



FIFCO promotes female leadership in engineering through example and proximity

- A meeting with students reaffirms the company's commitment to equality and young talent.
- Five female leaders shared their experiences in an inspiring discussion.
- The activity is part of the *Women in Engineering* project promoted by the UCR.

September 2025. Aimed at inspiring, connecting, and empowering future leaders in engineering, Florida Ice & Farm Co. (FIFCO) opened its doors to 40 students studying industrial engineering at the University of Costa Rica (UCR) as part of the *Women in Engineering* social action project.

During the visit, the students participated in a panel with women employees from different areas of FIFCO: Total Productive Maintenance, Planning, Finance, Trade Marketing, and Talent. The discussion, moderated by Scarlet Pietri, FIFCO's Talent Director, addressed topics such as professional experiences, growth mindset, skills beyond the technical component, and personal advice for navigating one's professional path.

"A few years ago, it was unthinkable to have an internal panel with so many inspiring female voices. Today, FIFCO has the voices of women who can influence others, with experiences built from here. It fills me with pride to know that today we can talk about possibilities, growth, and a purpose that transcends the technical," said Scarlet Pietri.

The UCR's *Women in Engineering* project seeks to break down gender stereotypes and strengthen the retention and academic success of female students through talks, gatherings, workshops, company visits, and sorority spaces. This initiative coordinates efforts between universities, the private sector, public institutions, and foundations to promote female leadership in historically male-dominated careers. *"More than opening their doors to us, they opened their hearts. I felt so close to them that I could say, 'Wow, thank you,'"* said one of the attendees, Valeria Cordero, a student at the UCR's West Campus.

For FIFCO, this collaboration is part of its corporate purpose, its philosophy of expansive sustainability, and its ESG goals for 2027, which include increasing the number of women in leadership positions. It also strengthens its organizational culture based on equity, well-being, and the comprehensive development of human talent, and consolidates the company as an employer brand committed to social transformation. Supporting these types of spaces helps place women in decision-making, leadership, and transformation roles, based on their talent, vision, and ability.

About FIFCO

FIFCO is a beverage and food company with 117 years of history, with operations in Costa Rica, Central America, Dominican Republic, Mexico, and the United States, 5 manufacturing plants and 13 distribution centers. It has 3 business divisions that include Florida Bebidas (food and beverages), FIFCO Hospitality (real estate sector) and FIFCO Retail (retail sales). It exports to over 10 countries around the world and has a portfolio of more than 2,000 products