

Prize for the best Mexican Project in the AIESEC- BBVA Bancomer Competition

- **The competition is held in Latin American countries like Argentina, Colombia, Chile, Mexico, Peru and Venezuela, with members of the International Association of Economics and Commerce Students (AIESEC) and BBVA.**
- **The ideas in this competition were presented on the basis of financial improvement, education and financial inclusion (bankarization) for a positive impact on society.**
- **Seven projects were short-listed, all of them by students from the National Polytechnic Institute (IPN), the La Salle University, the Autonomous University of Sinaloa (UAS), the Autonomous Technological Institute of Mexico (ITAM), and the Monterrey Institute of Technology and Higher Education (ITEMS) Veracruz Central Campus.**

As part of its Corporate Social Responsibility policy, BBVA, together with the International Association of Economics and Commerce Students (AIESEC), organized a competition among university students from five Latin American countries with an aim to getting to know their ideas on two strategic lines that have been defined in this field: education and financial inclusion or bankarization.

In Mexico, BBVA Bancomer joined the initiative and coordinated the participation of Mexican students. The project presented by Elena Flores of the Autonomous Technological Institute of Mexico (ITAM), Mexico City, was winner. Under the title, "BBVA Online World" this project aimed at spreading financial education to children through diverse online virtual and educational games in order to instil in them the habit of saving, as well as a basic knowledge of finance.

The young winner was awarded a prize of 500 dollars and BBVA Bancomer is to study the possibility of developing the project as its viability depends on numerous factors.

The competition, which was launched four months ago, attracted 10 entries nationwide, of which seven were preselected by AIESEC. Each representative was given the opportunity to orally defend their project before a jury made up of Jorge Hayaux Du Tilly Margain, Property Banking Branch Manager in the Metro Sur Division; Laura Sosa Cabiedes, Director of Planning and Human Resource Development of BBVA Bancomer; Antoni Ballabriga, Director of Corporate Responsibility of the BBVA Group; Gustavo Lara Alcántara, Director of the BBVA Bancomer Foundation; Irma Acosta Pedregal, Director of BBVA Bancomer Corporate Social Responsibility and Reputation; and María Jimena Vargas and Ligia Navarro Sanguino, representatives of AIESEC.

The projects presented were: "Impacting my society... Evolving together!" by Karent Verdujo from the Autonomous University of Sinaloa (UAS); "Sowing" (Finance Education)" by Jorge Alberto Vázquez from the University of La Salle of Mexico City; "BBVA Online World" by Elsa Flores from the Autonomous Technological Institute of Mexico (ITAM) Mexico City; "A Game" by Oscar García, from the ITAM Mexico City; the project "You count" and "Let's recycle and improve" by Juan Carlos Valencia from the National Polytechnic Institute (IPN); and "Parempi" by Jose Manuel Reyes from the Monterrey Institute of Technology and Higher Education (ITEMS) Veracruz Central Campus.

BBVA - AIESEC agreement

BBVA and AIESEC have signed an agreement by virtue of which they have become allies in fields related to sustainability in Ibero-America, with two fundamental elements such as participation in the Ibero-American Leadership Congress and in the *Ser Más* [Be More] Programme, which aims at making a positive impact on Ibero-American youth by offering a platform for self-discovery and hands-on learning in subjects related to corporate responsibility

and social learning and new businesses, with a view to developing a generation of leaders with community awareness.

Within the framework of the *Ser Más* Programme, it was decided to hold the AIESEC–BBVA competition in order to get to know the opinion and expectations of Ibero-American youth in relation to the strategic lines of BBVA’s Corporate Responsibility and Reputation: education and financial inclusion (bankarization). This competition was held in Argentina, Colombia, Chile, Peru, and now in Mexico.

AIESEC was created in 1948 and is the largest international organisation managed by students in the world with 22,000 newly graduated students, and is present in 1,100 universities from over 100 countries of the world. AIESEC is the platform for young people to discover and develop their potential as agents of change who have a positive impact on their environment. It has helped develop comprehension and international cooperation for over 60 years through a range of different programmes and services; its initial aim was to promote friendly relations and understanding among its member countries by means of student exchanges, while, at the same time, providing them with the opportunity to gain practical experience as well as to help young people discover and develop their potential.