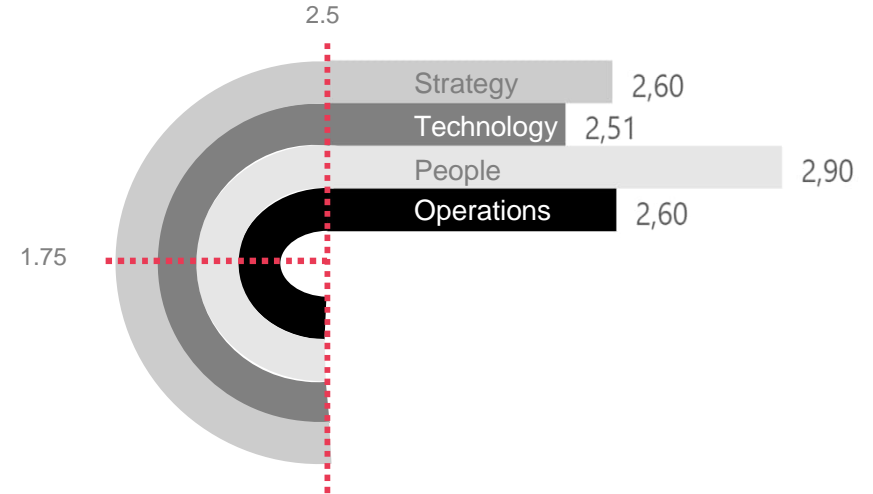
### Digital Maturity Index by sector



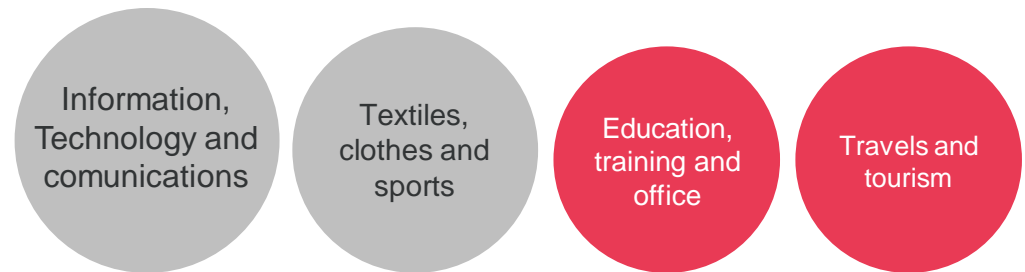
- DMI Basic
- DMI In development
- DMI Advanced



### Digital Maturity Index by line of action



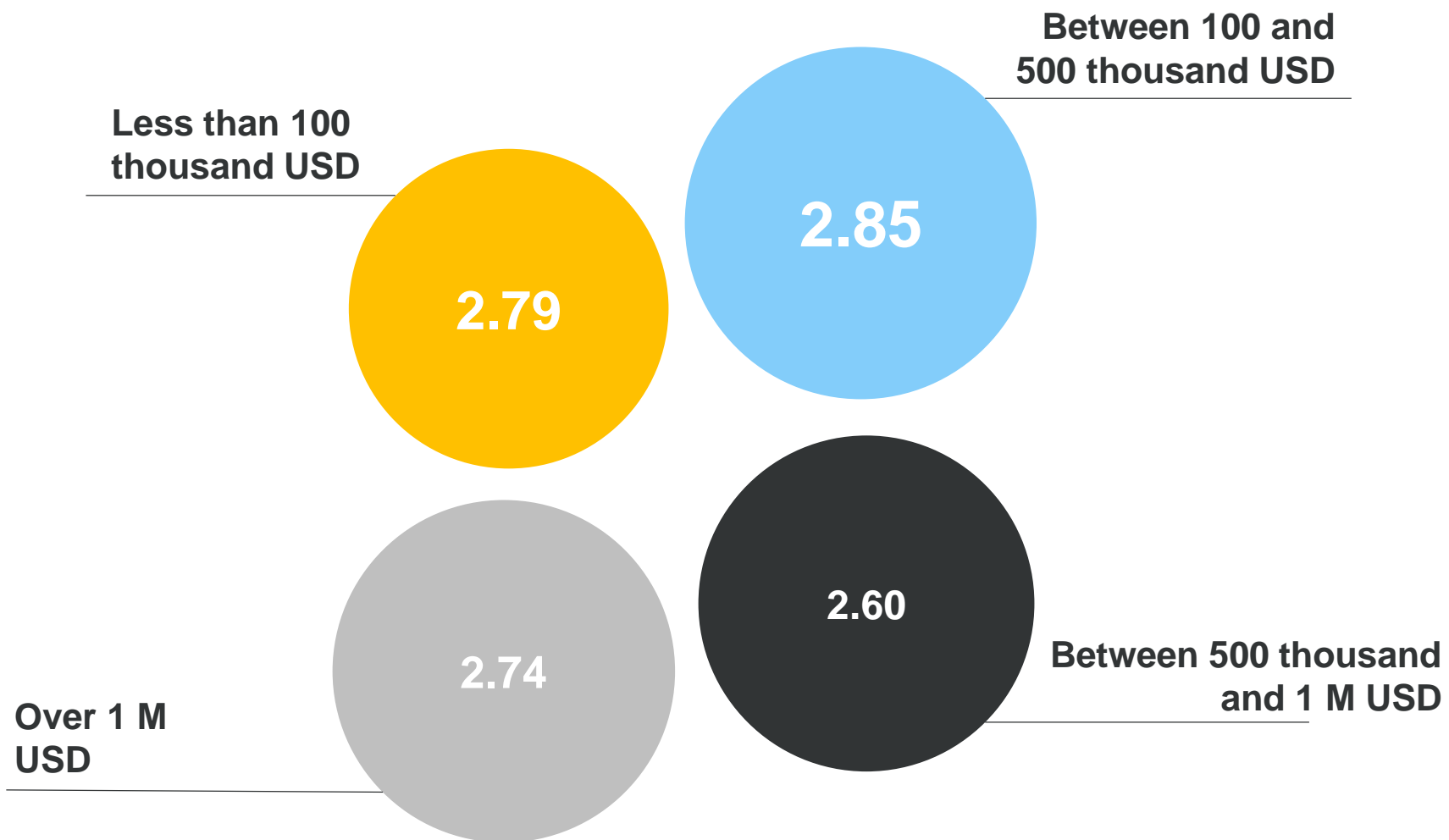
### Digital Maturity Index by sector



- DMI Basic
- DMI In development

## Perception of maturity index by income

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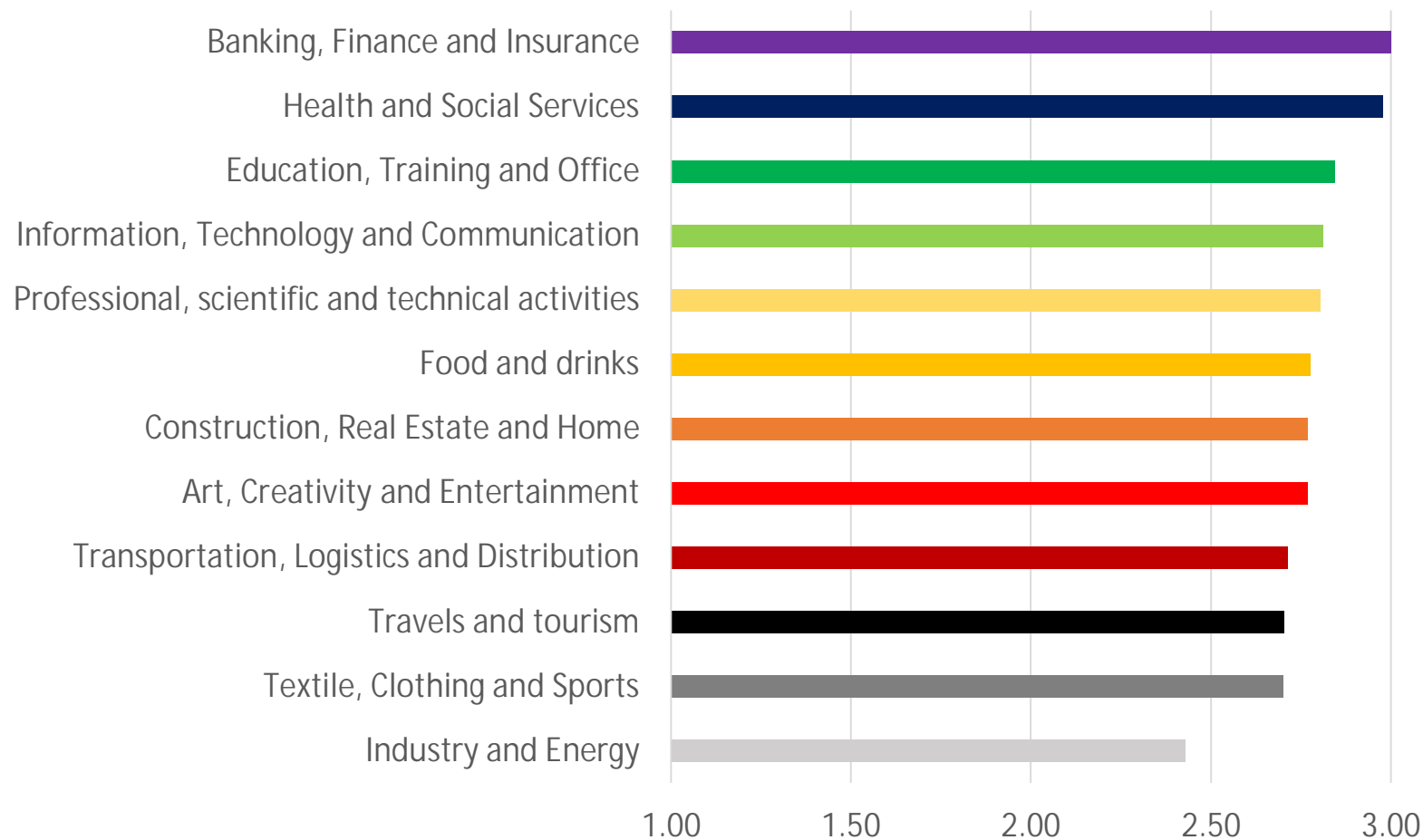
## Perception of maturity index by sector

In most sectors the predominant line of action was "People", with an IMD of 3.05.

Sector	DMI	Strategy	Technology	People	Operations
Art, Creativity and Entertainment	2.78	2.67	2.51	3.10	2.85
Banking, Finance and Insurance	3.12	3.21	2.63	3.43	3.13
Construction, Real Estate and Home	2.72	2.70	2.28	3.09	2.75
Education, Training and Office	2.88	2.89	2.57	3.19	2.66
Food and drinks	2.78	2.79	2.50	2.99	2.79
Health and Social Services	3.02	3.21	2.50	3.34	2.88
Industry and Energy	2.56	2.46	2.50	2.62	2.83
Information, Technology and Communication	2.81	2.79	2.57	3.07	2.66
Professional, scientific and technical activities	2.82	2.78	2.80	2.86	2.66
Textile, Clothing and Sports	2.76	2.78	2.47	3.01	2.74
Transportation, Logistics and Distribution	2.76	2.92	2.00	3.11	3.38
Travels and tourism	2.72	2.76	2.35	3.07	2.50

## Perception of maturity index by sector

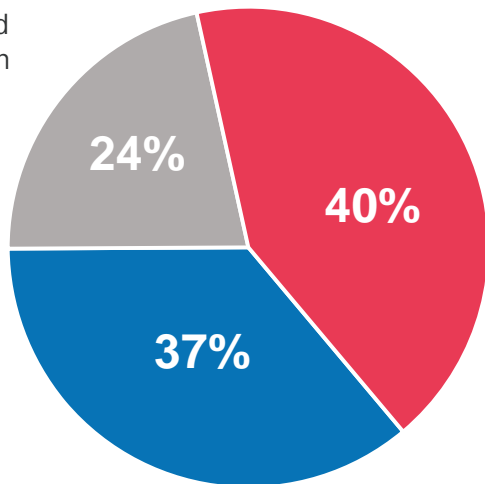
**The Financial and Health sectors stand out as leaders in the digital transformation process with DMI of 3.12 and 3.02.**



# Perception of maturity index by sector

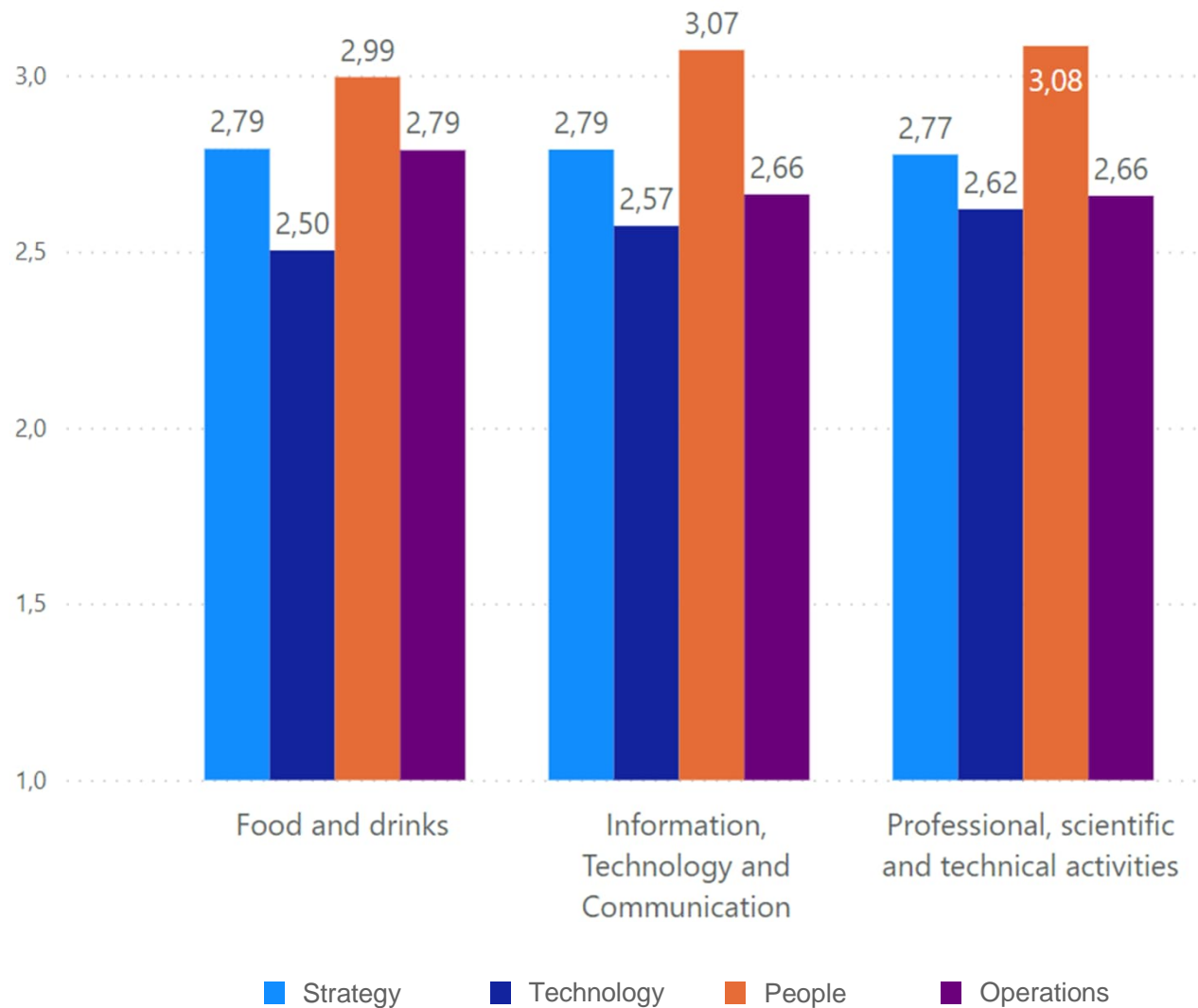
## Top 3 sectors

Information, Technology and Communication



Food and drinks

Professional, scientific and technical activities





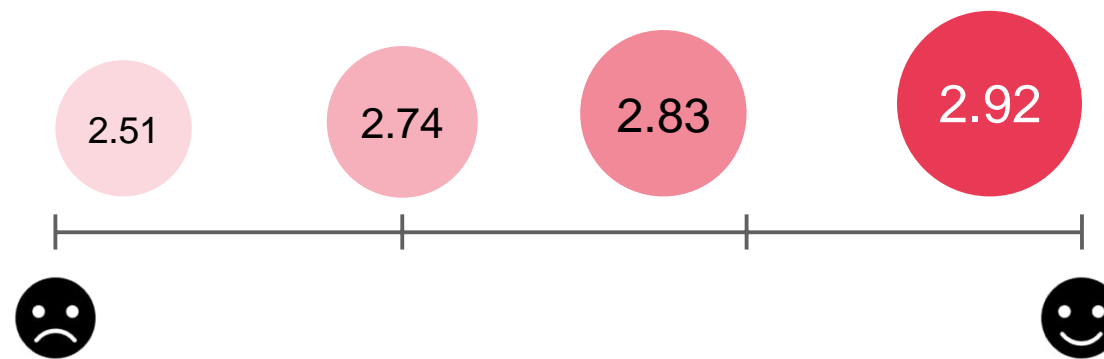
## Perception of maturity – female approach

The analysis shows a relationship between work-life balance and the Digital Maturity index.

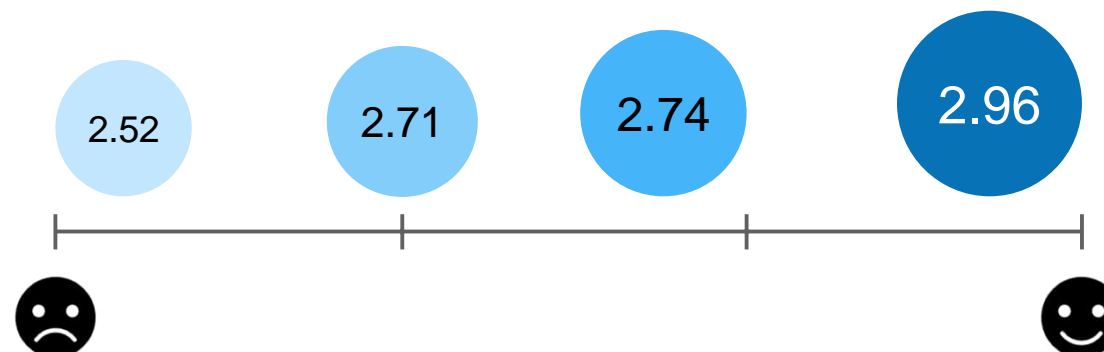
76% 

of women entrepreneurs believe that their business is **fully aligned** with their life purpose.

In my routine as an entrepreneur, I feel that I can organise my professional tasks without being overwhelmed.



I regularly take time to take care of my physical and mental health.



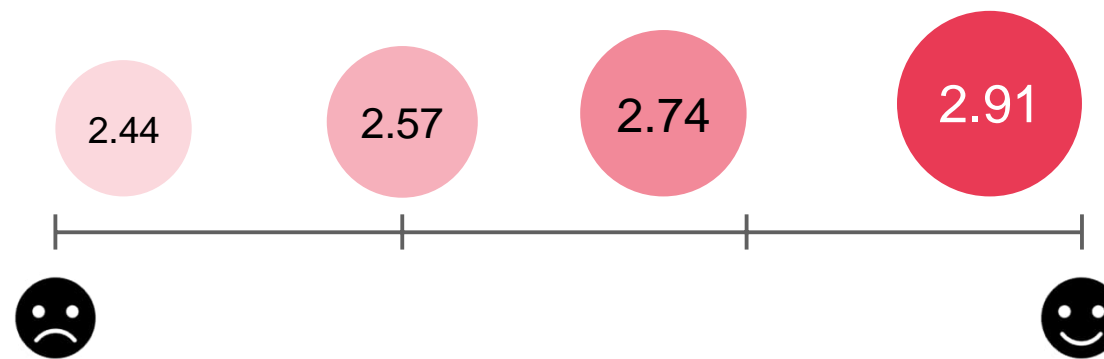
## Perception of maturity – female approach

Likewise, between the Digital Maturity index and the existence of support networks at both professional and personal level

78% 

of women entrepreneurs have mentors to **support their professional development**

I establish a network of contacts and build professional relationships on an ongoing basis.



I have a support network and seek help when I need it.

