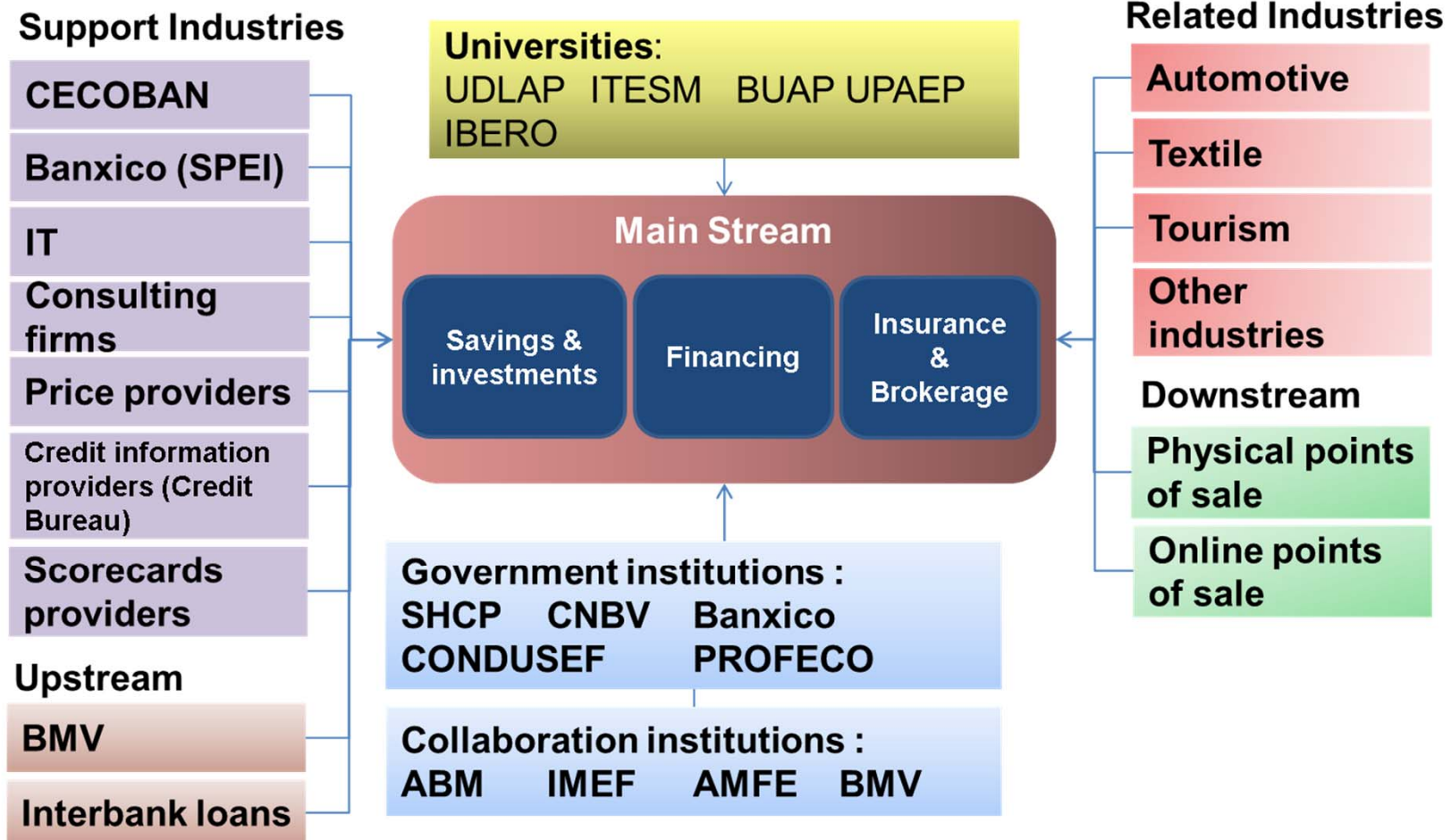


Puebla Financial Services Cluster Map



Sintonia Financial Services Project

Main functions:

- ❖ Homogenization of rules to promote best practices on FS activities.
- ❖ Allocation of resources to specific plans.
- ❖ Linkage between cluster elements and FS funds providers.
- ❖ Coordination of counseling for alternative dispute resolution.
- ❖ Analysis of the industries with potential to growth in the region.
- ❖ Prioritization of projects and support (education) to assure success.
- ❖ Promotion of R&D and knowledge creation.
- ❖ Follow up process.
- ❖ Evaluation of projects' results.

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**