

# Anahuac Labs,

technological  
innovation  
clusters to train  
the engineers  
of the future



**Anáhuac**  
México

## LOGROS 2023 FIRST SEMESTER

COMMUNITY

UNIVERSITY LIFE

ACTIVITIES

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# INDEX

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## COMMUNITY

Design projects exhibited at the “Fiesta Design / IED LATAM Creative Talent” in Madrid	4
Dr. María Elena Sánchez Vergara wins first place in the RIE360 Award for Educational Innovation	4
Alicia Amairan presents her research work at DDW 2023	5
Diego Incontri, winner of the Best Research Poster Award at the 5th Annual IRI Congress	5
Architect Bernardo Gómez-Pimienta PhD wins the 2022 Medal of Merit for the Arts	6
Our graduated Silvia Cherem is named “Woman of the Year 2022”	6
Psychology students publish in international journal	7
Walter Garcia, the graduate who was part of the visual effects team for Avatar, winner at the Oscars	7
Students from the School of Design present exclusive creations in Zona MACO	8
Daniel López Barrientos is recognized for his work in the CONAC	8
Researchers receive funding from the Mexiquense Council of Science and Technology	9
Anahuac graduates, among the 50 most influential leaders in human resources of RRHHDigital	10
Dr. Adriana Fernandez participates in the 80th Golden Globes awards ceremony	10
Bimoda wins the On Campus final of the 2023 Anahuac Hult Prize	11

## UNIVERSITY LIFE

Anahuac Mexico hosts the Third Meeting of RUA Ombudsmen and Women	14
We promoted a new social and human rights agenda with the Second Week of Inclusion and Disability	14
Mexico makes history at the Artistic Swimming World Championship	15
We set trends with the DISRUPT Marketing Symposium (MKT)ING	15
Dialoguemos México, a space for reflection on the importance of democracy	16
ASUA and Pisando Fuerte apostolate volunteers conduct workshops for migrants, refugees and asylum-seekers	17
Anahuac Lionesses win bronze in the Women’s Ice Hockey World Cup	17
Thank you, Lions and Lionesses, for upholding the name of the Anahuac at the 2023 National University Games	18
Radio Anahuac participates in the First National Colloquium of Audience Ombudsmen and Women	19
We held the 19th Symposium of Anahuac Alumni Leaders in Design	19
Our country, ranked at the top of the Central American and Caribbean Games in San Salvador	20

## ACTIVITIES

Anahuac LABS, cluster of laboratories to train world-class engineers	22
Anahuac Mexico University signs a Development Chair in Educational Innovation with Santillana Publishing House	26
Anahuac joins Ashoka’s Network of Universities for Change	26
Alfredo Achar Tussie, Honorary PhD from the Anahuac: “Do not give up in the face of obstacles; perseverance is the key to success”	27
2022 Rector’s Report, commitment and work for the common good	28
“Líderes (In)visibles”, a space for testimonials of Mexicans with disabilities	29
We inaugurated the Anahuac School for PhD Studies, a space for research, academic excellence and innovation	30
We held the second edition of the Lincoln Anahuac Masters Golf Tournament	32

## ACKNOWLEDGMENTS

The Anahuac Community excels on a national level in the Ceneval Award for Performance Excellence-EGEL	34
The Anahuac is awarded the ESR Distinction for its excellence in Social Responsibility and Sustainability	37
“Seeing you is all assures me that the seeds of goodness continue to grow”: Dr. Cipriano Sánchez García, L.C.	38
The Master’s Degree in Integral Communication and Social Transformation enters Conahcyt’s National System of Postgraduate Studies	40
Excellence Awards, young people who carry the promise that there is a future for something better in their hearts	41
“New graduates from Masters and PhD programs are a source of pride for our University”: Dr. Cipriano Sánchez García, L.C.	42
The Anahuac obtains the #MiUniversidadSinResiduos (My University Without Waste) recognition from Enactus Mexico and the Coca-Cola Foundation	44



# COMMUNITY



ACADEMIC



STUDENT



GRADUATE

## Design projects exhibited at the “Fiesta Design / IED LATAM Creative Talent” in Madrid



As part of the initiative created by the Istituto Europeo di Design (IED) to recognize Latin American talent, the projects of the students of the School of Design of our University, Eduardo Murillo, Kristelle Avila, Maria Jose Gandara, Harumi Tanaka, Ramiro Matos and Julieta Garza, were selected to participate in “Fiesta Design/IED LATAM Creative Talent”. They were exhibited at the headquarters of the Institución Libre de Enseñanza, as part of the Madrid Design Festival 2023.

The talent, creativity and innovation of the creative and cultural industries in Latin America are important drivers of transformation to generate wealth, in addition to contributing to competitiveness and social impact. Thus, the projects on display strengthen the links created in Spain with Latin American organizations, such as Mexico Design Week.

The IED offers the opportunity to publicize and exhibit projects that have been recognized and honored in their respective countries, as well as to demonstrate the role played by the institutions or companies that organize these local events. In addition, the selected projects will be shown to IED students at different design-related events in Spain.

## Dr. María Elena Sánchez Vergara wins first place in the RIE360 Award for Educational Innovation

The research professor from the School of Engineering won first place in the RIE360 Prize for Educational Innovation, awarded by the 360 Educational Innovation Network, made up of nine public and private universities in Mexico, with her project “Design Thinking in the development of dynamic prototypes for the subject of Material Engineering”.

During the award ceremony, which took place within the framework of the 9th International Congress on Educational Innovation CIIE 2023 at the Tecnológico de Monterrey, Dr. María Elena Sánchez Vergara explained how her students developed efficient prototypes through the application of the Design Thinking methodology, optimizing the use of natural resources through recyclable materials.

According to the researcher, the importance of this project refers to the evolution in the learning of analysis, selection and handling of materials by engineering students, whose work allows them to combine the use of Granta software, acquired during online classes at Anahuac Mexico University, with the development of dynamic prototypes made with recycled materials, evidencing their



theoretical and practical learning, which is fundamental for their future performance as engineers.

### 360° Educational Innovation Network

This network was created after analyzing common problems of public and private higher education institutions (HEI), which identified the need to share resources, experiences and ideas, in addition to building a joint project that generates synergies based on the identification of institutional strengths, innovative experiences and academic capabilities.

Its mission is to collaborate on an institutional level to promote complex student learning and the professional development of teachers and administrators through the creation, implementation and evaluation of educational initiatives. Meanwhile, its vision is to be a model of collaboration that promotes the improvement of middle and higher education in Mexico.

## Alicia Amairan presents her research work at *DDW 2023*

Alicia Amairan, a student of the Bachelor's Degree in Medical Surgery, undergraduate intern at Hospital Escandón and affiliated collaborator of Harvard and the Mayo Clinic, presented research on a procedure to perform a pancreatosplenectomy at the Digestive Disease Week (DDW) held in Chicago, United States.

The DDW is one of the most important meetings in the world in the field of gastroenterology and gastrointestinal surgery that presents the latest developments and knowledge in this area of medicine.

The procedure is a modification of the RAMPS technique described by Strasberg in 2007. This transformation allowed a complete resection of the distal pancreas and left adrenalectomy and was performed to leave a zero-tumor margin in a patient. It should be noted that the surgery was performed in July 2022 at the Mayo Clinic Florida by the HPB (Hepatopancreatobiliary) surgical team.



Alicia Amairan has conducted clinical and basic research during her summer stays at the Mayo Clinic in Florida, covering topics such as pancreatic markers for early detection of cancer, surgical complications and surgical procedures in recent years. These studies have been presented in national and international congresses.

## Diego Incontri, winner of the Best Research Poster Award at the *5TH ANNUAL IRI CONGRESS*

Diego Incontri Abraham, a graduate of the Bachelor's Degree in Medical Surgery from the School of Health Sciences, member and former coordinator of INVESTIGA Anahuac, won the award for best research poster at the 5th Annual Congress of the International Research Initiative (IRI) program.

Furthermore, his research project affiliated with Harvard Medical School, where he completed a one-year research fellowship in neurology, and the Centro de Investigación en Ciencias de la Salud (CIC-SA) of the Anahuac Mexico University was accepted for presentation at the 2023 European Stroke Organisation Conference (ESOC) in Munich, Germany, considered the leading forum in Europe for presenting progress in research and clinical care of patients with cerebrovascular disease.

The aim of the research project was to examine whether the location of hemorrhages in the adult cerebellum is associated with a specific subtype of central nervous system small vessel disease: cerebral amyloid angiopathy or hypertensive arteriopathy.

This research found that hemorrhages located on the surface of the cerebellum are associated with cerebral amyloid angiopathy, which is the most common cause of lobar hemorrhages in older adults. In contrast, hemorrhages located deep in the cerebellum were found to be almost exclusively associated with hypertensive arteriopathy.



# Architect Bernardo Gómez- Pimienta PhD wins the 2022 Medal of Merit for the Arts

Architect Bernardo Gómez-Pimienta PhD (Architecture, gen. '86), former director of the School of Architecture at Anahuac Mexico University and current director of BGP Arquitectura, won the 2022 Medal of Merit for the Arts in the discipline of Architecture, awarded by the Congress of Mexico City.

This award recognizes people who have excelled individually or collectively and whose creative work and trajectory stand out in the production of works, achievements and contribution to the enrichment of the cultural heritage of Mexico City, honoring its cultural values.

Architect Gómez-Pimienta PhD is currently the director of ArquíLab at Anahuac Mexico University and emeritus scholar of the National Academy of Architecture. He recently won the CAM-SAM Grand Prize for Professional Merit in recognition of his career. He has been a member of the National System of Creators of Art, was decorated by the French Republic as a Knight of the National Order of the Legion of Honor and is an honorary fellow of the American Institute of Architects and the Royal Architectural Institute of Canada.

He was also named a foreign member of the French Academy of Architecture, becoming the only architect representing Latin America. In 2021, the Société Académique Arts-Sciences-Lettres de France awarded him the gold medal.



## Our graduated **Silvia Cherem** is named “Woman of the Year 2022”

Silvia Cherem Sacal (Communication, gen. '84) was named “Woman of the Year 2022” by the National Board of Trustees for Woman of the Year for her work as president of the International Women’s Forum and her career as a journalist and writer.

In a ceremony held at the National Museum of Anthropology in Mexico City and presided over by Kena Moreno, founder and coordinator of the award, the communications specialist received the award from Beatriz Paredes, senator of the Institutional Revolutionary Party (PRI) and member of the board of trustees.

Amidst applause and cheers, journalist Leo Zuckermann acknowledged in his speech that Cherem is an example to be followed by women of yesterday, today and always, and recognized the professionalism that the writer has shown throughout her professional life.

Friends, students, colleagues, children and grandchildren enjoyed the words of Silvia Cherem, who invited Mexican women not to give up the fight for social and professional equality, as well as for the security that every Mexican woman deserves. She also expressed her commitment to defend freedom of speech and the search for truth in a difficult environment for her profession.

Silvia Cherem strikes a balance between her family life and her everyday work as a journalist. She has won the 2005 National Journalism Award, the Mexico-Israel Cultural Institute Award, the Maguén David Woman Award and the 2014 Anahuac Leadership Medal in Communication. On three occasions she has been a semifinalist of the New Journalism Award of the Foundation for New Iberoamerican Journalism and was named president of the Mexico Chapter of the International Women’s Forum.



## Psychology students publish in international journal

As part of the curriculum of the Bachelor's Degree in Psychology, students in the sixth and seventh semesters take two subjects that serve as advisories in which professors with extensive experience in research help students to create a document for scientific publication.

On this occasion, students María Fernanda Cuéllar, Isabel Dager, Ana Patricia Villegas and Zuemmy Molina, under the supervision of Dr. Aldebarán Toledo Fernández, professor and researcher at the School of Psychology, produced an outstanding paper that adds to their experience and personal curriculum, as well as contributing to the research area of the School.

Their research, published in the Cognitive Neuropsychiatry journal, focused on the association between cognitive reserve and personality traits in a small group surveyed online. Their hypothetical premise is that a person's ability to adapt to various brain alterations (cognitive reserve) is usually determined by cognitively



stimulating activities and that in turn there are certain personality profiles that are more likely to engage in such stimulating activities.

These types of activities demonstrate the students' experience, help them to consolidate their learning and provide a unique factor. In addition, directors recognize the importance of research work, which is why they promote and reinforce it, giving it a high curricular value when published in a renowned journal, for which extensive quality criteria must be met.



## Walter García, the graduate who was part of the visual effects team for Avatar, winner at the Oscars

The film Avatar: The Way of Water won the Oscar in the category of Best Visual Effects, in which our graduate Walter García Urenda (Communication, gen. '87) was part of the team behind this great achievement, serving as visual effects producer of this second installment of the saga that depicts the breathtaking world of Pandora.

In the movie The End of Days (1999), Walter García participated as a visual effects production assistant. Since then, he has spent more than half of his working career in visual effects. His career includes his collaboration on movies such as The Hunger Games: Mockingjay part 1 (2014) and part 2 (2015), Guardians of the Galaxy vol. 2 (2017), Life of Pi (2012), The Chronicles of Narnia: The Lion, the Witch and the Wardrobe (2005), Mission Impossible 2 (2000), among others.

In the multi-award-winning movie Avatar, Walter Garcia led part of the team of more than 200 visual artists at Weta Digital, which transports us to a world created entirely using animation and digital modeling. During the 95th Academy Awards, some of his work helped Avatar: The Way of Water win the top visual effects award from the Academy of Motion Picture Arts and Sciences, beating out films such as The Batman, All Quiet on the Western Front, Black Panther: Wakanda Forever and Top Gun: Maverick.



## Students from the School of Design present exclusive creations in Zona MACO

Considered the most important contemporary art and design fair in Latin America, Zona MACO brings together proposals from artists and designers from all over the world and our students from the School of Design were present for the ninth time with more than 80 projects that included furniture, jewelry and both utilitarian and decorative collectible and limited edition objects, pieces that also demonstrate new Mexican design and the projection of the University in Europe, North America and Latin America, as well as its quality and creativity.

In addition to the exhibition, there were more than 20 activities that included book presentations and talks featuring international panelists.

## Daniel López Barrientos is recognized for his work in the CONAC

The Board of Directors of the National Association of Actuaries presented an award to Dr. José Daniel López Barrientos (Actuary, gen. '03), research professor at the School of Actuarial Sciences, for his work as head of CONAC's Actuarial Research and Development Committee for the 2021-2023 biennium.

The National Association of Actuaries (CONAC) represents the voice of Mexican actuaries and brings together actuarial professionals and their different specialized sectors to promote excellence in the preparation and development of professionals, as well as to protect and develop the professional field of actuarial work, promote competitiveness and ensure the optimal national and international projection of the actuarial profession based on the observance of the principles of professional ethics in actuarial practice, in order to provide the sectors of society with quality work and information that is useful.



## RESEARCHERS receive funding from the **Mexiquense Council of Science and Technology**

The Governor of the State of Mexico, Alfredo del Mazo Maza, presented grants to the winners of the 2022 call for research funding for women scientists of the Mexiquense Council for Science and Technology (Comecyt), including three female research professors from Anahuac Mexico University.

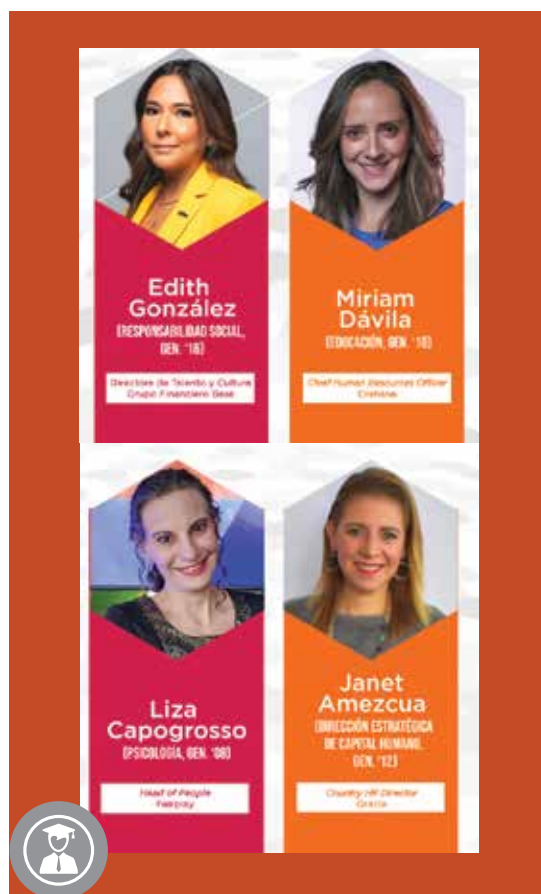
On this occasion, the academics from our Institution who achieved outstanding results with their projects are:

- Dr. Eloísa Colín Ramírez (School of Sports Sciences): “Association between cardio-metabolic indicators and intestinal microbiota in children with muscle mass deficiency and obesity”.
- Master Jimena Hogrebe Rodríguez (School of Architecture): “Geografía narrativa en una ciudad, atlas literario de la Ciudad de México 2” (Narrative geography in a city, literary atlas of Mexico City 2).
- Dr. María Elena Sánchez Vergara (School of Engineering): “Doping and deposition of organic semiconductors based on metal phthalocyanines and metal derivatives of 2-benzylidene-1-indanones for their application in new generation photovoltaic devices”.

One of the main objectives of Comecyt is to support scientific, technological and innovation research projects in the State of Mexico that contribute to sustainable economic and social development, increase productivity and competitiveness of the productive and service sectors, as well as strengthen the capacities of the science, technology, scientific research and innovation system in the state.

Likewise, Anahuac Mexico University seeks to promote interdisciplinarity and collaboration among researchers, considering our identity, the needs and trends in Mexico and the world, particularly promoting research within our strategic plan.





## Anahuac graduates, among the 50 most influential leaders in human resources of *RRHHDigital*

The newspaper RRHHDigital initiated a voting process in which its readers selected the 50 most influential leaders in human resources.

The following graduates from Anahuac Mexico University were included in this select group:

- Edith González (Social Responsibility, gen. '16) Director of Talent and Culture at Grupo Financiero Base.
- Miriam Dávila (Education, gen. '10) Chief Human Resources Officer at Crehana.
- Liza Capagrosso (Psychology, gen. '08) Head of People at Fairplay.
- Janet Amezcua (M.S. Strategic Human Capital Management, gen. '12) Country HR director at Oracle.

Candidates were selected based on media appearances and editorials, as well as the implementation of socially responsible policies.

## Dr. Adriana Fernández participates in the 80th *Golden Globes* *awards* ceremony



Dr. Adriana Fernández Rodríguez Macedo, coordinator of the Master's Program in Entertainment Industry Development and Management, was part of a new generation of international voters who recently joined the Hollywood Foreign Press Association (HFPA), in order to promote greater inclusion and representation and in recognition of the excellence of film and television professionals both in the United States and worldwide, thus becoming the only Mexican member of this new initiative.

As a result, she attended the 80th Golden Globes ceremony in Los Angeles, California, where she had the opportunity to mingle with the famous Mexican directors Alejandro González Iñárritu and Guillermo del Toro, the latter of whom won the Golden Globe for Best Animated Film for *Pinocchio*.

She also chatted with award-winning composer Justin Hurwitz, who won the Golden Globe for Best Soundtrack for *Babylon*, as well as with the well-known Argentine actor Ricardo Darín, who celebrated the triumph of Argentina, 1985 as Best Foreign Film. She also spent time with actors Evan Peters and Jenna Ortega, stars of the nominated series *Dahmer* and *Wednesday*, and with New Zealand director Taika Waititi.

## Biomoda wins the On Campus final of the 2023 Anahuac Hult Prize

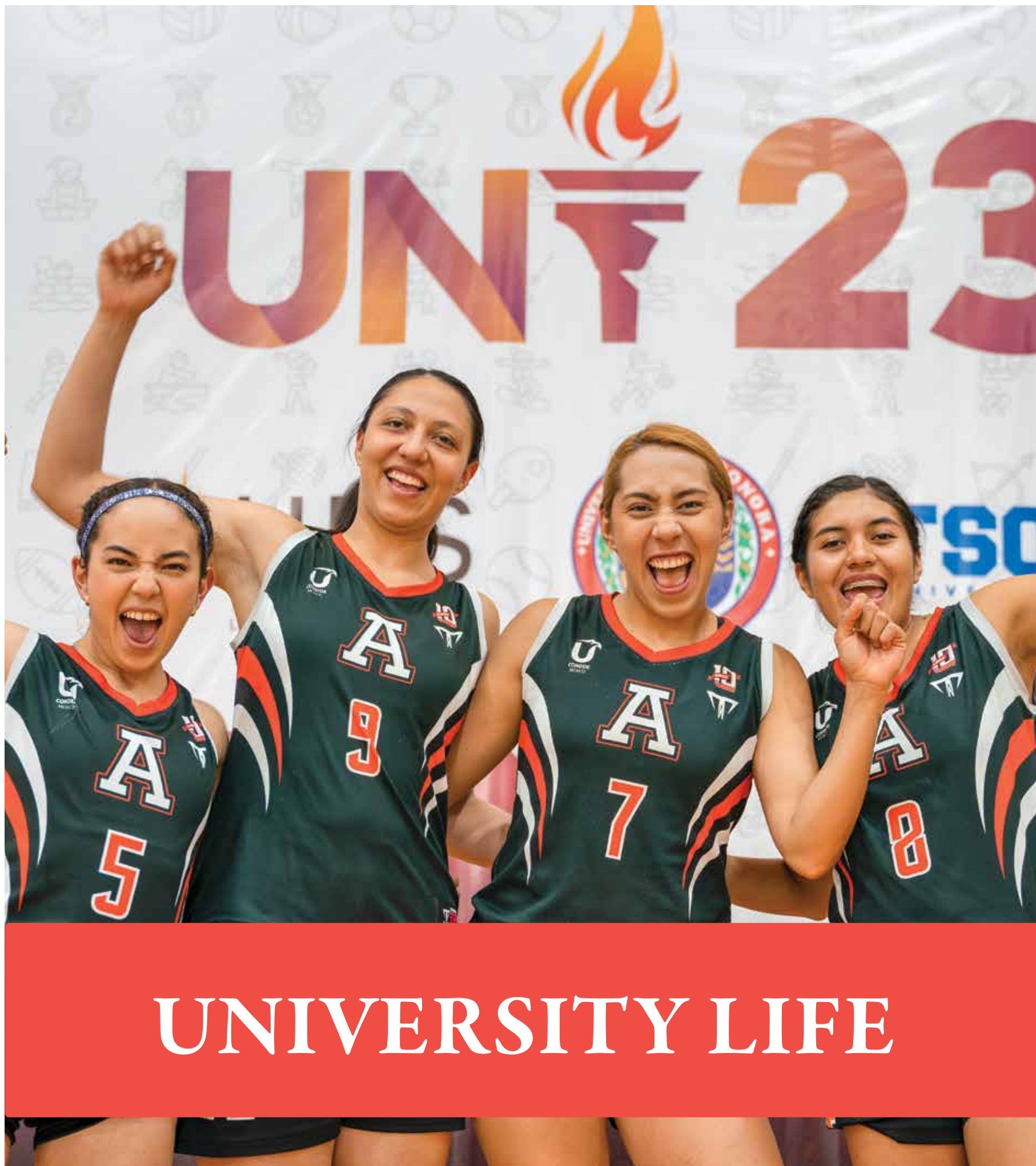
The aim of this project is to promote university projects around the world, awarding prizes to the first six places selected from approximately three thousand universities in the final stage. Each year a different challenge is chosen, with the aim of contributing something positive to the planet and society, this year's challenge being "Redesigning Fashion".

The last time this competition was held at our University was in December 2021, where Rodrigo Velázquez Gómez, then a student at the School of Engineering, served as Campus Director. On this occasion, Diego Tejeda Rutsche, a student from the School of Tourism and Gastronomy, performed this role along with his student committee, composed of Edith Norman López, Elsie Ramos Sanders, Mariana Noguera García, Rebeca Mendoza Gutiérrez, Roberto Escalona Camacho and Valeria Busquets Díaz.

This time, 12 startups comprised of undergraduate and graduate students from both campuses competed, presenting their pitch to a jury made up of three women with experience in education, design and the social sphere, Yolanda Magaña Barajas, Engineer Sara Zetune Atri and graduate student Yunuen Galdo Oliveras. After evaluating all the teams and deliberating the results, the jury selected the Biomoda team as the winner, comprised of Ian González Islas, Saúl Mercado del Río (both from the third semester of Biotechnology) and Ian Cargado Carvallo (fifth semester of Biomedical Engineering).

This venture seeks to produce ecological dyes through the use of genetically modified microorganisms.





UNIVERSITY LIFE



## Anahuac México host the Third Meeting of RUA Ombudsmen and Women

With the aim of exchanging experiences, best practices and proposing improvements for the healthy coexistence of all the universities in the Network, Anahuac México University hosted the Third Meeting of Ombudsmen and Women for the University Rights of the Network of Anahuac Universities (RUA).

On this occasion, Dr. Sonia Barnetche Frías, general secretary and ombudswoman for University Rights, and Erick Medina Ruiz, coordinator of the Consultative and Disciplinary Commission, attended as representatives of Anahuac México. The RUA authorities were represented by Alfredo Navarrete Castillo, director of the Office for the Defense of University Rights of the Executive Secretariat of the Anahuac Network; Sofía Llamas Góngora, ombudswoman for Anahuac Veracruz University; Maritza Castellanos Vasallo, ombudswoman for Anahuac Oaxaca University; Julia Amanda Díaz Aguiar, director of the Office for the Defense of University Rights of the Anahuac Network, and Julia Amanda Díaz Aguiar, director of the Office for the Defense of University Rights of the Executive Secretariat of the Anahuac Network; Julia Amanda Díaz Aguiar,

ombudswoman for Anahuac Mayab University; Arturo Esparza Parra, ombudsman for the Instituto de Estudios Superiores de Tamaulipas; Dr. Ricardo del Río Trejo, ombudsman for Anahuac Querétaro University and, remotely, Jorge Luis Cervantes Castro, ombudsman for Anahuac Cancún University.

One of the most relevant points was the exchange of experiences regarding the performance of the Anahuac Offices for Ombudsmen and Women in universities to identify good practices, as well as the organization of a workshop on techniques to face adversity and achieve resilience, which was given by the Anahuac Psychopedagogical Center. In addition, the theme of “No + violence” was addressed and a visit was made to the Shoah Multisensory Study Center in order to sensitize participants on the need to build a culture of peace and non-violence in our institutions.

The Ombudsmen and Women of the Anahuac University Network continue working together to oversee university regulations and achieve synergies that benefit the entire Anahuac Community.



## We promote a new social and human rights paradigm with the Second Week for Inclusion and Disability

The Second Week for Inclusion and Disability brought together students, academics and university authorities to reflect on the social paradigm of disability with the aim of promoting equal conditions for all.

This event, the result of coordination between the departments of Outreach, Institutional Development, Leadership and Excellence Anahuac and Social

Commitment, as well as the Schools of Education and Health Sciences of Anahuac México University, promotes a genuine culture of inclusion based on 13 years of work.

On this topic, Francesca Munda Magill, Director of the School for Education and Humanities, recalled that in 2010, under the principles of the Convention on the Rights of Persons with Disabilities of the United Nations (UN), the Office for the Inclusion of Persons with Disabilities was created, which seeks to generate an inclusive University Community that provides equal opportunities to all students, in addition to the foundation of the Committee on Accessibility for Persons with Disabilities in 2017, which aims to develop and coordinate policies on this issue.

She also recalled that inclusion is a fundamental right that we must ensure for all people, regardless of their differences. “Inclusion is never a favor, but a duty of society; it is not a matter of charity or justice, because we all have the right to be accepted and valued for who we are and it is our duty to work together to ensure that all people have the same opportunities for education, employment and participation in society,” she added.

The inauguration was followed by a talk entitled “Moving forward together towards a better Anahuac”. At the North Campus, the week’s activities also included the ASUA por una Sonrisa event, the Mexican Sign Language Workshop, Runway Together on the central esplanade, among others and, at the South Campus, the Inclusion and Disability Workshop, the “Inclusive Education” conference and the Job Fair for People with Disabilities.

# Mexico

## makes history at the ARTISTIC SWIMMING WORLD CHAMPIONSHIP



Our graduate Nuria Diosdado (Business Administration graduate, gen. '13) and Joana Jiménez won the gold medal in the free duet event at the Artistic Swimming World Cup held in Soma Bay, Egypt, defeating the Dutch pair by more than eight points.

The Mexican team, which includes two of our Anahuac artistic swimmers, Daniela Estrada (Business Administration graduate) and Pamela Toscano (Business Administration student), won another gold medal in the acrobatic team category with 227.6626 points, beating Kazakhstan with 210 points and France with 208.92 points. Mexico also won a bronze medal in the mixed

free duet with 255.3417 points, which earned them third place over Colombia and Spain.

Anahuac Mexico University is proud to have athletes of international stature and high performance in its Elite Sports Excellence Program, such as Nuria Diosdado, Daniela Estrada and Pamela Toscano, who have demonstrated their talent and whose victories are a testimony of the sports and academic training they have received at our institution. Thanks to their dedication, discipline and passion, this achievement will be a source of inspiration for future generations and an incentive for the development of artistic swimming in the country.

## We set trends with the DISRUPT Marketing Symposium (MKT)

The DISRUPT(MKT)ING Marketing Symposium was held in the auditorium of the Postgraduate Studies Center of the North Campus and was organized by the Alumni Society and the Marketing Department, where several international brands gave presentations with the main focus being on disruption.

Pepsico representative Rubicela Leon, Cheetos Senior Brand Manager, talked about how to deal with different stimuli, since it is a challenge to capture the attention of consumers, which is why they developed a partnership with Flaming'Hot and Stranger Things, starring El Santo.

Jimena Gutiérrez, Brand Manager of skin care at Unilever, began with a brief history of the company, highlighting the five business groups they manage and the new strategies to reach younger audiences. José Luis Luna (Finance and Public Accounting, gen. '14), Marketing Director of American Brands, represented Kiehl's and explained that their main focus is good physical interaction through strategically placed brand activation strategies for sales.



Raúl González Carvajal (Communication, gen. '09), CEO of Scan Audience, mentioned that his company is a platform focused on outdoor advertising that helps its clients to understand their audience and the impacts of advertising, while Héctor Cruzado, CEO/CMO of this company, highlighted that since the market is very competitive, it earned its position through innovation and collaboration, as well as agility and flexibility.

Finally, Pablo Velasco Rincón, commercial director of Bio Papel Scribe, explained that the company is focused on sustainability, which is why it seeks to create a better environment and future.

# Dialoguemos México,

## a space for reflection on the importance of democracy

In its fourth edition, a group of experts sought to raise awareness among young university students on issues of national importance and provide them with the tools to exercise their right to vote.

Anahuac Mexico University, through the Public Administration Leadership Program Sinergia, organized a space in which the quality of Mexican democracy was analyzed.

Regardless of political parties and ideological positions, the fourth edition of this forum seeks to protect and strengthen democracy, improve its quality and safeguard the independence and functioning of autonomous constitutional bodies and institutions such as the Supreme Court of Justice of the Nation (SCJN) and, as a result, academics, representatives of civil society and relevant public figures came together to share with university students proposals that contribute to a Mexico where everyone is heard, respected and participates.

With one year to go before the 2024 elections in which Mexicans will vote for a new president and elect 128 senators and 500 federal deputies, and in which nine governorships will also be renewed, as well as 30 local congresses, it is essential to have clear rules that guarantee a level

playing field and a strong referee to ensure impartiality.

That is why Dialoguemos México opened a space in which the main specialist in the evaluation of democracy at Idea International, Miguel Ángel Lara Otaola, gave a presentation on the progress and setbacks of this political system in Mexico with the topic “The state of democracy in the world and Latin America”.

The panel “Legislative Freedom and Judicial Independence: Pillars of Democracy” was also held, with the participation of Alfonso Pérez Daza, former counselor of the Federal Judiciary and academic at the National Autonomous University of Mexico (UNAM); Luisa Conesa Labastida, founding partner of Conesa & Moreno, Abogados (CyMA), and Cecilia Mora Donatto, researcher at the Legal Research Institute of the UNAM.

The forum activities also included the panel “Civil Society Organizations: The Importance of Citizenizing Public Power” which was joined

by Kenji López Cuevas, founder and president of Cancer Warriors Mexico; Marcia Itzel Checa Gutiérrez, coordinator of the Observatory for Public Appointments, and Gerardo Carraso Chávez, co-founder of the National Council for Strategic Litigation.

The performance and importance of the media in Mexican democracy was also a topic addressed in this space for dialogue, which brought together Paula Saucedo and Carlos Hurtado, media experts, who discussed the importance of journalism in the consolidation of an advanced democracy through the panel “Free and Plural Media: A Distinctive Note to Democracy”.

Dialoguemos México is a space for dialogue and reflection on the political, economic and social context of our country and seeks to raise awareness among young university students on issues of national importance, in addition to providing them with the necessary tools to exercise their right to vote in a responsible, reasoned and informed manner.



## ASUA and Pisando Fuerte

apostolate volunteers conduct  
workshops for migrants, refugees  
and asylum-seekers



Volunteers from the Anahuac University Social Action (ASUA) program and the Pisando Fuerte apostolate attended the “Casa Fuente de Apoyo a Mujeres, Niñas y Niños Víctimas de Violencia” Shelter to promote the integration of the community, to accompany and assist them with basic resources and to organize various activities.

On this occasion, ASUA volunteers from the International Relations, Finance, Economics, Actuarial Science and Entertainment Business Management departments participated in the planning of the “Migrating Emotions” activity. In addition, the support of the members of Pisando Fuerte was key in accompanying the volunteers, creating an alliance with the shelter and assisting the migrants.

Activities were carried out in which children and adults were given spaces for dialogue and openness. For the children, a dynamic was organized in which they identified the moments and reasons why they felt joy, worry, sadness, tiredness, love and anger, in order to understand themselves and propose actions to feel happy more often.

The interaction with the refugees, mostly Venezuelan migrants, was enriching, as they shared their traditional music amidst applause, clapping on the table and unique dance steps.

Thanks to this activity, the volunteers learned about the cultural and social expression of each migrant because, although national identity and culture is something that characterizes a community, during this visit they learned the value of personal knowledge and the importance of their own cultural recognition.

## Anahuac Lionesses win bronze in the Women's Ice Hockey World Cup

The Mexican national team won the bronze medal at the Women's Ice Hockey World Championship, Division II, Group A, held at the San Jeronimo rink in Mexico City, after a 2-0 victory in its last game against China Taipei, with goals scored by Daniela Rosales and Samantha Nevárez.

According to the National Commission for Physical Culture and Sports (Conade), with a total of two wins and two losses, led by national coach Diego De la Garma, the athletes earned a place on the podium and bid farewell to their fans, who accompanied and encouraged them during their four days of competition.

The winning team includes students and graduates of the Anahuac Elite Sports Excellence Program:

- Frida Cárdenas Castro (Marketing)
- María Fernanda Chávez Hernández (Industrial Engineering)
- Luisa Fernanda Viñals Lorenzana (Design)
- Bertha González (MBA Master's Degree)
- Andrea Ayala Pérez (Entertainment Business Management)
- Paola Rosales Viruega (Nutrition)
- Daniela Rosales Viruega (Entertainment Business Management)
- Natalia Amaya Aréchiga (Physical Therapy and Rehabilitation)
- Samantha Nevárez Puente (Biomedical Engineering)



Fotos: Cortesía de la Federación Deportiva de México de Hockey sobre Hielo.



## Thank you, LIONS and LIONESSES, for upholding the name of the Anahuac at the 2023 National University Games

The Anahuac Lions demonstrated their leadership in sports by facing athletes from public and private educational institutions from all over the country, demonstrating their preparation for the 2023 National University Games, held in Hermosillo, Sonora.

On this occasion, they won 24 medals as a result of their performance: 7 gold, 9 silver and 8 bronze medals.

These are the athletes from both campuses who excelled in the most important student sports event in Mexico organized by the National Council for Sports in Education (CONDDE):

### Gold medal:

- Christopher May - Track and Field, 3,000 m Steeplechase.
- Chanti Jimenez - Judo, 52 kg

- Guillermo Baca - Track and Field, 1,500 m
- Álvaro Padilla and Renata Romano - Tennis, mixed doubles
- Gabriela Antonio - Taekwondo, 57 kg
- Daniel Alejandro Ávila - Taekwondo, 68 kg
- Uzziel Valderrabano - Triathlon, Sprint

### Silver medal:

- Robin Jara - Judo 66, kg
- Rugby Team
- Diana Laura Álvarez - Taekwondo, 67 kg
- Ricardo Tadeo Cárdenas - Taekwondo, 80 kg
- Valeria Macias - Climbing
- Elizabeth Medina, Ana Sofía Calderón and Valeria Suárez - Fencing, Foil
- Team Fencing
- Ana Sofía Calderón - Fencing, Individual Foil
- Elizabeth Medina - Fencing, Individual Epee
- Omar Molina Mendoza - Chess, Classic Mode

### Bronze medal:

- Paula Lozoya and Arturo Jacobo Martínez - Mixed Badminton.
- Basketball team - Women's Basketball
- Carlos Emiliano Mercenario - Athletics, Race Walking 20 km
- Christopher May - Track and Field, 1,500 m
- Jimena García and Valeria Alonso - Doubles Tennis
- Diana Laura Álvarez, Gabriela Antonio and Karen Alvarado - Women's TK3
- Karen Alvarado - Taekwondo, 67 kg
- Valeria Suárez - Fencing, Individual foil

## Radio Anahuac

### participates in the **First National Colloquium for Audience Ombudsmen and Women**



The First National Colloquium for Audience Ombudsmen and Women of the Network of University Radios of Mexico (RRUM) was held at the Autonomous University of Puebla (BUAP), where the School of Communication was represented by Rocío García Mercado, coordinator of Radio Anahuac.

The meeting was attended by 12 Ombudsmen and Women from university radio stations from eight states in the country, who shared their experiences on the programming content of university radio stations, the challenges this entails and suggestions for the office for ombudsmen and women to play a more active role on behalf of listeners.

The keynote address was given by the academic and radio expert Gabriel Sosa Plata, ombudswoman for Canal 22, Canal 44 and the University of Guadalajara radio station, who spoke about the importance of audience rights in university radio stations.

One of the main objectives of this meeting was for university radio stations to seek to open a debate on the importance of social and public broadcasting, understanding their audiences as individuals with rights.

Radio Anahuac is constantly working to ensure that its content respects its audiences and contributes to their growth and well-being.



## We held the 19th Symposium of Anahuac Alumni Leaders in Design

The meeting recognized those who have achieved outstanding professional performance, clearly identifying with the mission of their Alma Mater.

Participants at the meeting included Elizabeth Morales Magallón (Graphic Design, gen. '19); Andrea Lemus Sierra, Sr. coordinator of Visual Merchandising for the L'Óreal luxury brands cluster (Industrial Design, gen. '15); Viviana Vásquez, innovation specialist at the Massachusetts Institute of Technology (MIT) (Industrial Design, gen. '20); Germán García, 3D Lead Modeler & Photogrammetry Supervisor at Eugenia Virtual Humans (Multimedia Design, gen. '20); Rafael Samperio Vega, editor, senior postproducer, motiongraphics designer and co-founder of NÜ Creati (Multimedia Design, gen. '17); Begoña Arce Larragáin, beauty editor at L'Beaute digital magazine (Fashion, Innovation and

Trend, gen. '21); and José Juan Rizo Lugo Rizo, communications coordinator for Hermés Mexico (Fashion, Innovation and Trend, gen. '21).

For the third time, the Junior Designer awards were presented to recognize the best students from the first to fifth semesters of the School of Design's bachelor's degree programs.

This year the North Campus students who received the Junior Designer award were: Graphic Design: María de Lourdes Herrera; Industrial Design: Stephanie Sa Zacarías Bendek and Stephanie Fanghanel Rojo De La Vega; Multimedia Design: Natalia Gaxiola; and Fashion, Innovation and Trend: Abraham Alcántara Lazcano and María Garza Cortés.

The Advanced Designer awards were also presented to the best students from the sixth to eighth semesters of the North Campus: Graphic Design: Yeny Castillo; Industrial Design: Adriana Luengas; Multimedia Design: Martina Ferreiros, Regina Aguirre Álvarez, Carlos A. Patterson and Hanya N. Pacheco; and Fashion, Innovation and Trend: María Díez Valle, Mijal Brzezinski Jalif and Mariana Martínez Vázquez.





# Our country, ranked at the top of the Central American and Caribbean Games in San Salvador

Sixty-five Anahuac Lions participated this year, including students and graduates, who won 98 medals in different disciplines.

During the Central American and Caribbean Games in San Salvador, Mexico won 353 medals: 145 gold medals, 108 silver medals and 100 bronze medals thanks to the performance of the Mexican delegation.

Anahuac Mexico University is proud to have world-class, high-performance athletes in its Elite Sports Excellence Program, whose talent and victories are testimony to the athletic and academic training they receive at our institution.

Our athletes from the Anahuac Elite Sports Excellence Program who excelled were:

## Gold:

- Mayan Oliver - Modern Pentathlon x 2
- Mariana Arceo - Modern Pentathlon
- Catherine Oliver - Modern Pentathlon
- Héctor Ruvalcaba - Swimming 4x200 freestyle
- Nuria Diosdado - Artistic Swimming duet x4
- Ángel Martínez - Swimming 4x100 freestyle
- Daniel de la Rosa - Men's lightweight double sculls
- Maite Arrillaga - Rowing x2
- Duilio Carrillo - Modern Pentathlon
- Mildred Belén - Rowing x2
- Karla Díaz - Rhythmic gymnastics
- María José Mata - Butterfly Swimming x3
- Melissa Rodríguez - Swimming 200 m Breaststroke x2
- Manuel Padilla - Men's Modern Pentathlon Relays
- Hugo Reyes - Rowing
- Daniela Estrada - Artistic Swimming in set
- Pamela Toscano - Artistic Swimming in set
- Diego Garcia - Diving
- Alejandra Ortega - Race Walking
- José Luis Doctor - Race Walking
- Adirem Tejada, Kimberly Salazar and Dalia Alcocer - Rhythmic Gymnastics
- Ledia Damaris - Rhythmic Gymnastics x2
- Marina Malpica - Rhythmic gymnastics x5

- Cecilia Sayuri Ramirez - Triathlon
- Job Castillo - Badminton
- Dafne Gutierrez - Field Hockey
- Brandon Plaza - Taekwondo
- Fabiola Villegas - Taekwondo
- Jose Maria Pastor - Taekwondo
- Nataly Michelle - Fencing
- Alejandra Ramirez - Shotgun Shooting
- Jorge Luna Estes - High Pole Vaulting

## Silver:

- Edna Carrillo - Judo -48 kg
- Paulina Martinez - Judo -52 kg
- Robin Jara - Judo
- Mariana Arceo - Modern Pentathlon
- Melissa Rodriguez - Swimming 100 m breast x2
- Nuria Diosdado - Individual Artistic Swimming x2
- Carolina Mendoza - Diving
- María José Mata - Swimming 200m freestyle x4
- Duilio Carrillo - Modern Pentathlon
- Pamela Toscano - Artistic Swimming x2
- Daniela Estrada - Artistic Swimming x2
- Hugo Reyes - Rowing Coxless Pairs
- Mildred Belén - Rowing
- Maite Arriaga - Rowing
- Vanessa Rodríguez - Rugby
- Daniel de la Rosa - Rowing
- Mariana Días - Wrestling
- Karla Díaz - Rhythmic Gymnastics
- Ledia Damaris - Rhythmic Gymnastics x2
- Marina Malpica - Rhythmic Gymnastics
- Job Castillo - Badminton
- Daniela Souza - Taekwondo
- Carlos Sansores - Taekwondo
- Xhunanshi Caballero - Karate
- Sheila Tejeda - Fencing

## Bronze:

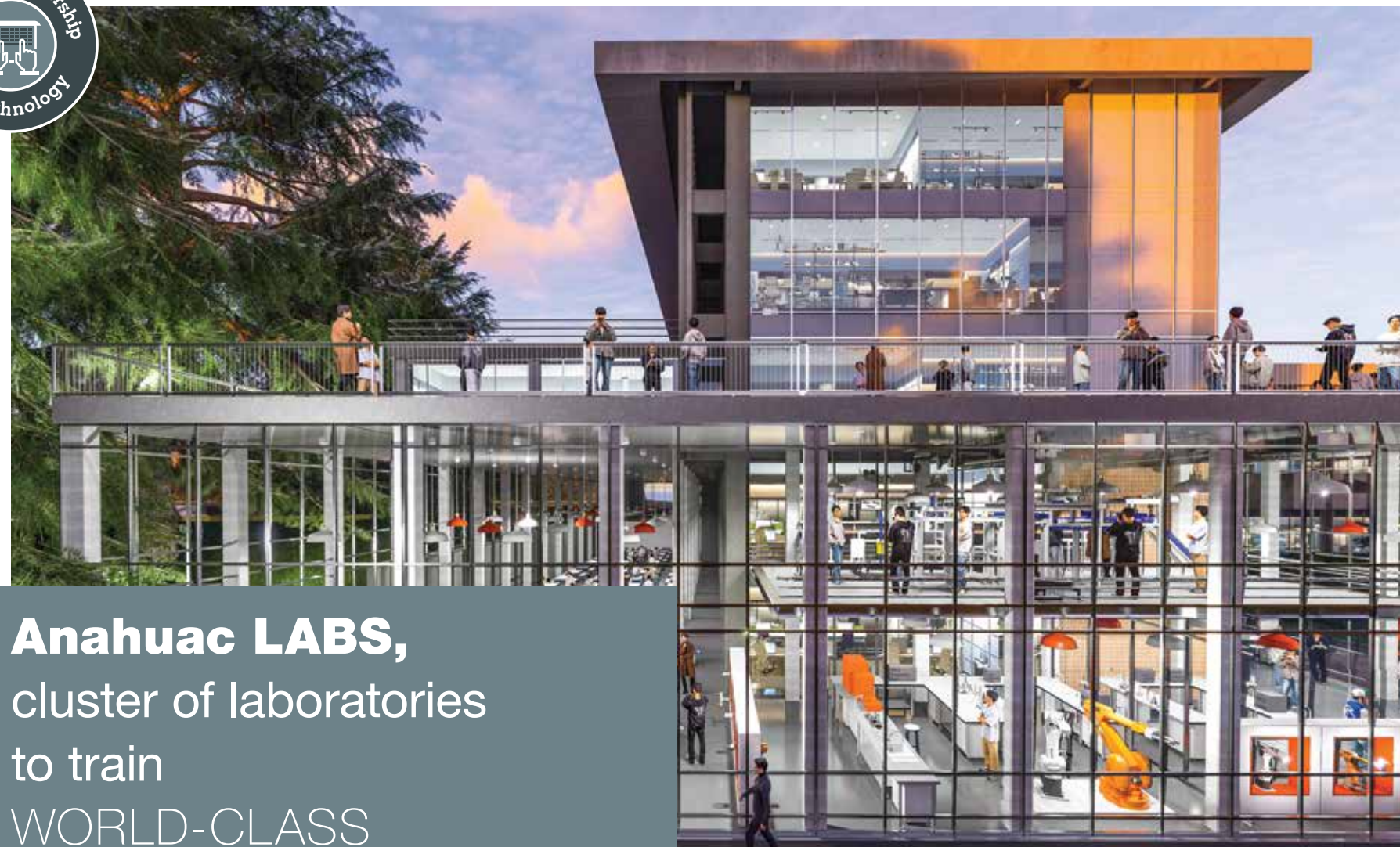
- Catherine Oliver - Modern Pentathlon
- Héctor Ruvalcaba - Swimming 200 m butterfly x3

- Ángel Martínez - Swimming 200 combined
- Alexis Esquivel - Judo
- Diego Díaz - Judo -90 kg
- Nicolás Falcón, Luc Martín, Alejandro Chávez, Alejandro Revilla, Ricardo Ancira and Franco Guerrero - Rugby
- María Fernanda Peón - Swimming 200 m breaststroke
- María José Mata - Swimming
- Noel Ali - Race Walking
- Ledia Damaris - Rhythmic Gymnastics
- Leslie Soltero - Taekwondo
- Stefania Aradillas - Softball





# ACTIVITIES



## Anahuac LABS, cluster of laboratories to train WORLD-CLASS ENGINEERS

Anahuac Mexico University, with the support of Grupo IUSA, presented Anahuac LABS, a cluster of laboratories designed to train world-class engineers capable of meeting technological challenges such as artificial intelligence, nanotechnology, data science, mobility in large cities, unmanned aerial vehicles, water logistics, waste management, non-polluting biofuels and technological gamification, among others.

The presentation of Anahuac LABS was carried out by the Rector, Dr. Cipriano Sánchez García, L.C.; Engineer Carlos Peralta, President and CEO of Grupo IUSA, and Mario Buenrostro Perdomo, Director of the School of Engineering, who said that this project is an invitation to create solutions for Mexico and the world, and that one of its main objectives is to place technology at the service of people and not the other way around.

He also emphasized that the students at the School of Engineering are known for their academic excellence due to the publication of articles in indexed journals, their work in Formula 1 and their first-class research in Mexico and abroad.

Engineer Carlos Peralta recalled that this initiative is the result of the conviction that “there is no better investment than backing research and technological development that translates into innovation and improvement for the productive and social sector”.

“We want to take advantage of this event to make an invitation to many other companies to join this project with their needs and requirements in order to work hand in hand with them to find solutions,” he added.

Our Rector mentioned that “Anahuac LABS is a project that we must all join and be involved in in order to create solutions for the needs of Mexico and the world, because this project and all the efforts made are for the engineering students, as well as for Mexico”.

The presentation was attended by businessmen such as Ricardo Salinas Pliego, president of Grupo Salinas; representatives of national, regional and generic industrial chambers and associations of the country’s different productive sectors, as well as representatives of the embassies of various countries in Mexico.

Anahuac LABS will be a state-of-the-art building with an investment of 350 million pesos and will include 10 laboratories in 6,350 m<sup>2</sup>.

Anahuac Mexico University begins this important project together with Grupo IUSA, founded by Mr. Alejo Peralta y Díaz Ceballos, who was also General Director of the National Polytechnic Institute (IPN). Today, with Anahuac LABS, Grupo IUSA is once again promoting engineering in Mexico under the leadership of engineer Carlos Peralta, with whom our institution has enjoyed many years of friendship and collaboration.

Anahuac LABS will include areas that will promote collaborative work between experts and researchers for the benefit of the country. The technology clusters of the Massachusetts Institute of Technology (MIT), as well as the universities of Stanford, Oxford and the National University of Singapore have been taken as a reference for its development, analyzing their structure, their relationships with regional companies, the way in which students gain practical experience, their academic and research staff, among others.

The design of Anahuac LABS favors interaction between the various engineering specialties and, most importantly, collaboration with other leading universities in technological development that are closely related to the companies in their regions, as well as global companies with the greatest impact on the economy, all aligned with the major themes that the World Economic Forum has identified as priorities for the future, such as data science and simulation, information technology, environment and sustainability, mechatronics, advanced manufacturing, etc.

According to the 2022 talent shortage study conducted by ManpowerGroup, 65% of companies have difficulties in finding qualified talent. In the technology industry, this increases to 68% and in manufacturing to 66%. For this reason, Anahuac LABS is the Institution's response to overcoming the significant deficit in Mexican industry, joining efforts with the world's best companies, government agencies and higher education institutions.

At Anahuac LABS, unlike other institutions, companies will be part of the training ecosystem of a talent that is critical to meet the requirements of companies and industries that need to compete or integrate into complex global processes that influence the global economy.

Construction of Anahuac LABS will begin in 2023 and it is estimated that it will be operational in Mexico in 2025 with the following laboratories:

- Data Science Lab
- Computing
- Advanced Mechatronics
- Aerospace
- Biomedical Engineering
- Chemical and Bioindustrial
- Construction Technologies
- Technological Innovation
- Anahuac Center for Clinical Simulation



# Felicidades, participación en la

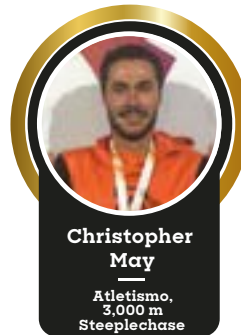
**7 MEDALLAS  
DE ORO**



**Álvaro Padilla y  
Renata Romano**  
—  
Tenis,  
dobles mixto



**Chanti  
Jiménez**  
—  
Judo,  
52 kg



**Christopher  
May**  
—  
Atletismo,  
3.000 m  
Steeplechase



**Daniel Alejandro  
Ávila**  
—  
Taekwondo,  
68 kg



**Gabriela  
Antonio**  
—  
Taekwondo,  
57 kg



**Elizabeth  
Medina**  
—  
Esgrima, espada  
individual



**Equipo de rugby,  
varonil**



**Omar  
Molina**  
—  
Ajedrez, modalidad  
clásica



**Ricardo Tadeo  
Cárdenas**  
—  
Taekwondo,  
80 kg



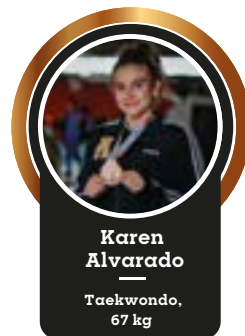
**Robin  
Jara**  
—  
Judo,  
66 kg



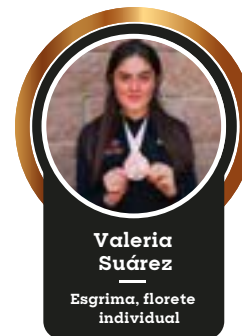
**Valeria  
Macías**  
—  
Escalada,  
femenil



**Jimena García y  
Valeria Alonso**  
—  
Tenis,  
dobles femenil



**Karen  
Alvarado**  
—  
Taekwondo,  
67 kg



**Valeria  
Suárez**  
—  
Esgrima, florete  
individual

**¡Vamos  
por más!**

# Leones y Leonas, por su Universiada 2023.



9 MEDALLAS  
DE PLATA



8 MEDALLAS  
DE BRONCE



Líderes de Acción Positiva

## Anahuac Mexico University signs a Development Chair in Educational Innovation with Santillana Publishing House

Anahuac Mexico University received engineer Juan Arzoz Arbide (Industrial Engineering, gen. '75), president of Fundación Santillana, and Mr. Ernesto Núñez Mejía, content director of Santillana Compartir Mexico, in a formal protocol ceremony in which the first Chair of Development in Innovation was signed, which will be led by Dr. Rodrigo Polanco Bueno, research professor at the School of Education and Humanities.

Santillana's mission is to contribute to education and culture through the development and distribution of innovative, quality educational and literary content, services and materials that respond to the needs of our country's educational system and readers.



The purpose of this Chair consists of the creation, foundation and validation of a System for the Accreditation of Educational Innovation that grants organizations offering educational services, training, formation, updating, guidance and pedagogical consulting or similar, the recognition and endorsement of the School of Education of Anahuac Mexico University regarding the correct execution of their activities in accordance with certain requirements to which this accreditation must be subject.



Anahuac Mexico University South Campus was named "University for Change" by Ashoka, a leading global organization in entrepreneurship and social innovation with more than 40 years of history.

Ashoka identifies and supports the world's leading social entrepreneurs, learns from the patterns in their innovations, and mobilizes a global community that embraces these new frameworks to build a world that makes change for all.

Mariana Ariza Salas, Director of Social Engagement at the South Campus, noted that being part of Ashoka "means belonging to a social ecosystem with interdisciplinary partners, with a back-and-forth relationship that benefits all those involved. In this way, we have access to global trends in educational social innovation and international best practices, allowing us to enter scenarios that are more widely seen, more listened to and more challenging."

According to the board, being part of Ashoka promotes spaces for transformation for a new culture of social entrepreneurship, social innovation and agents of change.

"This access to the network allows students, administrators and teachers to enjoy all the benefits of Ashoka, such as participating in various gatherings, congresses or international meetings, as it promotes systemic change strategies," she explained.

Thus, Anahuac will be part of the Ashoka Universities program, an ecosystem of leaders in education which, through social innovation, builds a community of change that spearheads educational strategies that have an impact on society and the environment.

## Anahuac joins Ashoka's Network of Universities for Change

# Alfredo Achar Tussie, Honorary PhD from the Anahuac:

“Do not give up in the face of obstacles; perseverance is the key to success”

On May 19, 2023, the Solemn Investiture Ceremony of Mr. Alfredo Achar Tussie as an Honorary PhD was held at Anahuac Mexico University.

Accompanied by family, friends, entrepreneurs, the Rectoral Committee, directors of schools and faculties, students, researchers, administrators and representatives of the media, the well-known Mexican businessman received a PhD medal from our Rector as an indication of his intellectual merits; the laureate's cap as the crown of his studies and merits; the white gloves as a symbol of the purity that his hands must preserve and also a sign of the distinction of his category, and the degree of Honorary PhD.

Afterwards, Dr. Alfredo Achar Tussie, in his message, thanked our Institution for the honor and emphasized

that business success is meaningless if it is not accompanied by social justice.

“To be successful, a company must always seek to be profitable in order to contribute to the development of the community in which it operates and at the same time support the growth of the country through the creation of well-paid jobs that allow for sustained growth,” he said.

He also stated that education should provide the tools to face the challenges encountered in life. He told the students that life is a journey full of opportunities and challenges and that, on many occasions, in order to achieve their goals, they will have to think outside the box and step out of their comfort zone. “Don't give

up in the face of obstacles, perseverance is the key to success. Learning never ends, there will always be something new to learn; always be open to new suggestions, because education represents the greatest value in order to develop as individuals and is the key to professional and personal growth,” he added.

Finally, he called on them not to forget to be empathetic and compassionate with others when they achieve success in their careers, and to find ways to contribute positively to their community and country in order to “have a genuine positive impact, because success is not about money and fame, but about finding happiness”.

During his speech, our Rector, Dr. Cipriano Sánchez García, L.C., remarked that Dr. Achar Tussie has become a central figure of social responsibility in Mexico and Latin America, whose commitment and dedication as an entrepreneurial leader, promoter of the country's social development and fight against poverty have earned him countless awards and recognitions.

He also drew attention to the work that Achar Tussie has done in promoting innovation and progress in business: “You have promoted ethical and socially responsible business practices and have become an inspiration to others through your commitment to the welfare of others. You have contributed to combating poverty and social problems in our country by setting up organizations focused on doing good, on helping those in need, on supporting young people starting their academic journey with scholarships, and all of this encouraged by a heart in which family and friends are a reason to continue doing good for society.”



Scan the QR code for more information



# 2022 Rector's Report,

## *commitment and work for the common good*

Our Rector, Dr. Cipriano Sánchez García, L.C., delivered his 2022 Report to the University Community, an event to celebrate the achievements of everyone in the Anahuac Community.

Like every year, he was accompanied during his report by students, administrators, academics and university authorities who, as representatives of the University Community, listened and celebrated the work and achievements of all those who are part of the Anahuac Mexico University.

Among the achievements of the Anahuac Community, he highlighted that in 2022 the Anahuac Mexico University commemorated the 50th anniversary of the formal start of its volunteering program, which has generated an impact of personal and social development: "50 years of university voluntary work through the Anahuac Mexico University Social Action (ASUA) program is a source of pride that motivates us to move forward".

Regarding the vision and work for the future of the Institution, he presented the Anahuac 5.0 Vision, and recalled that "we have given all this effort a vision of the future to project the University towards an increasingly enriching perspective called Anahuac 5.0, a vision of our University in which, while being different, remains

the same, which puts the individual at the center of the use of the best of technology for the common good of society".

Dr. Sánchez García concluded his speech by saying: "Our personal and institutional growth is not oriented towards individualism, which exalts the self in opposition to the us and promotes indifference, but instead is open to the promotion of social commitment and links us with society to become a space for reflection, proposals and actions, especially through a community of graduates proud of their commitment to their Alma Mater.

### **Academic excellence:**

- Enrollment of 15,140 undergraduate students and 6,267 postgraduate and continuing education students.
- 90 SNI-Conahcyt researchers and 173 articles published in journals indexed in Scopus.
- 347 agreements signed in 45 countries and 263 exchange students in more than 20 countries.

### **Integral training for all:**

- The Anahuac Cenyeliztli Psychology Clinic provided 9,089 psychotherapy sessions.
- 800 members of the Anahuac Community participated in the pilgrimage to the Basilica of Guadalupe and 2,500 more in ceremonies for

Ash Wednesday, Stations of the Cross and Holy Week Missions.

### **Innovation and digital transformation:**

- 22,856 students attended 10,589 undergraduate courses.
- Digital Culture Days with 14 conferences and 6 workshops with more than 700 attendees.

### **Community at the service of Mexico:**

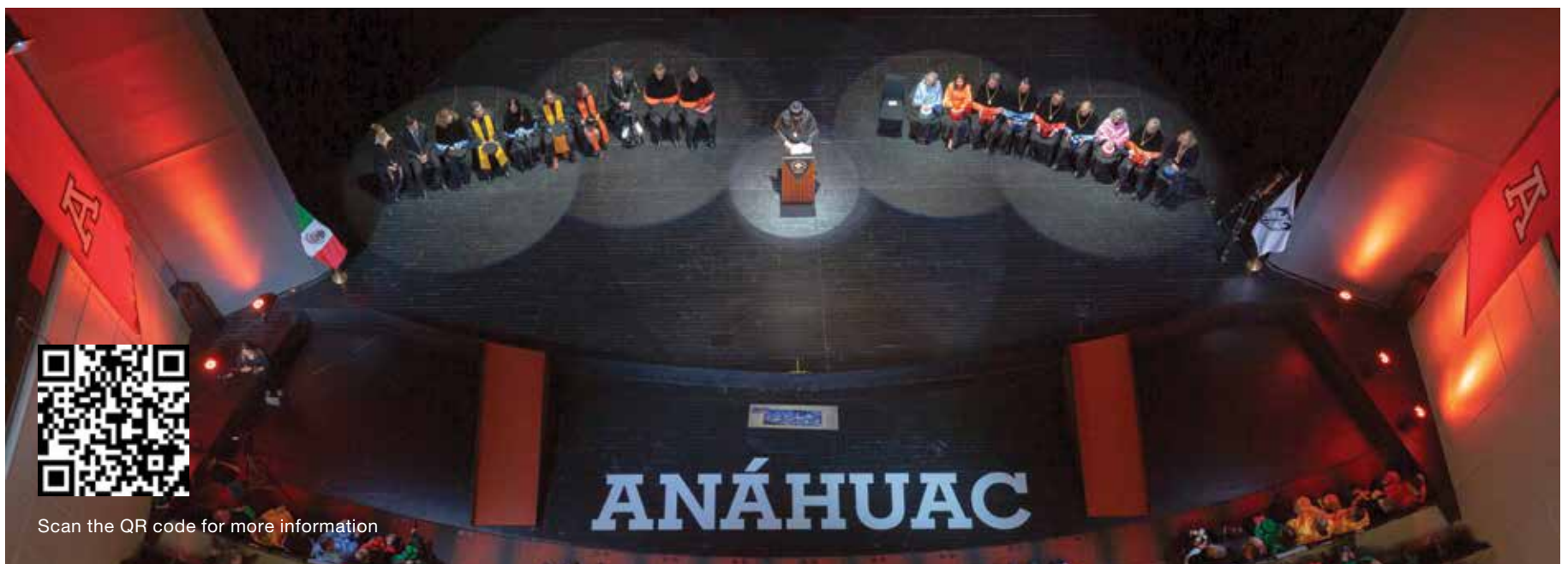
- 2,235 students participated in social service in conjunction with 204 institutions.
- 8 international brigades to Haiti, China, Peru, Kenya, India, Costa Rica, Thailand and Colombia.

### **Institutional development:**

- Reinauguration of the building of the Anahuac Center for Postgraduate Studies
- Reopening of the Angel and Tere Losada Theater of the Centro Cultural Mexiquense Anahuac
- Launching of Fondea, a future to strengthen the scholarship fund

### **Governance:**

- Implementation of the Anahuac Office for Ombudsmen and women
- Launch of Performance Evaluation on the Global Talent platform.



Scan the QR code for more information

# “Líderes (In)visibles”,

a space for testimonials of  
Mexicans with disabilities

The “Líderes (In)Visibles” conference was attended by 5 of the 24 Mexicans who presented their testimonies in Barbara Anderson’s book, (In)Visibles. 24 Mexicans with disabilities who fulfilled their dreams.

During the event, José Villela, Maite Ibarra, Enrique Covarrubias, Bárbara Anderson and Jorge Font shared their experiences.

The testimonies were moderated by Dr. Marivi Cervera Gaviria. The director of the School of Health Sciences, Dr. Salvador Bueno Valenzuela, was also present and gave an emotional welcome to the attendees.

Jorge Font, who participated virtually, acknowledged that there are limits, but that there are also infinite possibilities of how to respond to them and added that in a community we are all unique, irreplaceable and necessary. He also stated that the world needs to become more aware and move towards inclusion and invited attendees to look inside each individual and not focus on appearance.

Barbara Anderson called on the audience, within their possibilities, to each become a yes for a person with a disability.

José Villela mentioned that there are limitations and capabilities and confessed that disability was not a new issue in his life, since before his accident his mother suffered from multiple sclerosis, which made it clear to him that disability should not be a limitation and that inclusion needed to be sought.

Maite Ibarra spoke about the importance of trusting God’s plans, who she said, “has a perfect plan for each and every one of us”. She also thanked her family for being the first to accept her, since “a friend is someone who accepts you just the way you are”.

Finally, Enrique Covarrubias called for the integration of people with disabilities in our daily lives, and Jorge Font, in closing, delivered a message to the students stating that “to be a professional is to know how to integrate everyone’s capabilities”, and urged them to go out into the world to dismantle it and make it adapt more fairly towards inclusion.



Anahuac Mexico University has an Accessibility Committee for Persons with Disabilities, with the objective of developing and coordinating policies, practices and a culture that guarantees the full inclusion of all persons with disabilities in the University Community in its various areas of action:

1. Inclusion of students (admission, permanence, participation and graduation).
2. Inclusion of collaborators.
3. Accessibility to information and communication.
4. Accessibility to infrastructure.
5. Awareness of the inclusion of people.
6. Training regarding the inclusion of people with disabilities.



# We inaugurated the **Anahuac School for PhD Studies**, a space for research, academic excellence and innovation

The Anahuac School for PhD Studies was presented with the mission of contributing to the training of PhD graduates who contribute to research and promote development through innovation in different fields of study in order to make significant contributions, with high standards of quality and competitiveness, based on the values of Christian humanism.

In the auditorium of the Postgraduate Studies Center of the North Campus, Dr. Lorena Martínez, Academic Vice Chancellor, spoke about the origins of this project, which she said is a space that looks to the past with gratitude, to the present with great passion and to the future with hope.

She also indicated that the Anahuac School for PhD Studies emulates the European Higher Education Area, which was the initial driving force and provides harmonization to the programs and experience of PhD students, capable of carrying out research with the highest standards of quality and com-



petitiveness based on values. “PhD studies contribute like no other level of study to the generation of knowledge through research and, with it, to the solution of current problems and challenges, influencing democratic policies and improving people’s quality of life. Therefore, it is key to organizing and managing PhD research programs that embrace the richness of each discipline, thus boosting academic quality,” she added.

With this important project, Anahuac Mexico University seeks to contribute to scientific and technological progress and to promote innovation and business development through research.

The Rector spoke about the importance of this project for the University, which helps us to continue to look to the future in the field of PhD studies. “In this vision of the University in which we contribute to science, we are invited

to never be mediocre. It is important to realize that this is not a minor project, we are doing it to build a community in which each and every one of us plays a part.

Finally, Dr. Ingrid García Solís, Director of Postgraduate and Continuing Education, reminded the attendees of their importance as witnesses to the birth of the Anahuac University School for PhD Studies, which is a strategic initiative of the University committed to research and the development of Mexico.

“The Anahuac School for PhD Studies is the perfect destination for those seeking to develop their research skills and expand their academic horizons, always surrounded and supported by world-class professors and researchers,” she added.





## We held the second edition of the **Lincoln Anahuac Masters Golf Tournament**

This event, which took place at the Bosque Real Country Club Golf Course, sought to raise funds to support the scholarship system of Anahuac Mexico University with the support of more than 30 sponsors, Lincoln being the main sponsor. 174 players took part in the event.

After an exciting 18-hole Scramble (A-go-go), the players who came out on top were:

- 1st place: Alexis Brunel and Salvador Monroy with 60 strokes and a handicap of two.
- 2nd place: Anuar Rame and David Taja with 63 strokes with a handicap of one.
- 3rd place: Alejandro Escalante and Pablo Sicilia with 63 strokes.

Sebastián Casanova (Industrial Engineering, gen. '05), director of Lincoln Mexico, Central America and the Caribbean, said he was very happy to participate again in the Master Anahuac by Lincoln for the noble cause of supporting students in need with scholarships. In addition, we understand the importance of these types of activities to generate networking and as a society, to remain close and support noble causes.

Some of the graduates present during the tournament were Marco Casarín (Computer Science, gen. '96), director of Meta Mexico; Francisco Bosch (Economics and Business, gen. '91), director of Auditing at Arcos Dorados/McDonald's for Latin America; Carlos Hernández Galván (Engineering, gen. '83), general director at ABC Capital Banco; María Belén Carrasco Ubierna (Communication, gen. '14), director of Purchasing at El Palacio de Hierro; and Carlos Camacho, general director at Ecoshell, among others.

Prominent businessmen and executives such as Francisco Martínez, Managing Director at CitiBanamex; Carlos Grisi, CEO of Grisi; and Saúl Camacho, commercial director at Kimberly Clark, among others, also participated in the event.

The tournament was sponsored by the following companies: Lincoln, Telcel, Scappino, AWS, Sorteo Anahuac, MBA Anahuac, Izzi and Bosque Real.





# ACKNOWLEDGMENTS



# *The Anahuac Community*

**excels on a national level in the**

## *Ceneval Award for Performance Excellence-EGEL*

For the past decade, the National Evaluation Center for Higher Education (Ceneval) has recognized students and graduates who achieve outstanding results in all areas of the General Examinations for Graduation from Bachelor's Degrees (EGEL) with the Ceneval Award for Excellence-EGEL for the period June-December 2022. The EGELs provide information on the level of each area of knowledge based on a national parameter, in addition to being a tool for measuring degree requirements and demonstrating the quality of the academic programs offered.

97.8% of students at Anahuac Mexico University, North and South Campuses, who took the EGEL during the aforementioned period obtained a satisfactory or outstanding result, and of this percentage, 13.9% received the Ceneval Award, above the national average.

As a result of the commitment to accredited and certified academic quality, the following 97 Anahuac students were presented with the Ceneval Award for their outstanding results on the test.





### Administration

- Montserrat Campa García
- Julio César Giles Cardoso
- Jonathan Hale Waxman
- Juan Pablo Martínez Nava
- Sofía Rosado Aguirre
- Lillian Angélica Segura Hernández
- 

### Architecture

- Jorge De Esesarte Pérez
- 

### Communication

- Jordi Bilbatua Ávila
- Héctor David Frago Cruz
- Rodrigo Meraz Hernández
- 

### International Business

- Salvador Abdala Payró
- 

### Finance and Public Accounting

- José Eduardo Ceballos Martínez
- Juan Escorza Camacho
- 

### Law

- Aketzalli Graciela Acevedo Gómez
- José Antonio Alexander Borbolla
- Rafael Báez Salas
- Eugenio Ballesteros Wise
- Fernando Canales Sánchez
- Luis Lauro Cantú Finan
- Hugo Roberto Carrillo Molina
- Alma Cristina Castillo Ordaz
- Daniela Checa García
- José Enrique Cornejo Muriel
- Luis Enrique García Gómez

- Sebastián González Ochoa
- Alejandra Lobera Ortiz
- Natalia Macías Talavera
- Sofía Magaña Cerón
- Gerardo Itzman Martínez Martín
- Carlos Eduardo Mora Higareda
- Felipe de Jesús Muñoz Tovia
- Diego Miguel Murguía Garza
- María Fernanda Rabiela Mora
- Cristian Trejo García
- Víctor Hugo Vidal González
- Nicole Woodward Castillo
- 

### Graphic Design

- Almudena Cabo Alonso

### Economics

- Iñaki Del Val Sosa
- Alejandro Mitchel Vásquez Boijseauneau
- Jenoveva Villalobos Amante

### Gastronomy

- Karla Cecilia Córdova Gutiérrez
- Tania Meyohas Yedid
- Alexa Orihuela Vera
- Rodrigo Pérez de la Peña
- Ana Paulina Reyes Vera
- Manuel Sánchez Camarena
- Melanie Alexandra Valdez Posada

### Civil Engineering

- Carlos Degetau Sánchez Mejorada
- Deborah Estrada Mendoza
- Anna Karen López Guzmán

### Information Systems and Technology Engineering

- Manuel Álvarez Macías
- Aldo Ayala Fernández
- Erick Abid Peña Vázquez

### Industrial Engineering

- Ana Sofía Terán Ponce de León
- Carlos Mario Villarreal Ayala

### Mechatronic Engineering

- Juan Carlos Pereda Coronado

### Chemical Engineering

- Fernanda Atondo Hernández
- Jaqueline Domínguez Álvarez

### Medical Surgeon

- Regina Alcántara Hernández
- Mirelle Barrera López
- María Fernanda Cano Mondragón
- Marcos Cherem Kibrit
- Samuel Cherem Zaga
- Ana Victoria Herrera Hernández
- Ulises Juárez Bernáldez
- Salomón Merikansky Gerson
- Emilio Axel Monroy Campos
- Keylha Guadalupe Osuna Morales
- Angélica Rivera Rodríguez
- Mariell Alejandra Rodríguez Salazar
- Xiadani Ruiz Dávila
- Claudia Paulina Salazar del Pino
- Alejandra Sanz Dot
- Lilia Sofía Terán Páez
- Mariana Vargas Hoyo

### Marketing

- Luna Raquel Bochi Zonana
- Elizabeth Lamadrid Silva
- Mariana Valeria Verjan Piñón

### Nutrition

- Paola Barrios Trejo
- Martha Paola Flores Ramírez
- Regina Hernández Payró
- Elizabeth Moreno Vega

### Psychology

- Fernanda Brown Prado
- Ana Sofía Del Río Viniegra
- Emilia González Zannie
- Alyn Guerrero Camarena
- Michelle Massa Varela
- Arantza Rodríguez Olmedo
- Sofía Tramer Necoechea

### International Relations

- Mariana Cabrera Aguilar
- Rebeca Lledias Medina
- Eva Daniela Lugo Meza
- Ángela Ivana Medina Verdín
- Anne María Rodríguez Ortiz
- Erik Andoni Romero Arenas
- María del Pilar Ruiz Bonesana

### Tourism

- Ital Shapiro Finkelman





## The Anahuac is awarded the ESR Distinction for its excellence in Social Responsibility and Sustainability

For the twelfth consecutive year, Anahuac Mexico University received the distinction of Socially Responsible Company (ESR), a recognition that highlights the efforts and achievements of the Institution in terms of social responsibility, thus reaffirming its commitment to train professionals committed to society and the environment and highlights its role as a leader in promoting sustainable and socially responsible practices.

The Socially Responsible Company (ESR) award is granted by the Mexican Center for Philanthropy (Cemefi), a nationally recognized institution that annually evaluates the social responsibility practices of organizations.

One of the key aspects that has enabled the University to obtain this distinction is its comprehensive approach to social responsibility. It has implemented

policies and programs that cover different areas of impact, such as institutional ethics, quality of life, social commitment, environmental management and sustainable development.

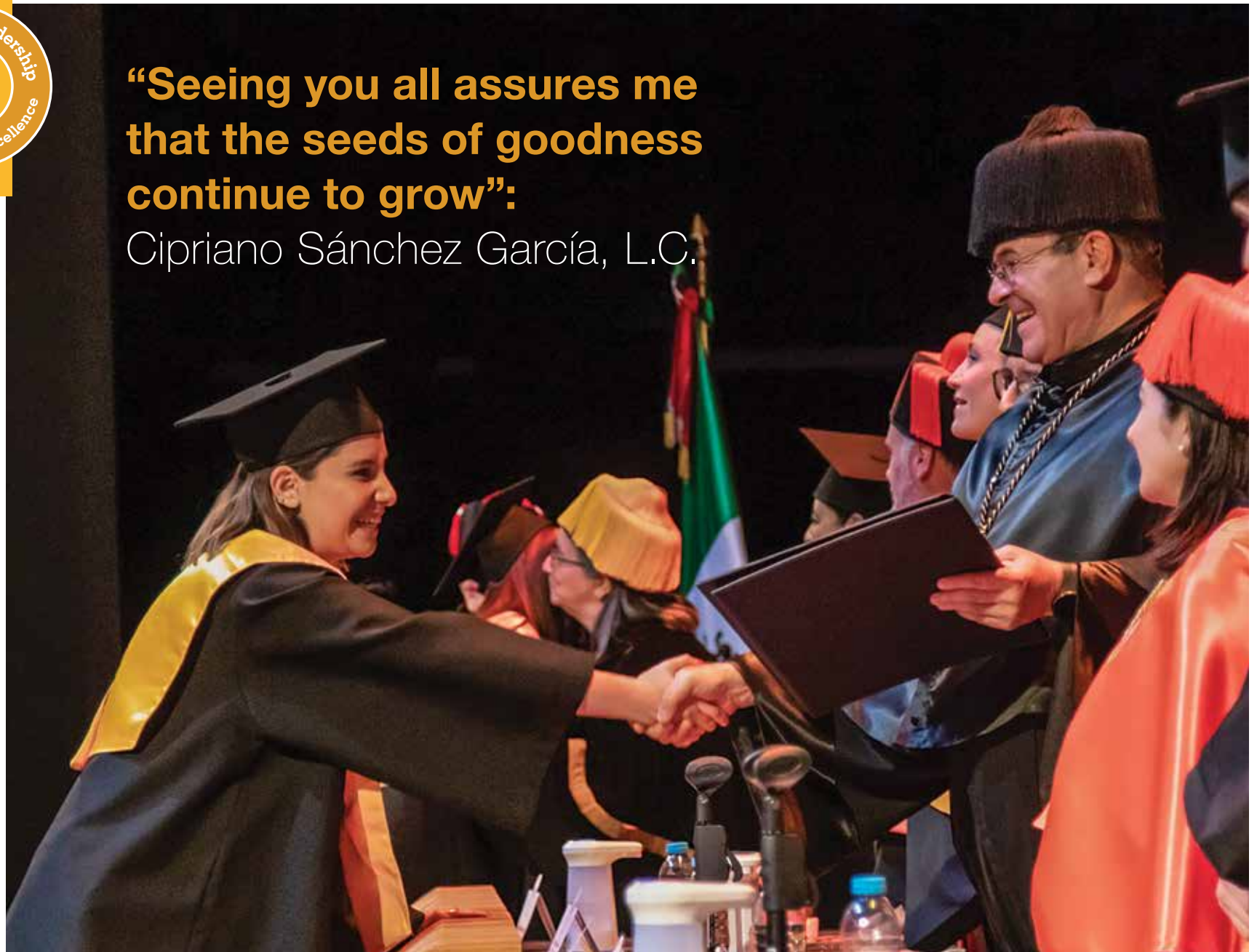
Obtaining this distinction provides significant added value to the University, and not only demonstrates its leadership and commitment to social responsibility, but also strengthens its ability to attract students, school and staff who are highly motivated by the social cause.

Anahuac Mexico University understands the need to take an active role in the creation of a sustainable future and we have committed ourselves through various initiatives ranging from the implementation of energy efficiency practices and responsible waste management to the promotion of sustainable mobility and environmental education, thereby integrating sustainability into our strategic planning.



**“Seeing you all assures me  
that the seeds of goodness  
continue to grow”:**

Cipriano Sánchez García, L.C.



During four Solemn Undergraduate Graduation Ceremonies, 919 men and women, now graduates of the schools and faculties of Anahuac Mexico University, received their professional degrees from our Rector, Dr. Cipriano Sánchez García, L.C.

“Seeing you all assures me that the seeds of goodness, truth, beauty and dignity continue to grow in our world. When we think that things are not going to change, we have to look back at history and remember that even in the darkest of times new opportunities have arisen,” he said during one of his speeches.

He also highlighted the commitment of recent graduates to overcome the uncertainties caused by the pandemic but reminded them that the Anahuac degree presents them to society as men and women who have been prepared in a great academic institution to serve society as professionals.

Each ceremony was attended by guests of honor, all of them outstanding graduates. On this occasion they included:



- Dr. Robin Jennifer Shaw Dulin (M.D., gen. '03), member of the Medical Staff of the ABC Medical Center.
- Víctor Manuel Rodríguez García, global vice president of Sales and Marketing of Vitro Envases.
- Dr. Joaquín J. Valle Martínez, founding partner of Grupo Cassat.
- Adolfo Ruiz Guzmán, Director of Public Affairs of Grupo Financiero Bx+.

Our Rector paid special tribute to the parents and relatives, whom he thanked for their trust and loyalty to the University and to the recent graduates so that they could complete their university studies in complicated and challenging times: “Certainly, challenges and difficulties are part of life and the results may not be immediate, but at the same time, every small step we take in the right direction contributes to progress,” he said.

In closing, Dr. Sánchez García asked our students to commit to their ideals to inspire others, with the certainty that this is the path to a better world.

The Anahuac Community is very proud of all recent graduates for not succumbing to the challenges of university life and to the challenges of a pandemic. We invite you to never stop letting your hearts beat for other human beings and for ensuring the common good; to always look the future in the face.





# The Master's Degree in **Integral Communication and Social Transformation** enters *Conahcyt's National System for Postgraduate Studies*



The Master's Degree in Integral Communication and Social Transformation offered by the University's School of Communication, was admitted to the National Postgraduate System (SNP) of the National Council of Humanities, Sciences and Technologies (Conahcyt), a system that aims to provide the opportunity for postgraduate scholarships for those who request them, under the principle of "leaving no one behind, leaving no one out", emphasizing the importance of the program's focus on social relevance and socio-environmental impact.

This is a great achievement for the School of Communication and for the Applied Communication Research Center (CICA) and is the result of the efforts made over 10 years to integrate a quality research-oriented postgraduate program.

Since 2015, with the integration of the PhD in Communication Research into the National Quality Postgraduate Program (PNPC) of Conacyt, a commitment was made to create a master's degree that would serve as a bridge between this PhD program and the undergraduate programs, giving rise in 2020 to the Master's Degree in Integral Communication and Social Transformation (MACITS), which was launched in 2021 and currently has two active generations under the Academic Coordination of Dr. Isabel Lincoln Strange Reséndiz.

This admittance is part of the commitments acquired and demonstrates the quality in the training of researchers who respond to the great challenges faced by modern societies, based on communication, social creativity and technological innovation.

# Excellence Awards, young people who carry the promise that there is a future for something better in their hearts

*"My dear young people, we need you. We need your creativity, your dreams and your courage; your sympathy and your smiles; your contagious joy and also that pinch of craziness that you know how to bring to every situation."*

Pope Francis



During the Academic Excellence Awards Ceremonies, our Rector, Dr. Cipriano Sánchez García, L.C., emphasized that excellence brings out the gifts that each one of us has received and offers the world the personal unique abilities sown in each and every one of us.

In front of the academic and integral formation vice-rectors, school directors, academics, presidents of the Federation of Student Societies (FESAL) of Anahuac Mexico University from both campuses and students accompanied by their families, friends and loved ones, Dr. Cipriano Sanchez commented that to be excellent is not to have reached a goal, "to be excellent is to always return to renew yourself over and above what has been achieved or what has not worked, to be excellent is to take another look at your own life with courage, strength and illusion, so that you always carry out a worthwhile project in which you contribute what only each of you can give as someone unique and unrepeatable".

He also said that excellence is what gives us hope in the face of adversity. "One of the central elements of excellence is the ability to overcome difficulties, because the challenges to achieve excellence are many and sometimes, they are presented to us as dark or painful situations."

He also reminded them that they are the bearers of a promise, "the promise that in young hearts there is a fu-

ture for something better and that this opens the doors to a great hope that is rooted in each and every one of their lives" and that today we are truly experiencing a change of era, "which is why everything is so complex, because it appears that all the scenarios for which we had been educated or for which we had dreamed are changing," he added.

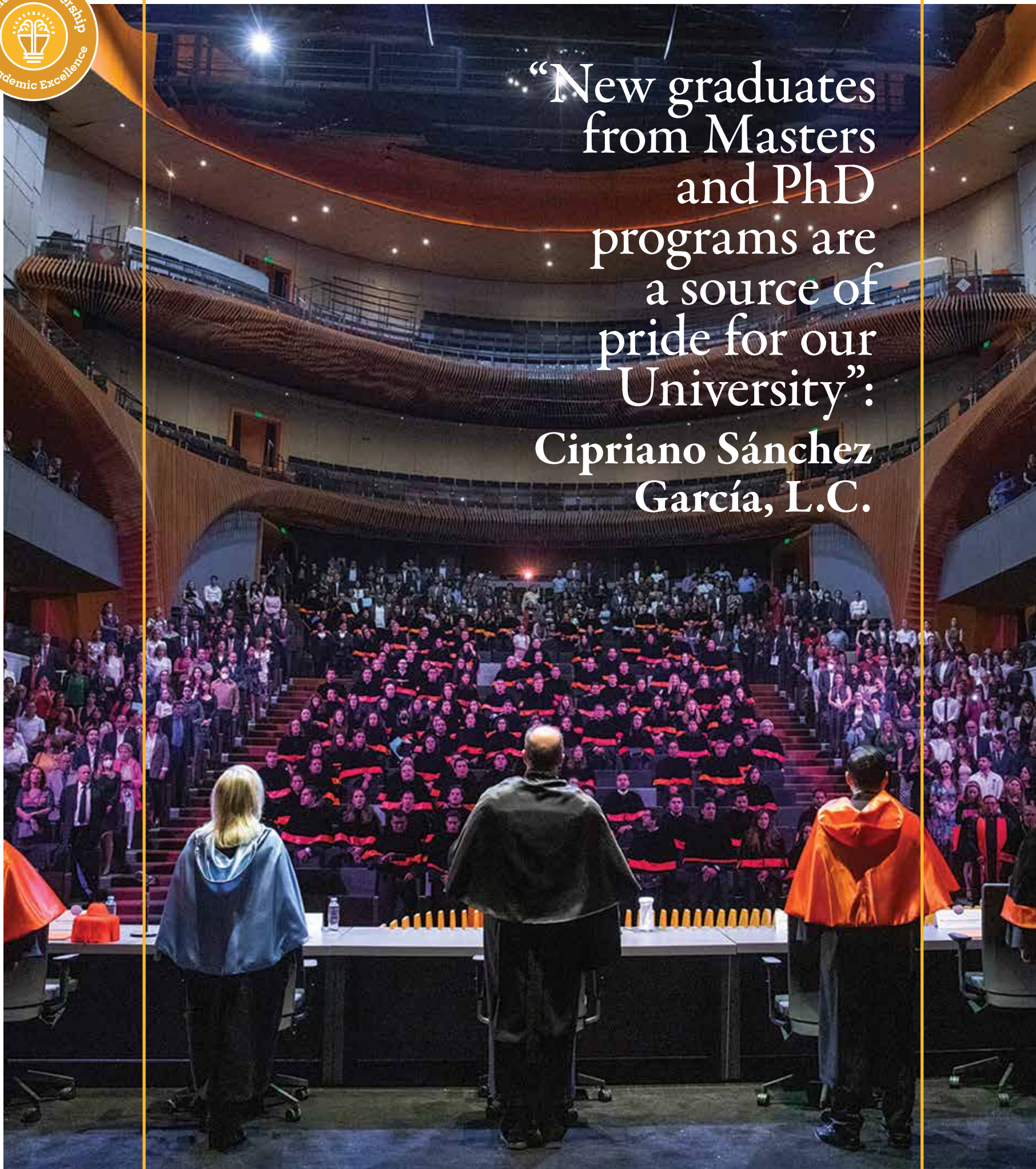
Four ceremonies were held at the North and South Campuses of Anahuac Mexico University, where 744 undergraduate students were recognized for their merits and academic excellence.

Guests of honor at these ceremonies were distinguished graduates of the University, including Yolanda Orozco Sánchez (Master in Education, gen. '98), director of Culture, Leadership and Learning at Grupo Salinas; René Dayán Sassón (Communication, gen. '81), director of Tribuna Israelita; Master Architect Marco Antonio Reygadas del Valle (Architecture, gen. '96), director and founding partner of Reyval Arquitectos; and Salvador Nieto Pineda (Actuary, gen. '08), director of Multi-Asset Investment Portfolio Strategies and Solutions at BlackRock.

The Academic Excellence Awards are given in two categories: notable, when for the first time a student achieves an average above 9 and is in the top 5% of the class for an entire semester; and outstanding if this average is maintained for the last two semesters.



“New graduates  
from Masters  
and PhD  
programs are  
a source of  
pride for our  
University”:  
Cipriano Sánchez  
García, L.C.



The Postgraduate Graduation Ceremonies were held at Anahuac Mexico University, an event in which the graduates of this university received their Master's and PhD degrees.

A total of 685 graduates from Masters and PhD programs, men and women from our North and South Campuses, as well as from Anahuac Online, gathered together with university authorities, directors of schools and faculties, family and friends to receive their new academic degree, the result of their effort, commitment and responsibility as students of this Institution.

During the ceremonies presided over by the Rector of Anahuac Mexico University, Dr. Cipriano Sánchez García, L.C., as well as the General Secretary, Dr. Sonia Barnetche Frías, it was made clear that the institutional titles of master and doctor confirm that the mission of universities is still alive in the midst of so many challenges:

“Today, in these changing times, we need a path that allows us to navigate through the new visions that are appearing. This path is not a book, but a series of skills that allow us to renew what has already been acquired and open horizons; skills that

can be present in all circumstances to humanely address new realities, just like those who came before us, in ways that are relevant and transcendent today,” he said during one of the ceremonies.

Our Rector stressed the importance of Benedict XVI's finding: “World wealth is growing in absolute terms, but inequalities are also increasing. In rich countries, new social categories are becoming poorer and new forms of poverty are being born. In the poorest areas, some groups enjoy a type of wasteful consumerist overdevelopment in unacceptable contrast with persistent situations of dehumanizing misery”.

Our Anahuac Community is very proud of all of you, masters and doctors, who embrace the future not only to live it, but to give it meaning, to transform your own professional performance into an environment in which to contribute to the best of humanity and to face the challenges presented to you during this new academic stage and the challenges that the pandemic has brought with it.

“We urge you to continue to uphold the name of the Anahuac and to continue working to build the Mexico we all want.





## The Anahuac obtains the #MiUniversidadSinResiduos (My University Without Waste) recognition from Enactus México and the Coca-Cola Foundation

More than 100,000 tons of waste are generated every day in our country, but only a small percentage (9.63 %) is recycled. This situation reflects the need for an urgent change in waste management, which is currently based on collecting and disposing of waste in landfills, wasting valuable materials that could be reincorporated into the productive cycle.

Faced with this environmental challenge, higher education institutions have a crucial role to play, as they are responsible for training the leaders of the future, providing them with the skills and knowledge necessary to promote more sustainable development.

In this context, the Enactus Mexico training program and the Coca-Cola Foundation launched the #MiUniversidadSinResiduos program, which aims to support and recognize institutions that are committed to caring for the environment through proper and responsible management of waste generated in their communities.

Anahuac Mexico University, through the University Social Responsibility and Sustainability Committee, has successfully accomplished the three pillars of this methodology, which is why it has been awarded the Waste Responsible Management Institution certifi-

cation, a testimony of our commitment and effort to preserve the environment and a sign of our sustainable leadership.

We have joined a network of agents of change that seek to have a positive impact on society with concrete, measurable, institutionalized and sustainable actions for waste management.

At Anahuac Mexico University we are proud to be part of this initiative that not only seeks to transform our own reality, but also motivates us to excite and infect others with our vision.



**Anáhuac**  
México

[www.anahuac.mx/mexico](http://www.anahuac.mx/mexico)

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**¡Juntos Somos Anáhuac México!**