*¡Bienvenidos y bienvenidas! 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.*

February 19, 2024

By Ian Garrahan, Editor, CCLATAM

Good AI is good business*

Just as firms commit to environmental sustainability, those pioneering AI solutions in education, healthcare, or finance, which are both sustainable and ethically sound, not only maintain customer loyalty and user trust but also cultivate enduring investments and attract top-tier talent. Moreover, robust AI frameworks help preempt legal and regulatory pitfalls.

Echoing the solid endorsement from industry leaders at the UNESCO Global AI Forum in Slovenia earlier this month, key stakeholders will deliberate on optimal AI governance strategies at the upcoming Certal/CCLATAM/DPL event in Madrid, en route to the Mobile World Congress in Barcelona.

We hope to see you all there!

Angel Melguizo, CCLATAM Board member

*This entry was human-written but AI-enhanced

El State of Affairs

Climate change came about by humanity's hands, now it's those same —albeit AI-powered— hands that will bring about the next stage of how we cohabitate this world of ours. It's summer in the region, the hottest January in recorded history, and combined with an ever fickler El Niño causing higher temperatures and longer droughts, it can only mean one thing for the Americas: wildfires.

In [Colombia](#), [Argentina](#) and some of the worst in [Chile's](#) [history](#), the region's fire response is being pummelled but it's fighting back, thanks to local initiatives like [Satellites on](#) [Fire](#). It's an AI-enhanced early warning system that uses satellite imagery in short, ten-minute intervals to detect flare ups in affected areas, allowing first responders to combat the spread of destruction faster, and helping institutions comprehend and anticipate such events.

This will eventually lead to the implementation of other AI-based tools, as well as affecting long term changes in the way policies regarding AI are developed, and regulated, by state agents in Latin America.

Tools such as the Chilean [Lemu](#) (meaning forest in Mapuche), that harnesses machine learning and AI to present users with a plethora of current projects to which they can donate to, in their words *"Don't worry, leave the project research to us.";* or [Kilimo](#), the Argentinean agtech that focuses on irrigation efficiency by way of data-based optimization crossed with meteorological data, that's already being used in Chile, Perú, México, Uruguay and the US, and has saved over 72bn litres of water since starting operations in 2014.

And implementation is the way in our corner of the global south, as a [2023 report](#) by Brazilian-based venture capital firm Latitud has shown, with over 63% of startups using AI in their operations in capacities *"[ranging] from marginally to intensively, with low to high impact on their business."*, as the report puts it.

At the end of the day, regardless of how Latin America faces and seizes the opportunities that the ever-changing technological context present it with, you can always trust the region of doing just as Seu Jorge sang (covering David Bowie's song Changes): *"Sempre em frente, nunca pra trás"*.

Elsewhere en Latam

- 🇨🇷 Costa Rica's government has signed a deal with US-based cybersecurity firm [Crowdstrike](#). *"This agreement represents a significant step towards strengthening our capabilities in cybersecurity. Cooperation with CrowdStrike will allow us to jointly address current and future challenges in digital security, ensuring a safer and more resilient environment for our society and economy.",* said Paula Bogantes, the nations Minister of Science, Innovation, Technology, and Telecommunications.

- 🇨🇴 A joint initiative aimed at *"digital reindustrialization"* has been launched by [Innpulsa Colombia](#) and [Bancoldex](#), a local development bank. The push for digital transformation focuses on projects that improve the capabilities of micro, small and medium enterprises by way of cloud management. The credits offered range from COP$100mn for micro scale enterprises, to COP$300mn for medium ones.

- 🇲🇽 In 2023, Mexico overtook Chinese exports for the [first time since 2002](#). Figures recently released by the U.S. Commerce Department show a 5% year-on-year increase from 2022 to 2023, totalling over USD$475bn, meanwhile China dropped 20% to USD$427bn. At the same time, Chinese investment in Latin America has [shifted away](#) from its typically massive emblematic projects, and started moving its focus in the region towards what they call *"new infrastructure"*, meaning innovative industries, ICTs, renewables and the like.

- 🇹🇹 An [oil spill](#) off the coast of the twin-island nation of Trinidad and Tobago has officials scrambling to contain the mushrooming stain. Its origin is an upturned barge that was being tugged from Panama to Guyana. The 12km slick is now spreading towards the Caribbean, and Trinidad's government has warned Venezuela and Grenada of possible damages to its territorial waters.

La cita

"Chile isn't the biggest, richest, or most powerful country in the world, but we should dedicate ourselves to transforming it into the best country in the world. We don't have a single minute to lose."

Sebastián Piñera, former Chilean President.

"I recognize and value that he never hesitated to offer help and advice despite the public differences we had in the past (...) He never let himself be carried away by fanaticism and resentment. All of us in politics should take note of these virtues."

Gabriel Boric, Chile's President, on the death of Sebastián Piñera.
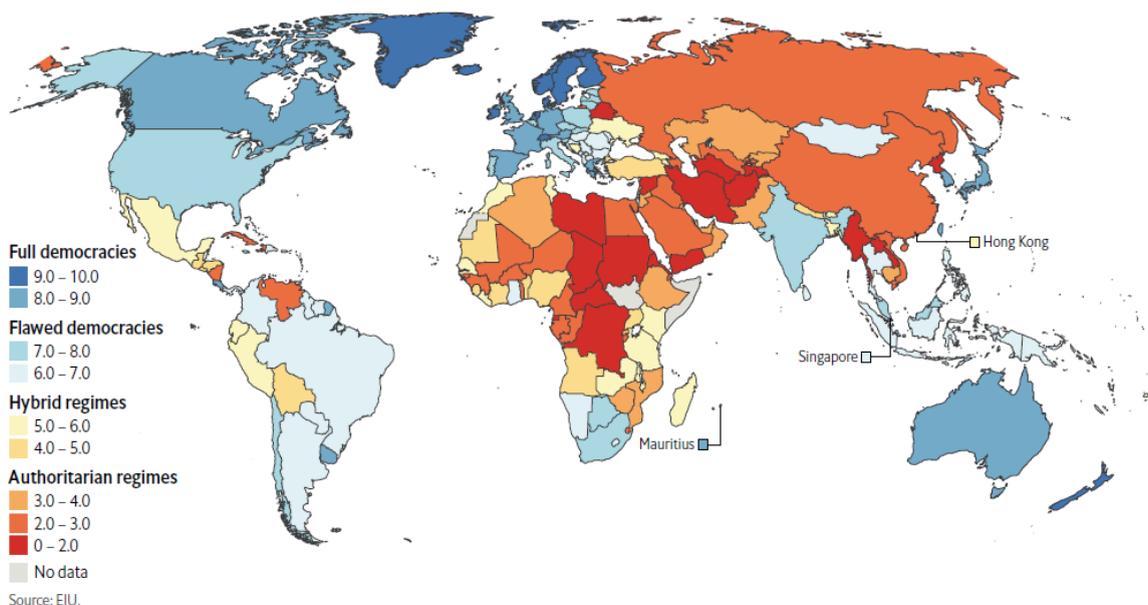

La invitación

We would like to invite all to our upcoming event ***"Connecting Communities: Perspectives and Challenges of Digitalization"***, taking place in Madrid's Ateneo Cultural Center, this February 21st and 22nd, held a week before the **Mobile World Congress**. Find more information [here,](#) and you see the full itinerary and sign up for the event [here](#).

We are also hosting an invitation only, C-suite, event **in Barcelona**, on **February 26th**, poised at the intersection of technology, innovation, and policy during the first day of the **Mobile World Congress 2024**, with three global leaders: **President Santiago Peña of Paraguay**, **European Commissioner for Transport Adina Valean**, and **OECD Deputy Secretary-General Ulrik Vestergaard Knudsen**, centered on a transformative theme: **"Development of a Technological Hub as a Catalyst for Ecosystem Growth".** Get [in touch](#) and find out more.

El gráfico

Democracy Index 2023, global map by regime type

Full democracies
- 9.0 – 10.0
- 8.0 – 9.0

Flawed democracies
- 7.0 – 8.0
- 6.0 – 7.0

Hybrid regimes
- 5.0 – 6.0
- 4.0 – 5.0

Authoritarian regimes
- 3.0 – 4.0
- 2.0 – 3.0
- 0 – 2.0

No data

Source: EIU.

Uruguay has been ranked as the leading democracy in the region, and one of the strongest globally, ranking 14th side by side with Australia. Source: [The Economist](#)

La lectura

Leticia [Ossa Daza](#): I am currently reading *['How Women Rise'](#)* by Sally Helgesen and Marshall Goldsmith because I am passionate about finding tools to help those that I mentor be the best version of themselves in their careers. The authors were able to identify common themes in ways that show how the very skills that help women achieve early in their careers become roadblocks. Some of these include a reluctance to claim achievements, the trap of perfectionism, and failing to cultivate allies. It's a great book for anyone looking to advance their career and empower others to do the same within complex workplace cultures.

Jorge [Negrete](#): We are surrounded by crucial technological battles in our contemporary society. The most significant? The battle of the chips, the processors. Chris Miller, in his book: *["The Chip War"](#)* tells the story of this technology and Silicon Valley, with a dizzying, energetic, and atypical narrative style for this kind of book. A story of the most important technological epic and the origin of the first digital revolution of our civilization. A must-read.

Ángel [Melguizo](#): I'm thrilled to share a timeless gem from 1970: *['Exit, Voice, and Loyalty'](#)* by the brilliant Albert Hirschman. In our current climate, where rebuilding trust is a pressing need, this book offers invaluable insights into why individuals sometimes choose silence in the face of discontent, while other times they raise their voices or opt to leave. As a proud Latin American (and paisa) by choice, I've learnt tones from its pages.

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Thank you for reading, nos vemos en la próxima.