

PRESS RELEASE

Finalist entries selected for the II Latin American Economic Journalism Award sponsored by the CODERE Foundation and the CAF

- The 40 finalists have been selected for the second IE BUSINESS SCHOOL LATIN AMERICAN ECONOMIC JOURNALISM AWARD, 20 in the daily media category and the other 20 in the non-daily media category (magazines, internet, etc.).
- Large-scale participation in the second edition of this contest, to which over 300 articles have been submitted, prize money totaling 13,000 euros (approx. 17,000 dollars)
- The CODERE Foundation and the CAF- Andean Development Corporation are the contest sponsors, with Spanish-language CNN as the international media partner and the “El Tiempo” Publishing House as the local media partner in Colombia, the country hosting the awards ceremony.

Madrid, 12 April 2012. The CODERE Foundation, an organization conducting activities focusing on the study, analysis, regulatory furthering and advancement of the gaming industry, is backing the II LATIN AMERICAN ECONOMIC JOURNALISM AWARD organized by IE BUSINESS SCHOOL in recognition of the quality of Latin America’s economic journalists and their role in favor of governability.

Following the success of its first edition, this contest is being sponsored not only by the IE BUSINESS SCHOOL and the CODERE Foundation but also by the CAF (Andean Development Corporation) with the collaboration of Spanish-language CNN as the international media partner and the “El Tiempo” Publishing House as the local media partner in Colombia, the awards ceremony venue.

The deadline was February 15th last for submitting articles for this second edition of the IE BUSINESS SCHOOL Latin American Economic Journalism Award (<http://premioperiodismo.ie.edu/>), to which any article on the subject of economics published or broadcast in Latin American from July 2011 up to February 15, 2012 was eligible for entry.

Nearly 310 articles, reports, interviews and other informative formats from more than 180 of the region’s media, signed by 145 leading economic journalists were entered in the second edition of this contest, endowed with 13,000 euros (approx. 17,000 dollars) in prizes with the participation of professionals from practically all of the Latin American countries.

The winning articles will be announced in May. The Panel of Judges, in charge of making the final decision, is comprised of highly prestigious journalists possessing experience in international media (such as CNN or The Wall Street Journal) as well as

from the organizing, sponsoring companies, in addition to other institutions of importance in this region, such as the IPA (Inter American Press Association), the OAS (Organization of American States) and the CAF (Andean Development Corporation).

At its 2011 edition, the IE BUSINESS SCHOOL Latin American Economic Journalism Awards went to articles published by “Ejecutivos de Finanzas” (Mexico), “Época Negocios” (Brazil) and the Clarín IECO supplement (Argentina). The awards ceremony was held at the Americas Horse Race Track (Greater Mexico City). For this edition, the awards ceremony is scheduled to be held in Bogota, Colombia on June 21st next.

THE FINALISTS

DAILY MEDIA CATEGORY

1. **Brazil. O Globo.** “A nova economia nas favelas” Miriam Leitão y Valeria Maneiro.
2. **Mexico. El Financiero.** “Quiso arreglar un problema y creó un negocio” Lizbeth Pasilla.
3. **Mexico. El Economista** “Ante la sequía, llueven soluciones de jóvenes” Diana Salado.
4. **Uruguay. El País.** “El objetivo es incorporar mucho valor agregado a la producción audiovisual” Jorge Rebella.
5. **Argentina. La Nación.** “Inversiones pendiente en Innovación” Emila Subiza.
6. **Dominican Republic, Listín diario.** “La biomasa genera oportunidades de negocio en el país”. Ircania Vazquez.
7. **Chile. Diario Financiero.** “Los mentores comparten su experiencia con las nuevas generaciones de emprendedores”. Francisca Orellana.
8. **Guatemala. Siglo 21.** “El emprendedores viene desde primaria”. Fernando Quiñónez.
9. **Nicaragua. El Nuevo diario** “Estudiantes crean y comercializan café de sabores”. Amparo Aguilera.
10. **Argentina. El Cronista.** “Conquistas la base de la pirámide”. Maria Gabriela Ensinck.
11. **Argentina. Los Andes** “Emprendedores el desafío de llegar a la empresa propia”. J.Jimena.
12. **Colombia. El Espectador.** “Angeles para emprendedores” Edwin Bohorquez.
13. **Colombia. El Tiempo.** “Prestamistas piratas en Colombia se incrementan cada mes”. Carlos Arturo Garcia.
14. **Peru. El Comercio.** “Rentabilidad Limpia”. Darwin Cruz
15. **Ecuador. El telégrafo.** “ 70% de proyectos estudiantiles los financia la banca” David Guerrero
16. **Uruguay. El País** “Mucho expertise pero poco don de mando” Mariana goday.
17. **Brazil Estadao S.P.** “O Brasil que inova” Renato Cruz
18. **Mexico. El Economista.** “Inyecta espíritu emprendedor a migrantes” Alberto Moreno. A
19. **Brazil Zero Hora.** “O dilema de Fazer diferente” Joana Colussi.
20. **Colombia. La República.** “Tu asistente personal al alcance de un computador” Marcela D´Jesus.

NON-DAILY CATEGORY. MAGAZINES, TV, RADIO AND INTERNET

1. **Colombia/Centroamérica** Revista Summa. “Emprendedor logístico” Johanna Camargo.
2. **Mexico Entrepreneur.** “Oportunidades y negocios verdes” Alain Prieto Soldevilla.
3. **Mexico Entrepreneur.** “Oportunidades con causa” Marisa Sanchez.
4. **Nicaragua Revista La Brújula Semanal** “Mujeres Maravilla”. Yader Luna.
5. **Brazil Franquia & Negocios.** “Outra Chance” Andrea Cordioli
6. **Paraguay. Revista foco** “Locomotoras Inclusivas” Jose Cantero.
7. **Colombia. Dinero.com** “Los aventureros Colombianos en India y grupo reportaje” José Alejandro González .

8. **Brazil. G1.com.** "Pacificação abre caminho para formalização nas favelas do Rio ". Bernardo Tabak.
9. **Brazil. Istoé Dinheiro.** "O país das start-ups". Bruno Galo.
10. **Argentina. Apertura** "La Idea Global". Camila Fronzo.
11. **Argentina. Gestión.** "Hagan juego". Pablo Babini.
12. **Brazil. Suplemento Correio Brasileiro.** "Uma ideia só não basta" Flavia Duarte.
13. **Chile. América Economía.** "En exportar está el gusto". Jorge Cavagnaro Arguello.
14. **Venezuela. Producto.** "Publicidad para emprendedores". Ivarelsys Moraima.
15. **Argentina Clase ejecutiva.** "Zapatero prodigioso". Jessica Mateu.
16. **Argentina. Revista Pymes** Clarín. "Ventajas y dificultades de emprender en Salta". Mariana Gutiérrez.
17. **Panama Capital** "Inversionistas Angeles "aportaron 2,2 millones. Alma Solis
18. **Colombia. Dinero.** "Ellas son mejores". Carlos Andres Vanegas Torres.
19. **Mexico. América Economía.** "Un banco en cada celular". David Santa Cruz.
20. **Costa Rica. El Financiero.** "Sortear un camino lleno de piedras". Ana Cristina Camacho.

About IE Business School

IE Business School trains leaders for fostering innovation and change in the organizations, business executives who generate employment, wealth and social well-being. Recognized as one of the world's leading business schools, IE has a city campus in Madrid and a faculty of more than 400 professors currently teaching students in 88 countries. Recently, IE BUSINESS SCHOOL was distinguished by Financial Times as the school with the 8th best MBS in the world and the 3rd best in Europe. Other rankings in the Wall Street Journal, Forbes, The Economist and América Economía have consistently ranked it among the top 10 business schools in the world.

CODERE Foundation

The CODERE Foundation is a not-for-profit organization formed for the purpose of structuring and organizing activities focusing on the study, analysis, evaluation, regulatory furthering and advancement of the gaming industry.

About CAF

CAF – Latin American Development Bank has the mission of stimulating sustainable development and regional integration by financing projects in the public and private sectors, and providing technical cooperation and other specialized services. Founded in 1970 and currently with 18 member countries from Latin America, the Caribbean and Europe along with 14 private banks, CAF is one of the main sources of multilateral financing and an important generator of knowledge for the region.

The CODERE Group

CODERE is a benchmarking Spanish multinational in the private gaming sector in Europe and Latin America, managing more than 57,000 gaming machines, 190 gaming halls, 798 betting shops and taking part in the management of 3 race tracks in Argentina, Brazil, Colombia, Spain, Italy, Mexico, Panama and Uruguay, also providing gaming via Internet in Italy, where it holds the pertinent required permits.

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