



# GROWING TOGETHER IN THE AMERICAS

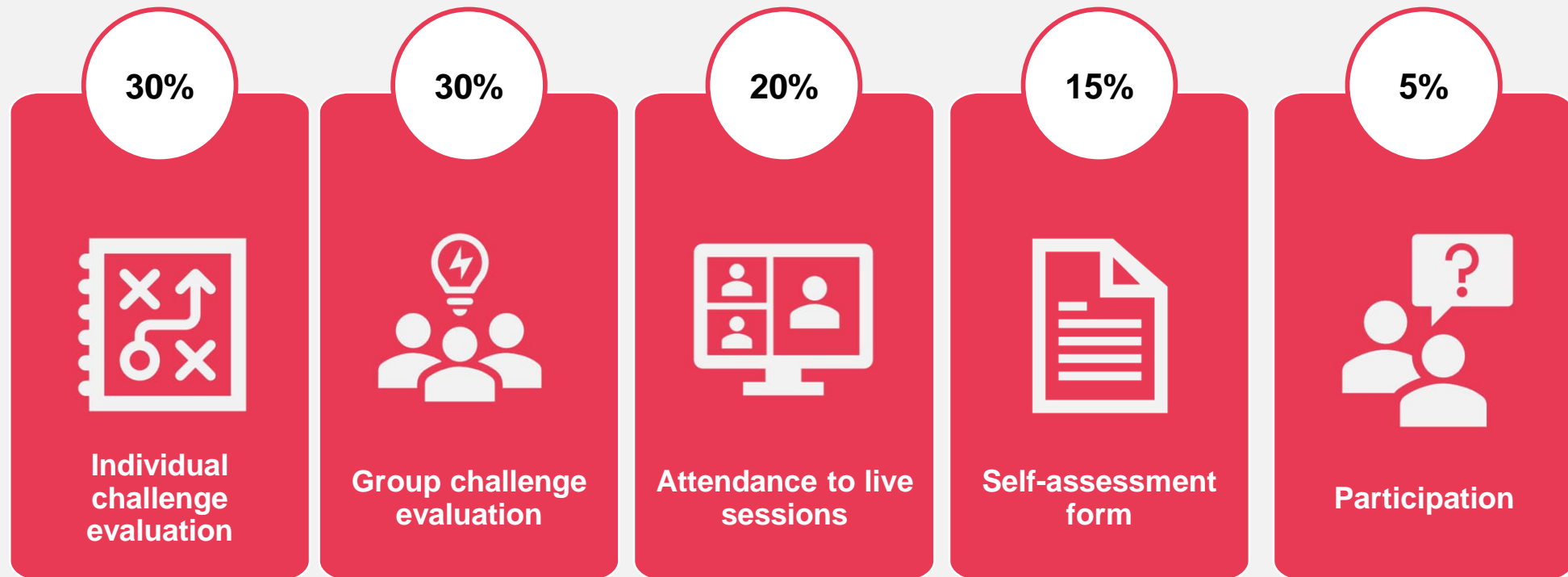
DIGITAL TRANSFORMATION CHALLENGE  
FOR INTERNATIONAL TRADE

**Selection of 12 champions**



# Selection criteria

- Throughout the programme, the participants have been evaluated on the **quality** of the development of the proposed challenges, both individual and group, as well as their **commitment** and **participation** in the spaces proposed by the programme.
- The following evaluation criteria were used to select the winners, and the weighted average gives us the final list of the participants.

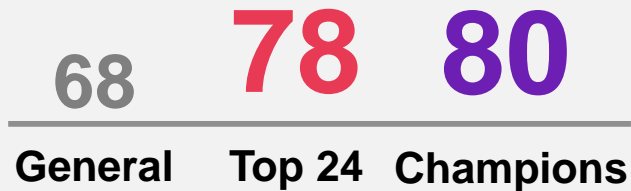


# General results

## By grading criteria

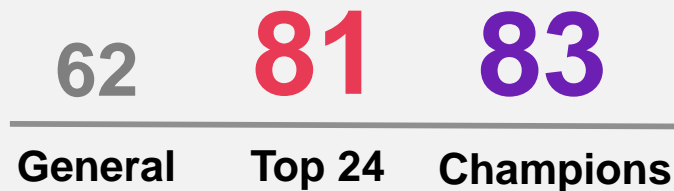
- Comparison of the average result between the overall group of participants, the Top 24 and the 12 champions.
- The results are given between a range of 0 to 100.

### INDIVIDUAL CHALLENGES



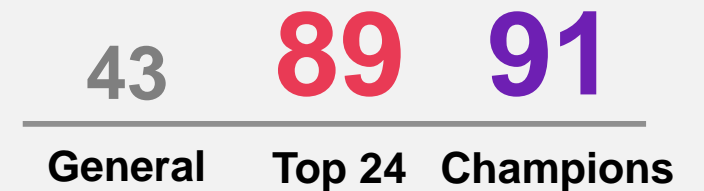
*Average score of 4 challenges*

### GROUP CHALLENGES



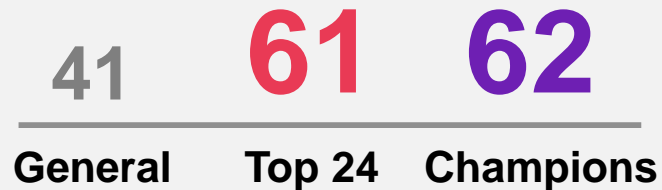
*Average score of 3 challenges*

### ATTENDANCE



*Average of 19 sessions*

### SELF-ASSESSMENT FORM



*Average of 6 surveys*

### PARTICIPATION

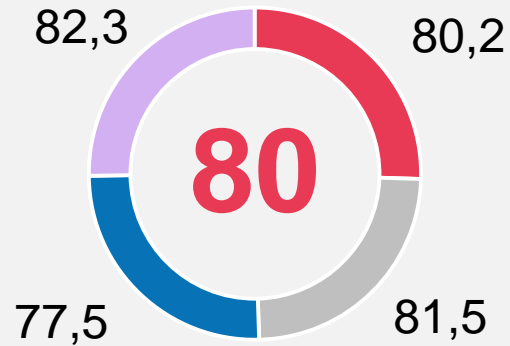


# General results

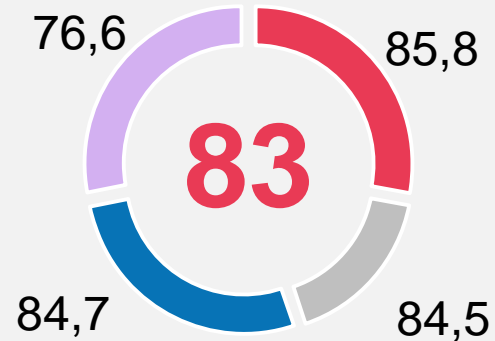
## By region

- Comparison of the average result of the TOP 12 winners for the different regions.
- The results are given between a range of 0 to 100.

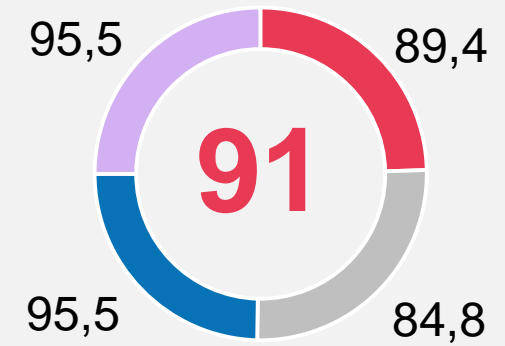
### Individual challenge



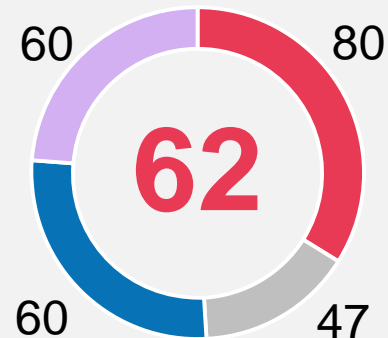
### Group challenge



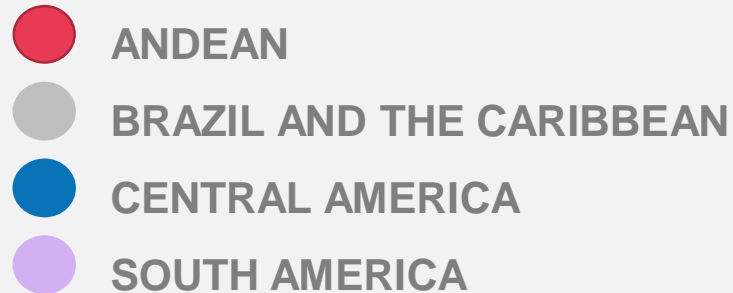
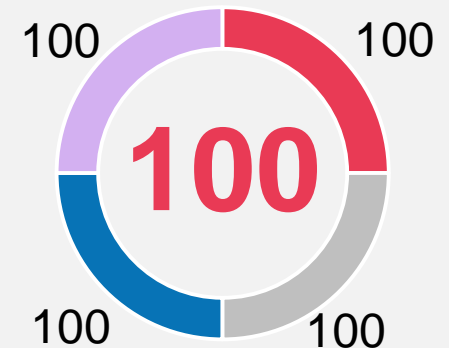
### Attendance



### Self-assessment form



### Participation



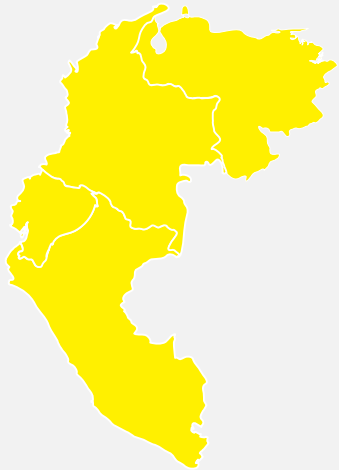
# Top 12 champions

## Central America



<b>1</b>	<b>Katia Cecilia Frizzi</b>	<b>TaxSee-Marketing en Movimiento</b>	<b>Mexico</b>	<b>Professional, scientific and technical activities</b>
<b>2</b>	<b>Monica María Maldonado</b>	<b>Libû Bookstore</b>	<b>Honduras</b>	<b>Education, Training and Office</b>
<b>3</b>	<b>Nayely Orquídea Moreno Chinchilla</b>	<b>Yojoa Chocolate S.A.</b>	<b>Honduras</b>	<b>Food and drinks</b>

## Andean



<b>1</b>	<b>Carolina Rubio</b>	<b>MYC Decor SAS</b>	<b>Colombia</b>	<b>Art, Creativity and Entertainment</b>
<b>2</b>	<b>Gabriela Presa</b>	<b>5A Proyectos</b>	<b>Peru</b>	<b>Construction, Real Estate and Home</b>
<b>3</b>	<b>Paola Bravo</b>	<b>SaviaSoft</b>	<b>Ecuador</b>	<b>Information, Technology and Communication</b>

*Note: participants are listed in alphabetical order by region.*

# Top 12 champions

## South America



- |   |                        |   |           |   |
|---|------------------------|---|-----------|---|
| 1 | Maria Rodriguez Blanco | Lexor   | Argentina | Information, Technology and Communication         |
| 2 | Marilyn Miranda        | Marilyn Miranda. Design & Style. Architecture | Paraguay  | Professional, scientific and technical activities |
| 3 | Mylene Lorena Maureira | Servicios de Capacitación Productiva Ltda.1   | Chile     | Information, Technology and Communication         |

## Brazil and the Caribbean



- |   |                |                     |                    |   |
|---|----------------|---------------------|--------------------|---|
| 1 | Claudia Gil    | AG Intertrade       | Brazil             | Professional, scientific and technical activities |
| 2 | Isabel Ribeiro | Amarjon Biojoias    | Brazil             | Textile, Clothing and Sports                      |
| 3 | Sihara Mateo   | JoS & Asociados SRL | Dominican Republic | Information, Technology and Communication         |

*Note: participants are listed in alphabetical order by region.*