



¡Bienvenidas y bienvenidos to El CC, CCLATAM's newsletter!. Every other week you'll find the main events shaking up Latin America, from Ushuaia in the south to Los Algodones in the north. Sign up [here](#) to stay updated on the region. Get [in touch](#) with us, we may feature an excerpt of your response in the next newsletter.

The Latino Issue

As [National Hispanic Heritage Month](#) comes to a close and the November 2024 presidential elections approach, it's crucial to recognize the significant influence of Latinos in the U.S. — a dynamic and growing economic force, a vital voting bloc, and increasingly active participants in shaping the political landscape.

Latinos have emerged as an economic powerhouse, contributing an impressive [\\$3.6 trillion to the U.S. economy in 2022](#). Their GDP growth has outpaced several major economies, including India, the UK, and France, accounting for 14.2% of the total U.S. GDP. Yet, challenges remain, with nearly 17% of Latinos living in poverty, highlighting the pressing need for increased access to resources and economic support.

On the political front, Latino voter participation continues to rise, with [36.2 million eligible voters for 2024](#)—up from 32.3 million in 2020—representing 14.7% of the electorate. States like California and Texas are pivotal, with California alone contributing 25% of the national Latino electorate. While Latino voter presence in [key swing states](#) is less pronounced, with the exception of Nevada, their growing influence in states like Arizona, Georgia, Michigan, North Carolina, Pennsylvania, and Wisconsin could be decisive in the election outcome.

The 2022 midterms marked historic gains for Latino representation, with [56 Hispanic members elected to the U.S. House](#) and [5 in the Senate](#). Additionally, state legislative seats held by Hispanics grew from 344 to 376, further solidifying their role in American politics.

Key issues driving the Latino community—immigration reform, healthcare, and economic equity—will be central to the 2024 election. As the Latino community continues to grow in size and influence, their participation will be a decisive factor in shaping the future of the nation, no matter which candidates they choose to support.

Vote Latinos, Vote.

CCLATAM Editorial Board

La Charla

con Piero Bonadeo

[Claudia Romo Edelman](#) has more than 25 years of experience leading marketing and advocacy for global organisations, including UNICEF, the United Nations High Commissioner for Refugees (UNHCR), the United Nations, and the World Economic Forum. She has launched hundreds of successful campaigns and initiatives, including the [SDG Lions](#), [Product \(RED\)](#), and the Sustainable Development Goals. Claudia is the Founder and CEO of the [We are All Human Foundation](#) and the [Hispanic Star](#). She recently co-founded the [“A la Latina”](#) podcast and is currently starting a family business. She is a renowned public speaker and is proficient in 6 languages.



Claudia the National Hispanic American Heritage Month came to an end last week. How are Latino's doing in the USA? What does mean being Latino in the USA right now compared to 20 years ago?

Today, we're not only the fastest-growing demographic but also a vital part of the country's future growth. We're building our influence as consumers, leaders, and employees and are integral to the nation's progress. Compared to 20 years ago, being Latino in the U.S. is both a celebration and a call to action. We are more aware of our collective power, economic contributions, and the key role we play. The most common

age of Latinos, 19% percent of the population, is 19 years old. Our youth and digital savviness position us well for tomorrow's opportunities. In the past, we may have been less unified and sometimes felt the need to mask our identities. Today, however, we are starting to embrace being 100% Latino and 100% American, understanding it's a superpower. Latinos are more aware of their contributions from 23% in 2018 towards 53% in 2023, and we're working toward greater representation and recognition at every level.

You are a trustee of the Friends of the Smithsonian Latino Museum and The National Museum on Latinos Art in Chicago. How Latinos art is contributing to change the USA art market?

Latinos have been contributing to this country for centuries. Looking to the future, by 2060, one in every four people in the U.S. will be Latino. Art is a powerful unifier that shapes perceptions, and at the We Are All Human Foundation and the Hispanic Star, we are committed to elevating Latinos, improving perceptions, and expanding access.

This summer, the Parrish Art Museum, and my organisation co-hosted a landmark event celebrating the influence of Hispanic culture in art, with works from artists like Annette Nancarrow, who drew profound inspiration from Mexican culture. Latino art is a bridge, revealing our deep cultural roots and showcasing our essential role in America's artistic legacy.

How marketing could change the Latinos in the USA? And how do you see marketing Latinos? Still challenging?

Marketing has immense potential to reshape perceptions of Latinos in the U.S. Smart, authentic marketing recognizes Latinos as the young economic drivers of the country with a strong upward trajectory in income and homeownership.

Many companies are beginning to build Latino strategies, realising that future growth depends on connecting with our community authentically. However, there's still progress to be made. For companies to succeed, they need to go beyond surface-level engagement and invest in long-term commitments that focus not only on consumer spending but also on our community's future and growth. This approach builds lasting trust and strengthens their relationship with the Latino community.

The Hispanic Heritage Month always provides a moment to recognize our impact, but effective marketing should engage Latinos year-round, ensuring our voices, values, and contributions are truly represented.

According to a U.S. Latino GDP report, has been responsible for 41% of the growth in the U.S. GDP despite comprising just 19% of the U.S. population. We know that 77% of Latinos didn't know about their contribution to the USA economy while 76% hide their Latinos nature in the working environment. You launched the Hispanic Promise with 300 USA corporations. How is this going? Do you see improvements?

The Hispanic Promise has been transformative, providing a platform for companies to commit to supporting Hispanics as employees, consumers, and community members. Launched at the World Economic Forum in 2019, the Hispanic Promise was developed with insights from private, nonprofit, and academic sectors, creating a robust framework for companies to foster inclusive environments and empower Latino employees—to prepare, hire, promote, retain, celebrate, and source from Latino vendors. We also create spaces and platforms for companies to share best practices.

With over 300 corporations signed on, we're seeing meaningful changes. Companies are actively taking steps to create environments where Latinos feel confident embracing their heritage rather than hiding it. I am a possibilistic and see companies increasingly committed to learn how to engage with our community. In December, at our Hispanic Leadership Summit, we're dedicating a day specifically to Hispanic Promise signatories.

The event will be hybrid, with 300 in-person participants and virtual access for our broader community. This day will include interactive workshops designed to help signatories strategize concrete actions across the Promise's six pillars, advancing support for Latinos within their organisations and beyond.

Latinos population in the USA is rapidly growing: it's relatively young with growing educational attainment and scores high levels of entrepreneurship. How to support the entrepreneurship piece? What can an organisation such as We Are All Human do?

Latinos are driving a remarkable wave of entrepreneurship in the United States, launching 86% of all new businesses over the past decade. Latino-owned businesses are now growing ten times faster than others, and one in every five U.S. entrepreneurs is Latino. With contributions reaching \$1.3 trillion to the U.S. GDP, Latino entrepreneurs are a vital force in the economy. Supporting this momentum requires improved access to resources, networks, and opportunities. We Are All Human, and Hispanic Star are helping bridge these gaps by creating spaces for Latino entrepreneurs to connect, share resources, and gain visibility. We are also encouraging companies to invest in Latino-owned businesses and provide pathways for mentorship, funding, and partnerships that strengthen both our community and the broader economy.

Every year, about 1.4 million Hispanics in the U.S. become eligible to vote. How to make them participate in the elections no matter who they are going to vote for? Are Latinos participative citizens?

Encouraging civic engagement among Latinos starts with fostering awareness about the power of their vote. With 1.4 million new eligible Latino voters each year, we have an opportunity to shape future policies and representation. However, a lack of representation and feeling disconnected from political conversations can deter participation. To drive change, we must invest in initiatives that educate Latinos about their civic rights and impact, including partnerships with community organisations, media outreach, and social campaigns. The Hispanic Star partners with companies like Univision to amplify their efforts to encourage our community to feel empowered and vote. We need to ensure they feel empowered to make their voices heard.

How do you see Latinos in the USA in the next 10 years from now?

In the next decade, Latinos will be a central force in American society. With a current population of 19% and projected to reach almost one-third of the population by 2060, Latinos are the youngest demographic in the U.S., with a median age of 19, compared to 58 among non-Hispanics. This youth, combined with high digital fluency, positions us as a powerful workforce and consumer base. Despite limited access to capital, our entrepreneurial trend underscores the drive and resilience within our community.

Hispanic Progress is American Progress, and what is Good for Hispanics is good for America. Latinos are set to strengthen their presence in leadership and contribute even more significantly to the economy.

Elsewhere in LATAM

🇵🇪 According to the International Monetary Fund's (IMF) latest [World Economic Outlook](#), GDP growth for Latin America and the Caribbean is projected at **2.1% for this year, a 0.3% increase**. The IMF has significantly raised **Brazil's 2024 growth forecast to 3.0%, up by 0.9%**. In contrast, Mexico's economic growth is now expected to reach **1.5%, a reduction of 0.7 percentage points** from earlier predictions. Argentina remains the only country in the region forecasted to contract this year, with a **projected decline of 3.5%**, more than double the 1.6% drop recorded in 2023. However, the IMF predicts a **strong rebound for Argentina in 2025, with growth expected to reach 5.0%**.

🇺🇷 In a closely watched presidential election in Uruguay, voters cast their ballots on Sunday, leading to a runoff between center-left candidate [Yamandú Orsi](#) and conservative [Álvaro Delgado](#). With over 90% of votes counted, Orsi, the former history teacher and two-time mayor, secured over 41% of the votes, while Delgado garnered just over 27%. Both candidates will face off again on **November 24**. The election, marked by civil discourse on issues such as rising crime and pension reform, **stands in contrast to the polarisation seen in other Latin American countries**. Additionally, Uruguayans **rejected a controversial referendum aimed at overhauling the social security system**, which would have significantly increased the fiscal deficit, providing reassurance to investors. **The high voter turnout of 89%** reflects Uruguay's commitment to democratic engagement as it prepares for a decisive final campaign stretch.

🇵🇪 [Latam Airlines Group](#) returns to the NYSE. It was first listed in 1998 but retreated in 2020 because of the pandemic. LATAM held its first "Investor Day," forecasting growth **between 15% and 16% compared to 2023**.

🇨🇴 A recent [UNODC report](#) reveals a troubling **10% rise in coca leaf cultivation in Colombia, reaching 253,000 hectares in 2023**—the highest level in over two decades. This increase has fueled a **53% surge in potential cocaine production, now totaling 2,644 metric tons**. The expansion has been most pronounced in the southwestern regions of [Cauca](#) and [Narino](#), areas heavily impacted by the presence of armed groups.

🇧🇷 Victims of Brazil's [Mariana catastrophic mining disaster](#) have launched a class action lawsuit against BHP in London, seeking a staggering **\$47 billion in damages**. [BHP](#) and Brazilian [VALE](#) control [Samarco](#), the Brazilian mining company that operates the Fundão dam. The lawsuit, if successful, could mark the largest environmental payout in history, as the impacted regions continue to suffer from profound ecological damage and loss of livelihood. [Read more about the recovery process.](#)

🌐 The [16th Conference of the Parties \(COP16\) to the UN Convention on Biological Diversity](#) brings together 196 nations in Cali to tackle biodiversity loss and pressing environmental challenges. Key discussions will center around **National Biodiversity Strategies and Action Plans (NBSAPs)**, financial support—with developing nations calling for increased funding, while wealthier countries commit to at least **\$30 billion annually**—and the issue of biopiracy, emphasizing fair profit-sharing from genetic resources. A major focus will also be on the **inclusion of Indigenous communities in decision-making processes**.

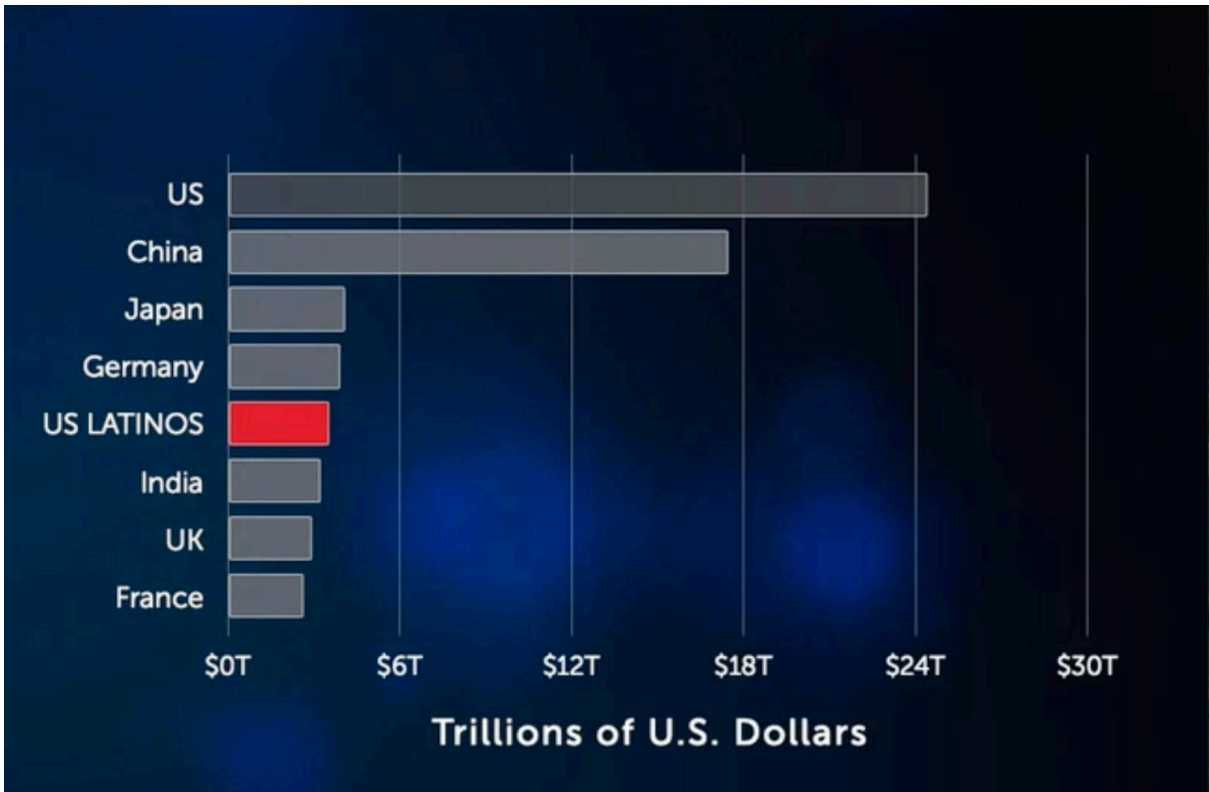
🇨🇱 The largest operational battery system in Latin America set sails. [AES Andes](#) started commercial operation on a 211MW solar PV project in [Antofagasta](#). The Andes Solar Park IV also comprises a 5-hour duration lithium-based 130MW battery energy storage system (BES)..

La Cita



On November 1st, CNBC Brazil, exclusively licensed to Times Brazil, will officially launch in São Paulo. If you're in Brazil, be sure to tune in as CNBC Brazil goes live, offering fresh perspectives on business and financial news. Congratulations to [Douglas Tavoraro](#), Founder and CEO of Times Brazil, for bringing a new independent media voice to the Brazilian audience.

El Gráfico



According to a report from the [Latino Donor Collaborative \(LDC\)](#), a non-profit organization focused on Latino issues, U.S. Hispanics would rank as the **fifth largest economy in the world** if considered a separate nation—for the second consecutive year. The **U.S. Latino GDP stands at \$3.6 trillion**, just behind Germany (\$4.1 trillion), Japan (\$4.2 trillion), and China (\$18 trillion), and, of course, the total U.S. GDP at \$25.4 trillion.

La invitación

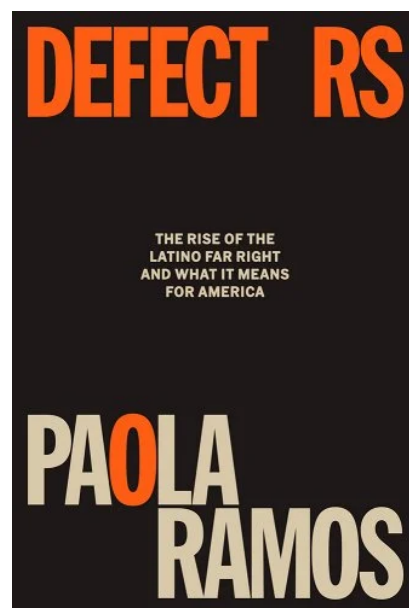


Join us in celebrating one of Mexico's most cherished traditions—the Day of All Saints and the Day of the Dead—on November 1st and 2nd. Our Board Member, [Gabriela Cuevas Barron](#), beautifully captures the essence of this unique celebration in her [recent interview with FLCC](#):

“The Day of the Dead brings together one of the most important beliefs, which is the visitation of souls from the afterlife to the living. It is a celebration filled with faith and ancestral beliefs that blend with a form of Catholicism that has become more open over time. For example, visiting cemeteries with processions that leave from the village church, seeing images of the deceased, hearing people sing, and witnessing the offerings of tequila, dancing, and music, as well as the tombs adorned with flowers, creates a magical atmosphere. The marigold flower, known as "flor de cempasúchil," is used to decorate the cemeteries, along with candles. It is a scene that is difficult to recreate elsewhere and is truly a unique Mexican experience”.

Check-out details of the Day of the Dead celebrations in [Mexico City](#), in [Purepecha](#), and in [Monterrey](#)

La lectura



In **Defectors: The Rise of the Latino Far Right and What It Means for America**, [Paola Ramos](#) embarks on a deeply researched journey to explore the growing support for far-right ideologies among Latino Americans. Through powerful interviews with MAGA supporters, Proud Boys, and evangelical pastors, Ramos uncovers the underlying forces of tribalism, traditionalism, and political trauma that fuel this shift. She sheds light on how a community historically seen as a Democratic stronghold is increasingly swayed by conservative rhetoric. With empathy and journalistic rigor, Ramos illustrates the complexity of this transformation, offering a thought-provoking look at an electorate poised to reshape America's political future.



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Thank you for reading, nos vemos en la próxima.