

Pioneers of Prosperity Central America Individual Country-Level Winner Profiles

In Costa Rica, Florex, founded in 2003 by Silvia Elena Chaves Quesada and Carlos Enrique Araya Arias, along with Comunicación Corporativa, founded in 1988 by Carmen Mayela Fallas and Edgar Mata were selected as country winners. Florex is a cleaning products company that develops and produces environmentally friendly cleaning products, utilizing an education-led market campaign to win sales and cultivate demand for their product. Comunicación Corporativa is a pioneer in the regional strategic communications industry whose founders introduced the concept to Costa Rica, bringing innovation and driving growth in the sector across the region.

In the Dominican Republic, Laboratorios Union S.A., founded in 1978 by Elvis Camilo was selected. Laboratorios Union produces over 100 pharmaceutical and cosmetic products. Among their bestselling products are a toothpaste (Pyodent), a medicine for gastro-intestinal disorders (Metrex), and an ointment for treating scar tissue (Tecasol).

In El Salvador, Ernestina Castro S.A. de C.V. (Pan Santa Eduvigis), founded in 1955 and led by José Francisco Durán Frixione was selected, along with Web Informática S.A., founded in 1998 by Roberto Palomo Cea. Pan Santa Eduvigis is a producer of specialty breads and operator of a chain of branded bakeries. The company is famous for its trademark “Semita”, which serves local, regional and international markets through its wholly owned bakeries, supermarket and other retail distribution channels as well as through exporting to international markets. Web Informática S.A. offers customized web design services, and was one of the first of its kind to introduce these services in El Salvador in the late 1990’s. Since then, they have expanded into consulting and e-commerce initiatives with the goal of becoming a full service e-commerce provider.

In Guatemala, Flexipack, founded in 1997 by Mario René Asteguieta Domínguez was selected. Flexipack custom-designs and assembles packaging machines for manufacturing companies and provides ongoing support and consulting services to their customers to ensure that the packaging process meets the clients’ needs. Flexipack works with three types of manufacturers: food & beverage, chemicals, and pharmaceuticals.

In Nicaragua, Adenica, founded in 2000 by Carolina Lopez, and Llamadas S.A., founded in 2005 by Edgard Cruz and Brian Forde were selected. Adenica manages the full spectrum of logistics and import/export paperwork for major national and international firms operating in Nicaragua, making it a leader in the importing and exporting fields. Llamadas S.A. is a provider of high-quality, low-cost telephone and communication services to low and middle income people in Nicaragua. Llamadas brings affordable technology to under-served and rural communities.

In Panama, Infosgroup, founded in 196 by Sergio René Orrego Soto was selected, along with Aboquete, S.A., founded in 1999 by Demetrio Javier Díaz Menéndez. Infosgroup is an IT software and consulting services firm that provides software development and customized technical solutions in areas such as human resources management and operational efficiency. Aboquete is the only producer of organic fertilizer with fungus-based pesticides in Panama.