WHO ARE WE

MISSION

VISION

VALUES

The basis of our experience includes two decades in the Ecuadorian market, offering specialized and innovative services for company development while having participated in countless successes. In 1994 Ekos was born. Its founders, Ricardo Dueñas Novoa and Mauricio Morillo Weillenus began this project with a clear goal: provide distinguished information with added value to companies in Ecuador.

We offer strategic information and exclusive knowledge for effective business decision-making.

Be the best partners for the success of our clients and contributors

- Innovation
- Collaboration
- Meet commitments
- Respect
- Development
- Fulfill the Value Proposal with the client
Born in 1994, the purpose of the magazine is provide high quality information for its readers to make decisions. Ekos magazine has become the most important medium for business, management and Corporate Social Responsibility in Ecuador. Ever since 2012 it has been distributed in Peru, as well. Primary readers include CEOs and high-level executives of the largest and most important companies that perform business in Ecuador and Peru.
Some of the people we have interviewed

Carlos Gonzalez Artigas
President of La Fabril

Rafael Correa Delgado
President of the Republic of Ecuador

Roque Sevilla
CEO of Metropolitan Touring

Alfredo Escobar
General Manager of Claro

Isabel Noboa de Loor
CEO of Consorcio Nobis

Fernando Agudelo
General Manager of GMOmnibus BB
Born in 1994, the purpose of the magazine is to provide national and international passengers of the international airline, TAME, with articles that include miscellaneous, tourism, current affairs and business. The magazine reaches, informs and entertains approximately 195,000 passengers every month, and thus it is the leading magazine for decision-makers, opinion leaders and public officials.
Born in 2012, this publication specializes in business for the hospitality sector in Ecuador. The main purpose is to strengthen the hospitality industry through timely information that guides the actions of upper management of restaurants, hotels, cafes, clubs and banquette halls. La Barra Ecuador magazine is the result of a company made up of Axioma, from Colombia, and Ekos.
Born in 2012, this magazine specializes in business for the hardware and construction sector in Ecuador. It offers the necessary tools for development and competition in this sector. It is distributed every two months and provides timely information for upper management to make decisions. Fierros Ecuador magazine is the result of a company made up of Axioma, from Colombia, and Ekos.
Ekos, as of 2008, also publishes large-scale editions (books) with high-quality finishes that have proven to be the benchmark for gathering information from the business sector.
Responsabilidad Social Empresarial Corporate Social Responsibility

Special publication that gathers good decisions and challenges regarding Corporate Social Responsibility issues. Additionally, important national economic companies report on their progress and projects so that CSR becomes an active part of the corporate culture of the organization.

Grandes Empresas en Ecuador (2010) Large Companies in Ecuador

The purpose was to provide a verbose example of company behavior in Ecuador. To this end, research was performed regarding their role in our history from the colonial days through current times, as well as future projections. Eighty-four companies were part of this publication.

Grandes marcas (2011) Large Brands

A brand is a promise of value, the concept that guides the life of a company, the work of its employees and the connection established with clients. This is the maximum value of a company. The Grandes Marcas publication takes a tour of the newest tendencies for brand management, sustained by a conceptual framework based on national and international specialists. The book gathers the attributes of 136 large brands in the country.
Ekos Negocios presented an in-depth analysis of the real estate market and future perspectives. Additionally, the history and strategies of the companies have been transcendental in the development of this sector around the country, according to the area of influence.

Special publication of Ekos that is key for commercial business activities. This book contains information regarding the 5,000 most important companies in the country.

In an attempt to document the current state of public administration of the company, this book was published, which gathers history, concepts, directories, challenges and good practices of Public Administration around the country.
Starting in 2004, the Great Place to Work® Institute arrived in Ecuador to rate the working environment and management practices of people. Throughout these years the institute has rated more than 50 companies that best represent the national economy.

Great Place to Work® Institute has developed and validated a model for understanding and grasping the organizational culture, worldwide, based on the construction, recognition and interaction of the three basic relations in any workplace, which are: pride, confidence and camaraderie.
Strategic and disciplined information management in benefit of our partners. Those that make up this Business Unit are focused on collecting, researching and analyzing quality information that increases the value of companies that contribute in quality management processes.
Executive Training

Business unit that organizes annual events, such as: Business summit, Public Management, Employer Branding, Social Responsibility, among other conferences of interest, focused on offering quality knowledge and strategic information for high-level executives. Coupled with this, annual recognitions are performed, including: Ekos Pymes, Ekos de Oro and Great Place to Work Ecuador, which highlight companies that efficiently carry out their leadership practices, vision, excellence and good practices. All of these awards are a symbol of national corporate excellence.
**Jack Welch**

The most important CEO in history (former President of General Electric) spoke in Quito and Lima, in front of nearly 700 people, about his experience and vision as an executive leader.

Thus, as a ‘living organism’ Jack Welch’s train of thought is radically concentrated on team members. For Jack, all companies must raise the importance of human resources to the highest level of importance, no less than the level of importance for financial administration. He is terrified to know that so few companies proceed without placing such importance on this. This results in great talents leaving companies, and thus great opportunities. At the end of it all, a CEO cannot make every decision, and only passionate workers will be able to lookout for the good of the company, as a whole. “A CEO must be inspired and empowered by the growth of his people,” said Welch.

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**Renée Mauborgne**

Renée Mauborgne, coauthor of the bestseller, Blue Ocean Strategy, was in Quito and Lima to present some success stories of her strategy.

Talking about Renée Mauborgne is talking about creativity. Creativity to see opportunities more than in just conventional parameters; creativity to exploit new markets, to ensure a guarantee for companies in an uncertain future through permanent innovation.

During various magnificent conferences with entrepreneurs in both countries, Mauborgne share success stories from around the world, which based their strategies on her creative models.

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**Daniel Goleman**

In Quito, the renowned US psychologist held a wonderful talk on emotional intelligence and its benefits.

Goleman worked as a writer for the psychology and brain sciences section of the New York Times. He was editor of Psychology Today Magazine and professor of psychology at Harvard University. He is the cofounder of the Collaborative for Academic, Social and Emotional Learning at the Yale University Child Studies Center (subsequently at the University of Illinois at Chicago), which has a mission of helping schools introduce emotional education courses.

Edited initially in 1995, Emotional Intelligence was on the New York Times Best Seller List for a year-and-a-half.
Sergio Zyman

Zyman is the person that put the fizz in the destination of Coca Cola, establishing a widely-recognized marketing company (Zyman Group) and is the author of four books, including two best sellers.

This man, named by Time Magazine as one of the top three sellers of the XX century, shared his knowledge with high-level executives in Quito. He shared details of his first tour at Coca Cola, was noted for a series of revolutionary product launches, such as Diet Coke, Cherry Coke and the polemic New Coke.

He left Coca Cola in 1988 and established Strategy Group, a consultant firm with a client portfolio that includes 7/11, Miller Brewing Company and various others. He influenced the positioning and development of the strategy that resulted in the election of former President of Mexico, Vicente Fox.

Peter Senge

Peter Senge, author of ‘The Fifth Discipline’, provided his perspective on systematic thinking as a valuable focal point for understanding the complexity of the world nowadays.

Companies must act intelligently to adapt to change. The organization, as a system, is the theme that has characterized Senge as a world renowned investigator and conference speaker, who looks to guide managers, executives and those associated with universities and governmental organizations.

Senge has profoundly studied how companies adapt to a changing world, in which he affirms the primary vision, objectives, systems and elements to successfully approach new challenges of the organization.

Steve Wozniak

The cofounder of the “darling” of Silicon Valley gave an amazing talk in Lima.

The starting point in life for Stephen Wozniak began during his childhood, a period heavily marked by his father, who is responsible for Steve’s hunger for investigating and innovating things, in addition to being curious 24 hours per day, even when sleeping.

The current history of Apple was born more than 40 years ago, in a time where the fine line between hippies and nerd pioneers was blurry. Its founders, Wozniak and Jobs, except for their obvious differences, were among them. They easily moved on from the maniacal creative passion to the booming pragmatic corporation at the end of the sixties, and together these two aspects would define them. ‘Woz’ would get lost in hours of paperwork, wires and rudimentary transistors, while Jobs explored an almost psychedelic horizon resulting from these mechanical conjures. This horizon, in the end, is the world currently known as: The Digital Era; and Stephen Wozniak and Steve Jobs are its fathers.
Corporación Ekos is certain that companies look to promote an adequate environment for their activity more and more everyday, which guarantees long-term survival. We believe in a new approach that is built on a corporate culture foundation of Social Responsibility, prioritizing the balance between company interest and those of its stakeholders.

Six reasons for adopting a SR strategy are set forth:

• **“Innovation”**, through benefits for the company and society;

• **“Savings”**, to apply sustainability, minimizing water, energy and waste costs...;

• **“Brand Differentiation”**, providing added value;

• **“Long-term planning”**, to ensure a sustainable future;

• **“Consumer Commitment”**, strengthening their loyalty; and finally,

• **“Commitment to employees, raising awareness and internal sensitivity”**

Corporación Ekos understands that the most responsible and successful organizations will be those that attract the best workers, produce the best products, are viewed positively by the public and are more profitable for their shareholders.
Ever since 2006, Corporación Ekos has organized the CSR Summit, an event to share good corporate practices, key solutions and experiences of leaders.

This is the most important corporate awards program in the country, which highlights the efficiency of large organization in Ecuador, the most widely-recognized brands and the companies with the best customer service. 2013 was host to the 10th edition of the awards program.

Ekos organized the Recovery of Values Summit as a vital contribution to strengthen positive behavior among Ecuadorian society.

This recognizes the efforts of large and small business in Ecuador. The first edition was held in 2010, and continues through today.
The best places to work in Ecuador

In 2012 the first event of this type was held. This event is backed by the National Secretariat of Public Administration, and has the purpose of serving as a referential spot for debate and a meeting point where information and administrators come together, to subsequently take advantage of said experiences within our local reality.

World Social Responsibility Summit (October 2013)

6,000 people (Authorities, students, high-level executives) gathered over three days to listen to speakers from around the world discuss the influence and importance of CSR in corporations. The event was organized along with the Municipality of Quito.

Public Administration Event

With the backing of Great Place to Work® Institute.

Business Summit 2013

More than 3,000 entrepreneurs gathered for three days to participate in conferences and to recognize the best organization in Ecuador – efficiency, quality of service, most widely recognized brands and work environment–.