



A businessman distinguished for his community work, an association that **rehabilitates people with cerebral palsy**, and a student group that **promotes education in indigenous communities** have won the [2024 Eugenio Garza Sada Award](#).

Businessman **José Francisco Arteaga**, the **Association for People with Cerebral Palsy (APAC I.A.P.)**, and **Yeex-Kukulmat** have won the award given by [Tec de Monterrey](#) and [FEMSA](#).

Since 1993, this award has been given in three categories to entrepreneurs, organizations, and student groups that excel in **humanistic leadership, as well as in innovation and social entrepreneurship**.

The winners were announced by **José Antonio Fernández**, Director and Executive Chairman of the **FEMSA Board of Directors**, at a ceremony held at the Monterrey campus Conference Center.



*“This award recognizes individuals and organizations whose community work **promotes the development of Mexico.** The winners promote the values of Don Eugenio (Garza Sada), a highly ethical man who respected others,”* said Fernández Carbajal.

*“I invite you to be **responsible citizens, to work together for the benefit of communities,** to care for the planet, and keep in mind what we’ll leave to future generations,”* he added.

The Eugenio Garza Sada Award is presented in three categories: **Humanistic Business Leadership, Social Entrepreneurship, and Student Social Innovation.**

The winners received the **sculpture “Inner Light”** by Yvonne Domenge, a certificate, and a cash prize, which amounts to two million pesos in total for the 3 categories.

“The winners promote the values of Don Eugenio (Garza Sada), a highly ethical man who respected others.” - José Antonio Fernández

Reaping the benefits of social leadership

José Francisco Arteaga Niepmann, president of [La Huerta](#) group, was recognized in the **Humanistic Business Leadership** category.

*“I’m very excited about this award. **It came at a difficult time in my life.** It filled me with hope.*

*“I’d like to take this opportunity to thank God, my wife Belén, my children, my family, and my employees for having supported me in this great project that we call **the great La Huerta family,**” he said in his speech.*

La Huerta consists of over 2,500 people, for whom José Francisco seeks to provide maximum value by ensuring the **wellbeing of their families** through daycare services, medical consultations, and support for the education of workers’ relatives, among other things.

In this category, the **Eugenio Garza Sada Award** grants 750,000 pesos that will be **donated to an association** chosen by the winner.



Improving the lives of people with cerebral palsy

The Social Entrepreneurship category was won by the **Association for People with Cerebral Palsy ([APAC I.A.P.](#))**.

APAC cares for babies, children, young people, and adults with **cerebral palsy**, who receive **therapies** and support with school, work, and social inclusion.

*“On behalf of APAC, I’d like to thank this award, which bears the name of an exemplary man, an **inspiration for everyone**, especially for those of us working to transform the lives of people with cerebral palsy,”* said Gabriela Molina, Secretary to the APAC Board of Trustees.

*“Receiving this award is a recognition of the effort, dedication, and love that we provide through **90 services for babies, children, young people, and adults with disabilities.**”*

As well as supporting its beneficiaries, **APAC** provides workshops and courses for families.

This association received 700,000 pesos in support.



Education for all, the driving force behind Yeex-Kukulmat

Tec graduate Ángel Solís and Tec student Carlos Vega are part of the [Leaders of Tomorrow](#) scholarship program who have combined their projects to give life to **Yeex - Kukulmat**: Uniting cultures, preserving languages.

Yeex-Kukulmat works to promote education in indigenous communities, fostering reconnection with their roots and empowerment through the collective identity of indigenous peoples.

This project seeks to address problems by **creating educational materials** that adapt to the specific needs of these communities.

*“As Ángel is from Chiapas and I’m from San Luis Potosí, we’ve worked based on the firm tradition that **our roots are fundamental** to building a more just and equitable world.*

*“With this award, we seek to **reach more communities**. We believe that social innovation has the power to transform realities, and this recognition is proof that we’re on the right path,”* said Carlos Vega.

The founders of [Yeex-Kukulmat](#) were awarded 500,000 pesos, of which 100,000 are for the project and the rest for an international experience that contributes to their **community work** after being selected in the **Student Social Innovation category**.

Leaders of Tomorrow is the Tec’s **100% scholarship program** that enables it to contribute to educating young people with **extraordinary talent and academic excellence who seek to transform reality**.



About the Eugenio Garza Sada Award

This award was introduced in 1993 by FEMSA and Tec de Monterrey to commemorate the **life, work, humanistic leadership, and legacy of businessman [Don Eugenio Garza Sada](#)**.

Don Eugenio was one of the **founders of Tec de Monterrey in 1943**.

The award recognizes leading institutions and people from Mexico or abroad who **contribute to the wellbeing of the Mexican community** through the development, improvement, and productive capacity of their human or physical resources.

It also recognizes students from Tec de Monterrey and Tecmilenio who are leading **high-impact and socially committed projects** in communities across Mexico.



*“The **Eugenio Garza Sada Award** recognizes the career, work, and perseverance of those who believe that reality can and must be changed,”* said Ricardo Saldívar, Chairman of the Board of Directors at Tec de Monterrey.

*“It also recognizes practice of the values that have shaped our educational institution: **innovation, knowledge, and the desire for transformation**,”* he added.

Attending the event were: **Consuelo Garza Lagüera de Garza**, President of the Eugenio Garza Sada Award Steering Committee; **Eva Garza de Fernández**, Vice President of the Award Steering Committee; and [David Garza](#), Rector and Executive President of the Tec.

Also in attendance were Alfonso Garza, Gabriel Garza, Jessica Ponce de León, Lorena Guillé-Laris, David Noel Ramírez, [Juan Pablo Murra](#), and **Alejandro Poiré**, members of the Award Steering Committee.

Since its inception, the **Eugenio Garza Sada Award** has recognized 32 business leaders, 31 organizations, and 12 student projects that have benefited over 8 million people.

During this year's call for applications, **650 proposals** were received in the three categories.

Finally, it was announced that the award's [2025 call for applications](#) is now open: applications will be accepted until **March 21, 2025** for the Humanistic Business Leadership and Social Entrepreneurship categories; and until **April 11, 2025** for Student Social Innovation.

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