

AmCham Academic Summit in Colombia distinguished Vrio Corp for its contribution to education in the country

The Colombian-American entity recognized Dario Werthein, president of the company, for the positive impact of Vrio Corp's Escuela Plus program, which reaches almost 2,900 schools in the country, 55% of which are rural, and more than 9,700 schools in the rest of Latin America.

Bogota, April 25 — The Colombian American Chamber of Commerce, AmCham Colombia, awarded this Tuesday at an academic summit a recognition to Vrio Corp for its outstanding contribution to education in the country, mainly in rural areas, through its sustainability program Escuela Plus.

AmCham Colombia held the academic summit "The role of the private sector in the development and in closing social gaps", at the El Nogal Club. Tools and strategies for the collective purpose of sustainable economic development in the country were presented and discussed.

The Colombian-American entity considered that Vrio has distinguished itself for its work and leadership in the development of education programs, since through its Escuela Plus program it complements and enriches education in the rural and remote regions of Colombia, contributing to the strengthening and development of society.

The AmCham Order of Merit in the rank of officer was awarded to Dario Werthein, president of Vrio Corp. It was received by Carlos Magariños, director of Global Strategy and External Affairs of Vrio Corp, from the Minister of Commerce, Industry and Tourism, Germán Umaña Mendoza, and the president of AmCham, Maria Claudia Lacouture.

Escuela Plus is part of the company's comprehensive sustainability program Propósito Vrio, which collaborates in reducing the technological gap. It is currently present in 7,140 rural and 2,623 urban schools in Latin America. In Colombia, the program is present in 2,865 educational institutions, 55% of which are rural.

This program provides audiovisual resources through an exclusive channel on the DIRECTV grid, didactic materials and training proposals for educators aimed at the development of students' skills.

"In Colombia, we plan to have some 3,000 schools connected to our education support program. We will do the same in the rest of Latin America," Werthein said in a video he sent to the event to express his gratitude for the award.

Werthein has been the driving force behind Escuela Plus since he became president of Vrio Corp at the end of 2021. Yet his commitment to education dates back several decades, with concrete actions and programs in the companies he has led and participation in international organizations such as the board of Scholas Occurrentes USA.

The president of Vrio Corp and Magariños have been working together for many years and in 2017 they wrote the book "Llegar al futuro" ("Reach to the Future"), in which they reconcile the apparently opposing visions of the private and public sectors to highlight how strategic and essential public-private partnerships are to generate greater educational, labor and social inclusion.



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"It is not a slogan in a book, but a work and life philosophy that our president, Darío Werthein, takes to every field in which he participates. Education is the most powerful tool for transforming reality, for empowering people and making them more just and egalitarian," said Magariños in a lecture after receiving the AmCham award.

In his role, Magariños has been leading the public-private discussion in Latin America for modern regulations on telecommunications and the audiovisual industry to promote the acceleration of growing investments in connectivity due to the need to close the digital divide, a scourge that currently affects a third of its population, some 200 million people.

"The region will be integrated into the world and will develop as long as it is able to successfully address its technological transformation. The digital era, artificial intelligence, is currently revolutionizing the entire world. In Latin America we must quickly build an innovation economy shaped by citizens, users, consumers and new middle classes with skills for new opportunities," said Magariños.

In Vrio Corp's vision, the executive explained, one way to clear the uncertainty about the future of millions of people and about the macroeconomy in general, is to strengthen and modernize education, since it is the most effective and solid tool to reduce the opportunity cost for human development.

Magariños pointed out that the region already has a shortage of skilled labor, which poses an even greater challenge when it comes to projecting greater productivity. This phenomenon has also begun to affect developed countries, although the latter have the economic capacity to attract professionals from developing countries.

The World Bank recently warned that Latin America and the Caribbean are [reducing their level of global integration](#). Overall trade intensity stagnated, while foreign direct investment (FDI) declined in most of these countries, Magariños observed of the regional challenges.

"The body pointed out that the region fundamentally needs four things: long-term structural reforms to reduce systemic risk; raising the level and quality of education; investing in infrastructure; and ensuring the proper functioning of financial markets. At Vrio we agree with this and, from our position, we are investing in connectivity and supporting almost 10,000 schools directly, because education is a central axis for thinking about the development of Latin America," said Magariños.

About Propósito Vrio

Propósito Vrio is the integral sustainability program of Vrio Corp, a company of which DIRECTV Latin America, DGO and SKY Brasil are part. The company invests in technology, produces and distributes exclusive content and information to bring to the region the best entertainment and connectivity experience, taking into account the particularities of each territory. Vrio Corp. contributes to the sustainable development of communities with innovative services and programs with a strong social commitment. Through the Escuela Plus educational project, volunteer actions and social participation events, it promotes specific objectives such as strengthening education and sports, inclusion, values and diversity, preserving culture and boosting the region's economy.