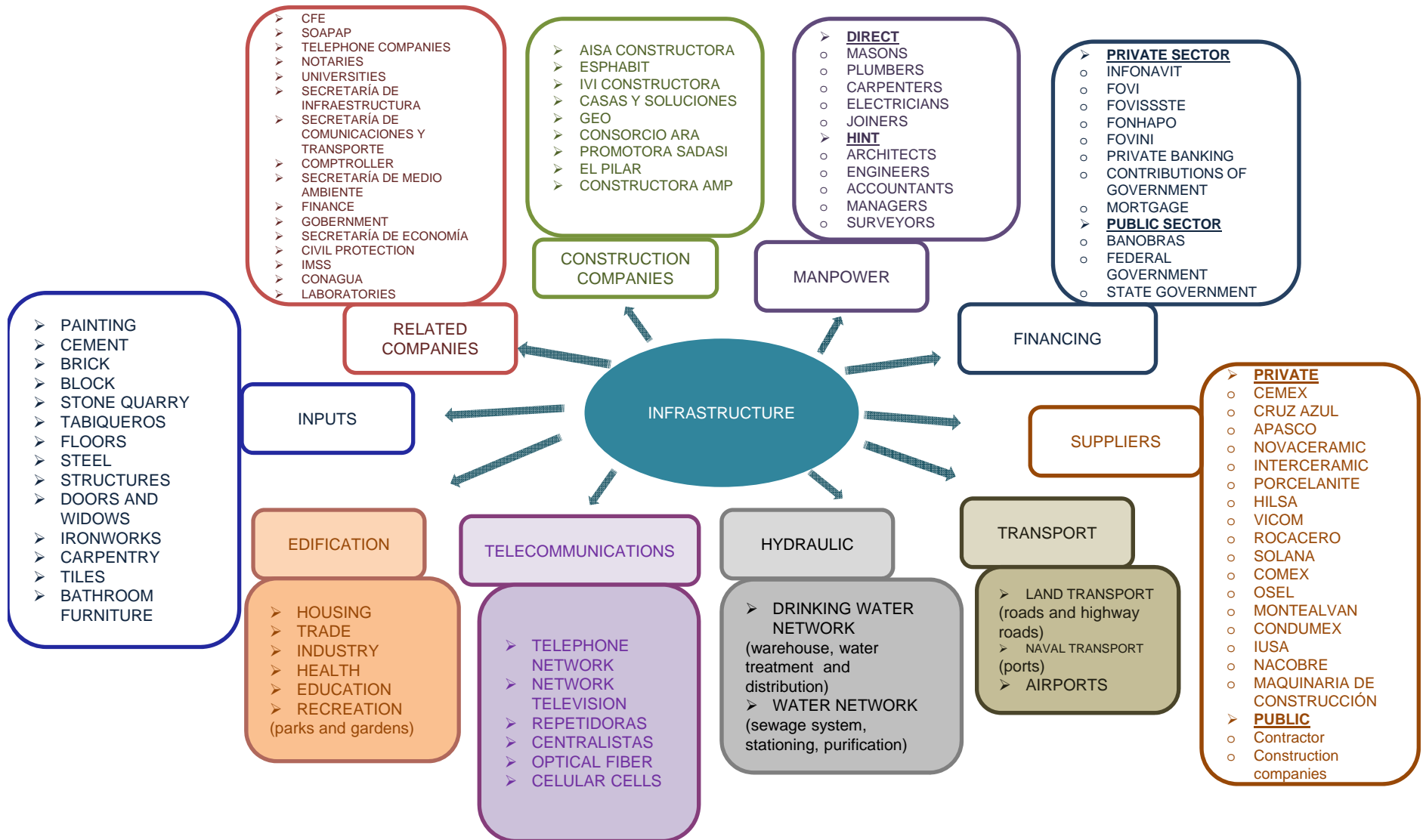


Construction Cluster Map



Source: Own design, Information: supported by interviews with CMIC, and Ministry of Infrastructure CANADEVI Puebla

Construction Strategic Projects



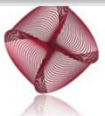
Creating a research and development center with private companies and government support



Create an organization certificate that guarantees the quality of housing construction companies



Partnership with institutions of higher education
*** Plans related to the sector to contribute to the development needs of the cluster**



Sintonía

The Purpose of Business

- There is an opportunity to **transform thinking and practice** about the role of the corporation in society
- Shared value gives rise **to far broader approaches** to economic value creation
- Shared value thinking will drive the next wave of **innovation, productivity growth, and economic growth**
- Businesses **acting as businesses**, not as charitable givers, are arguably the most powerful force for addressing many of the pressing issues facing our society
- A transformation of business practice around shared value will give **purpose** to the corporation and represents our best chance to **legitimize business again**