

 Early Warning System

IADB-ME-T1460

Marketplace, Edutech& Smart Data in one App for Small Stores



Quick Facts

Countries	Mexico
Financial Institutions	Inter-American Development Bank (IADB)
Status	Active
Bank Risk Rating	C
Voting Date	2021-06-09
Borrower	Government of Mexico
Sectors	Communications, Industry and Trade, Technical Cooperation
Investment Type(s)	Advisory Services, Grant
Investment Amount (USD)	\$ 0.15 million
Project Cost (USD)	\$ 0.41 million



Project Description

Increase the sales of grocers and their suppliers of consumer goods, closing the digital, information and capabilities gap of the traditional channel, which prevents the consumer from having a convenient, digital and secure shopping experience, and the large company can have the information necessary to define segmented and differentiated business strategies.



Investment Description

- Inter-American Development Bank (IADB)

Country counterpart financing \$258,000 USD



Contact Information

Project contacts not available at the time of disclosure.

ACCOUNTABILITY MECHANISM OF IADB

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