



**WORDS BY MR. JUAN GONZÁLEZ MORENO,  
CHAIRMAN AND CEO OF GRUMA,  
AS HE RECEIVED THE RECOGNITION AS  
ENTREPRENEUR THE YEAR  
BY THE ASSOCIATION MEXICAN ENTREPRENEURS  
IN THE UNITED STATES**

**DALLAS, TEXAS, USA, MAY 27TH, 2014**

- Esteemed Eduardo Bravo, Chairman of The Mexican Association of Entrepreneurs,
- Directors, Friends, and Partners,
- Ladies and Gentlemen,

It is a great honor for me to receive this recognition given by our Dear Mexican Association Of Entrepreneurs.

I am grateful for this distinction in a very sentimental way. I have had the joy of witnessing this association's birth, and it has filled me with joy to see that your projects have become a reality.

You all have built up This Association with your work as one of the leading business opinion groups in this Region and all over The UNITED STATES.

I want to repeat my appreciation to all of you and the partners who have dedicated themselves to developing business relationships between MEXICO and the UNITED STATES through business, social, and cultural events.

It overjoys me to be with you today, precisely because during this month of may 2014, GRUMA celebrates its 65-year-anniversary.

As of December 2012, I have had the privilege to serve as Chairman and CEO of GRUMA. Since then, we have started a new business strategy that, with the support of My Team, has given good results, confirming that We Are A World-class Company.

“NOW, WE FACE THE FUTURE WITH AN EXCELLENT PLATFORM TO FURTHER DEVELOP AND STRENGTHEN OUR PRESENCE IN MARKETS WHERE GRUMA IS PRESENT, AS WELL AS TO UNDERTAKE NEW PROJECTS AND CHALLENGES.”

Friends, Directors And Association Of Mexican Entrepreneurs Partners:

Keep on counting on GRUMA and yours truly to continue doing our two cents worth to strengthen this great group for the professional development of its members and for the better understanding of business cultures between MEXICO and the UNITED STATES.

THANK YOU FOR THIS RECOGNITION.”

