



FORMER PRESIDENT OF MEXICO CALLS ON MEDIA INDUSTRY TO CREATE STRATEGY FOR LEGALISATION OF DRUGS

Miami 25 October 2010: Over 500 media industry delegates gathered at the inaugural Festival Of Media LatAm were called upon by the former Mexican President Vicente Fox Quesada to help creatively and strategically communicate the benefits of legalising drugs in his country.

The radical call to arms came as a passionate Vicente Fox took to the stage at the Festival of Media LatAm, outlining what he believes are currently the barriers to success for the region on the world stage. His rationale was based on statistics including the fact that 5 years ago Mexico's economy was 20% bigger than Brazil and now the reverse is true as foreign investors pull out, frightened off by the war on drugs.

Having also experienced the many deaths through drugs wars in Mexico during his time as president, Fox put forward a robust request for creative ideas from the media and marketing community to help push for the de-penalisation of drugs. His vision of a 'freedom of responsibility' was put forward to the audience of the Festival, dubbed the 'leaders' of the region by Fox. "Who is better to do that than you?" he challenged. "We need minds not Governments to enrich Latin America in the 21st Century".

The other opportunities he set out for the region included education, comparing the percentage of the population with degrees in LatAm (an estimated 25%) to Korea's 83%. The growing middle classes also present hope for the country, according to Fox, as well as the recent embracing of entrepreneurship now that much of the region is out of the shadow of dictatorship.


Charlie Crowe, CEO of C Squared and co-organizer of the Festival of Media LatAm commented "As an industry we can often get quite introspective. To have such a visionary speaker as President Fox setting out such a bold challenge was both refreshing and exciting."

Gaston Taratuta, CEO of IMS, co-organizer of the Festival of Media LatAm says "Vicente Fox's speech presented the delegates of the Festival of Media with a new perspective on how politics and the economy within a country influence media companies and individuals."

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For more information please contact Debbie Zaman (+44 7971 962221) or Jessie Winston (+44 7977 118186) or firstname.surname@withpr.co.uk

Or visit <http://www.festivalofmedia.com/latam> to book tickets, see the agenda and for general information.

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Check out previous *Festival of Media* presentations here: www.YouTube.com/thefestivalofmedia

Notes to the editor

The Festival of Media LatAm will take place on 24-26 October 2010 at the Ritz Carlton, Key Biscayne in Miami, USA.

About C Squared

C Squared is a business publishing and information company that serves the global media and marketing industry. Since the launch of its first international industry publication – *Cream* – in 2005, C Squared has grown twelve-fold and, though still headquartered in London, over half the Group's turnover now comes from outside the UK. Across C Squared's portfolio of market-leading magazines, websites and conferences, it has readers, subscribers, visitors and clients from over 50 countries and produces successful events on every continent – from New York to New Delhi; from Valencia to Vilnius and from Amsterdam to Accra.

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About IMS Internet Media Services, Inc.

IMS Internet Media Services is the leading independent digital marketing solutions company with expertise in the Latin American and Brazilian markets. Operating for more than six years, with headquarters in Miami and satellite offices in Argentina, Brazil, Mexico and London, IMS brings together a highly qualified team of professionals with vast experience in Latin America to offer agencies a one-stop shop for online and print media buying needs. Through its signature white label agency business, IMS is a strategic partner for agencies across the board, helping them satisfy client needs and exceeding expectations by actively participating in the buying and execution of media campaigns to achieve time and cost efficiencies. IMS also offers consulting, web development and creative services to assist agencies in the various stages involved in successful print and online media campaigns.

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