



www.yocreoencolombia.com



Colombia - The Best Kept Secret in The World



This is an advertisement that a French travel agency uses:



BUT if you want to see all these things together, your destination is definitely **Colombia**.



This is an initiative of ...



- ! A group of students of the Universities of Andes, Nacional, Eafit, Javeriana and CESA, and a group of business people
- ! It's part of a project " I BELIEVE IN COLOMBIA"



The Nano - second game



! Colombia is approximately the same size as:

- A. Peru, Bolivia and Paraguay(combined).
- B. Spain, France and Portugal.
- C. Malaysia, Burma and Bhutan.
- D. Finland, Sweden and Denmark.



! Which of the following is **not** true:

- A. Colombia is top 10 in air security around the world.
- B. The largest march against a war in the history of humanity occurred in Colombia.
- C. A Colombian invented the Hakim valve which bhas saved 1.4 million people around the world.
- D. Colombia classified for the 2002 soccer world cup.

The Nano - second game



! Which of the following is **not** true:

- A. Colombia is the largest emerald producer in the world.
- B. Colombian scientists invented the Pacemaker and contact lenses for babies.
- C. Colombia is the third producer of petroleum.
- D. Colombia grows the richest coffee in the world.

! Which of the following is **not** in Colombia:

- A. Amazon jungle.
- B. The oldest indian tribe on earth.
- C. The longest coast on the Caribbean.
- D. The largest lake on earth.



The Nano - second game



- ! Which of the following is **not** true:
- A. Colombia is the largest coffee producer in South America.
 - B. Colombia's economy has grown 70 years (with the exception of '99).
 - C. Colombia is the oldest democracy in Latin America.
 - D. Colombia is the 2nd most populated country in South America.



The Nano - second game



! Colombia is the place where you find the most:

- A. Emeralds, Coffee and Bananas.
- B. Frogs, Bananas and Butterflies.
- C. Birds, Emeralds and Frogs.
- D. Butterflies, Birds and Coffee.



! Which of the following is True:

- A. 70 - 85% of Polo (Ralph Lauren) children shirts are made in Colombia.
- B. 70 - 85% of Levis jeans are made in Colombia.
- C. 70 - 85% of Tommy Hilfiger underwear is made in Colombia.
- D. 70 - 85% of Victoria Secret lingerie is made in Colombia.

What we will see today ...



- ! 1. The good, the bad and the ugly
- ! 2. What makes Colombia so special and which are the huge opportunities in Colombia?
- ! 3. How is our country changing?
- ! 4. The strategy behind this initiative



What we will see today ...



- ! 1. The good, the bad and the ugly
- ! 2. What makes Colombia so special and which are the huge opportunities in Colombia?
- ! 3. How is our country changing?
- ! 4. The strategy behind this initiative



What we will see today ...



- ! 1. The good, the bad and the ugly
- ! 2. What makes Colombia so special and which are the huge opportunities in Colombia?
- ! 3. How is our country changing?



What we will see today ...



- ! 1. The good, the bad and the ugly
- ! 2. What makes Colombia so special and which are the huge opportunities in Colombia?
- ! 3. How is our country changing?



The Nano - second game



- ! What do you think about when you hear the word “Colombia”?
- ! In my research this year in Boston, 87% of the people I polled responded “drugs and terrorism”

The Nano - second game



- ! What do you think about when you hear the word “Colombia”?
- ! Can I borrow some money from you?

**Colombia - a large country -
Spain, France and Portugal together; the
size of the US East Coast**



Colombia - Privileged Location



COLOMBIA



- 1) 1,000 miles of Caribbean coast line.
- 2) 600 miles Pacific Coast line.
- 3) 3 mountain ranges.
- 4) 44mm people

The good, the bad and the ugly Colombia, strength in...



- ! **Democracy** - We have the oldest democracy in Latin America
- ! **Economy** - The Colombian economy has 70 years of steady growth (with the exception of '99)
- ! **Sports** - Champions of the 2001 America's Soccer Cup. World Champion Formula CART/formula one racer
- ! **Natural capital** - World's largest producer of orchids, emeralds (60%), frogs, birds, carnations, first in variety of palms in the world,
- ! Second largest producer of butterflies, plants, fresh water fish and roses in the world.
- ! Third largest producer of coffee, reptiles and bananas in the world.
- ! Fourth in coal, mammals, nickel, and water.



The good, the bad and the ugly



- ! We have the oldest democracy in Latin America
- ! The Colombian economy has 70 years of steady growth (with the exception of '99)
- ! Champions of the 2001 America's Soccer Cup. World Champion Formula CART/formula one racer
- ! Gabriel Garcia Marquez - Nobel Prize winner
- ! #1 in Latin Billboard - Shakira (#1 in 35 countries).
- ! World's largest producer of orchids, emeralds (60%), frogs, birds, carnations.
- ! Second largest producer of butterflies, plants, fresh water fish and roses in the world.
- ! Third largest producer of coffee, reptiles and bananas in the world.
- ! Fourth in coal, mammals, nickel, and water.



The good, the bad and the ugly Colombia, strength in...



- ! **Culture** - Gabriel Garcia Marquez - Nobel Prize winner
- ! #1 in Latin Billboard - Shakira (#1 in 35 countries).
- ! **Heritage** - Colombia has the oldest indian tribe on earth, the Amazon jungle, 80 Indian Tribes and the largest gold museum on earth with 30,000 pieces
- ! **Human Capital** - A Colombian solved the largest conflict in the history of the Chamber of Commerce, Colombian PHd candidates in the US have the highest grades, Colombians invented the hakim valve, the contact lens for babies, the pacemaker, the malaria vaccine
- ! Colombia is world leader in refractive surgery
- ! Colombia is first in coffee research, first in visits to a public library
- ! Colombia has 22 cities with pop. over 100k and 8 cities with over 500k
- ! Colombia is the 4th country in investment in telecommunications as a % of GNP
- ! **Stability** - Colombia has the lowest volatility in Latin America



The good, the bad and the ugly



- ! Colombia has the oldest indian tribe on earth, the Amazon jungle, 80 Indian Tribes and the largest gold museum on earth with 30,000 pieces
- ! Colombia is first in variety of palms in the world, first in human bone exports, first in coffee research, first in visits to a public library
- ! A Colombian solved the largest conflict in the history of the Chamber of Commerce, Colombian PHd candidates in the US have the highest grades, Colombians invented the hakim valve, the contact lens for babies, the pacemaker, the malaria vaccine
- ! Colombia is world leader in refractive surgery
- ! Colombia has 22 cities with pop. over 100k and 8 cities with over 500k
- ! Colombia is the 4th country in investment in telecommunications as a % of GNP
- ! Colombia has the lowest volatility in Latin America



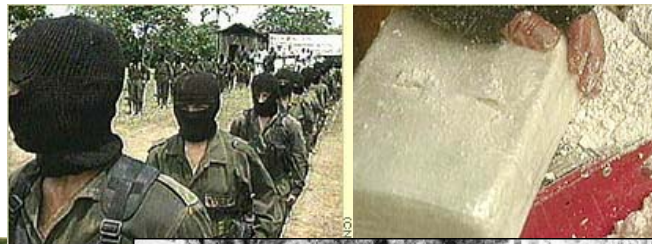
When you think about Colombia, what do you think about?



About this?



Or about this ...



The good, the bad and the ugly



- ! 40 years of conflict
- ! Oldest guerrilla movement in the world
- ! 5,000 people die in the conflict each year
- ! 50% of our economic growth is lost to violence
- ! Colombia's public debt is at US\$22 billion and the legal deposits of Colombians abroad are estimated at US\$40 - 70 billion
- ! Over 50% of guerrilla's income is drug related

The good, the bad and the ugly



- ! Colombia produces 80 % of the world's cocaine and 2/3 of the heroin consumed in the US



The good, the bad and the ugly



! Short History:

- 1970's: Started as grower and exporters of marijuana.
- 1980's: Escobar/Medellín cartel formed.
- 1990: Grower, processor, trans shipper of cocaine and heroin. At this stage illicit drug operations and paramilitary and guerrillas solidify relationship.
- 1993 to Present: Pablo Escobar killed. Large syndicates are replaced by smaller, more vertically integrated trafficking organizations.
- Between 1995 - 1999: Colombian coca cultivation increased from 178,000 acres to 370,000 acres. Decrease since then.
- 1995 - 2002: The guerrilla fills in the void left when the heads of the cartels disappear from the scene

The good, the bad and the ugly



- ! In 2001 drug activity estimated to cost the US \$100 billion in lost productivity.
- ! 52,000 drug related deaths in the US in 2001.
- ! An Ecological Disaster in Colombia:
 - Over the last 15 years, the drug business dumped 900,000 tons of toxic waste into the fragile rain forest eco-system (this is equal to 3 times Valdez oil spill).

The good, the bad and the ugly



- ! An Ecological Disaster in Colombia:
 - Over the last 15 years, the drug business dumped 900,000 tons of toxic waste into the fragile rain forest eco-system (this is equal to 3 times Valdez oil spill).

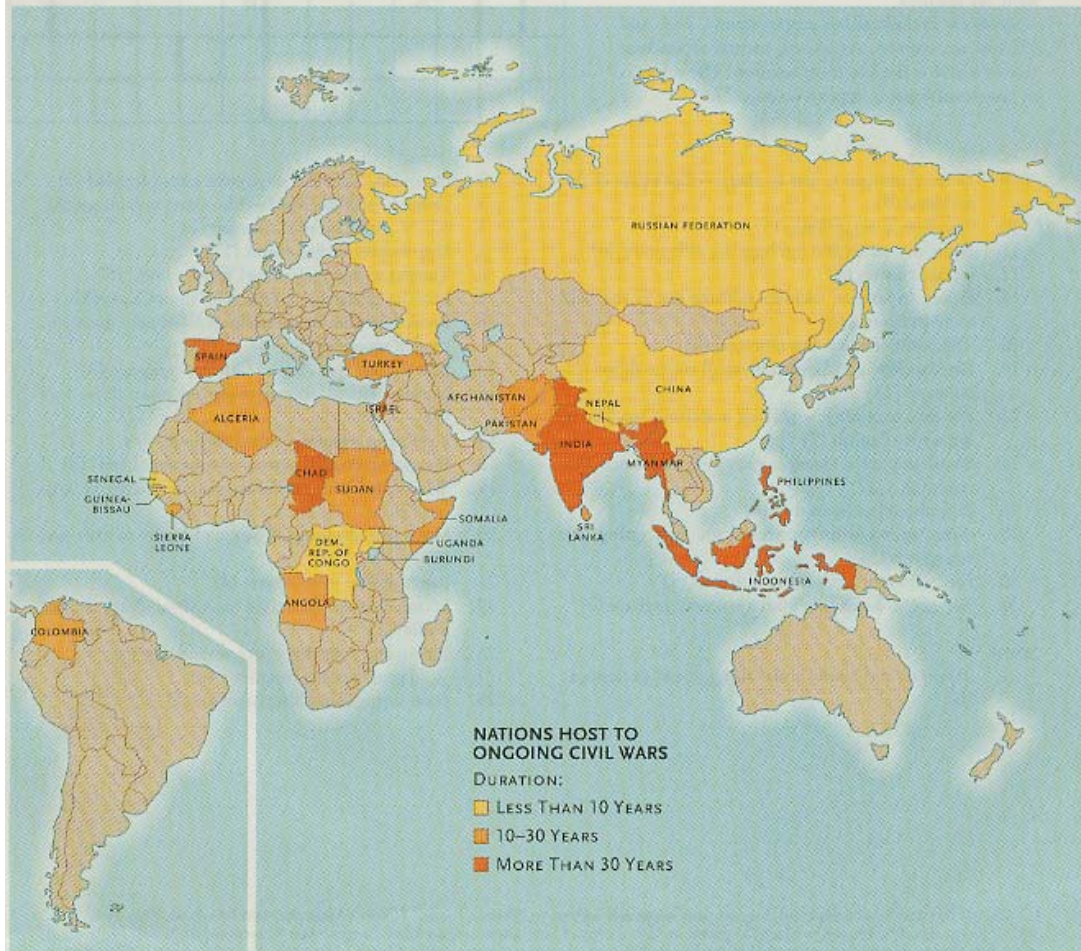
Our challenge



Colombia is literally fighting for its life against the largest criminal enterprise the world has ever known.

A WORLD AT WAR

Throughout the world, the incidence of civil war has increased steadily since the end of World War II. Twenty-five separate civil wars, defined here as resulting in 1,000 deaths or more in a nation where there is no peace accord in effect, are currently under way, the oldest being in Myanmar (formerly Burma), where ethnic minorities have fought for autonomy since the country won its independence from Britain in 1948. The most recent is the outbreak, in 1999, of a new round of ethnic violence in Chechnya, though unstable peace accords in Ethiopia/Eritrea and Northern Ireland may soon disintegrate. Civil wars in Africa and South America tend to involve insurgents vying for control of a central government; Asia and Europe tend toward wars of secession. Poverty is both a contributing factor and a result: 60 percent of the countries shown here are ranked in the bottom half of the U.N.'s Human Development Index. Central Africa is undoubtedly the deadliest place in the world. As a result of ethnic and territorial fighting in the Democratic Republic of Congo, 2.5 million people have died since 1998, at a rate of 2,700 each day. The Angolan civil war, which has raged almost continuously since the country gained its independence from Portugal in 1975, has killed another 1.5 million. Among them, the world's ongoing civil wars have claimed at least 5 million lives.



Source
Harpers
Magazin
e
Mar, '02

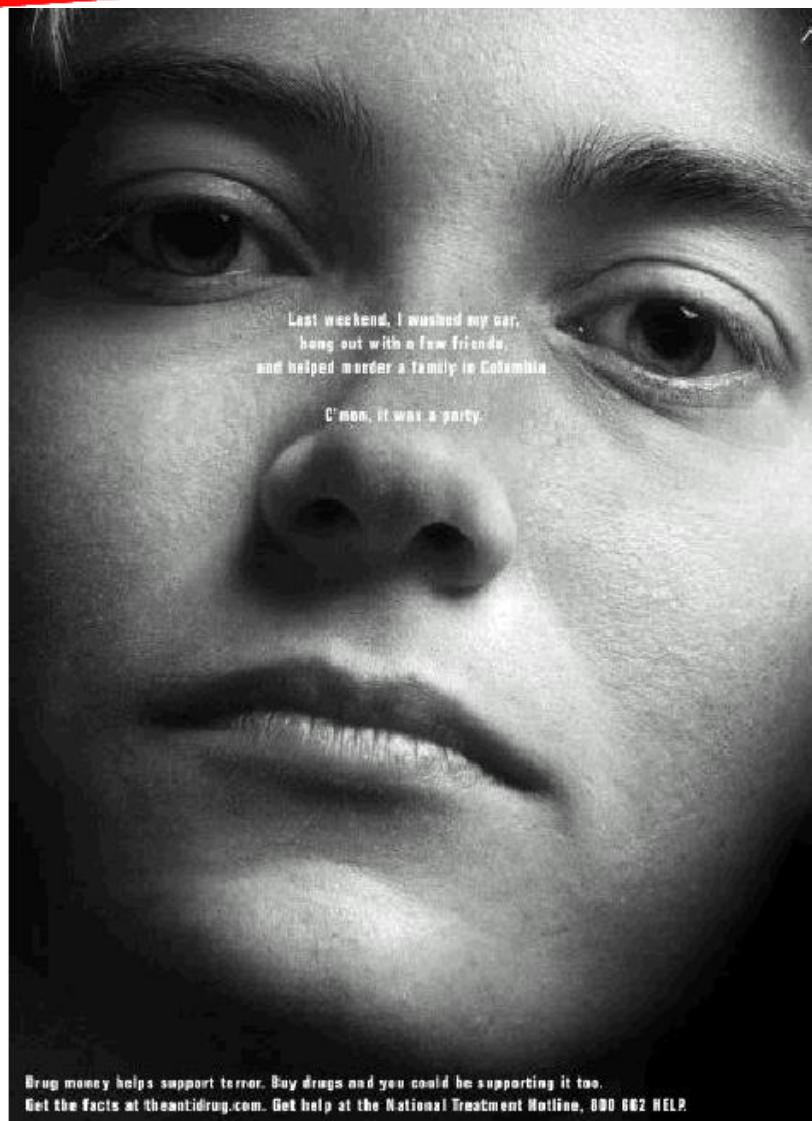
Wise words



“ The problem with drug traffic is **more responsibility of those that use the drugs in their countries than of those who produce them in countries such as Colombia. ”**



Colin Powell,
US Secretary of State
El Tiempo - 27/04/2001



Last weekend, I washed my car,
hung out with a few friends,
and helped murder a family in Colombia

C'mon, it was a party.

Drug money helps support terror. Buy drugs and you could be supporting it too.
Get the facts at theantidrug.com. Get help at the National Treatment Hotline, 800 662 HELP.

**Last weekend,
I washed my car,
hung out with a few friends,
and helped murder a family
in Colombia.**

C'mon, it was a party.

**Drug money helps support
terror - buy drugs and you
could be supporting it too.
www.theantidrug.com**

Washington Post, New York Times



What is this man wearing in his wrist?



- ! FORMER PRESIDENT BILL CLINTON DELIVERS REMARKS AT THE WOODROW WILSON CENTER DIRECTOR'S FORUM
- ! “People ask me all the time why I wear this multicolored little bracelet.
- ! ... the answer is, this bracelet was woven for me by Colombian Indians.
- ! ...we worked hard there to try to help the Colombians stand against the narco-traffickers and the terrorists.
- ! And I wear it to remind me that the oldest democracy in Latin America now has 35 percent of its land under the control of narco-traffickers and terrorists. “



**Every act of
creation is first an
act of destruction**

Pablo Picasso



What we will see today ...



- ! 1. The good, the bad and the ugly
- ! 2. What makes Colombia so special and which are the huge opportunities in Colombia?
- ! 3. How is our country changing?
- ! 4. The strategy behind this initiative



What is so special about Colombia



! Biodiversity.

- #1 in biodiversity per sq meter in the world
- Contains 10% of the world's biodiversity.
- Contains 20% of the world's bird species.

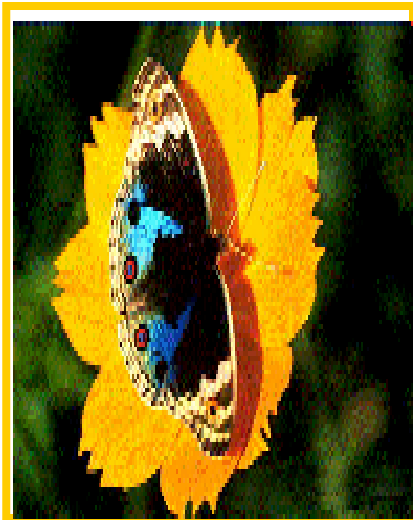


Key Opportunities - Biodiversity -> biotechnology, ecotourism

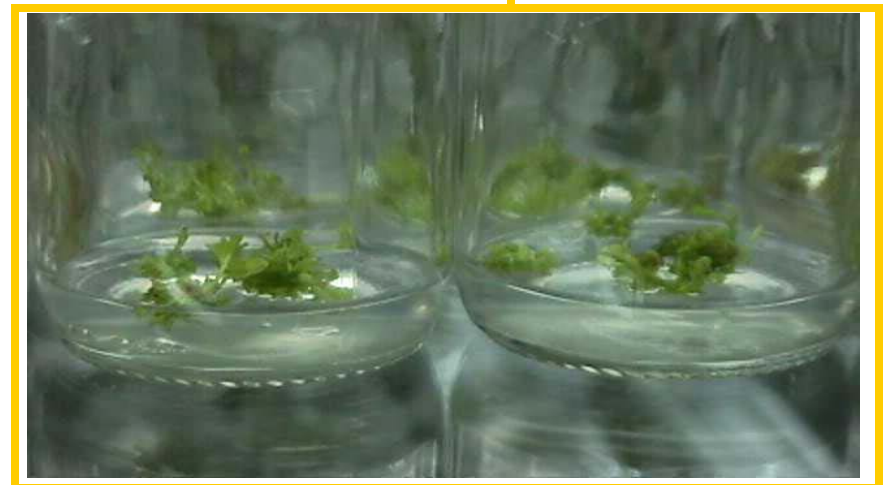


Our frogs, plants, flowers, birds and butterflies

First country in biodiversity per sq mt in the world -> genetics, biotechnology



Rivers, climates, mountains, lakes, oceans -> rafting, skiing, hunting, bird watching



People - Commitment



- ! On an international plane, Colombia is the only nation in Latin America to honor its every loan agreement, thus never defaulting on a loan.



People - Drive



Economic growth -

70 consecutive years

(with the exception of 1999)

**Work ethic - among the 49
most competitive nations on
earth, Colombia ranks 3rd
in # of hours worked**



People - Leadership



- ! Colombians are in leadership positions in multinationals world wide.
- ! Colombian political leadership and responsibility is a benchmark in the region.
- ! Colombians are leading in the arts, in sports, in multilateral organizations.
- ! Organizations such as the Chamber of Commerce are actively committed in changing our country.



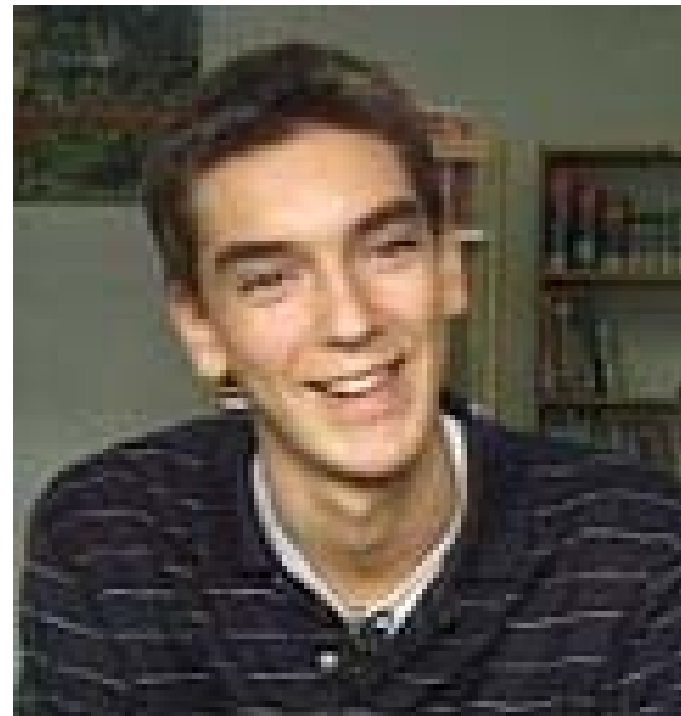
People - Energy



People - Intelligence



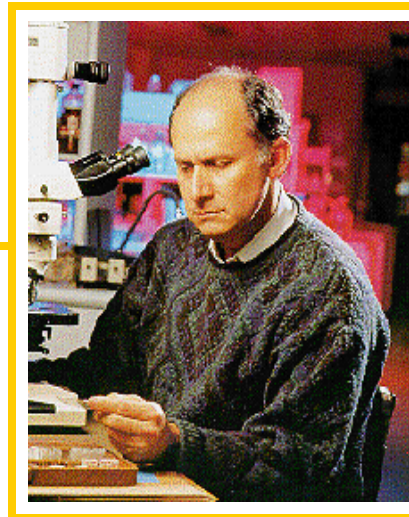
- ! Smarts - highest grades in doctoral candidates in the US.
- ! Colombians speak the best Spanish in all of Latin America.
- ! Universities are of the highest caliber in Latin America. 88% Literacy rate.



People - Creativity



Key Opportunities - Grey matter + Creativity + Work ethic -> Education, I/T and health



! Exports smarts, creativity, work ethic, value for money

- Call centers, Software
- Education for-profit, consultancy, training

Eye operations,
transplants,
vaccines
Nano technology

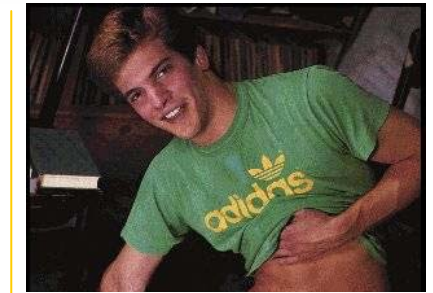


Key Opportunities



! Manufacturing

- Textiles and apparel:
 - 70 - 85% of Polo shirts for children and largest supplier of sports clothing for Adidas.
 - Women's lingerie: #3 in the world.
 - 100% of baby stockings in Macys, Bloomingdale and Burdines, 100% of Polo children's socks, 100% of Victoria Secret stockings, 90% Gymboree socks, 80% of childrens socks in Marks & Spencer
- Trade agreements (50% of Colombia's exports enter its markets duty-free) .



Resources - Immensely Rich - Energy



- ! Oil - 37 billion barrels of reserves.
 - Second only to Venezuela in oil production and recently discovered the world's single largest oil reserve since the Prudhoe Bay discovery in 1960's.
- ! Huge coal reserves - World's fourth largest producer.
 - Largest open pit coal mine in the world

Resources - Immensely Rich



- ! Second largest flower exporter in the world
- ! Second largest exporter of agriculture products to US from Latin America.
- ! Largest gold deposits in South America
- ! Fourth largest producer of nickel in the world



Key Opportunities - Land and Water -> Agroindustry



- Colombia has 3 times more water/sq mt than the average in Latin America and 6 times more than the world average
- Flowers - Colombia reached the position of #2 exporter in only 30 years
- Yuca - 70 species, world leaders in research and development.
- Potatoes: #1 in Latin America
- Colombia is the 2nd exporter of agro from Latin America to the US
- Sugar - world leader in productivity





“ You are sitting on a gold mine, starving to death”



Profesor SAKAI -
Japan Bioindustrial Association

What we will see today ...



- ! 1. The good, the bad and the ugly
- ! 2. What makes Colombia so special and which are the huge opportunities in Colombia?
- ! 3. How is our country changing?



The country is changing ...



- ! 1. Globalization of our conflict
- ! 2. Shift in the balance of power
- ! 3. Involvement/commitment of Colombians

The country is changing ...



- ! 1. Globalization of our conflict
- ! 2. Shift in the balance of power
- ! 3. Involvement/commitment of Colombians



CANADA 2001

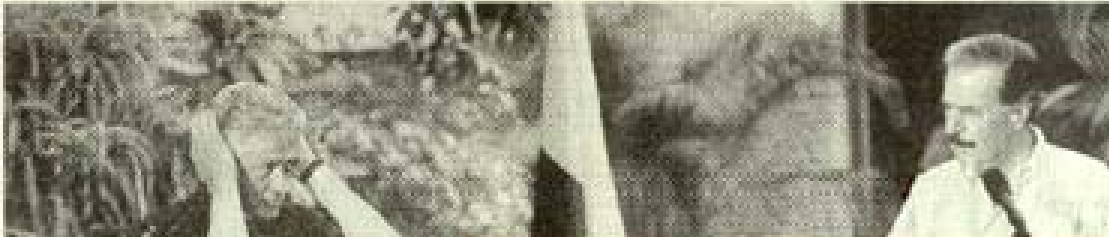


MENSAJE / CLINTON DIJO QUE COLOMBIA DEBE AVANZAR EN SU LUCHA POR LA DEFENSA DE LOS DD.HH.

'Vecinos deben apoyar a Plan

Arranca la nueva agenda con E.U.

Presidente de E.U. expresó que se trabaja para darles preferencias arancelarias a los textiles colombianos durante un año, antes de pensar en una fórmula que fomente el libre comercio.



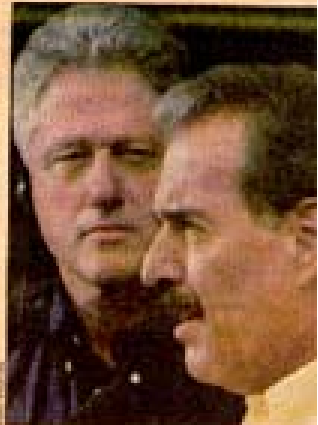
Después de anunciar que el vicepresidente Álvaro Uribe visitará a Clinton en Washington, el presidente colombiano dijo que Colombia debe avanzar en su lucha por la defensa de los derechos humanos. Clinton dijo que se trabaja para darles preferencias arancelarias a los textiles colombianos durante un año, antes de pensar en una fórmula que fomente el libre comercio.



Vecinos o en firme



er a Cartago- Estados Unidos a los colombianos y el que el respaldo es de él sí irá más allá a fin de su gobierno. decirles que el Ejecutivo, el Partido y el Senado Clinton. rivado con el sistema, estabilidad de libre del Nafta o más político.



no es Vietnam

El presidente Bill Clinton anunció que el Plan Colombia genera buenos resultados de Colombia, pero pidió continuar y profundizar la lucha del presidente Uribe.



Globalization of our conflict



- ! Colombia is the third largest recipient of US aid behind Egypt and Israel.
- ! 32 countries are actively involved in the peace process.
- ! Support from the G8, Grupo de Rio and UN

The country is changing ...



- ! 1. Globalization of our conflict
- ! 2. Shift in the balance of power
- ! 3. Involvement/commitment of Colombians



! Monopoly of force in the hands of the elected government

- Professional standing army of 55,000 men.
- Total military force of 128,000 compared with 48,000 4 years ago.
- National police force consists of 77,000 men.





- ! Balance of Power has shifted
 - The world has realized what is the real story behind the Colombian guerrilla
 - 999 to 1 - Guerrilla lost most local support
 - Guerrilla lost most of its internal credibility

The country is changing ...

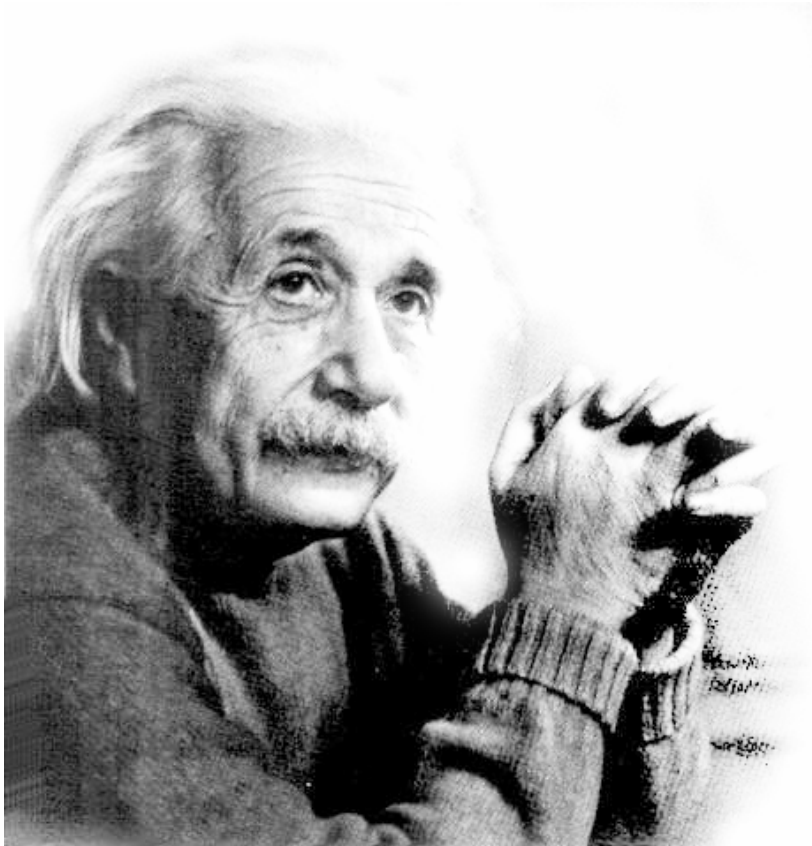


- ! 1. Globalization of our conflict
- ! 2. Shift in the balance of power
- ! 3. Involvement/commitment of Colombians

We are committed



! “ The world is not
threatened by evil, but
by those who allow it”



Albert Einstein

1999 - 11 million Colombians



The world's largest march against war in the history of humanity
Thomas Pickering, US State Dept.



LOS POLICÍAS BACHILLERES se unieron a la jornada en la que todos los bogotanos pidieron el cese de la violencia y la reconciliación del país.



Country Changing - Mentality Shifts



- ! The 44,000,000 Colombians who care about Colombia ...
 - Are getting actively involved - 7,200 non-profit foundations
 - Are fighting corruption - Colombia went from # 3 to # 50 in corruption
 - Support the peace process
 - Are involving their businesses - Colombia leader in Latin America in the World Bank Survey on CSR



Millones de colombianos gritaron ¡No más!

La paz está en marcha

Peace is on the way



Marcha superó el millón de personas

Adiós a la indiferencia

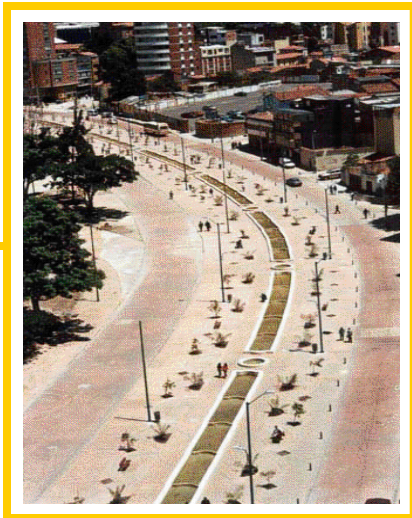
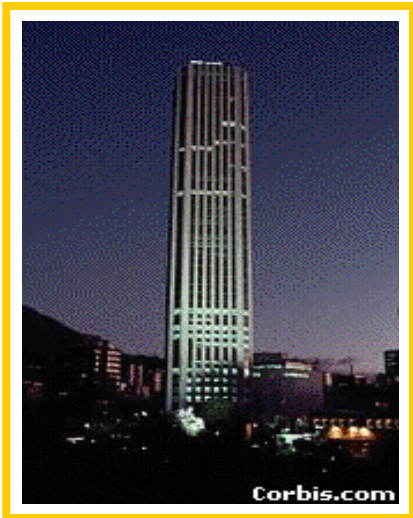
**We are no longer
indifferent**

**Colombian mothers don't want to breastfeed
babies for the war**



Bogotá

A city you grow to love



! Lead Latin America in:

- Parks
- Libraries
- Bicycle routes

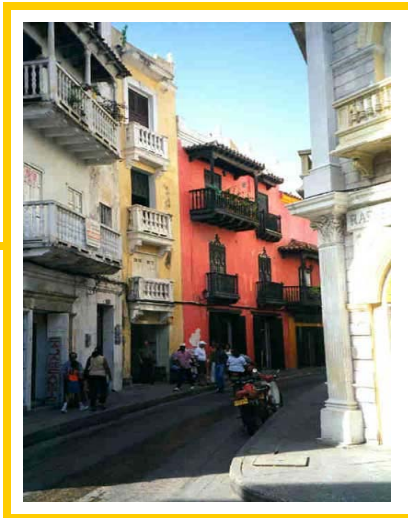
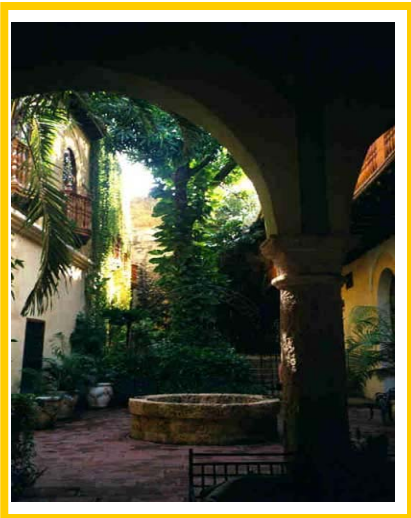
!A benchmark in terms of:

!Our people

!Our capacity to improve



Cartagena Unesco World Heritage City



- ! Model of peace
- ! 254,000 people/yr. on board of cruise ships

One of the top vacation sites for world jet set



Museo de Antioquia - Largest Botero Collection in the world



- ! A collection of 144 Botero paintings and sculptures - 8,000 pieces
- ! In 2 weeks raised over US\$500,000
- ! 300,000 visitors in the first 4 months, 80% of which had never been to a museum



We are learning to highlight that which makes Colombia special!





© 1997 FNC, P.O. Box 8645, N.Y., N.Y. 10150. <http://www.juanvaldez.com>

"Grab life by the beans."





© 2004 Federación de Cafeteros de Colombia. Por el Café del Mundo. No hay otro.

"Captain, we forgot the Colombian Coffee."



The richest coffee in the world.™





Colombian coffee is now being served
in the starboard lounge.



The richest coffee in the world.

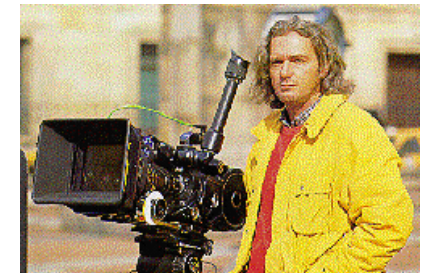
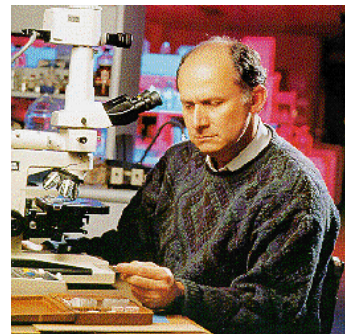
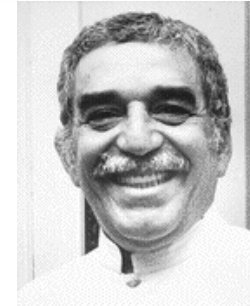
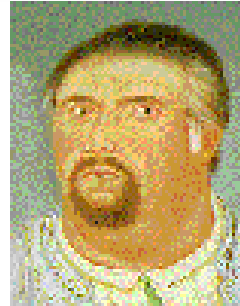


Highlight those who make us special



! Our people

- Creative
- Well educated
- Happy
- Committed
- Honest
- Young
- Hard working



* Es mejor encender una luz,
que maldecir la oscuridad.

It is better to turn on a light,
than to damn darkness

Mother Teresa of Calcutta



I choose my Reactions



**! "It is preferable to lose yourself in passion than to lose your passion.
- Colombia is my passion."**

Pedro Navas, High School Senior

A secret ...



**! You have 2 options
with secrets**

- To keep them
- To multiply them

**! We don't want you to
keep it ...**

A sunset over a mountain range with a map of Colombia overlaid on the sun.

Join us thru your network in
breaking the paradigm of Colombia.

Colombia is the best
kept secret in the world

www.yocreocolombia.com