

 Early Warning System

IADB-ME-T1460

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



## Quick Facts

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



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## 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.



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## Investment Description

- Inter-American Development Bank (IADB)

Country counterpart financing \$258,000 USD



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## Contact Information

*\*\*Project contacts not available at the time of disclosure.\*\**

### ACCOUNTABILITY MECHANISM OF IADB

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