

Finalists selected in the 3rd Annual Latin American Economic Journalism Award of IE Business School

- The award is sponsored by CAF-Latin American Development Bank and the CODERE Foundation and supported by CNN in Spanish and Casa de América
- 30 finalists were selected, 15 of them in the category of daily press and 15 non-daily media
- The award is endowed with \$13,000 in prizes

Madrid, 16 April 2013. IE Business School has announced the 30 finalists in the [III Latin American Economic Journalism Award](#) organized by the Business School. The event, which this year were considered 300 papers, reports, interviews and other information formats from over 150 media companies in the region, is endowed with \$13,000 in prizes. The award is sponsored by CAF-Latin American Development Bank and the CODERE Foundation and supported by CNN in Spanish and Casa de América.

Awards Ceremony: 20 June at Casa de América

The jury that will select the winners is comprised of journalists from international media companies (including the Financial Times, CNN and Wall Street Journal) and the IE Business School, CAF Latin American Development Bank, CODERE Foundation, Casa de América, SIP-Sociedad Interamericana de Prensa and the OAS-Organization of American States.

The awards ceremony will take place on 20 June at Casa de América (Madrid, Spain). The previous editions were held in Mexico (2011) and Colombia (2012).

This edition will again feature a second prize, the ACCESIT AWARD, offered by the CODERE Foundation for the best journalistic work on "Innovation in the entertainment, leisure and tourism industry".

2012 Edition

In the 2012 edition, the award for best article in the category of non-daily press went to "O país das start-ups" by journalist Bruno Galo published in **ISTOÉ DINHEIRO** of Brazil. "Conquistar la base de la pirámide" published in the newspaper **EI CRONISTA** of Argentina by journalist Maria Gabriela Ensínck took the prize for the best article in the daily press category.

The jury awarded two runner-up prizes to "A nova economia das favelas" by the financial journalists Miriam Leitão and Valeria Maniero, published in the Brazilian newspaper O GLOBO and "Sortear un camino lleno de piedras" by journalist Ana Cristina Camacho and published in EL FINANCIERO of Costa Rica, in the categories of daily press and non-daily press, respectively.

EL COMERCIO of Peru and **ENTREPRENEUR** magazine of Mexico were recognized for their commitment to the social diffusion of economic culture.

The second prize offered by the CODERE Foundation for the best journalistic work on Innovation in the entertainment, leisure and tourism industry went to the journalist Kathy García of the newspaper **LA REPÚBLICA** of Colombia for her article *“Chic Experience, una apuesta al turismo de lujo en Bogotá y Cartagena”*.

LIST OF FINALISTS IN THE 3RD ANNUAL LATIN AMERICAN ECONOMIC JOURNALISM AWARD OF IE BUSINESS SCHOOL

FINALISTS DAILY PRESS CATEGORY

1. La Nación (Argentina). **Cuando el jefe está al otro lado del mundo**. Débora Slotnisky
2. ABC Color (Paraguay). **Exprimir al Mercosur, tarea pendiente**. Gladys Benítez Prieto.
3. El Economista (Mexico). **Mexsat costará 21.000 mdp**. Julio Sanchez Onofre
4. El Observador (Uruguay). **La sabiduría de capitalizar los fracasos empresariales**. Laura Lomando
5. La Tercera (Chile). **La inversión de las empresas peruanas en Chile ya llega a los 7000 millones**. Carla Alonso Bertagia
6. La República (Colombia). **La hoja de ruta de los poderosos de Latinoamérica**. Nicolas Abrew.
7. El Comercio (Peru). **La Alianzas del Pacífico**. Darwin Cruz fiestas
8. El País (Uruguay). **China cambia su matriz productiva y no le preocupan los salarios al alza**. Luis Custodio
9. El Nuevo día (Puerto Rico). **Tras el azote del cartel Naviero**. Joanisabel Gonzalez
10. Listín Diario (Dominican Republic). **RD en la tendencia del turismo de salud de AL**. Ircania Vazquez
11. El Tiempo (Colombia). **Empresas familiares: no todo queda en casa**. Astrid Lopez
12. Folha (Brazil). **O vento virou**. Renata Moura and Nelson Barros
13. El Financiero (Chile). **Emprendimiento Mapuche 2.0**. Francisca Orellana
14. El Financiero (Mexico). **Innovación, se busca en empresas mexicanas**. Lizbeth Pasilla
15. La República (Colombia). **Economías que pueden dar fe de la rentabilidad de alcanzar la paz**. Rogelio Vélez Mendoza.

FINALISTS NON-DAILY PRESS CATEGORY

1. El Economista (El Salvador). **El istmo refuerza la seguridad de los depósitos**. Karla Chinchilla
2. Magazine Empresas y Negocios (Paraguay). **El potencial de las hierbas**. Nancy Perez
3. Entrepreneur (Mexico). **Negocios sobre ruedas**. Erika Uribe
4. El Financiero (Costa Rica) **El Consumidor vender sin madurar** Ana Cristina Camacho
5. América Economía (Chile). **Gracias por fumar**. Various
6. Apertura (Argentina). **Social gaming, juego de pocos** Camila Fronzo

7. Calle 50. El Panamá América. (Panama) Panamá como “hub” del mercado de valores. Viodelda Barrias.
8. Época (Brazil). **A nova revolução industrial.** Rafael Barifouse
9. Martes Financiero- La Prensa (Panama). **En la Innovación está el éxito** Alvaro Santana.
10. Summa Magazine (Colombia and Central America). **Colombia a su servicio** Ana Patricia Roa
11. Oro Negro (Peru). **Los ocho años de Camisea** Demetrio Hafid Cokchi Chumbile
12. Pymes-Clarín (Argentina). **La creación es un acto de rebeldía** Federico Ast
13. Obras (Mexico). **Las megas urbes y el reto de sobrevivir.** Gabriel Nieto
14. Agronegocios -El Economista (Mexico). **El comercio favorece la seguridad alimentaria.** Alberto Romero.
15. Pequenas Empresas y Grandes Negócios (Brazil). **Creatividade da Dinheiro.** Marisa Adán Gil

About IE Business School

IE Business School shapes leaders that promote innovation and change in organisations, equipping directors with an entrepreneurial mindset that generates employment, wealth and social well-being. Recognised as one of the world's leading business schools, IE Business School has an urban campus in Madrid and a faculty of more than 450 professors who teach students from 91 countries in masters, doctoral and executive education programmes.

IE Business School was recently honored by the Financial Times as the school with the 8th best MBA program in the world and 3rd best in Europe. Other rankings by the Wall Street Journal, Forbes, The Economist and América Economía have consistently placed IE Business School among the top 10 business schools in the world.

IE students use innovative online and onsite learning, and benefit from a network of school communities comprised of the 42,000 graduates in positions of responsibility in more than 106 countries.

About CAF-Latin American Development Bank

CAF - the Development Bank of Latin America, whose mission is to promote sustainable development and regional integration by funding public and private sector projects, providing technical cooperation and other specialized services. CAF was established in 1970 and currently consists of 18 countries, 16 in Latin America and the Caribbean plus Spain and Portugal, as well as 14 private banks and is a major source of multilateral financing and an important source of knowledge for the region. More information at www.caf.com.

About FUNDACION CODERE and CODERE

Fundación CODERE is a not-for-profit foundation created to promote and sponsor the study, analysis, evaluation, regulatory framework and evolution of the gaming industry.

CODERE is a Spanish multinational group and a key player in the private gaming sector in Europe and Latin America and is listed on the Spanish Stock Exchange. Overall the Group manages more than 56,474 AWP machines, 186 bingo halls, 1,379 sports betting shops and participates in the management and operation of 3 horse racetracks in Argentina, Brazil, Colombia, Spain, Italy, Mexico, Panama and Uruguay.

In Italy the Group also offers online gambling under the appropriate license in said country.

More information at: www.codere.com

About Casa de América

Casa de América is a public consortium that aims to strengthen ties between Spain and the Americas, especially Latin America. These ties are encouraged through the organization of seminars, conferences, round tables, exhibitions, talks, lectures, screenings, concerts, conferences, presentations, workshops, etc.. Different formats that all have the same goal: to foster a suitable climate to talk about American themes, involving members of governments on both sides of the Atlantic, media, diplomatic corps, business, civil society, academia, literature and art, and institutions.

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NOTE: More information at www.codere.com