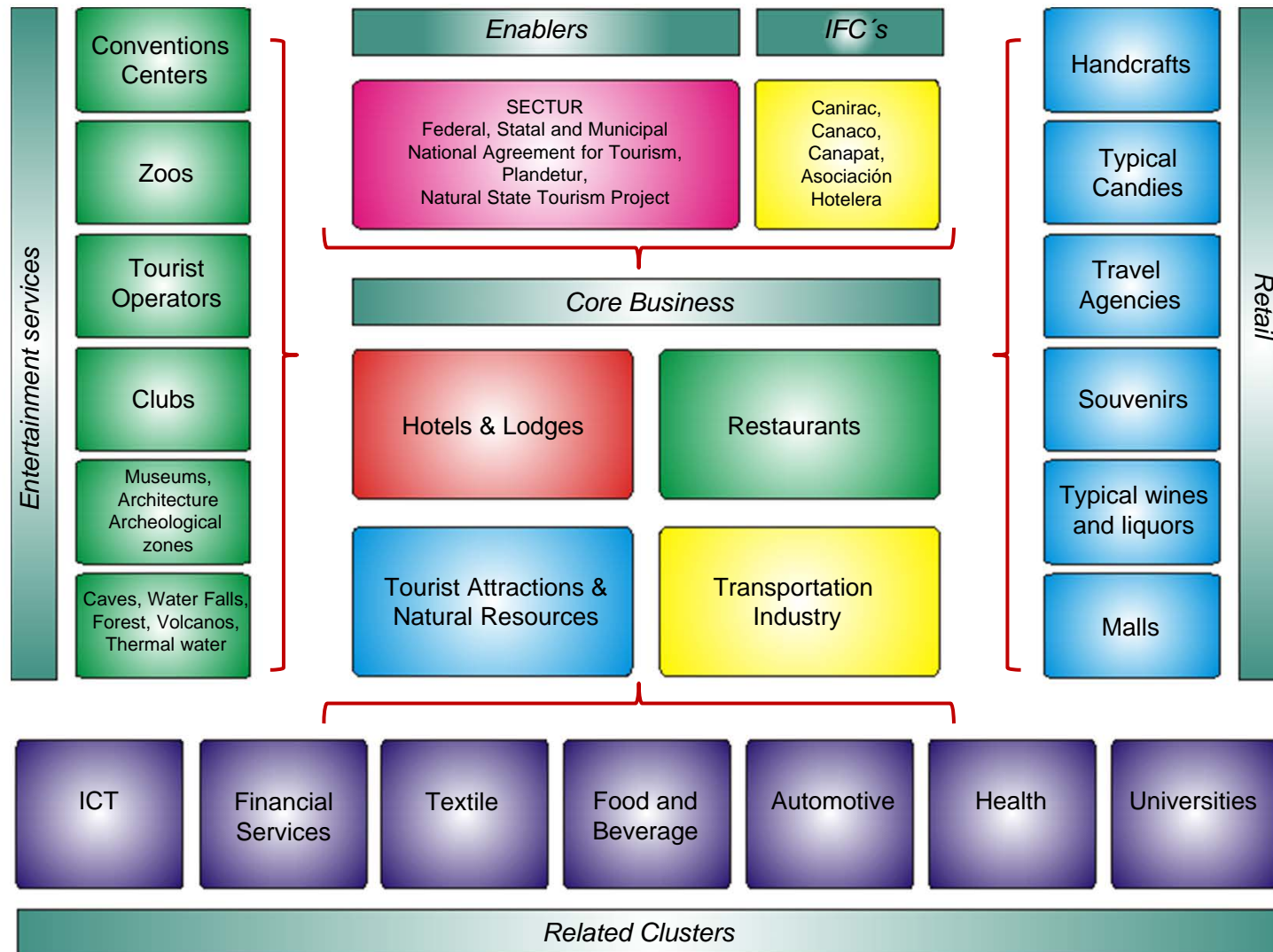


Tourism Cluster Map



Tourism Feedback by Michael Porter

- **Michael Porter highlighted the potential of Mexico and Puebla.**
- **Essentially, a cluster must achieve competitiveness. Companies should forget about work in isolation but as part of a whole into a true value chain.**



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**