

Winners of the Socio-economic poster category for the 15th International Poster Biennial announced

- *The winners in the Socio-economic poster category of the 15th edition of Mexico's International Poster Biennial (BICM) are: Erubey León García, from Mexico; Erick Ginard and Katherine Paz, from Cuba; and Aylín López Muñoz, from Mexico.*
- *Winners were selected from a total of 404 posters submitted to the contest by undergraduates of design schools and visual communication professionals from 28 Mexican states as well as from Cuba, China, the United States, Rumania and Ecuador, among other countries.*

Mexico City, October 31, 2018.- The Federal Economic Competition Commission (COFECE) and Mexico's International Poster Biennial (BICM) announced the category D winners: Socio-economic Posters, *A Level Playing Field for Competition and Entrepreneurship*. The first place was awarded to Erubey León García, from Mexico, and the second place to Erick Ginard and Katherine Paz, from Cuba. Aylín López Muñoz, from Mexico, won third place.

National and international experts in the fields of visual communication, graphic and editorial design, illustration, and publicity among others, members of the Jury, awarded Enrique Puebla Valencia an honorable mention.

The Commission encourages the creation of visual tools that communicate the benefits of competition. To this end, COFECE participated as one of the conveners of the 15th Edition of the BICM for the Socio-economic Poster category.

The participating posters capture that when there is a level playing field for competition and entrepreneurship, success of companies would be determined by their ability to win preference of consumers, by offering greater choice of goods and services at better prices.

The 32 finalists were drawn from a total of 404 posters that participated in the Socio-economic category of this Biennial. The posters were created by undergraduate design students and visual communication professionals from 28 states in Mexico and 22 countries, among which are Cuba, China, the United States, Rumania, Ecuador and



Argentina. All finalist posters will be exhibited in a public display at the Franz Mayer Museum in Mexico City from November 1st to February 18th, 2019.

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The Federal Economic Competition Commission is entrusted with safeguarding competition and free market access. This contributes to people's well-being and the efficient functioning of markets. With its work, COFECE seeks better conditions for consumers, more services of higher quality and a "level playing field" for companies.

