

DOING THINGS RIGHT REALLY PAYS OFF



On August 21st, we launched the call for entries for the fourth edition of the RETO, a competition that promotes the chair for the Common Good and Sustainable Development. This is an invitation for young people to develop their business proposals. They bring the idea, and we offer them free workshops to acquire tools for entrepreneurship.

At the launch event, we were joined by Graciano Guichard, President of Liverpool, a prestigious retail Company in Mexico. Through his words and testimony, Graciano encouraged us to innovate with purpose. He explained how Liverpool has been innovating since its foundation in 1847, which has allowed it to grow over these 177 years in the market.

The company's innovations include the adoption of the first escalators in Mexico in 1936, as well as having the largest automated distribution center in Latin America in 2005. Additionally, they have implemented a variety of measures to serve their customers in the



best possible way, understanding their needs through personalized service and the use of artificial intelligence.

I would also like to highlight what the company did during the period of social isolation during the pandemic. Despite a drastic drop in sales, they did not lay off employees and continued paying their salespeople and suppliers. They considered the situation of cardholders by granting them a grace period for payments. That year, there were no dividends for shareholders, but time proved that this was the right decision. Today, the company is standing strong and growing while enjoying the loyalty of customers, suppliers, and employees.

Surely you also have several examples where doing things right has been worthwhile. Regardless of the outcome, the most important thing is always to act correctly. In the face of major dilemmas, thinking long-term and focusing on the common good will always help us make better decisions.

