


Ecopetrol, the fifth most valuable company in Latin America

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Mexico seems to be the birthplace of the most expensive brands in the country. In 2022, the Mexican Corona brewery (owned by Grupo Modelo brewery) was the most valuable Latin American brand, with a brand value of approximately US\$7.03 billion.

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Among the ten most valuable brands in Latin America, Mexico and Brazil are responsible for four each, according to a Statista report. Itaú banking is the most valuable brand in the South American country and the second most valuable in the region, with a value of approximately US\$6.6 billion. **Ecopetrol** represents Colombia as the fifth most valuable, with a value of US\$4.09 billion.

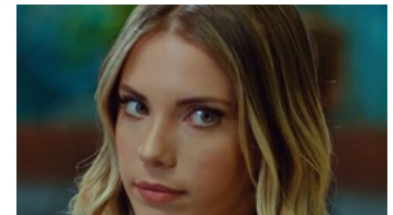
Claro is the third most expensive, even in Mexico US \$ 5.450 million and **Pemex** from the same country, with US\$5.190 million, is fourth. **He also goes to Mexico in sixth place with the company Modelo Especial** with a value of US\$3,910 million.

Brazil has Bradesco as the seventh most valuable, with US\$3,820 million, Banco do Brasil with US\$3,660 million and Petrobras, with US\$3,620 million.

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According to Brand Finance, **Amazon was the most valuable brand globally in 2013** estimated at around US\$ 299.3 billion. Apple and Google are second and third respectively. This was the

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case even before the most famous companies such as the Facebook social network or the visual industry giant Disney, whose brand value remained below US\$50 billion in the latter case, says Statista.





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Brand equity refers to the present value of assets acquired specifically for the brand's reputation. owned and controlled by the institutions themselves, holding the copyrights.




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