



La Red de Innovación e Impacto team is pleased to share this summary of the 2018 Summit. We are delighted to have hosted 70 participants over the two-day event.

PRIMARY OBJECTIVES

- Celebrating the 7 selected incoming class of 2018
- Create collaborative workspace for new and existing La Red members
- Build the capacity and skills of La Red members
- Share relevant perspectives from regional experts
- Expansion of La Red’s network and synergies in the region.

HIGHLIGHTS FROM THE SUMMIT

Unique Values of La Red: Leveraging partnerships, and opportunities for the sustainability of La Red and each of the projects.

Collaboration among La Red Members: Alumni & Incoming class creating synergies to strength their projects.

Keynote Speaker Dr. Carlos M. Parra, Professor at the Florida International University College of Business – Dr. Parra shared the unique findings from the study he recently co-authored, in partnership with the Americas Society/Council of the Americas, on the Linkages between MNC & SMEs in Latin America, confirming that *“...both (MNC & SMEs) face important challenges, at a regional level, in order to increase their growth, their market share, their profits and their capital, one of the strategies they implement is the development of linkages....”*

Francisca Cardenas, Director of PRONACOM Guatemala showed how through their different programs they are supporting and strengthening Micro, Small and Medium Enterprises to increase national competitiveness and promote an economic, inclusive, accelerated and sustainable growth.

Impact Investing - Social Impact and Impact Investments organizations discussed the trends in the field, particularly among the micro-enterprise segment, a key focus for La Red members.

SUMMIT PARTICIPANTS

- The La Red Team*
- La Red members*
- U.S. Department of State*
- Investors/Partners/Stakeholders*
- *AGExport*
- *Alterna*
- *Antigua Cerveza*
- *Aspen Network of Development*
- Entrepreneurs (ANDE)*
- *Caso Nativo – Ron Zacapa*
- *Chamber of Industries of Guatemala*
- *Embassy of Belize*
- *Florida International University*
- *Frutesa Exporters*
- *Global Alliance of Clean Cookstoves*
- *Mayor of Antigua*
- *PetStar Mexico*
- *Pomona Impact*
- *PRONACOM*
- *PyMECapital*
- *U.S. Agency for International*
- Development*
- *Wakami*
- *Walmart*

LA RED MEMBER FEEDBACK

“La Red ‘validates’ our work as institution and help us to conquer new territories and apply to external opportunities of funding within the participation of other La Red members” (Elba Vivanco, NBC-Compite Mas | Chile).

“One on One meetings of La Red are essential because the face to face conversations help us to really understand other’s work and the potential of synergies that could be made... we need to find common points of work and La Red is the place to do it”. (Cristian Campomanes – Incubatec UFRO | Chile).

“La Red creates opportunities for growing” (Abdiel Gaitan, CONEP | Panamá).

“La Red provides continues capacity building not only through the partners but also members share their expertise offering technical assistant, courses, trainings, webinars that we are certainly using (Marijne Morales, CPmL Nicaragua).

“La Red has many experiences and success stories across different sectors and areas of work. Although these stories are shared, Partners should work on the next steps, systematizing these stories in order to share the key of success of different “methodologies”. (Camilo Alvarado, Travolution | Colombia).

“La Red provided new business opportunities, allowing to identify new partners. Diversity of la Red is also a strength” (Myron Burkholder, LWR Latam).

Market Development for MPyMEs – Gloria Polanco, FRUTESA’s founder shared how they work with small farmers to help them create uniform products in order to satisfy demanding markets. **Ana Chan**, Director Manager of Corporate Affairs in WALMART Mexico and Central America, discussed the opportunities for SMEs in retail specifically through differentiated products. **Carlos Mendieta**, Director of Sustainability for the Mexican company, PETSTAR provided examples of how they help to bring micro-entrepreneurs into the formal economy through transporting plastic materials from strategically located recycle “bins” to their plant. An issue echoed by **Javier Zepeda**, Executive Director of the GUATEMALA INDUSTRIAL CHAMBER OF COMMERCE, who underscored that many other Guatemalan MSMEs were also evolving in the same context, which the Chamber works to ameliorate considering the significant role that MSMEs play in the country’s economy. **Jorge Guzman**, Co-founder of ANTIGUA CERVEZA, shared the challenges they faced in acquiring investors as a start- up during the initial stages of their business. Antigua Cerveza subsequently provided an on-site tour of their local facilities to all Summit attendees.

Accessing and Scaling to Markets – Panelists emphasized both the importance of partnerships, particularly with organizations that can facilitate scalability and participating in robust digital ecosystems. CASO NATIVO & RON ZACAPA showcased their example of developing local communities through an entrepreneurial approach to meet the business needs of a large corporate partner.