Meta

[redacted]

Mexico City, October 24, 2022

**MR. WILLIAM W. POPP**

Ambassador

Embassy of the United States in Guatemala City

Mr. Ambassador,

As we understand the new opportunities that creators, entrepreneurs, micro, small and medium-sized businesses have with the evolution of the Internet, at Meta we want to promote the development of new skills so that they can take advantage of the economic opportunities that digital commerce offers.

Today we double down on our efforts in Guatemala, so that more MSMEs and entrepreneurs from the creative sectors have access to these skills and digital tools. We do this through our free training programs. In these programs, workshops and resources are deployed where attendees learn to use digital marketing and Augmented Reality tools.

To showcase the commitment that Meta has with Guatemala, on November 9 we will hold a face-to-face event at the Zona Viva Forum, where we hope to have over 150 MSMEs and members of the creative economy. The event will begin at 10:00 a.m.

On this occasion, we also want to announce the launch of our augmented reality training program, which will be Meta's first big step towards the collaborative construction of the Metaverse in the country.

We would be honored to have you present at the event we are hosting with the hope to have more people join the next generation of the Internet and develop fundamental skills for their early inclusion in the new digital economy.

We put at your disposal the email of our external advisors for the corresponding coordination: [redacted]@clcglobal.cr and that of my colleague [redacted]@meta.com.

Thanking you in advance for your time and consideration,

**ÍÑIGO FERNÁNDEZ**

Director of Public Policy for Mexico, Central America, and the Caribbean