



Visit to Colombia

ANTIOQUIA-BOGOTA D.C.

FITCE
September 2017

September 7th, 2017

- **11:45 am** Upon his arrival to Bogota D.C., Commissioner Holness met with Maria Quintana, an economic development director from CI Campo Verde, a company that assisted with the two previous FITCE events. She arranged the agenda for the Commissioner.
- **2:00 pm** met with Mr. Jaime Castillo, owner of DISTOMATES Co., a tomato producer, who seemed quite interested in assisting with FITCE 2017; he wants to be in contact with a few American businesses to buy machinery and supplies, to optimize DISTOMATES production and get access to the United States market.
- **5:00 pm** Met with a few business owners in Bogota, who work mostly in the Tropical fruit industry. They included, Martha Patricia Barrera Bejerano from Proimport Group, Jairo Velasquez Acosta from Operador Logistico de las Americas SAS, Yohan Ramon Sanchez Duran from Cenabastos S.A., Midulma Caicedo Parra from Equity Trading, Pedro Leonardo Duque Munevar from Bio Palma SAS, Alejandra Sofia Homez Montana from Corporacion Para el Desarrollo Regional Germinar, Willingtong Gutierrez Collazos from Asociacion de Technologos y Productores Agropecuarios de Bilbao and Jairo Humberto Cristo Correa from Corporacion Integral de Innovacion Social. They would like to attend FITCE 2017 and will be in contact with different businesses that may be interested in their products.

SEPTEMBER 8TH, 2017

- **10:00 am** Meeting at the U.S. Embassy with Mr. Martin J. Claessens, Commercial Officer in Bogota.
- **2:42 pm** Flight to Medellin, Antioquia. The Commissioner met with Mr. Felipe Zapata, an international business student, who will assist him throughout the business and cultural tour through the Southwest region of Antioquia.
- **6:30 pm** Visit to Tatissi, in the municipality of El Retiro, Antioquia, a company that is dedicated to producing avocado oil. Mr. Jair Pineda, General Manager gave a tour through the production plant and explained their entire production process and highlighted the necessity to create alliances with marketing companies that will allow them to enter the international markets. They also showed a fruit dehydration plant they are developing. Also, Mr. Pineda's employees presented a few projects they are working on.
- **9:00 pm** Meeting with JYM Technology, a company dedicated to the research and development of technological solutions. They presented a

very interesting project that allows businesses to reduce their electric consumption - up to 85% of electricity usage.

SEPTEMBER 9TH, 2017

- On this day, a few individuals joined the delegation which will accompany the Commissioner in different meetings; they included Mr. and Mrs. Ospina (investors) and Jorge Ignacio USMA Technology (entrepreneur).
- **9:30 am** Attended a cultural exhibition in Montebello Antioquia.
- **10:00 am** Meeting with Mr. Ferdinando Muñoz, Mayor of Montebello, Mrs. Monica Ocampo, Mayor of Santa Barbara, both members from Association of Agricultures of Montebello (ASOPAM). In this meeting, Montebello's Mayor welcomed Commissioner Holness to his municipality and further stated there was a large interest of many Hass Avocado producers to attend FITCE in October 2017; the Commissioner then presented information on FITCE 2017 and proceeded to deliver the certificates of appreciation and the invitations to FICTE 2017 to the individuals previously mentioned.
- **1:00 pm** Business Conference at Montebello's learning center where Commissioner Holness shared a table with the delegation, Santa Barbara's Mayor, Montebello's Mayo and the Sub Secretary of Agricultural Development of Antioquia, Mr. Andres San Martin. The reason for this conference was not only to show the people from Montebello the importance of this visit, but also the benefits of building relationships with Broward County, which would open doors for local businesses and allow them to export products grown in Montebello such as: Hass Avocado, coffee, plantain, and many more items. Commissioner Holness shared information about Broward County.
- **2:30 pm** At the same location, Commissioner Holness was invited to try some samples of the variety of products produced in the area. The business owners also explained the different processes that they use to grow and transform their products.
- **3:30 pm** Commissioner Holness attended a lunch and also visited the Hass Avocado farm owned by Miguel Velasquez, a member of ASOPAM in Montebello. Also in attendance was the delegation from the previous business conference. Commissioner Holness had the chance to visit some of the avocado crops, learn about their method of production and talk with Mr. Velasquez about the importance of his product. The Commissioner became quite impressed by the whole operation, and tells the producers from Montebello that he will personally along with his staff, help them by facilitating and assisting them in the different protocols required for them to

export their products to the United States and to import products from the United States.

- **5:00 pm** Open discussion with the people from Montebello, where the Commissioner had the chance to socialize with some of the locals and learn more about their culture.
- **7:00 pm** Visit to the municipality of Santa Barbara. Commissioner Holness had another meeting with the Mayor from Santa Barbara, Monica Ocampo, and with some of the producers from the area. They presented their different products, processes and projects which mostly are crops of tropical fruits. In conclusion, the Commissioner left a few tasks for the people of Santa Barbara and for the Mayor who will represent them at FITCE 2017.

SEPTEMBER 10TH, 2017

- **10:00 am** Tour through the Cartama province, a province that is part of a group of 11 municipalities, which is also located in the Southwestern area of Antioquia. The tour began at the municipality of La Pintada, accompanied by Mr. Alexander Zuluaga, Mayor of Tamesis, and President of the El Cartama province, Mr. Luis Carlos, Betancourt Mayor from Marquetalia, and Mr. Jorge Wilson Rivera, the representative of 6 different municipalities from the Coffee Triangle located on the west side of Colombia. During the tour, the delegation gets to know the hydric affluence that the province contains, which favors the production of tropical fruits and vegetables. As the group arrives to the municipality of Tamesis, there was a cultural exhibition ready to receive the Commissioner, followed by a tour through the historic points of the municipality such as; the Cultural Center, Tamesis' Museum of Archeology and the Tourism Center. Some of the locals had set up a few stands to exhibit some of their products such as: coffee, cocoa, and crafts.
- **2:00 pm** Meeting with the delegation and also a FITCE 2017 presentation. The Commissioner personally hands the certificates of appreciation and FITCE 2017 invitation to the different Mayors that we are present. To show gratitude to the different businesses and municipalities from the Cartama province, the Mayor from Tamesis.
- **4:00 pm** Visit to Tamesis' Water Spring, where we found a bottling company with a very high quality product; the business owners were extremely interested in attending and assisting with FITCE 2017, in order to build some relationships with people from all 32 countries that will attend the event this October.
- **6:00 pm** Commissioner Holness returned to Medellin, Antioquia.

- **8:00 pm** Commissioner Holness met with Jose David Quintana, owner of AloZumo Natural, a company that specializes in citric juices, who presented a very interesting project of very high quality. Then Commissioner Holness invited him to FITCE 2017 to present his project to the different delegations that will be present.

SEPTEMBER 11TH, 2017

- **11:00 am** Commissioner Holness met with Cotrafa (Bank), Mr. Luis Marulanda General Manager, Guillermo Valencia Vice-Manager, Marta Rut Fernandez, Marketing Director, Marylu Agudelo, Development Director and Rafael Quintana, the I.T. director. Commissioner Holness presented FITCE 2017 and explained the bilateral importance in doing business with Broward County. Then Mr. Marulanda explained his intentions of expanding their services to the U.S. Also, he proceeded to show Commissioner Holness his business, where he planned to start out in Boston and New York. However, the Commissioner convinced him with data including numbers and statistics, that Broward County is far more convenient for Cotrafa. Mr. Marulanda told his team to change the marketing plan from Boston and New York to Broward County. Commissioner Holness hands out the invitations to FITCE 2017 and the certificates of appreciation to those who attended the meeting. Mr. Rafael Quintana invites the Commissioner and his team to take a tour through the bank to see their data centers. They are the only ones that have two data centers running 24hrs in Colombia.
- **3:00 pm** Meeting with Mr. Sergio Escobar, the Executive Director of Cooperation and Investment Agency of Medellin (ACI) and his team. They set up a presentation of the development and changes that occurred in Medellin over the past 20 years. Then the commissioner presented FITCE 2017 and proceeded to discuss how important it was in having a delegation from Medellin come to the event, given that Medellin is a sister city of Fort Lauderdale. Afterwards, the Commissioner handed out a certificate of appreciation and formal invitation.
- **4:00 pm** Meeting with the Mayor of Copacabana, Mr. Oscar Restrepo, where he was presented with the FITCE 2017 invitation, and was given the task of sending a delegation that would represent all important business owners in his municipality.

SEPTEMBER 12TH, 2017

- **11:00 am** Commissioner Holness met with the Colombian American Chamber of Commerce. In attendance was Carlos Quijano, the Executive Director and Ricardo Hernandez, the Sub-Director. The Commissioner

- presented FITCE to the chamber. As result, the chamber will contact different corporations that would be interested in not only attending the event, but who also want to enter the American market.
- **1:00 pm** Visit to the Metro system.
 - **9:00 pm** Flight to Fort Lauderdale

CONCLUSION

We believe that this visit was very successful. Commissioner Holness was able to meet with the US Embassy, elected officials and many business owners in Colombia personally.

- The individuals from Tatissi are very interested in being a part of FITCE 2017 and will be in contact with Nova Southeastern University, so that they can discuss different research initiatives they have conducted and build relationships with a few strategic alliances that will facilitate and assist them in entering the American market.
- JYM technology is looking forward to sending a delegation to FITCE 2017 to meet with investors in order to obtain support with their project; they will also contact Nova Southeastern University in order to build relationships and receive assistance in the development of their new research. Additionally, they are also interested in contacting businesses that sell the materials they use in the production of their devices in order to do business with them.
- Many businesses are considering utilizing the Port Everglades Seaport. The Commissioner highlighted the importance of this as it is more convenient logistically for them.

September 7th, 2017
2:00 pm



September 9th, 2017
10:00 am



2:30 pm



SEPTEMBER 11TH

4:00 pm



September 12th

11:00 am

