

FEMSA and Tecnológico de Monterrey Announce the 2020 Eugenio Garza Sada Award Winners

- *The winners of this edition are Enrique Terrazas Torres in the Humanistic Business Leadership category; COMUNIDAR in the Social Entrepreneurship category; and Prothesia in the Student Social Innovation category.*
- *The winner of the Humanistic Business Leadership category will receive a check for 750 thousand Mexican pesos, which they will donate to a Mexican non-profit civil association.*
- *The award ceremony will be held virtually on September 7, 2020.*

Monterrey, N.L. August 6, 2020.- FEMSA and Tecnológico de Monterrey authorities announced the winners of the 27th edition of the Eugenio Garza Sada Award, an award given to people and institutions that contribute to the development of Mexico by successfully carrying out high-impact projects in their communities as well as have demonstrated to have abilities for social and business leadership, attributes of the life and work of Mr. Eugenio Garza Sada.

In this new edition the valuable work of Mr. Enrique Terrazas Torre was awarded in the Humanistic Business Leadership category; the work of COMUNIDAR Foundation was awarded in the Social Entrepreneurship category; and Prothesia's work was awarded in the Student Social Innovation category. The winners will receive their awards on September 7 in a virtual ceremony.

"The people's dignity and integral development were Don Eugenio's great motivators. He considered solidarity, ethics and work the means to achieve the best change in people and our society. This award is a celebration of his vision, of which we are proud of both at FEMSA and Tec de Monterrey, and which we seek to honor and continue with every day", said Alfonso Garza Garza, General Director of FEMSA Strategic Businesses and member of the Steering Committee of Eugenio Garza Sada Award.

Eugenio Garza Sada Award consists of the sculpture "Luz Interior", by Yvonne Domenge, as well as of a written acknowledgment. The winner of the Humanistic Business Leadership category will receive a check for 750 thousand pesos, which he or she will donate to a Mexican non-profit civil association previously selected by him or her. The winner of the Social Entrepreneurship category will receive 750 thousand pesos; and that of the Student Social Innovation category will receive 500 thousand pesos, of which 100 thousand will be destined for his or her project and 400 thousand for an international experience in a leading entrepreneurial ecosystem.

David Garza Salazar, Dean and Executive President of Tecnológico de Monterrey, recalled that the purpose of the Eugenio Garza Sada Award is to promote the leadership and social entrepreneurship of people, associations and students, who with their commitment and achievements contribute to the transformation and well-being of the society.

"The importance of this award lies in the promotion of the different social actors and entrepreneurs in the country, who thanks to their initiatives, create projects with high-impact. As an institution, it is very important for us to support initiatives such as the ones we recognize today, since our goal is to build leaders who will be positive change agents in society", he said.

All of the categories' candidates were assessed by a jury made up by Edna Jaime, Founder and General Director of México Evalúa; Fernando Pardo, Founder of the Consulting Firm Fernando Pardo y Asociados; and Ricardo Saldívar Escajadillo, Former President and CEO of The Home Depot Mexico. In the Student Social Innovation category, Luis Raúl Domínguez, Director of Leadership and Student Training at Tec de Monterrey (FETEC) and Abraham Zavala, President of FETEC, were also part of the jury.

This edition received 144 proposals: 10 in the Humanistic Business Leadership category, 69 in the Social Entrepreneurship category and 65 in the Student Social Innovation category.

The Eugenio Garza Sada Award was established by FEMSA and Tec de Monterrey in 1993 with the purpose of recognizing and celebrating the values of its founder, and thus perpetuate the legacy of Mr. Eugenio Garza Sada. Don Eugenio was known for being both a successful businessman and an active promoter of the development of his community, always acting in a congruent way, with great simplicity and enormous human quality, focused on helping those around him to improve themselves, without distinction.

The Award is granted annually, and it recognizes those leading national or foreign individuals and institutions that, through social projects, contribute to the wellbeing of the Mexican community by promoting its development, its improvement and the productive capacity of its human and physical resources.

The award ceremony will take place virtually on September 7 at 12:00pm.

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See photos and infographic: [PremioEGS2020](#) (If it doesn't work, copy and paste the address in the browser's address bar)

Watch the winners' video, [here.](#)

For more information about the Eugenio Garza Sada Award: <http://www.premioegs.com>

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About Tecnológico de Monterrey

Tecnológico de Monterrey (<http://www.tec.mx>) is a private non-profit university that was founded in 1943, with the vision to train leaders with an entrepreneurial spirit, a human sense and who are internationally competitive. Tec de Monterrey has 26 campuses in 25 cities in Mexico and an enrollment of more than 65 thousand students of professional and postgraduate level and more than 7 thousand professors; it also has more than 27 thousand high school students and more than 2,500 teachers at that level. The Institution is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) since 1950. According to the 2021 QS World University Rankings, it ranks in the position 155; in the 2020 QS Latin America University Rankings it ranks in number 3; and in the 2020 QS Graduate Employability Rankings of opinion among employers, it is placed as number 1 in Mexico and as 40 in the world. In the 2020 Times Higher Education Latin America University Rankings it is ranked 1st in Mexico and 4th in Latin America; and it is the only university outside the US in the Princeton Review and Entrepreneur 2020 Top Schools for Entrepreneurship, ranking 8th in undergraduate entrepreneurship programs. It is the number 1 institution in the Education Sector within the MERCO Empresas Ranking, which measures corporate reputation in Mexico.

About FEMSA

FEMSA is a leading company that creates economic and social value through companies and institutions and seeks to be the best employer and neighbor of the communities where it has a presence. It participates in retail trade through FEMSA Comercio, which includes the Proximity Division and of which OXXO, a chain of small format stores, is a part of. It also has a Health Division that includes pharmacies and related activities as well as a Fuel Division that operates the service stations chain, OXXO Gas. In the beverage industry it operates Coca-Cola FEMSA, public bottler of Coca-Cola products; in the beer sector, it is a shareholder of HEINEKEN, a company present in more than 70 countries. Additionally, through FEMSA's Strategic Businesses Business Unit, it offers logistics services, point-of-sale refrigeration solutions and plastics solutions to FEMSA companies and external clients. Through its Business Units, it employs approximately 300 thousand employees in 13 countries. FEMSA is a member of the Dow Jones Sustainability MILA Pacific Alliance Index, the FTSE4Good Emerging Index and the Mexican Stock Exchange Sustainable IPC, among other indices that evaluate its performance in sustainability.

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**EUGENIO GARZA SADA AWARD 2020
WINNERS' BIOS**

Enrique Terrazas Torres
Humanistic Business Leadership Category

The career trajectory of Don Enrique Terrazas Torres has grown over the years. His life is an example of effort and dedication to the pursue of dreams. He graduated from the Regional Institute of Chihuahua and from Cornell University in Ithaca, New York with a degree in Civil Engineering. He also completed IPADE's AD-2 Senior Business Management Program as well as its Diploma in Board of Directors.

During this successful journey, his wife Lilia Rosas Seyffert and their five children have been by his side. His career has left a legacy that has cemented the future of Mexico for future generations.

Don Enrique presides over three organizations, has participated in various civil associations as Director and has been a Board Member of several companies of Grupo Punto Alto. He was also Secretary of Economic Development of the Government for the State of Chihuahua from 1992 to 1998.

His work has been for the benefit of the community, since he has promoted social welfare through the creation of various organizations. For this reason, in 2014 he received the 'Commitment to Others' recognition, granted by the Mexican Center for Philanthropy, A.C. (Cemefi).

He has also dedicated himself to strengthening education in Mexico by founding Tecnológico de Monterrey, Chihuahua Campus, in which he has participated with great dedication as financial and personal support. He had the initiative to give resources to grant a scholarship for 'Leaders of Tomorrow' program, and to promote the program's development on Chihuahua Campus.

Since 1975 his dedication to the education sector has benefited from his work, proven by the outstanding results of the Campus and the region.

Currently he supports more than 35 associations and chairs the following:

- Fundación CIMA Chihuahua A.C.
- Promotora de Hospitales Mexicanos, A.C.
- Asociación Filarmónica de Chihuahua, A.C.

Some of the civil associations in which he participates as a member of their Board, are:

- Educación Superior del Norte, ITESM Campus Chihuahua
- Coparmex Chihuahua, Consejero Honorario
- Colegio de Ingenieros Civiles de Chihuahua, A.C.
- Centro de Liderazgo y Desarrollo Humano, A.C.
- Fundación Chihuahua, A.C.
- Promotora de la Cultura Mexicana, A.C.

He is also a member of the Board of the following companies of Grupo Punto Alto (among others):

- Copachisa
- Demek
- ESJ

- Emycsa
- Premet
- Factor GFC Global
- Altaser

COMUNIDAR

Social Entrepreneurship Category

COMUNIDAR Foundation is the only organization in Nuevo Leon that is based on a philanthropic model that maximizes the impact of social investors. Its starting point is its vision for the state, and it focuses on the effectiveness, efficiency and transparency of social initiatives for the benefit of future generations. Its vision has had a great impact on society. They are an example of aspiration, of the desire to provide Nuevo Leon with the best. Its purpose, as well as its results, reflect the foundation's commitment and love to its community.

COMUNIDAR is led by Erika Laveaga Bermúdez, who for more than 25 years has been working in and for the social sector.

It was born in 2012 from the initiative of a group of citizens who aspired to solve their community's social problems. The foundation was created to help those interested in the development of Monterrey and its metropolitan area to contribute resources and participate to improve the quality of life of present and future generations. Three of its strategies seek to promote a culture of social investment, participation and increased social impact based on this investment.

Its main goals are to strengthen social projects and to increase the number of contributors by fostering a culture in which the community takes responsibility for its own development.

In sync with the Eugenio Garza Sada Award's ideals, COMUNIDAR's values resonate strongly for its own work: the common good, commitment, respect and accountability. The above are fundamental pillars that, thanks to this foundation, have been implemented in our society in order to build a better future.

The philanthropic method that COMUNIDAR has implemented has been operating successfully in the United States for 100 years. Currently, Mexico has a network of 16 community foundations; COMUNIDAR is the only one in Nuevo León.

In 8 years COMUNIDAR has managed to mobilize more than \$400 million pesos. The current level of efficiency of the foundation translates into a relationship between operating costs and the mobilization of resources of \$1 to \$6.1 Mexican pesos destined to social projects for the benefit of Nuevo León; it is also 60% self-sustainable. In the eight years of the foundation's existence they have managed and advised 81 social initiatives; They have walked alongside 17 new business foundations and have incubated five initiatives that are now established as formal CSOs. All of the above has helped the lives of more than 467,331 people.

COMUNIDAR helps all those who seek to help the community, to do so in the best way possible. They have a wide line of support, among which the following stand out: education, community development, environment, health, among others. They stand out for their great work of strengthening strategic philanthropy in Nuevo León.

Its value proposition is based on the mobilization of resources through the Development of the Social Investor through advice, support, operation, and the design of his or her strategy.

Faced with this COVID-19 pandemic, COMUNIDAR carried out various social initiatives in favor of vulnerable populations, mobilizing more than 140 million pesos in three months through various initiatives: UNIR Y DAR, promoted by large businessmen from Nuevo León; San Pedro Restaurant Relief and Beauty Project, both promoted by the municipality of San Pedro Garza García; one initiative carried out alongside Futbol Tigres Club; #ContagiaSolidaridad (#SpreadSolidarity) carried out alongside large companies in Mexico, and many more.

Prothesia, Tecnológico de Monterrey, Monterrey Campus Student Social Innovation Category

Prothesia was born from the Tangente3D project, which manufactured and sold 3D printed parts. In a school project where they had the opportunity to create assistive technology, they created a device that helps deaf people to drive safely and avoid colliding with ambulances by detecting frequencies. The idea of helping people with disabilities came from realizing the need that exists in the country and its rehabilitation centers, since less than 1% of technology companies in Mexico develop technology for the disabled.

Francisco Valencia Valdespino, a Mechatronic Engineering student at Monterrey Campus, founded and leads this project. Alongside his colleagues Julio Barriga Tehandón, Diego Ramírez Rodríguez and Ángel Grande Romero, they were promoted by Dr. Antonio Ríos Ramírez, Director of the Eugenio Garza Lagüera Entrepreneurship Institute - Northern Region.

Prothesia's mission demonstrates the nobility and strength of the project in which they seek to make a positive impact in the world through generosity and good deeds. According to the Eugenio Garza Sada Award, they aim to use their gifts and talents for the good of the Mexican community. Its goal is to be the #1 digital platform for manufacturing medical devices.

One of their challenges, which they turned into an achievement, was that seven Mexican children have managed to walk for the first time in their lives thanks to personalized prostheses made with software and 3D printing. They were also invited to be a part of the 35 innovators under 35 from Latin America in the MIT Innovators Under 35 Award. They have assigned medical equipment to different areas of the country and have donated 6,800 medical protection devices. They have delivered dozens of orthopedic devices in Mexico and the United States and have collaborated with institutions such as the Zambrano Hellion Medical Institute, the Nuevo Amanecer Institute (INA), MIT and Harvard Medical School.

Prothesia has been invited to be a knowledge ally by the D-Lab of the Massachusetts Institute of Technology for its "Prosthetic Design" class in the Spring of 2021 and to teach 3D design and digital manufacturing workshops to students and the general public through the internet.

Their main activities are:

- Manufacture and proprietary design of PPE (personal protective equipment) for physicians.
- Sampling kits with 3D printed swabs, valves, masks, custom masks made with 3D

scanning technology and software.

- Orthotics and prostheses made with 3D scanning technology and software.

Between 2017 and 2020 they have received more than 10 awards from the Massachusetts Institute of Technology, Everis Foundation, Global Student Entrepreneur Award, Tecnológico de Monterrey via INC MTY, El Financiero, among others.

Prothesia believes in safe progress where achievements and opportunities are built step by step. Without a doubt, it is a leader in the medical device industry in this decade and will grow exponentially in the years to come.

