

MAIA — AMPYME's WhatsApp AI Advisor Grows From a 60-Producer Pilot Toward a National Rural-Business Service in Panama

AI in the Public Sector · Good practice · Panama

Quality score: 33/100

Evidence strength: Cautionary / limited

Summary

Panama's AMPYME launched MAIA, a free WhatsApp chatbot using AI text and voice recognition to give micro and small producers business advice drawn from ILO guides; a 60-producer coffee and vegetable pilot is scaling toward 1,000 rural beneficiaries by 2026.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	0/3
Transparency, fairness & accountability	1/3
Transferability / demonstrated replication	2/3
Scalability beyond pilot	1/3
Governance, capability & sustainability	1/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-02

[Autoridad de la Micro, Pequeña y Mediana Empresa \(AMPYME\)](#) — accessed 2026-09-02

[Ministerio de Trabajo y Desarrollo Laboral \(MITRADEL\)](#) — accessed 2026-09-02

[International Labour Organization](#) — accessed 2026-09-02

[SERTV](#) — accessed 2026-09-02

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