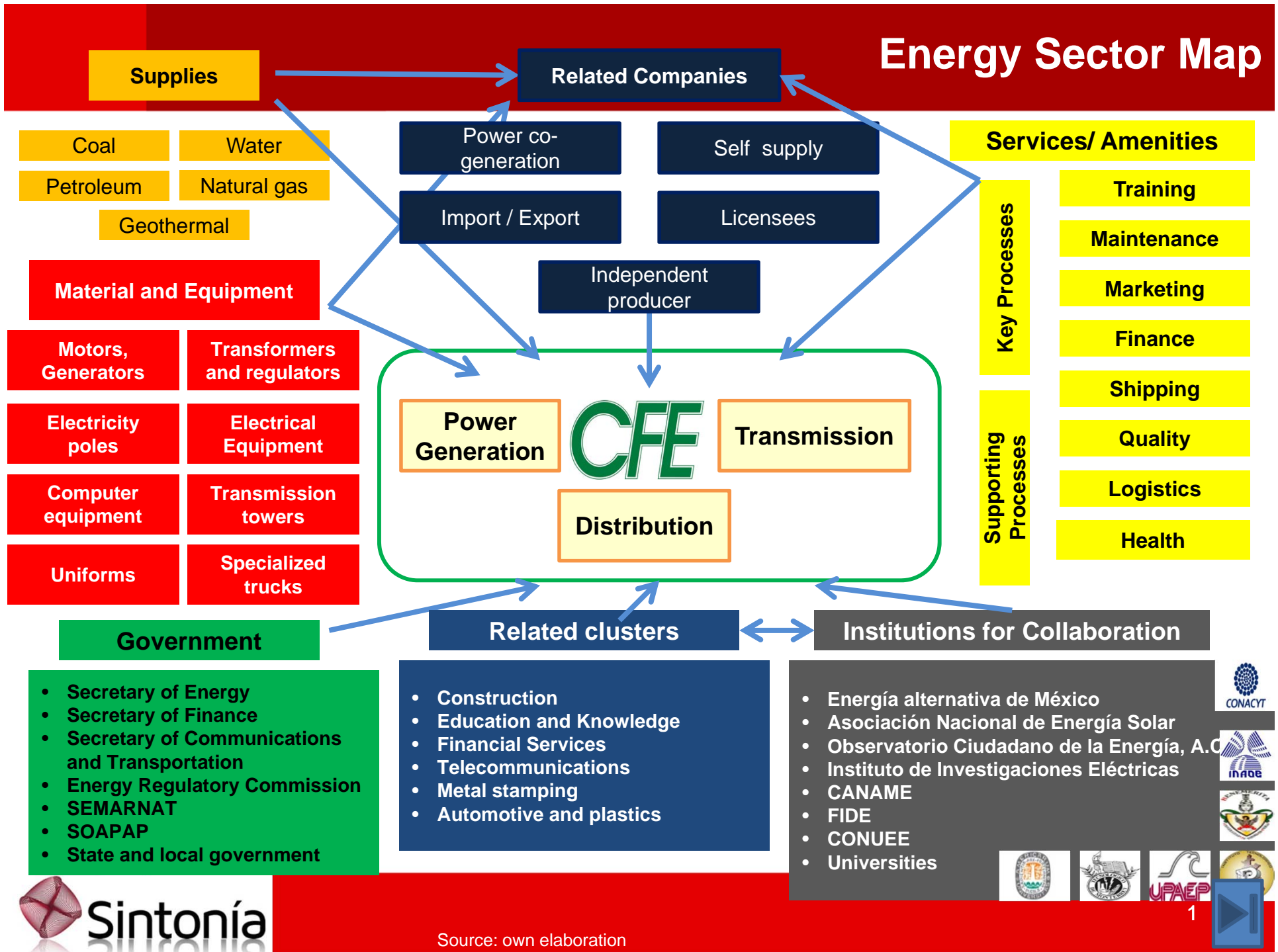


Energy Sector Map



Energy Strategic projects and share value proposition



Premium Industrial Park.

Focused on specialized firms requiring high quality energy service



National Training Institute.

Promoted and certified by CFE



Power Supply Plant.

Providing energy for hybrid-cars



Wind Power Park.

Joint project with State government.

Shared value

Solar farms in extreme-low-income and/or suburban areas with at least 100 inhabitants (**LUZ PLENA project**)



Feedback by Michael Porter

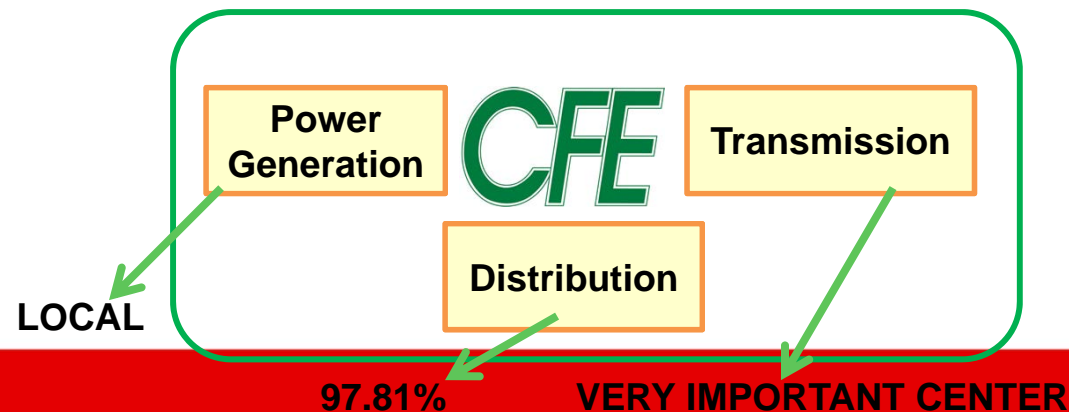


- **Currently, there is not an Energy Cluster**
- **Analyze to export energy from this region**

Management
Autonomy



New
Legislation



LOCAL

97.81%

VERY IMPORTANT CENTER

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**