

indee **COLOMBIA**
2018
INDIA PARTNER COUNTRY



feria internacional
de bogotá

A Report

24 - 28 September 2018 || Bogota, Colombia

EEPCINDIA

ENGINEERING THE FUTURE



Associates



உகந்தரங்க துறையில்க் இந்தியக்
தெ. உகந்தரங்கத் துறையில்க்





feria internacional de bogotá

24 - 28 September 2018 || Bogota, Colombia



Post Show Report

ORGANISER



Associates



www.eepcindia.org



Foreword

One of the Most Successful INDEEs

The world is a book, and those who do not travel read only a page, said Saint Augustine. As members of the exporting fraternity, we not only travel but also take with us our products, technologies, culture, whims and fancies, and in turn seep ourselves in the myriad adventures that distant lands hold for us.

This year we travelled to the country that taught the world magical realism and its rejection by a spate of giant litterateurs and that brilliant artist-sculptor, Fernando Botero, who created bloated, oversized depictions of people, animals and elements of the natural world, that can represent political criticism or humor leading to his signature style known as “Boterismo”. Indeed, Colombia, infamous for its drug cartels— a blot in the history of a great nation— has also taught the world the medical innovation of what is known as “Kangaroo Mother Care”, now considered a standard method of baby care—both premature and full term babies—that has lowered infant mortality rates worldwide.

EEPC India hosted its 40th INDEE at the Corferias International Exhibition in Bogota, Colombia between September 24 and 28, 2018. Seventy-seven companies participated and there was near universal feeling amongst our exhibitor that this was one of the best INDEEs hosted by the EEPC India. It may be mentioned that EEPC India had been in Colombia in 2010 wherein we took over 150 companies. Perhaps, we should not have waited for 8 years for our second visit given the tremendous opportunities exists for our manufacturing companies.

FIB and INDEE had grand opening on 24 September 2018 in Bogota, Colombia. This five-day event till 28 September saw more than 690 exhibitors and 50,000 professional visitors. Mr Suresh Prabhu, Hon'ble Indian Minister of Commerce and Industry, Government of India addressed the inauguration of 32nd FIB - Bogota International Trade Show by a video message. H.E. Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador, Mr Ravi Sehgal, Chairman, EEPC India represented India on the dais.

EEPC India was happy lead a team of 77 SME Indian firms representing Light Engineering products. The Indian Exhibitors are primarily manufactures/suppliers of Industrial Machinery, Auto Components, Heavy Construction Machinery, Energy, and Wire & Tubes. The exhibitors also include suppliers to auto majors Mahindra & Mahindra, Ashok Leyland, Volvo Eicher, and Isuzu Motors. We are looking for collaborations and more trade between the two countries in these Engineering products. Colombia is Latin America's oldest and most stable democracy.

With more than 46 million citizens, Colombia has the third largest population in South America, after Brazil, and the 28th largest in the world. Colombia is also home to the third largest Spanish-speaking population in the world, after Mexico and Spain. Colombia is a free market economy with major commercial and investment ties to countries around the world, including India. India's total engineering trade with Colombia stands 14.1% of India's total engineering trade with Latin American countries in 2017-18. Bilateral trade between the two countries rose by 11.13% to US\$1.53 billion in 2017-18 compared to 2016-17. Trade in engineering goods rose from US\$385.23 million in 2016-17 to \$509 million in 2017-18. Engineering exports to Colombia recorded 33% growth in 2017-18 to reach US\$483 million. This underscore the importance Colombia has in our trade with LATAM.

EEPC India had led a delegation of 151 Indian companies to participate in the Bogota International Fair in October 2010. Exim Bank of India had signed an agreement with Bancoldex of Colombia for extending a US\$10 million Line of Credit for exports from India.

The match-making of the Indian and Colombian businessmen this time was quite effective, generating orders of worth US\$3.3 million and potential business enquiries of nearly US\$98.5 million from 1102 possible business enquiries and according to the feedback received from participating companies. It may be mentioned that India's engineering exports to Colombia was US\$483 million in 2017-18 and our exhibitors have been able to garner nearly one fifth of last year's exports during the event week. US\$1 million Joint Venture by M/s Kandi Engineering Pvt Ltd, Mumbai for Steel Pipes and Electrodes and US\$ 3.26 million Bauxite Calcination Plant firm Order for M/s Saboo Engineers, Jodhpur and a further USD 50 million of more such plants in discussion with different Colombian companies are few of the noteworthy Business deals signed by our Exhibitors.

We are grateful for the constant support and guidance from Embassy of India in Colombia, and Colombia India Chamber of Commerce & Industry; Embassy of Colombia in India; Corferias, National Business Association of Colombia (ANDI) among others and branding by IBEF.

We look forward to revisiting the country very soon!



Ravi Sehgal
Chairman, EEPC India



SURESH PRABHU

वाणिज्य एवं उद्योग;
एवं
नागर विमानन मंत्रालय
भारत सरकार, नई दिल्ली
Minister Commerce & Industry,
and Civil Aviation
Government of India
New Delhi - 110011



MESSAGE

The EEPC India has been outstanding in carrying the brand Indian Engineering in the world. It has played an active role in handholding the engineering fraternity in advocating key reforms initiated by the Government. It has truly mirrored the evolution of Indian Engineering exports from meagre USD10 million in 1955 to USD76.2 billion during previous fiscal. Apart from being one of the largest stakeholders contributing more than 25 percent of total merchandise exports, the engineering exporters are the foremost net foreign exchange earners in the country.

Colombia is the oldest and the most stable democracy of Latin America. It is a free market economy with major commercial and investment ties to countries around the world. Its economy has grown steadily over the past decade – becoming both a top Latin American centre for business and an increasingly popular tourist destination.

It is nice to see that the EEPC India is revisiting Colombia and the Bogota International Trade Show.

I extend my best wishes for the endeavours of the EEPC India.

A handwritten signature in black ink, appearing to read 'Suresh Prabhu'.

(SURESH PRABHU)



सी.आर. चौधरी, भा. प्र. से. (से.नि.)
राज्य मंत्री
वाणिज्य एवं उद्योग मंत्रालय
तथा
उपभोक्ता मामले, खाद्य एवं सार्वजनिक
वितरण
भारत सरकार
नई दिल्ली - 110 107



C R Chaudhary, IAS (Retd.)
Minister of State
Commerce & Industry
and
Consumer Affairs, Food & Public
Distribution
Government of India
New Delhi - 110 107



MESSAGE

It gives me immense pleasure to learn that EEPC India is going to organize 40th edition of its flagship event 'INDEE' in the city of Bogota, Colombia from 24th to 28th September, 2018, which will coincide with 32nd edition of Bogota International Industrial fair.

Commercial and economic relation between India and Colombia have burgeoned in the recent years and export and import basket is getting more diverse. In case of engineering goods, the total trade has increased from US\$ 431 million in 2016 to US\$ 433 in 2017. In recent years, Colombia has undergone a remarkable transformation and the nation is now firmly on the path of peace and prosperity.

Bogota International Industrial fair is an appropriate platform for showcasing machinery, equipment, cutting edge technology and advances, supplies, construction machinery capital and intermediate goods and services to a wide market eager for development and industrial growth.

EEPC India has been very active in branding Indian Engineering overseas. I am happy to see the response from the Indian manufacturers for the show.

I am sure both the sides, India and Colombia, would benefit from these interactions.

I extend my good wishes for success of this event.

(C R Chaudhary)
27.8.2018



H.E. Mr Ravi Bangar
Ambassador
of India to Colombia and
Ecuador



MESSAGE

India and Colombia share friendly, cordial and cooperative ties. Next year, India and Colombia will celebrate 60 years of establishment of diplomatic relations. In these past 60 years, both countries have witnessed important political, socio economic developments and economic. While India-Colombia bilateral trade has expanded, there is a need to promote it further to realize its full potential.

The winds of change in Colombia and the region offer a unique and significant opportunity for Indian businesses to engage meaningfully with their business partners in Colombia and LAC region.

I appreciate the EEPC initiative in organising INDEE over 24-28 September 2018 in Bogota and am confident it will contribute in expanding India-Colombia bilateral trade and investments to the mutual benefit of the two countries.

I welcome you all to Colombia – Land of Magical Realism! where Indian culture, yoga, cuisine are popular and Indian engineering marvels such Bajaj, Hero, TVS, Royal Enfield are omnipresent and whizz past you as soon as you come out of El Dorado airport.

I consider the best is yet to come!!!

Ravi Bangar



Colombia: The best business for India and Latin America



MESSAGE

For Colombia, it is a matter of special complacency that India has been selected as the guest country for the 2018 Bogota International Fair. In recent years both countries have notably increased trade flows and, today, Colombia is the third investment destination of Indian companies in Latin America.

The potential to deepen this relationship is immense and that's why we are working to achieve strategic alliances in various sectors, such as agroindustry, metalworking and engineering services. I want to invite entrepreneurs to explore the opportunities offered by India at a very special moment that marks 60 years of diplomatic relations between countries.

India and Colombia have established a very special friendship that is distinguished by collaboration in areas as diverse as agriculture, education, science, technology, medicine, among others.

I congratulate EEPC India for believing in the advantages and speed offered by our country as a business destination and platform to access new markets in the Americas, taking advantage of a portfolio of 16 free trade agreements and integration facilities presented by the Pacific Alliance.

AMBASSADOR CLEMENCIA FORERO UCRÓS



Shyamal Misra
Joint Secretary,
LAC
Department of Commerce
Ministry of Commerce and Industry
Government of India
Udyog Bhawan, New Delhi 110011



MESSAGE

India and Colombia have friendly and cordial bilateral relations. For India, Colombia has become one of the most preferred destinations for trade and investment in the Latin America & Caribbean Region, as well as one that has enormous potential for further growth.

Bilateral trade between India and Colombia is on a growing path during the last few years. It stood at US\$ 1.53 billion during 2017-2018, registering a growth of 11.13% over 2016-17. It is encouraging to see that total exports of engineering goods to Colombia during 2017-18, valued at US\$ 483 million, have shown an increasing trend as compared to the previous year. The increase in bilateral trade establishes that there is a considerable potential for further expansion in the coming years.

Colombia has the second largest population in South America, after Brazil, and is also home to the third largest Spanish-speaking population in the world, after Mexico and Spain. The relationship between India and Colombia will become stronger in the coming years as our economic, trade and commercial ties deepen.

With a team of over 75 Indian entrepreneurs participating at the 32nd edition of FIB (Feria Internacional de Bogota) - Bogota International Trade Show, EEPC is taking one huge step in the desired direction of expanding our bilateral trade relationship.

I congratulate EEPC India for this initiative and wish all the participants at this Show all the very best!



Roberto Vergara Restrepo

DIRECTOR DE NEGOCIOS INTERNACIONALES /
INTERNATIONAL BUSINESS DIRECTOR

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Corferias| Bogotá D.C. | Colombia

On behalf of Corferias and the organizing team we want to thank you for being part of the success of FIB - Feria Internacional de Bogotá. It was a pleasure to have India as Partner Country. Allow me to share with you some highlights of the results of the fair:

The general satisfaction of the exhibitors increased in this latest version of FIB, going from 7.7 in 2016 to 8.1 in 2018, and the best performance in the different attributes evaluated also allowed the recommendation level to also increase 8 percentage points from a Net Promoters Index of 26% in 2016 to 34.2% in 2018. On the other hand, visitors showed an increase in their overall satisfaction with the fair, raising the indicator to 8.5. The comments on the part of the visitors focus on the excellent topics presented in the academic agenda, the variety of activities offered for the different sectors present in the sample, the innovative offer of products and machinery that help to encourage and increase competitiveness in the Colombian industry, and for offering spaces with demonstration machines and equipment in operation.

We hope to see you soon and be able to collaborate in the future.

Kind regards,

Roberto Vergara Restrepo



Jaime Alfonso Mantilla Garcia
President, Colombia-India Chamber of
Commerce and Industry
www.camaracoin.org



MESSAGE

During the last six years we have received numerous visits from India from various business sectors to our country. A clear example of the importance that commercial relations between Colombia and India have acquired.

It brings us great happiness to know that with the new visit of the delegation of the Engineering Export Promotion Council (EEPC India), we have accomplished to assist and help 700 companies in managing their businesses in our country. The engineering sector being one of the most constant, who believe in Colombia, especially recalling the visit of EEPC India in 2010, when for the first time Bogotá received a delegation of 150 entrepreneurs from India.

With a varied and competitive offer of products of high quality, design and price, this delegation of 70 of the best companies affiliated to EEPC India arrives in Colombia to participate in the Bogota International Fair 2018 from 24 to 28 September 2018, the most important industrial event in the region, with more than 50 years of experience. These companies can meet the demand of heavy construction machinery, equipment and industrial tools, energy, plastic, petrochemical and packaging, wires, tubes, etc. useful for the industry and development of Colombia.

India's engineering sector has experienced remarkable growth in recent years, driven by increased investments in infrastructure and industrial production, thanks to an aspiration of the country to become a global superpower.

This important visit of EEPC India is also part of the start of a new government in Colombia, which will surely promote a partial scope agreement (PS), a project that is very advanced. India is a strategic country for Colombia, and we believe that the new president of the country, Mr Iván Duque Márquez, will promote policies to support companies and foreign investment.

We are sure that Colombian businessmen can see in the companies of India important allies with which they can benefit to grow their production and meet the demand of their businesses. In addition to this, we also believe that visiting entrepreneurs from India will find in Colombia a positive environment for doing business.

For all the above, and on behalf of the Colombia-India Chamber of Commerce and Industry, we welcome these companies that see Colombia as a strategic ally.

Jaime Alfonso Mantilla García



INDIA AND COLOMBIA COULD HAVE AN HISTORIC OPPORTUNITY, JOINING TO DEVELOP THE METALWORKING SECTOR WITH THE SHIPYARD INDUSTRY AND THE AERONAUTICAL CHAINS

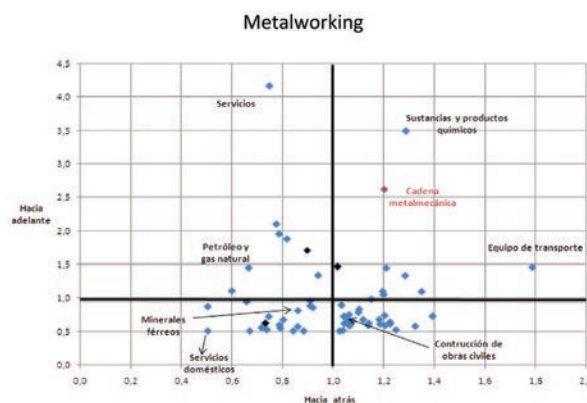
By: Juan M. Lesmes *

1. The Metalworking Chain and its Chains:

The business reality as an effect of Globalization requires companies to have a broader vision, adapting to changes in the environment and promoting more innovative and differentiated goods and services that allow them to compete in the world market.

Metalworking is one of the few sectors of the economy that demand goods and services from itself and from numerous other sectors. At the same time, it is chained forward; its manufactures are required by almost every other sector of different industries, in the form of raw materials, inputs, tools and capital goods, becoming one of the most demanding sectors of goods and services.

The foregoing is evident in graph 1:



Source: Chamber of Steel, Metal Working and Shipyard Industries-National Business Association –ANDI; www.andi.com.co

The shipbuilding and aeronautical industries comprise a conglomerate of business and technological capabilities aimed to the design, construction, maintenance, repair, modernization and dismantling of ships and naval devices, as well as to the construction of aero parts intended to be included in aircrafts produced by companies as Airbus.

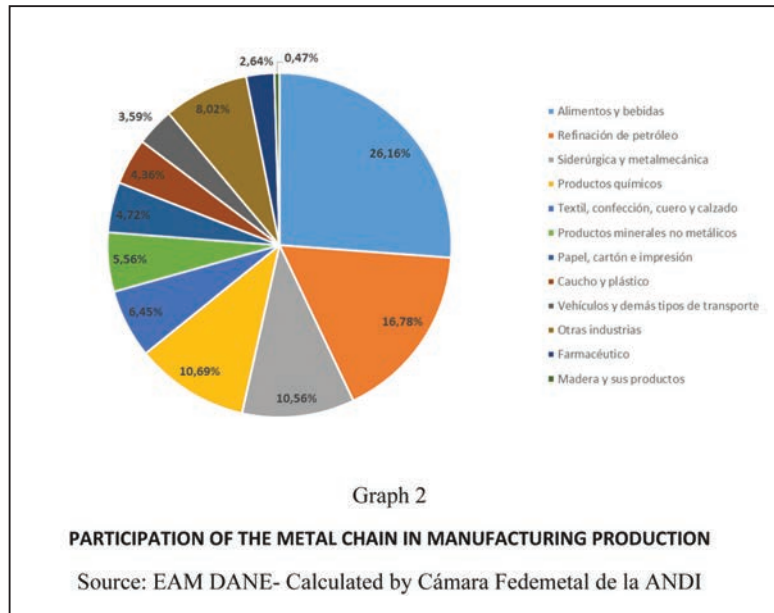
There are multiple reasons that make these sectors potential for development and growth, considering their strategic role for commercial exchange and the development of maritime, fluvial and air transport. The importance attached to these sectors is due to their direct link with the increase in the transactions of goods at regional and intercontinental levels, which makes the economic dynamics of these industries directly related to the modernization of the merchant, defense and passenger fleets.

*Economist, MA in Economics. He is the Executive Director of the Chamber of Steel, Metal Working and Shipyard Industries at the National Business Association of Colombia ANDI.



2. The Metalworking Chain in Colombia

In Colombia, this chain is considered to hold the capacity to become a world-class, to meet the growing global demand for its products. In Colombia, it has a high participation in the manufacturing GDP, which is greater than 10%. It is also responsible for more than 13% of the Colombian employment according to the DANE Annual Manufacturing Survey.

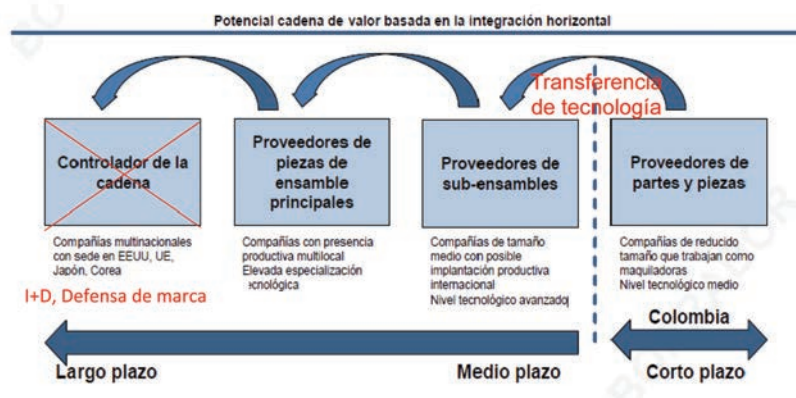


3. The International Value Chain:

The challenge at the national level is focus on a scheme of productive linkages and associativity that encourages shared growth, and at the international level to engage in a global subcontracting chain that allows Colombian companies to be suppliers of components, parts and pieces, attract technological transfer and go ascending in the value chain. This radically changes the old scheme of producing goods to be positioned in international markets and becomes a demand scheme.

In order to take advantage of the commercial treaties, it is necessary to produce by "outsourcing". The companies of the international chain no longer elaborate in their old "vertical" scheme. In this sense, generating a joint venture relationship with India would be a "win-win" for the companies of the two countries.

In the following graph the model is summarized:





4. The Linkage Between India and Colombia:

Productive linkages between India and Colombia would sought to:

- Understand that Value Chains are an opportunity for the reindustrialization of Colombia and a great opportunity for India to open new markets.
- Colombia could overcome gaps in competitiveness, productivity and information, with joint ventures with Indian companies and new opportunities would be opened to them.
- A complementarity between the companies of both countries would be generate.
- Together, they could attack new markets in those countries with which Colombia has Trade Agreements and India does not.

5. Work Developed with Airbus:

This multinational is interested in the development of new countries that supply parts for aircraft, as long as they accomplish their strict quality requirements and compete with other suppliers.

Given that Colombia was not on the radar of this company a year and a half ago, it was necessary to build an industrial map to show to Airbus.

Today 150 companies have been identified, under a matrix with Airbus methodology, which was already studied by its headquarters and resulted in a study of potentiality.

Our Country received the visit of different officials during the first quarter of last year, including the Vice President of Governance and other Vice Presidents, an unprecedented visit to this country. They chose 20 companies, interviewed them, and visited more than 10 plants of some of the companies. They then sent the analysis of the potential state of the companies.

Now the challenge is to certify and seek strategic alliances with companies in the sector, for which India may be a great partner.

The key areas of cooperation would be:



Source: Airbus



6. Shipyard Theme:

Colombia has already managed to design and produce military service vessels for the community.

These vessels have not been able to integrate Colombian parts, due to a lack of certifications, nevertheless these vessels it are expected to be integrated and exported to neighbour countries with the help of strategic alliances. Once again, the joint venture with India could mean a market expansion for the latter country.

The idea is to contact Indian companies that are specialized in the production of components, parts and pieces, as well as sub-assemblies for the naval sector, interested in investing or making alliances with Colombian companies, producing the goods in this country and exporting to countries with FTA.

7. The proposed Alliance INDIA-COLOMBIA:

The idea is that Indian companies that have already developed technology in parts for airplanes and ships make an alliance with the Colombian companies in order to export together to the countries with which Colombia has signed Free Trade Agreements. This would be a win-win alliance.

The alliance would allow India to open new markets in the American continent, while developing Colombian companies, for these two sectors.

The opportunities are clear and both sectors can be the drivers of new business schemes between the India and Colombia.



ARTICLE



For the Colombian auto spare parts Sector it is of a great importance the presence of India at the International Fair in Corferias-Colombia, in which their products will be offered; products that are manufactured in India for the Colombian Automotive economy.

The offer is varied and of great importance for the economy, not only in the sector, but of the country.

TULIO ZULOAGA REVOLLO

President, Asopartes

(Association of the automotive sector and its parts)



EEPC India revisits the land of Magic Realism after a gap of eight years

India as Partner Country to revisit the 32nd edition of FIB (Feria Internacional de Bogota) – Bogota International Trade Show where the India Pavilion is organized by EEPC India as the 40th edition of its flagship event – INDEE (Indian Engineering Exhibition) under the aegis of Ministry of Commerce & Industry, Government of India.

FIB and INDEE await a grand opening on the 24th September 2018 in Bogota, Colombia. This 5 day event till the 28th September would witness more than 690 exhibitors and 50,000 professional visitors. Indian side would comprise over 75 Indian firms representing manufactures/suppliers of Industrial Machinery, Auto Components, Heavy Construction Machinery, Energy, Wire & Tubes. Indian Exhibitors include suppliers to auto majors Mahindra & Mahindra, Ashok Leyland, Volvo Eicher, Isuzu Motors.



Mr. Rakesh Shah, former Chairman & Chairman of the Committee on Publicity, Exhibition & Delegation, EEPC India said that India and Colombia have established very special bond in agriculture, education, science, technology, medicine among others. This is a very special event marking 60 years of Bilateral Diplomatic Ties between India and Colombia. Colombia is ranked as the second highest export destination of Indian engineering products among the Latin American countries in the last fiscal. Colombia's large reserves of crude oil are expected to meet India's energy requirements. EEPC India to revisit FIB (Feria Internacional de Bogota) – Bogota International Trade Show after 8 years with an over 70 member team. This endeavour is expected to provide a unique platform to connect with the major buyers of Colombia.



Mr. Aman Chadha, Former Chairman & Chairman of the Committee on Trade with Latin America, EEPC India said that 'Colombia is Latin America's fourth-largest and Middle America's second-largest economy. India and Latin America have more recently begun to take on a deeper state to state and people to people form. This has been evident from an over 19 % rise in total trade figure to US\$29.33 Billion in 2017-18 from US\$24.52 billion in 2016-17. Trade in engineering goods which comprise over 15% share of the total trade registered a rise from US\$ 3.91 billion in 2016-17 to US\$ 4.68 Billion in 2017-18 – a 19.7% rise. This underscore the importance of this sector in the India-LAC trade map.



Mr. Suranjan Gupta, Executive Director, EEPC India was quoted saying “EEPC India is playing a major role in bolstering India-Colombia engineering trade.

It may be seen from the trade statistics that bilateral trade between India and Colombia is on a growing path during the last few years. In case of engineering goods, total trade has increased from US\$385.23 million in 2016-17 to \$509 million in 2017-18. The increase in bilateral trade establishes that there is considerable potential for further expansion in the coming years. The relationship between India and Colombia will become stronger as economic, trade, and commercial ties deepen”.

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Introduction

About INDEE

EEPC INDIA organizes its trademark exhibition – Indian Engineering Exhibition or INDEE as a showcase of Indian Engineering prowess. We have covered 27 nations through 40 editions of INDEE.

The 40th edition of the exhibition was organized in Bogota and prior to this, EEPC INDIA has organized 39 such exhibitions all over the world with very positive results. The INDEE timeline :

Year	City	Country	Companies Participated
1977	Singapore	Singapore	154
1979	Jakarta	Indonesia	240
1981	Bangkok	Thailand	176
1998	Nairobi	Kenya	61
1999	Lagos	Nigeria	41
2000	Colombo	Sri Lanka	88

Year	City	Country	Companies Participated
2000	Cairo	Egypt	118
2001	Caracas	Venezuela	149
2002	Birmingham	UK	121
2003	Melbourne	Australia	150
2003	Addis Ababa	Ethiopia	47
2003	Sao Paulo	Brazil	87





2004	Almaty	Kazakhstan	70
2005	Jakarta	Indonesia	98
2005	Mexico City	Mexico	150
2006	Cairo	Egypt	115
2007	Johannesburg	South Africa	171
2008	St Petersburg	Russia	145
2008	Kuala Lumpur	Malaysia	169
2008	Shanghai	China	58
2009	Caxias do Sul	Brazil	128
2009	Jakarta	Indonesia	124
2010	Bogota	Colombia	151
2010	Cairo	Egypt	79
2011	Bangkok	Thailand	155
2012	Casablanca	Morocco	88
2013	Ho Chi Minh City	Vietnam	85
2014	Yangon	Myanmar	110
2015	Nairobi	Kenya	66
2015	Mandalay	Myanmar	56
2015	Lima	Peru	62
2016	Phnom Penh	Cambodia	74
2016	Colombo	Sri Lanka	99
2016	Nairobi	Kenya	72
2016	Lima	Peru	60
2017	Tehran	Iran	92
2017	Bangladesh	Dhaka	102

2018	Thailand	Bangkok	76
2018	Philippines	Manila	75
2018	Colombia	Bogota	77

INDEE in Bogota, Colombia

EEPC INDIA organized its 40th Indian Engineering Exhibition (INDEE) Colombia successfully during 24-28 September, 2018 in Corferias, Bogota, Colombia.

Why Colombia?

Colombia is Latin America's oldest and most stable democracy. With more than 46 million citizens, Colombia has the third largest population in South America, after Brazil, and the 28th largest in the world. Colombia is also home to the third largest Spanish-speaking population in the world, after Mexico and Spain. Colombia is a free market economy with major commercial and investment ties to countries around the world, including India. India's total engineering trade with Colombia stands 14.1% of India's total engineering trade with Latin American countries in 2017-18. Bilateral trade between the two countries rose by 11.13% to US\$1.53 billion in 2017-18 compared to 2016-17. Trade in engineering goods rose from US\$385.23 million in 2016-17 to US\$509 million in 2017-18. Engineering exports to Colombia recorded 33% growth in 2017-18 to reach US\$483 million. Top engineering products exported from India to Colombia includes Two and Three Wheelers, Aluminium and Aluminium Products, Products of Iron and Steel, Auto components/Parts, Motor Vehicles/Cars, Iron & Steel, IC Engines and parts and Electrical Machinery and Equipments while the main engineering import from Colombia includes Iron & Steel. This underscore the importance Colombia has in our trade with LATAM.

A Rewind:

Since the beginning of the new millennium, Colombia has experienced a historic economic boom: in 1990, Colombia was Latin America's fifth-largest economy and had a GDP per capita of US\$1500; by 2015 it became the fourth-largest in Latin America, and the world's 31st largest. As of 2017, the GDP per capita has increased by 9.6 times to over US\$14,500, and GDP (PPP) grown nearly six times from \$120 billion in 1990 to US\$713 billion. Colombia is Latin America's fourth-largest oil producer and the world's fourth-largest coal producer, third-largest coffee exporter, and second-largest cut flowers exporter.

Petroleum is Colombia's main export, accounting for over 45 per cent of Colombia's exports. Manufacturing makes up nearly 12 per cent of Colombia's exports, and grows at a rate of over



10 per cent a year. Colombia has the fastest growing information technology industry in the world and has the longest fibre optic network in Latin America. Colombia also has one of the largest shipbuilding industries in the world outside Asia.

While modern industries such as shipbuilding, electronics, automobile, tourism, construction, and mining, grew dramatically during the first decade of the new millennium, most of Colombia's exports are still commodity-based. Its dependence on energy and mining exports make it vulnerable to fluctuations in commodity prices. Colombia is Latin America's second-largest producer of domestically-made electronics and appliances, only behind Mexico. Colombia had the fastest-growing major economy in the western world in 2014, behind only China worldwide.

Since the early 2010s, the Colombian government has shown interest in exporting modern Colombian pop culture to the world, which includes video games, music, movies, TV shows, fashion, cosmetics, and food, as a way of diversifying the economy and entirely changing the image of Colombia – a national campaign similar to the Korean Wave. In the Hispanic world, Colombia is

only behind Mexico in cultural exports and is already a regional leader in cosmetic and beauty exports.

Colombia has signed or is negotiating Free Trade Agreements (FTA) with more than a dozen countries; the US-Colombia FTA went into effect in May 2012. Colombia is a founding member of the Pacific Alliance – a regional trade block formed in 2012 by Chile, Colombia, Mexico, and Peru to promote regional trade and economic integration. The Colombian government took steps in 2017 to address several bilateral trade irritants with the US, including those on truck scrappage, distilled spirits, pharmaceuticals, ethanol imports, and labour rights. Colombia hopes to accede to the Organisation for Economic Cooperation and Development.

Colombia's exports were valued at an estimated US\$34.3 billion in 2017, the major commodities being petroleum, coal, emeralds, coffee, nickel, cut flowers, bananas, and apparel, while the top export partners shares were the US – 28.5, Panama – 8.6, and China – 5.1 per cent respectively. The country's imports in 2017 were US\$46.86 billion, main items being industrial equipment,





transportation equipment, consumer goods, chemicals, paper products, fuels, and electricity. Colombia's top import partners in 2017 were US – 26.3, China – 19.3, Mexico – 7.5, Brazil – 5, and Germany– 4.1 per cent respectively.

Colombia is a middle power and a regional actor with the fourth-largest economy in Latin America, is part of the CIVETS group of six leading emerging markets and is a member of the UN, the WTO, the OECD, the OAS, the Pacific Alliance, and other international organisations. Colombia has a diversified economy with macroeconomic stability and favourable growth prospects in the long run.

The Participation of EEPIC India in FIB and Organising the INDEE

India participated in the 32nd edition of the Bogota International Trade Show or Feria Internacional de Bogota (FIB), this time significantly as Partner Country. The India Pavilion was

organized by EEPIC India as the 40th edition of its flagship event, INDEE (Indian Engineering Exhibition), under the aegis of the Ministry of Commerce & Industry, Government of India.

It was an appropriate platform for showcasing machinery, equipment, cutting-edge technology and advances, supplies, construction machinery, and capital and intermediate goods and services to a wide market eager for development and industrial growth. This year, seven concurrent shows, focusing on the energy sector, mining, cables, wires, tubes and valves, plastic, rubber, petrochemical and packaging, air conditioning and refrigeration, and heavy and light machinery construction were present.





Inauguration & VIP Tour

FIB and INDEE had grand opening on 24 September 2018 in Bogota, Colombia.



This five-day event till 28 September saw more than 690 exhibitors and 50,000 professional visitors. Mr Suresh Prabhu, Hon'ble Indian Minister of Commerce and Industry, Government of India addressed the inauguration of 32nd FIB - Bogota International Trade Show by a video message. H.E. Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador, Mr Ravi Sehgal, Chairman, EEPC India represented India on the dais.



Mr Suresh Prabhu, Hon'ble Indian Minister of Commerce and Industry, Government of India addressing the inauguration of 32nd FIB - Bogota International Trade Show.



Ravi Sehgal, Chairman, EEPC India said at the inaugural address : Colombia is Latin America's oldest and most stable democracy. EEPC India is happy to lead a team of 77 SME Indian firms representing Light Engineering products. The Indian exhibitors are primarily manufacturers/suppliers of Industrial Machinery, Auto Components, Heavy Construction Machinery, Energy, and Wire & Tubes. The exhibitors also include suppliers to auto majors Mahindra & Mahindra, Ashok Leyland, Volvo Eicher, and Isuzu Motors. We are looking for collaborations and more trade between the two countries in these Engineering products. With more than 46 million citizens, Colombia has the third largest population in South America, after Brazil, and



Mr Ravi Sehgal, Chairman, EEPC India addressing the inauguration of the 32nd FIB



the 28th largest in the world. Colombia is also home to the third largest Spanish-speaking population in the world, after Mexico and Spain. Colombia is a free market economy with major commercial and investment ties to countries around the world, including India. India's total engineering trade with Colombia stands 14.1% of India's total engineering trade with Latin American countries in 2017-18. Bilateral trade between the two countries rose by 11.13% to US\$1.53 billion in 2017-18 compared to 2016-17. Trade in engineering goods rose from US\$385.23 million in 2016-17 to US\$509 million in 2017-18. Engineering exports to Colombia recorded 33% growth in 2017-18 to reach US\$483 million. Top engineering products exported from India to Colombia includes Two and Three Wheelers, Aluminium and Aluminium Products, Products of Iron and Steel, Auto Components/Parts, Motor Vehicles/Cars, Iron & Steel, IC Engines and parts and Electrical Machinery and Equipments while the main engineering import from Colombia includes Iron & Steel. This underscore the importance Colombia has in our trade with LATAM.

Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador, appreciating this endeavour, said: The relationship between India and Colombia will become stronger in the coming years as our economic, trade and commercial ties deepen. Hero Motocorp is the main Indian engineering presence in Colombia. It has its assembly plant for motorcycles in Villa Rica Free Zone, Cali in Colombia. It employs over 180 Colombian nationals and contributes to the revenues of the municipality, state and the federal government.



H.E. Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador delivering his address

The 40th edition of EEPC India's largest multiproduct exhibition INDEE Philippines had a separate inauguration by Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador; Among the dignitaries present were H.E. Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador. Mr Ravi Sehgal, Chairman, EEPC India; Mr Aman Chadha, Former Chairman and Chairman of the LATAM Committee, EEPC India and Executive Director, Mr Suranjan Gupta.

A special attraction of the show was the visit of Ms Laura Valdivieso Jimenez, Vice Minister of Foreign Trade, Colombia to the EEPC India booth, where she launched the bilingual edition of Indian Engineering Exports with Colombia as cover.

There was also a bilateral forum on India-Colombia – A Business Partnership for the Future where Mr Ravi Sehgal, Chairman, EEPC India said the economic partnership between India and Colombia will continue to grow from strength to strength. To achieve this, our businesses must continue to work together to promote deeper and stronger trade and business ties. Hero Motocorp shared their success story in the session.



Mr Ravi Sehgal, Chairman, EEPIC India with other Dignitaries post inauguration along with Mr Andrew Lopez, CEO, Corferias and Dr Jaime Mantilla, President, Colombia India Chamber of Commerce and Industry, Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador





Inauguration of INDEE Colombia (as INDIA Pavilion)



from left : Mr Suranjan Gupta , Executive Director, EEPC India; Mr Roberto Vergara, Director- International Business, Corferias, H.E. Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador. Mr Ravi Sehgal, Chairman, EEPC India, Mr Aman Chadha, Former Chairman and Chairman of the LATAM Committee, EEPC India

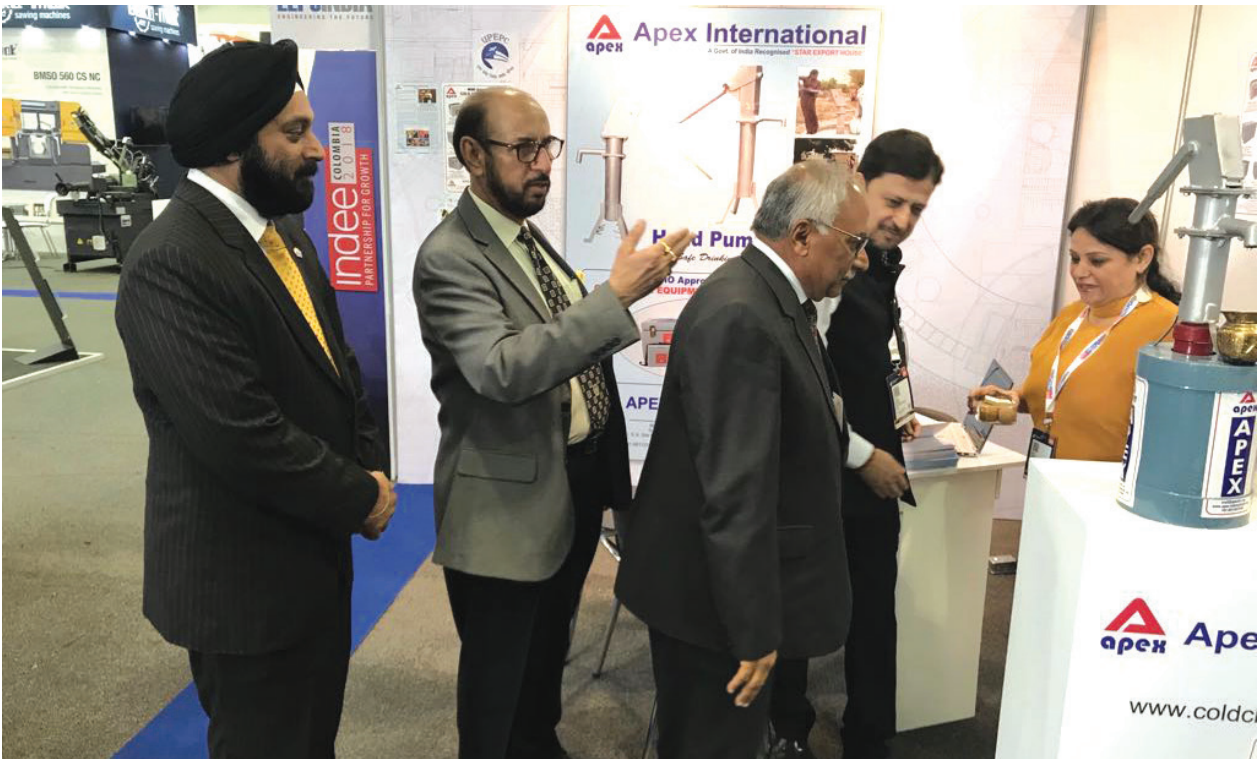


H.E. Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador; Mr Roberto Vergara, Director- International Business, Corferias, H.E. Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador. Mr Ravi Sehgal, Chairman, EEPC India ; Mr Aman Chadha, Former Chairman and Chairman of the LATAM Committee, EEPC India and Mr Suranjan Gupta , Executive Director, EEPC India take their turn to light the lamp



VIP Tour

After the inauguration, the VIPs took a round of the exhibition and interacted with the participants.









***ie²* Special Bilingual edition Launch in EEPC India Booth by Colombian Vice Minister**

Ms Laura Valdivieso Jimenez, Vice Minister of Foreign Trade, Colombia in EEPC India booth, launching the bilingual edition of Indian Engineering Exports with Colombia as cover in presence of Mr Andrew Lopez, CEO, Corferias and Dr Jaime Mantilla, President, Colombia India Chamber of Commerce and Industry and H.E. Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador and Mr Ravi Sehgal, Chairman, EEPC India.





Mr Ravi Sehgal, Chairman, EPC India discussing ie² with Ms Laura Valdivieso Jimenez, Vice Minister of Foreign Trade, Colombia



Presentation of Mementos



Mr Ravi Sehgal, Chairman, EEPIC India presenting memento to with Ms Laura Valdivieso Jimenez, Vice Minister of Foreign Trade, Colombia



Mr Ravi Sehgal, Chairman, EEPIC India presenting memento to H.E. Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador



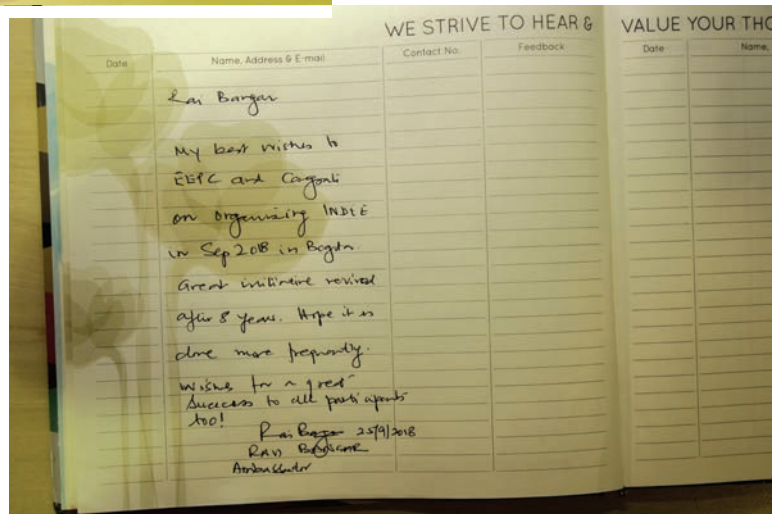
Mr Ravi Sehgal, Chairman, EEPC India presenting memento to Dr Jaime Mantilla, President, Colombia India Chamber of Commerce and Industry



Mr Suranjan Gupta, Executive Director, EEPC India presenting memento to Mr Roberto Vergara, Director- International Business, Corferias,



Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador's comments on the Visitor's Book



Visitor's Book



Bilateral forum on India-Colombia – A Business Partnership for the Future



EEPC India Chairman Mr. Ravi Seghal addresses the bilateral forum on India Colombia Business Partnership for the Future at Corferias Auditorium



H.E. Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador at the Bilateral forum



Mr Suranjan Gupta, Executive Director, EEPIC India



Hero Motocorp sharing their success story



Mr Aman Chadha, Former Chairman and Chairman of the LATAM Committee, EPCINDIA proposing the Vote of thanks at the forum



Glimpse of the audience at the forum

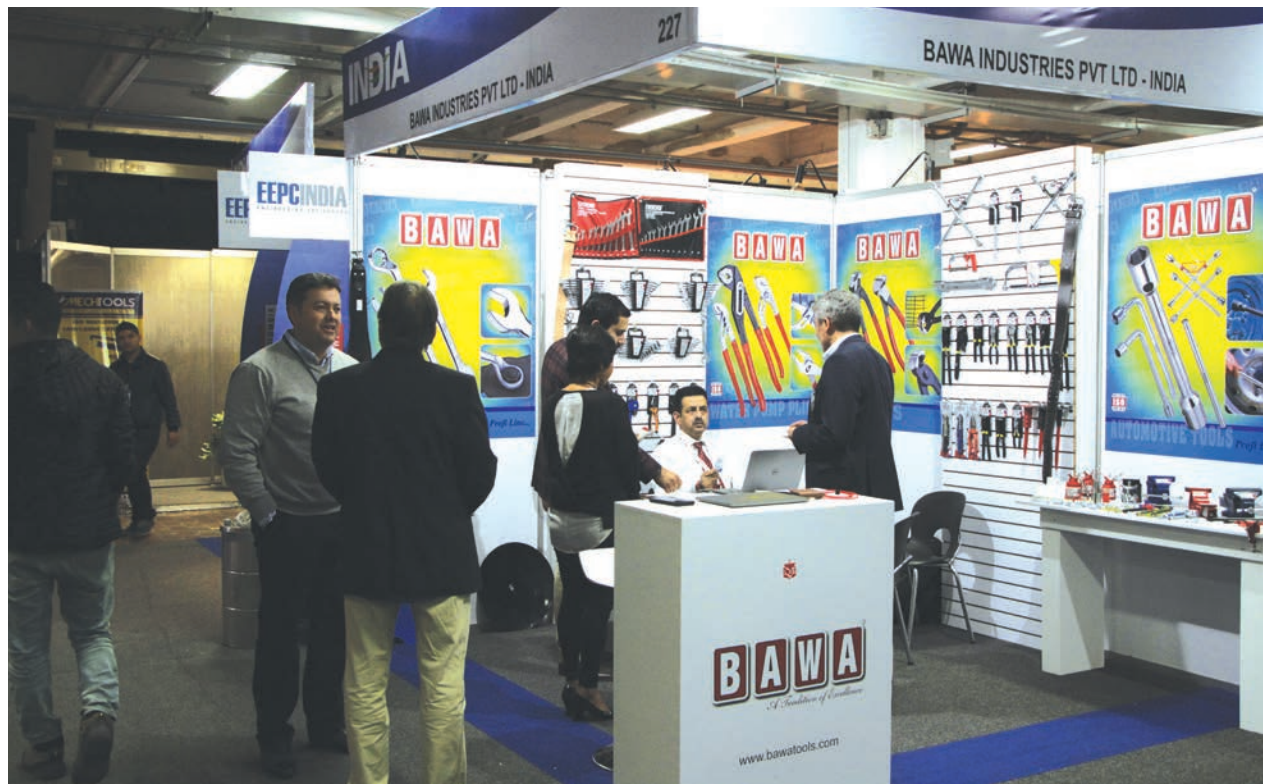


The Team at the Forum from Indian and Colombian sides



Glimpses of the Exhibition











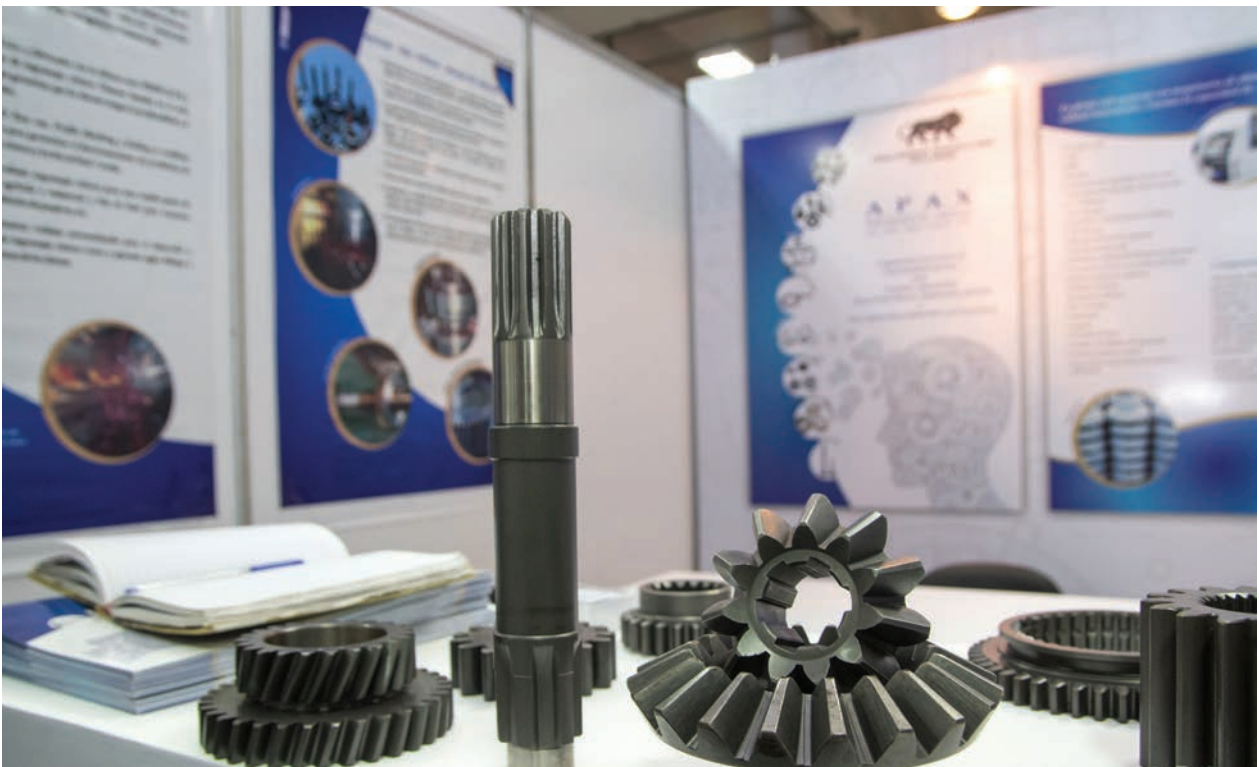








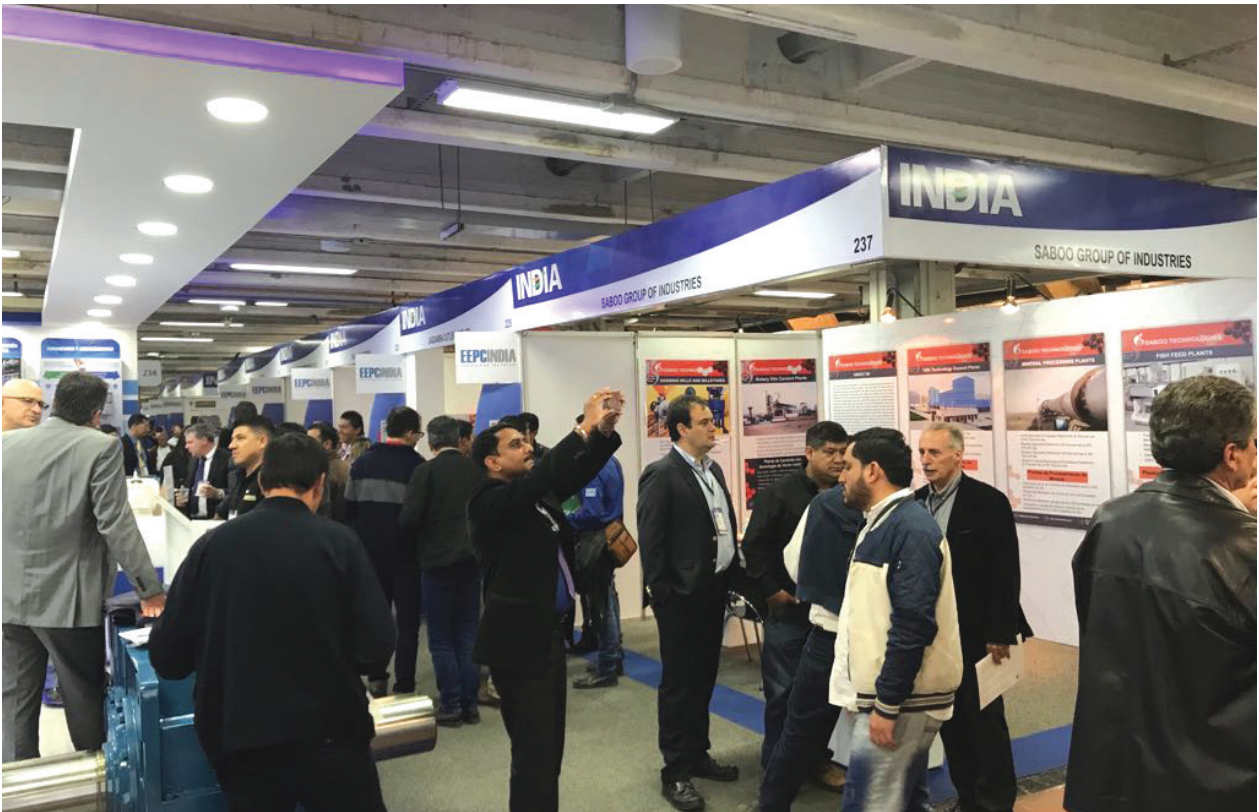
















B2B Meeting







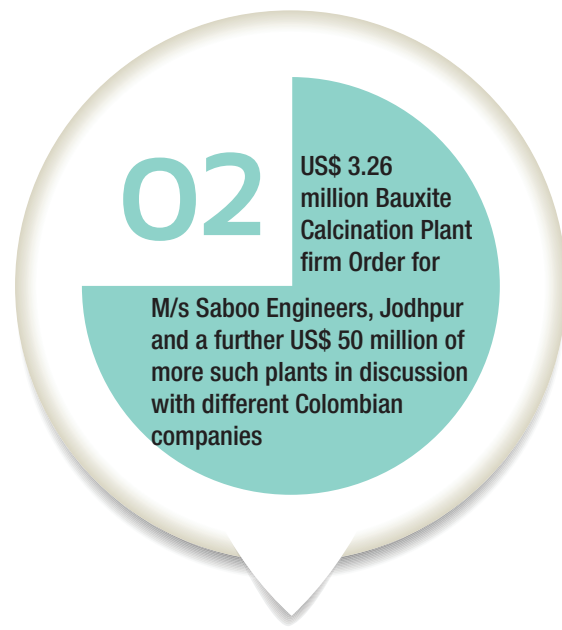
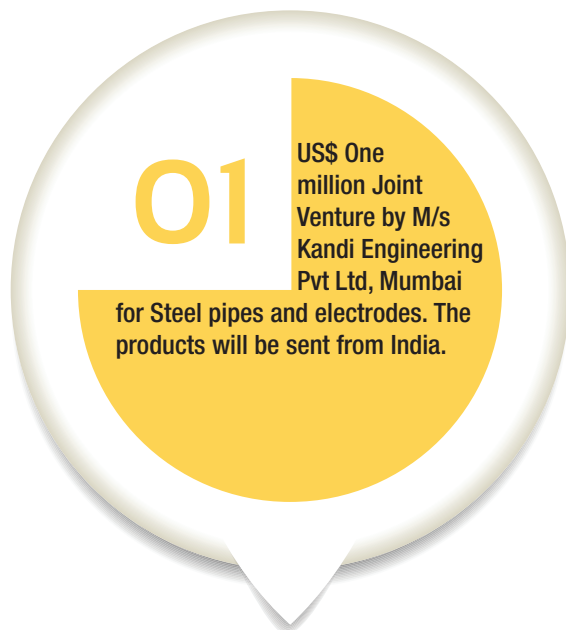


Feedback Analysis

The match-making of the Indian and Colombian businessmen was quite effective, generating orders of worth US\$ 3,303,700 (US\$ 3.3 million) and potential business enquiries of nearly US\$ 98,538,000 (US\$ 98.5 million) from 1102 possible business enquiries and according to the feedback received from participating companies. Main areas of business or orders are cement machinery, waste to electricity turbines, medical instruments, electrical cables, hand tools, aluminium products and auto parts.

It may be mentioned that India's engineering exports to Colombia was US\$ 483 million in 2017-18 and our exhibitors have been able to garner nearly one fifth of last year's exports last week.

Some of the major projects that were signed are:



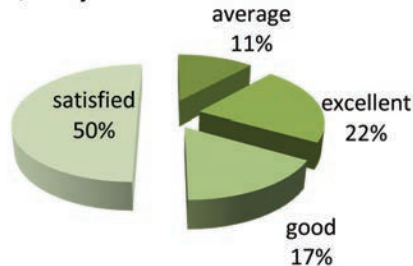
Apart from these exhibitors we also received the following feedback - Novelty Exports expects MoU and over US\$ 50,000 worth orders; Mizun-expects 1 Million Euro (US\$ 1.16 Million) worth order . Fortuner has identified two local partners and expects yearly business of around US\$ 5 Million and Maxpreci Machines – has almost finalized orders of worth US\$75,000 in INDEE Colombia 2018. Except one exhibitor, all the other exhibitors were saying that they were overwhelmed by the response of businesses here and were running short of business cards, samples and catalogues. The exhibition had visitors from not only the Latin American countries but also Africa.



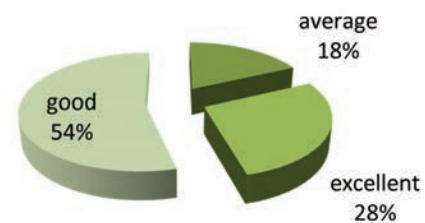
Key Takeaways

1. Quality of business visitors in INDEE Colombia 2018 was quite satisfactory as 89% of the respondents viewed it as better than average.

Quality of Business Visitors

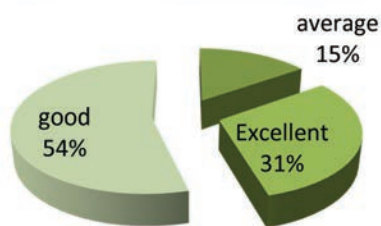


Buyers/Delegates Turnout

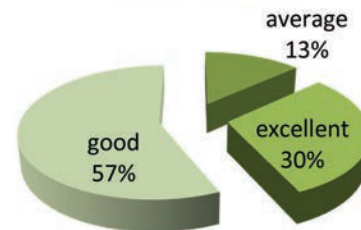


2. Buyers/delegates turnout during the show was quite up to the mark as 82% of the reporting respondents found it as either excellent or good.
3. Quality of buyers very much matched the expectation of the participants as 85% of the reporting respondents mentioned it as either excellent or good.

Quality of Buyers/Delegates



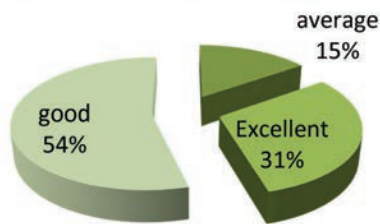
Product Category



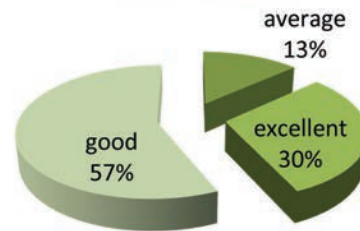
4. As per the respondents, category of the products exhibited in INDEE Colombia 2018 was very much satisfactory as it was either excellent or good for 87% of the respondents.
5. Quality of the seminars and workshops were up to the mark as 71% of the respondent participants classified them as either excellent or good.



Quality of Buyers/Delegates



Product Category



6. B2B sessions were more or less fruitful for the participants as nearly 65% of the reporting exhibitors found those as either good or excellent.
7. Overall security arrangement was perfect as 88% of the reporting participants categorized them as either good or excellent.
8. Information dissemination for the event was quite up to the mark as over 86% viewed them as either good or excellent.
9. Precisely, 95% of the respondents reported that they were quite aware of the events and activities organized by EEPC India.
10. Quality of the overall exhibition was perfectly up to the mark as all the reporting participants expressed their intention to take part in EEPC India events going forward.

Suggestions for further improvement by delegates

- ➔ A few of the respondents suggested some discussions before allotment of stalls. Some also urged for categorizing the stalls according to products and constructing booths in a group.
- ➔ A handful of the participants also suggested better designing of the stalls.
- ➔ A few of the respondents suggested planning of B2B meeting in a more efficient manner.



India Evening

A major attraction of the Expo was the India-Colombia Networking Evening, jointly organised by EEPC India and the Indian Embassy in Colombia on 25th September, 2018 at Arco Restaurante . It was attended by more than 100 invitees from the two countries. The vibrant performance of the local Colombian dance troupe made the evening very colourful.



Invitation Card of India Evening



The backdrop of India Evening



Mr Ravi Sehgal, Chairman, EEPIC India and Mr Christian Salamanca, Executive Director, Colombia India Chamber of Commerce and Industry welcoming the audience



Address by H.E. Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador



From left - Mr Christian Salamanca, Executive Director, Colombia India Chamber of Commerce and Industry; Mr Suranjan Gupta, Executive Director, EEPC India; Aman Chadha, Former Chairman and Chairman of the LATAM Committee, EEPC India; H.E. Mr Ravi Bangar, Indian Ambassador to Colombia and Ecuador; Mr Ravi Sehgal, Chairman, EEPC India and Mr Andrew Lopez, CEO, Corferias



Indian Performance





Colombian Dance





Indian and Colombian organisers and performers



The audience



Closing Ceremony

Finally, it was time for the Best Pavilion awards that went to Bhalaria Metals Ltd; Gripwell Tools Industries and Electronica Mechatronic Systems under the Large, Medium and Small categories respectively .



Winner of Best Pavilion Awards - Large Enterprise Category - Bhalaria Metals Ltd



Winner of Best Pavilion Awards - Medium Enterprise Category - Gripwell Tools Industries



Winner of Best Pavilion Awards - Small Enterprise Category - Electronica Mechatronic Systems



EEPC India team - from left : Mr Rajat Sharma, Assistant Director, EEPC India; Mr Gurvinder Singh, Director (Exhibitions), EEPC India; Mr Suranjan Gupta, Executive Director, EEPC India; Mr Ravi Sehgal, Chairman, EEPC India; Mr Aman Chadha, Chairman of the Committee on LATAM, EEPC India, Mr Rajat Srivastava, Regional Director (WR) & Director (Marketing & Sales), EEPC India; Mr Rakesh Suraj, Regional Director (NR), EEPC India



Publicity and Promotion

Pre – Event Publicity in India

A focussed publicity drive was carried out by EEPIC India all over the country in order to create awareness about Council's such effort in Colombia. In order to mobilise participation, many seminars and road shows were organised all over the country. Besides these, other forums, conferences and exhibitions were also used as a channel to promote the exhibition and distribute the promotional literature on INDEE Colombia. A dedicated website was created to facilitate online registration.



Southern Region Road Show



Eastern Region Road Show



Western Region Road Show



Promotional Literature for mobilisation of the Exhibition in India was done



EEPC INDIA
ENGINEERING THE FUTURE



2018
Bogota International
trade show
industrial exhibition
corferias 2018

INDIA PAVILION AT BOGOTA INTERNATIONAL TRADE SHOW

24 – 28 September 2018, Corferias Bogota, Colombia

Participate through EEPC India to enjoy big savings!

- ▶ The Bogota International Trade Show is the most important specialised industrial event in Latin America.
- ▶ Interact with manufacturers, suppliers, importers and wholesalers.
- ▶ View the latest technologies in machinery, equipment, manufacturing processes, raw material, supplies, and components.

- ▶ In 2016, 705 exhibitors participated and over 50,000 visitors (including 2,042 overseas visitors) visited the show.
- ▶ Seven other shows will be held concurrently focussing on the energy sector, mining, cables, wires, tubes and valves, plastic, rubber, petrochemical and packaging, air conditioning and refrigeration, heavy and light machinery for construction, machinery, equipment and tools.

PARTICIPATION CHARGES

One side open (built-up booth): Rs 18,000 per sqm.
Booth size: 9 sqm.
10% extra for two sides open booth (subject to availability)

The above participation charges will also include the following:
Six nights of hotel stay for one person per exhibiting company (allotted on first-cum-first-served basis)

Note: For enquiry on MDA disbursement, please contact:
Mr Gurvinder Singh, Sr. Joint Director, email: gsingh@eepcindia.net

PRODUCT PROFILES

Industrial Machinery, equipment and tools; Plastic, Petrochemical and Packaging; Heavy Construction Machinery; Energy; Wire & Tubes



Scan this QR code to fill in the online application form latest by 10 August 2018

CONTACT

Rajat Srivastava +91 97690 63838 / rsrivastava@eepcindia.net

Show Publicity in Colombia

Extensive promotional activities were undertaken so to draw the Colombian business community to the EEPC India along with IBEF has initiated extensive publicity & promotion for INDEE Colombia in Colombia. The event was well-publicised through advert.








Get the best from from India's automotive sector!
 Visit the **India Pavilion** at the **Bogotá International Trade Show**
India's largest overseas engineering exhibition, INDEE, will be on show at the Bogota International Trade Show from 24-28 September 2018.
 Over 75 Indian companies will participate at the show.
 Among them will be some of the best Indian companies who specialise in: Auto Parts & Components; S.G. Iron and Cast Iron products; Hardware; Engines; Automotive service machines; Fasteners; Automobile Gaskets; Lubrication equipment and hand tools; Tyres; Friction Brakes; Bearings and gears; and Transmission parts.
 Visit the India Pavilion and expand your business!

COMPANIES TO WATCH OUT FOR

Balaji Traders and Engineers	www.apaxproducts.com
G. D. International Pvt Ltd	www.greysonetools.com
JCB India Pvt Ltd	www.jcbhandtools.com
Krystal Elmec	www.krystalmec.com
Mangalam Alloys Limited	www.mangalamalloys.com
Maxprecl Machines Pvt Ltd	www.maxpreclmachines.com
MY Designs & Fasteners	www.myfasteners.com
Rio International	www.riointernational.com
S.K. Exports	www.skeexportdelhi.com
Sankar Sealing Systems Pvt Ltd	www.sankar.com
Sayal Impex Pvt Ltd	www.sayalimpex.com
Shalaka Polymers	www.shalaka polymers.com
Striking International	www.strikinginternational.com
Super Springs	www.supersprings.biz
Supreme Metals	www.suprememetals.com
Suraj Enterprises	www.surajindia.com
Unicon Engineers	www.uniconinter.com
Universal Motion Incorporated	www.universal-motion.com
Vishal Precision Products Pvt Ltd	www.vishalprecision.com

www.eepcindia.org







INDIA PAÍS SOCIO EN LA FERIA INTERNACIONAL DE BOGOTÁ 2018
 24-28 de Septiembre de 2018, Corferias, Bogotá Pabellones 3,4,6 y 8



Los Expositores de Ingeniería internacionales más grandes de la India, INDEE, van a estar en la feria con mas de 75 empresas.
 Para hacer negocios con compañías que se especializan en maquinaria industrial & equipos; Hierro, Electricos, Componentes para autos, Herramientas, Herramientas de mano & Broches, Utensilios de acero inoxi dable, Alambres & Tuberías, Bombas & Valvulas; Troqueles & Forjages; y Metal mecánica.
 Visite el Pabellón de la India y expanda sus negocios!

www.feriainternacional.com
www.eepcindia.org

Standee



In-Show Publicity

A four page handout was prepared in English with names and product photographs of all the exhibitors and the same was given to all the visitors of India Pavilion. The detailed profile of Indian exhibitors along with the contact information and company/product details was distributed in a book form among all the visitors. EEPC India's introductory booklet was also distributed in giving an overview of the activities of the Council. External Publicity was done through TOTEMS, Pillar Branding and Hoarding.









INDIA

!ndian engineering

PROMOVER LAS CAPACIDADES DE DISEÑO Y FABRICACIÓN RENTABLE

Indee COLOMBIA 2018 INDIA PARTNER COUNTRY

SALA 3, 4, 6, 8
SEPTIEMBRE 24-28, 2018
www.indiaatbogota.com



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PABELLONES 3,4,6,8
SEPTIEMBRE 24-28, 2018
www.indiaatbogota.com





XXXII
Bogotá international
trade show
industrial exhibition
corferias 2018

Eepc's institutional stand

Download exhibitors catalog here:





September 24th to 28th, 2018
www.FeriaInternacional.com

Delegation



Totems





Totems



Giant print (double faced)





Porch



Giant print on food Court





Column on south Entrance

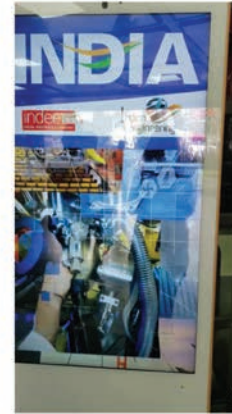


Light boxes





Screens



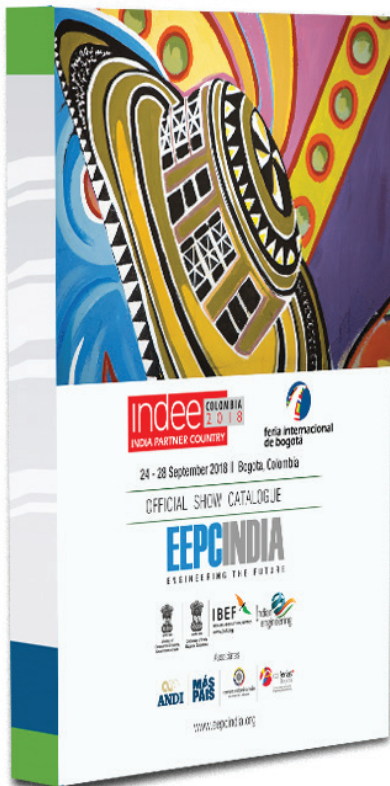
Download the video:

<https://we.tl/t-egWJ6p448X>



Halls





Cover of the Exhibitors' Directory



ie² – Special Edition on Colombia



Jute Bag Front & Back



Business Cards - Bilingual



Lapel pin



EQUIPO ELÉCTRICO INDIO

Las exportaciones de maquinaria eléctrica India y equipos se elevaron a US\$ 8,9 billones en 2017-18 de US\$ 5,3 billones en 2013-14 con un CAGR del 13,7%.

India aparece entre los 25 mejores proveedores globales de maquinaria eléctrica y equipos en 2017.

La visión del 2022 para la industria de equipos eléctricos de la India es hacer que La India sea el país de elección para la producción de equipos eléctricos y llegar a US\$ 100 billones equilibrando las exportaciones con las importaciones.



www.eepicindia.org



SUBCONTRATACIÓN

El gobierno de la India tiene como objetivo aumentar la participación del sector manufacturero al producto interno bruto (PIB) a 25 por ciento para el 2022 del 16 por ciento y para crear igualmente 100 millones de nuevos puestos de trabajo para el mismo año.

El acumulado de la inversión extranjera directa (IED) en el sector de fabricación de La India alcanzó US\$ 73,7 billones en abril de 2000 a diciembre de 2017.

Gigantes globales como GE, Siemens, HTC, Toshiba y Boeing tienen todo organizado o están en proceso de abrir una fábricas en la India.



www.eepicindia.org



SECTOR DE AUTOPARTES DE LA INDIA

La industria de Autopartes y automóviles de la India se preparan para convertirse en la tercera más grande del mundo para el 2025.

Gigantes globales como BMW, Renault, Daimler, Ford, Honda, Volvo, Hyundai están comprando Autopartes de la India.



www.eepicindia.org



MAQUINARIA PARA LA CONSTRUCCIÓN DE LA INDIA

El tamaño de la industria de la construcción de la India se espera que sea UD\$ 1 trillón para el 2025.

India se proyecta ser el mercado de más rápido crecimiento maquinaria pesada para la construcción desde 2016 al 2021 de la región Asia-Pacífico.



www.eepicindia.org



#Inteligencia de la Ingeniería

**NO TE PIERDAS LA EDICIÓN DE LA
FERIA INTERNACIONAL DE
INGENIERIA 2019**

14-16 DE MARZO DE 2019, CHENNAI TRADE CENTRE, CHENNAI
Perfiles de los productos: Subcontratación • Maquinaria Industrial y eléctrica • fábrica a futuro • innovación y tecnología

www.iesshow.in

www.eepcindia.org

EEPCINDIA
 ENGINEERING THE FUTURE

EEPC INDIA: LLEVANDO LA INGENIERÍA INDIA AL MUNDO

El primer Consejo de promoción para la exportación India en tener un centro local de tecnología, aplicación móvil y perfiles de producto de catálogo. EEPC India organiza las exposiciones más grandes de ingeniería de La India – IESS en India y INDEEs en el extranjero.

EEPC India ha sido el rostro de las exportaciones de ingeniería indias durante un periodo de 63 años, cuando la India pasó de ser una nación de US\$ 10 millones de exportación de ingeniería en 1955 a \$ 76.2 billones durante abril - marzo 2017-18.

EEPC India ahora es miembro de la UFI con base en Francia – la Asociación Mundial de la industria de la exposición.

www.eepcindia.org

COMERCIO BILATERAL INDIA-COLOMBIA

El comercio bilateral entre India y Colombia aumentó de un 11.13% a US\$ 1,53 billones en 2017-18 comparado con el 2016-17.

El comercio de mercancías de ingeniería aumentado de US\$ 385,23 millones en 2016-17 a US\$ 509 millones en 2017-18.



Indian Engineering Booklet – Bilingual



ON JOURNALISM/INDIA/DOING BUSINESS

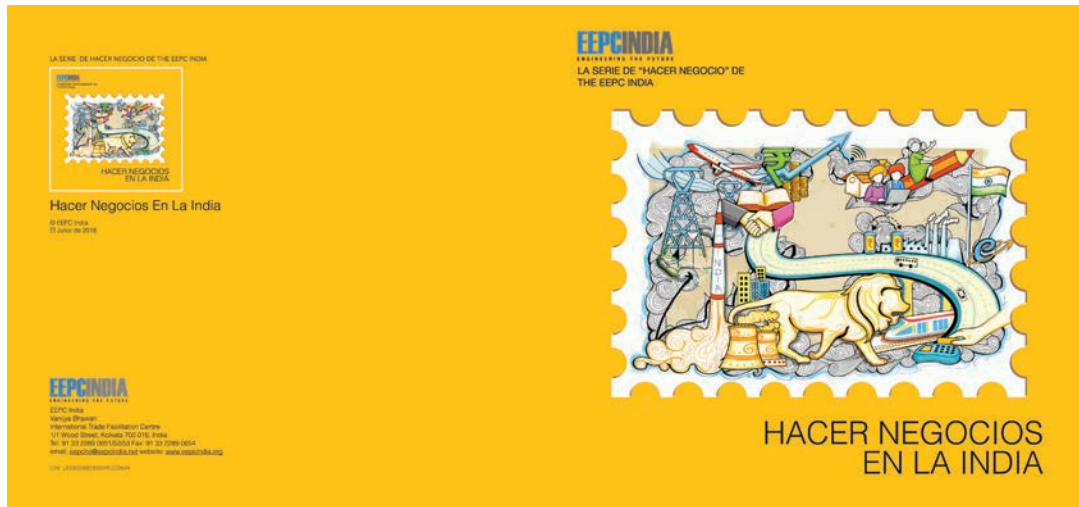
EIPCINDIA

EIPC India
 Indian Mission
 International Trade Facilitation Centre
 17 Wood Street, Kolkata 700 016, India
 Tel: 91 33 2389 3861 (0245) Fax: 91 33 2389 3864
 email: eipc@eipcindia.net website: www.eipcindia.org



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 THE EIPC INDIA
 'DOING BUSINESS' SERIES

**DOING BUSINESS
 IN COLOMBIA**



Doing Business in India – Bilingual



Press & Media

Corferias organized a Pre Event Press Meet



Address of Mr Ravi Sehgal Chairman, EEPC India being played at pre event Press meet organized by Corferias

Para India, Colombia es la puerta de entrada a Latinoamérica

Diario Expreso (Peru) 4 sept. 2018 (EFE)

Alrededor de 75 compañías de India estarán presentes en la XXXII Feria Internacional de Bogotá (FIB), una plataforma de negocios y de intercambio de conocimiento y experiencias del sector empresarial e industrial, informaron el lunes los organizadores del evento. "Colombia es la puerta de entrada a América Latina y le dará a nuestros dos países

una relación mutuamente beneficiosa en el sector de la ingeniería", dijo el presidente del Consejo de Promoción de Exportaciones de Ingeniería (EEPC), Revi Shegal, citado en un comunicado.

Escribe un comentario

Compartir Comentar Save Más

A favor En contra



The event was covered extensively in Indian and Colombian media



Fuerte presencia extranjera en la Feria Internacional Industrial de Bogotá

- La muestra internacional contará con cerca de 4.000 metros cuadrados de exhibición, entre delegaciones y empresas.
- India estará en FIB en 600 metros cuadrados de exhibición. Entre los países latinoamericanos, Brasil será uno de los expositores más fuertes ocupando el pabellón 5.

Bogotá, agosto de 2018. El sector industrial está en constante desarrollo, cuenta con innovaciones en todos sus campos y genera competitividad a nivel global. Es por esto que la presencia extranjera en la Feria Internacional Industrial de Bogotá, FIB, llegará con más empresas expositoras.

Es así como en la XXXII edición de la feria, que se llevará a cabo del 24 al 28 de septiembre en Corferias, la muestra internacional contará con cerca de 4.000 metros cuadrados de exhibición en los que estarán presentes delegaciones y empresas de varios países como Brasil, India, China, Alemania, Bélgica, Turquía, Estados Unidos, Canadá, Reino Unido, Chile, Italia, España, República Checa, entre otros.

Cabe mencionar que la FIB es la plataforma de negocios y el escenario de intercambio de conocimiento y experiencias del sector empresarial e industrial que se ha consolidado por más de seis décadas como referente en la región y el país. Prueba de ello son las compañías internacionales que buscan darse a conocer en la feria.

Al respecto, Haffar Salim, director de ventas internacionales de I-MAK, compañía turca, aseguró: "la participación en la feria es parte fundamental de nuestra estrategia en América del Sur. Decidimos escoger a Colombia por su posición geográfica y su economía creciente. Nuestro objetivo es reforzar nuestra red en la región mediante la creación de nuevas asociaciones con empresas".

Ricardo Romero, gerente comercial en Colombia de Emmegi, empresa española, dijo que "Colombia es un país con un potencial de crecimiento importante. La industria se está modernizando a un buen ritmo. Los empresarios empiezan a entender que la única forma de ser más competitivos es haciendo sus sistemas productivos más eficientes. Por eso, la Feria Internacional Industrial de Bogotá es un evento al cual asisten las empresas para conocer las nuevas soluciones para el gremio que se están desarrollando en el mundo".

La participación en la feria también se amplía a delegaciones, como la que realizará la Cámara de Industria y Comercio Colombo-Alemana. Diana Pantaleón, jefe de



proyectos de esta, indicó: "la Feria Internacional Industrial de Bogotá es el espacio ideal para cumplir nuestro propósito participando bajo nuestro concepto y stand colectivo 'Made in Germany', donde la industria alemana se reúne para dar a conocer sus productos y servicios en Colombia, generando así desarrollo industrial y económico".

Así mismo, India estará participando con cerca de 75 compañías mediante el Consejo de promoción de exportaciones de ingeniería (EEPC). Ravi Sehgal, presidente de esta asociación, afirmó: "Colombia es la puerta de entrada a América Latina y le dará a nuestros dos países una relación mutuamente beneficiosa en el sector de la ingeniería. En la feria contaremos con un rango de visualización que incluye el trabajo de metal, herramientas de máquina, herramientas de mano, componentes de automóviles, hardware, fundición, forja, bombas, equipos eléctricos, cables, engranajes, entre otros".

Entre tanto, compañías de todo el mundo ven en la Feria Internacional Industrial de Bogotá el escenario ideal para acceder al mercado de la región. Ante eso, Raúl Montero-Gómez, gerente de ventas internacionales de BB Stainless Steel Ltd, empresa de Reino Unido centrada en la fabricación de accesorios de acero inoxidable, señaló que "las expectativas en FIB son tener una mejor idea del mercado del acero inoxidable en Latinoamérica y así ver las opciones de entrar en este mercado, contactándonos con otras empresas del mismo rubro".

Lilian Conde, jefe de proyecto de Corferias-FIB, finalmente subrayó que "la feria es una gran oportunidad para que las empresas den a conocer sus productos, participen activamente en el mercado de la región y hagan parte del agendamiento de negocios que se promueve en la feria".

Para mayor información puede ingresar a www.feriainternacional.com



QUICKLY

EEPC expo: Orders worth \$3.3 m booked
Kolkata, October 3

Indian engineering exporters, particularly from the SME segment, have got business enquiries worth about \$100 million and orders worth \$3.3 million from the just concluded five-day EEPC India exhibition in Colombia, USA. "Our exhibitors booked orders worth \$3.3 million and potential business enquiries of nearly \$98.5 million. These business enquiries are most likely to materialise," Ravi Sehgal, Chairman, EEPC India, said in a letter to Suresh Prabhu, Commerce and Industry Minister. The exhibition, where 77 companies participated, was held under the EEPC India's flagship series INDEE (40th edition), with support of the Commerce Ministry. OUR BUREAU

BusinessLine

Indian engineering exporters pick up orders worth \$ 3.3 million from EEPC India exhibition

OUR BUREAU+ T-

The exhibition was held in Colombia recently
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EEPC in a press release said India's engineering exports to Colombia were \$483 million in 2017-18. The exhibition, where 77 companies participated, was held under the EEPC India's flagship series INDEE (40th edition), with support of the Commerce Ministry.



Business Standard

Engineering exporters receive biz enquiries worth \$100mn at expo

Press Trust of India | New Delhi Last Updated at October 3, 2018 16:00 IST

Engineering exporters received business orders and enquiries worth around USD 100 million at a five-day exhibition in Colombia held during September 24-28, exporters' body EEPC India said Wednesday.

The engineering exporters' body said its exhibitors booked orders worth USD 3.3 million and received business enquiries of nearly USD 98.5 million at the expo.

The exhibition was held under EEPC India's flagship series INDEE (40th edition), with support of the Commerce Ministry.

"India's engineering exports to Colombia were USD 483 million in 2017-18 and our exhibitors have been able to garner nearly one fifth of last year's exports during this exhibition itself between September 24 and September 28. These business enquiries are most likely to materialise," EEPC India Chairman Ravi Sehgal said in a letter to Commerce and Industry Minister Suresh Prabhu.

However, Sehgal pointed out that India should learn from China on how to promote the exports of the entire chain of production.

"In case of engineering exports, for example, the Chinese do not encourage primary steel exports and, in fact, such steel is provided through PSUs which are often selling steel at a loss.

"Thus, they are able to circumvent the WTO's Article of Subsidies and Countervailing Measures and can export the entire chain of value added engineering products," he said.

Business Standard

EEPC India hopeful to materialise \$100 mn business enquiries from Colombian Expo

IANIS | Kolkata Last Updated at October 3, 2018 16:55 IST

Engineering Export Promotion Council (EEPC) of India on Wednesday said it remained bullish on materialising the business enquiries worth about \$100 million, received from its recently concluded exhibition in Colombia.

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India's engineering exports to Colombia were \$483 million in 2017-18 and the Council's exhibitors have been able to garner nearly one fifth of last year's exports during this exhibition itself during September 24-28.

Seventy-seven companies had participated in the exposition, held in Bogota, the capital of the South American country, under the EEPC India's flagship series INDEE (40th edition), with support of the Commerce Ministry.

Underscoring the importance of the promising market in South America, as many as 30 participating small and medium enterprises have appointed agents for their products in Colombia.

Sharing his feedback from the event with the Commerce and Industry Minister, Sehgal said Indian engineering exporters learn from China to promote the exports of the entire chain of production.

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--IANIS



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Last Updated : Oct 03, 2018 04:02 PM IST | Source: PTI

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EEPC India hopeful to materialise USD 100 mn business enquiries from Colombian Expo

Oct 04, 2018, IANS

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Outlook

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3 OCTOBER 2018 Last Updated at 4:48 PM | SOURCE: IANS

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Laotracara.com

<http://laotracara.co/negocios/conozca-la-magia-empresarial-de-la-india-en-la-fib-2018/>



Otra Cara

Inicio Negocios Conozca la magia empresarial de la India en la FIB 2018

• Negocios

Conozca la magia empresarial de la India en la FIB 2018

Por La Otra Cara

21 septiembre, 2018



Desde el **lunes 24 de septiembre** en **4 pabellones de Corferías**, India estará presente con **77 empresas de Exportaciones de Ingeniería**, como país asociado al máximo evento industrial y comercial de Colombia.

India estará como país asociado en la versión 32 de FERIA Internacional Industrial de Bogotá (FIB), que comienza el lunes entrante. El pabellón indio es organizado por EEPC (Consejo de Promoción de Exportaciones de Ingeniería) e INDEE (Exposición de Ingeniería India), bajo la égida del Ministerio de Industria y Comercio y el Gobierno de la India. La inauguración será este **lunes 24 de septiembre** a las 12 del día, en los pabellones 3, 4, 6 y 8 de Corferías. Este evento va hasta el **viernes 28** y recibirá a más de **690 expositores** y **50.000 visitantes profesionales**. De la India acuden 77 firmas, que representan a fabricantes y proveedores de maquinaria Industrial, autopartes, maquinaria pesada de construcción, petroquímica, herramientas de diamante industrial automatización de procesos, plantas de oxígeno y de nitrógeno, equipos de prueba de petróleo, producción de acero estructural, energía y cables, al igual que tubos y válvulas para la construcción de obras públicas, entre la diversidad de la oferta. Los expositores también son proveedores de auto partes de marcas como Mahindra&Mahindra, AshokLeyland, Volvo Eicher Isuzu Motors.

RaviSehgal, Presidente de EEPC India (conformado por más de 13.000 miembros) destacó el apoyo del gobierno colombiano a la visita de estos empresarios. A través de ProColombia se organizó un importante foro en la ciudad de Mumbai, resaltando las oportunidades de inversión en este país. Además, la embajadora Clemencia Forero y su equipo también brindaron asistencia en información a esta importante delegación empresarial.

Juan M. Lesmes, director ejecutivo de la Cámara Fedemetal de la Andi, ha declarado que las cadenas de valor son una oportunidad para la reindustrialización de Colombia y una nueva oportunidad para que la India abra nuevos mercados.

En su concepto, la generación de una relación empresarial de riesgo compartido con la India sería "gana-gana" para las compañías de los dos países.



25 Septiembre, 2018 Agenda Bogotá Noticias Tecnología No comments

India fortalece lazos con Colombia en Feria Internacional Industrial de Bogotá

Con más de 75 empresas, una de las delegaciones que llega más fuerte a la XXXII edición de la Feria Internacional Industrial de Bogotá, FIB, es la de India.



Además, este año participan como país aliado de la feria. El evento, el cual se realiza en Corferias hasta el 28 de septiembre, cuenta con una alta presencia extranjera; son 26 los países que exponen sus productos e innovaciones en cerca de 4.000 metros cuadrados.

Ravi Sehgal, presidente de EEPC India, aseguró que "es un gran honor y oportunidad participar en la Feria Internacional Industrial de Bogotá, FIB, como país aliado. El pabellón indio es organizado por EEPC India e INDEE (IndianEngineeringExhibition), bajo los auspicios del Ministerio de Comercio e Industria, Gobierno de India".

Para las compañías que participan, Colombia se ha convertido en una gran oportunidad de negocios en Latinoamérica. "Las empresas indias están explorando alternativas de mercado. Colombia ha incrementado su seguridad, cuenta con una gran cantidad de recursos naturales y, una clase media en aumento; lo que la convierte en un destino atractivo para los negocios indios", agregó Sehgal.

"Colombia es en gran parte un productor de café, cacao, azúcar y flores. En estos casos tienen una ventaja y el sector agrícola de la India podría beneficiarse de su experiencia y conocimientos. Por su parte, Colombia ha mostrado interés en aprender de la experiencia de la India en cosecha de agua, riego por goteo, pozos de polietileno e invernaderos", puntualizó Sehgal.



Menú principal

Inicio / Economía y Finanzas / India, presente en la FIB
Sab, 09/22/2018 - 08:23



En la foto: Izquierda, Sr Gurvinder Singh- Director de Exhibiciones de EEPC y Cristian Salamanca- Director Cámara Colombia India.

India, presente en la FIB

La Feria Internacional Industrial de Bogotá es el evento especializado dirigido a las nuevas tecnologías aplicadas a todas las industrias productivas del continente, y se convierte en el motor de desarrollo y centro de contactos empresariales e industriales que fomenta el intercambio comercial.



POR:
Redacción Enfoque

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EEPC India ha sido la imagen de la India en la ingeniería de las exportaciones en un lapso de 63 años cuando la India creció de ser una nación exportadora de ingeniería de \$ 10 millones en 1955 a USD 76.2 millones (2017-18) y es considerada como el modelo EPC en la India por el Sindicato del Ministerio de Industria y comercio. EEPC India es la principal organización de promoción comercial y de inversión en la India.

La inauguración será este lunes 24 de septiembre a las 12 del día, en los pabellones 3, 4, 6 y 8 de Corferias. Este evento va hasta el viernes 28 y recibirá a más de 690 expositores y 50.000 visitantes profesionales.

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RELACIONES COMERCIALES Y PRESENCIA EMPRESARIAL EN EL PAÍS

El comercio entre los dos países aumentó en un 11,13% (equivalente a US\$ 1,53 billones) en 2017-18 comparado con 2016-17. El comercio en productos de ingeniería aumentó de US\$ 385,23 millones en 2016-17 a \$ 509 millones en 2017-18.

El señor Ravi Sehgal agradeció el apoyo constante y la orientación de la Embajada de la India en Colombia, la Cámara de Comercio e Industria Colombia India y la marca de IBEF (India Brand Equity Foundation), entre otros aportes.

El Señor Ravi Bangar, Embajador de India en Colombia y Ecuador, augura que la relación entre la India y Colombia será más fuerte en los próximos años, y se profundizarán los vínculos comerciales.

India y Colombia han establecido vínculos muy especiales en agricultura, educación, ciencia, tecnología y medicina, entre otros. Estamos enfocándonos en alianzas estratégicas en agroindustria, metalmeccánica y servicios de ingeniería. La presencia india en la FIB es especial, al cumplirse 60 años de relaciones diplomáticas entre los dos países, dijo la Embajadora de Colombia en la India, Clemencia Forero Ucrós.



LATINPYME
CENTRO DE DESARROLLO EMPRESARIAL



INDIA FORTALECE LAZOS CON COLOMBIA EN FERIA INTERNACIONAL INDUSTRIAL DE BOGOTÁ

Publicado: 25 septiembre, 2018

en [Emprendimiento](#) - [Noticias](#)

Con más de 75 empresas, una de las delegaciones que llega más fuerte a la XXXII edición de la Feria Internacional Industrial de Bogotá, FIB, es la de India. Además, este año participan como país aliado de la feria. El evento, el cual se

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El comercio bilateral entre Colombia e India aumentó un 11,13%, a US \$1,53 mil millones en 2017-18 en comparación con 2016-17. El comercio de productos de ingeniería aumentó de \$385.23 millones en 2016-17 a \$ 509 millones en 2017-18.

<https://www.latinpymes.com/india-fortalece-lazos-con-colombia-en-feria-internacional-industrial-de-bogota/>



Mr Ravi Sehgal, Chairman, EEPC India meeting the Press during the event



India – Colombia Relations



60 YEARS OF CORDIAL TIES

India and Colombia are on the threshold of the 60th anniversary of the establishment of diplomatic relations. It was on 19 January 1959, that official diplomatic relations between the two countries were established. But it was 11 years later, in July 1970 that they signed a commercial accord, though this did not develop due to the economic restrictions on foreign goods both countries had and geopolitical differences. Today, Colombia is the commercial point of entry into Latin America for Indian companies. In March 1972 Colombia opened an Embassy in New Delhi, and the resident Indian Mission in Bogotá was established the following year. The Mission was closed in January 1993, but reopened in October 1994 as Colombia was to host the XIth Summit of the Nonaligned Movement. Today, the Colombian Embassy in New Delhi also serves Colombians in Nepal, Indonesia, Sri Lanka, and Bangladesh.

India and Colombia have always maintained friendly and cordial bilateral relations. Colombia is an important member of the NAM and G-15 and hosted the NAM Summit in 1995. Both countries have considerable coincidence of views on global issues and have closely collaborated in various multilateral forums. Colombia supported India's candidatures to the non-permanent membership of the UN Security Council for 2011-12 as also to the UN Human Rights Council in 2007 and the International Court of Justice in 2012. India donated \$1 million to Colombia in the wake of countrywide floods and damage to infrastructure in 2010.



Over the years the two countries have held several meetings, the latest being the Joint Committee on Business Development Cooperation and Joint Working Group on Trade and Investment held in Bogotá in 2017, and signed various treaties and agreements to enhance trade and strengthen bilateral ties.

Among the bilateral treaties and agreements the two countries have signed are:

Economic and commercial

- Trade Agreement, 1970
- MoU on Cooperation in the Field of Information Technology, 2002
- MoU on Hydrocarbons, 2008
- Bilateral Investment Promotion & Protection Agreement (BIPPA), 2009. The agreement entered into force from July 2012
- MoU for Cooperation in the IT Sector between National Association of Industries of Colombia (ANDI) and NASSCOM, 2009
- MoU on Business Development Cooperation, 2010
- Double Taxation Avoidance Agreement, 2011. It has entered into law w.e.f. 7 July 2014
- MoU for Cooperation in IT Sector between NASSCOM and FEDESOFTE, 2013.

External affairs

- MoU on Annual Foreign Office Consultations, 1995
- Agreement for Non-requirement of Visas for Diplomatic and Official Passport Holders, 2001
- Agreement for Facilitation of Visas to Businessmen, 2001
- Agreement for Cooperation between Diplomatic Academies, 2001
- Agreement between India and Colombia on free exercise of gainful occupation for dependent family members of the diplomatic, consular and administrative personnel of diplomatic missions, 2016

Miscellaneous

- MoU on Cooperation in Science & Technology, 2005
- MoU on Cooperation in Urban Development, 2007
- MoU on Defence Cooperation, 2009
- MoU on Cooperation in the Bamboo Sector, 2009
- Agreement for Cooperation in Health, 2010
- MoU for Cooperation in the Field of Geology and Mineral Reforms, 2011
- MoU on Sports, 2014
- Cultural Agreement 1974



Projects which India had advised or supported in Colombia

EEPC India had led a delegation of 151 Indian companies to the Bogota International Fair in October 2010. Exim Bank of India had signed an agreement with Bancoldex of Colombia for extending a US\$10 million Line of Credit for exports from India.

- India has recently extended assistance to Colombia in capacity building under its 'Indian Technical and Economic Cooperation' programme.
- The meeting of the Joint Committee on Business Development Cooperation and Joint Working Group on Trade and Investment held in Bogotá in 2017 is considered as a milestone to deepen bilateral tie between these two nations.
- Today, Colombia is the commercial point of entry into Latin American markets for Indian companies.

Commercial and economic relations

Commercial and economic relations between the two countries have grown rapidly in recent years that have also seen greater variety in the export and import baskets. Indian imports include mineral fuel, mineral oils, natural or cultivated pearls, wood, steel, articles of wood, and cocoa. Indian exports include motorcycles in CKD form, vehicles other than railways, cotton yarn and woven fabrics of cotton, organic chemicals, and iron and steel. **Table 1** provides the trade figures

India-Colombia Trade (*all values in Million US\$)

Year	2014-2015	2015-2016	2016-2017	2017-2018
Export	630.17	467.98	362.69	483.01
Import	25.66	13.62	41.37	27.57
Total Trade of Engineering Products	655.83	481.6	404.06	510.58
Total Bilateral Trade	3240.08	1695.89	1378.47	1531.94

Source: DGCI&S, GOI

There has been a fall in the Colombian imports to India owing to the fall of oil exports. India-Colombia business organisations have been interacting on regular basis and a number of business delegations led by export promotions councils such as EEPC India, EPCH, TEXPROCIL, SRPTC, CHEMEXIL, PLEXCONCIL, Spice Board of India, Electronic and Software Council, CAPEXIL, and AEPC, and Chambers of Commerce like CII have visited Colombia over the last few years. To promote bilateral business interest, a Colombia-India Chamber of Commerce was formed in Bogotá in September 2008 with the support of the Embassy.

Indian companies in Colombia

Many Indian companies have established operations in Colombia. Some of the known companies which are present in Colombia are: IT (TCS, Tech Mahindra, Mahindra Conviva etc); Pharmaceuticals (IPCA, CIPLA, AurbIndia Pharma, Dr Reddy's); Agro-Chemicals (United Phosphorus, Shraddha Chemicals); Automobiles and tractors (TVS, Bajaj, Hero, Sonalika and Mahindra); and Plastics and Packing (Essel Propack).

In oil exploration, ONGC Videsh has ongoing exploration and production operations in Colombia in six blocks. A joint venture with the Chinese company SINOPEC, Mansarovar Energy owns a producing asset which produces around 40,000 barrels per day.



Praj Industries have constructed six ethanol plants in Colombia with capacity of 1.05 million litre per day. Hero Moto Corp inaugurated its motorcycle plant in Cali in September 2015. The plant was inaugurated with an investment of \$70 million and a production capacity of 78,000 motorcycles initially. Essel Propack inaugurated its new factory in the same region a year later.

Technical and economic cooperation

The number of ITEC slots for Colombia was increased from 25 in 2009-10 to 40 in 2015-16. A group of 25 English teachers have been going on ITEC scholarship to EFL University, Hyderabad for the last two successive years. This gesture has been highly appreciated by the Colombian government. Assistance under the ITEC programme includes donation of a \$200,000 solar energy plant to Colombia in December 2002 and deputation of two Indian IT experts from May to July 2002 to advise the local government on IT-related policy issues. Colombia offered four scholarships for Indian students under their Language Assistant programme.

India and Colombia have agreements in science and technology, bamboo technology, information technology, sports and health. An expert from TERI in the transformative uses of bamboo visited Colombia in 2016. More cooperation, particularly in the use of bamboo and renewable energy, through TERI is expected in near future.

Cultural relations

There have been several festivals, performances, exhibitions and film shows, organised by the Embassy of India. Embassy in collaboration with the local talent regularly organises dance performances at various universities during the course of the International Weeks held by them. Indian dance and gastronomy festivals are conducted almost every year. Javeriana University of Bogotá has included Indian music and dance as compulsory subject in their graduate courses. The Embassy in collaboration with India-Colombian friendship societies and other stakeholders from the cultural field has also hosted many private Indian artistes in their cultural tours such as Kathak exponents Pandit Tribhuvan Maharaj and Pragati Sood and Odissi dancer Meghna Das.

The Mission organises regular Kathak dance classes in the Embassy premises since 2012 using local dancers. It also organised a six-month Bollywood dance course in collaboration with Uni Piloto University in 2016.

Gandhi Jayanti is celebrated in Bogotá and Medellín with active participation of the Indian community and friends of India. A weeklong event dedicated to nonviolence is organised in Medellín by the Gandhi Foundation. The Embassy, in association with the local Indian community, observes the festivals of Ganesh Chaturthi, Diwali, and Holi every year.

Indian community

The Indian community comprises approximately 350 members, the majority being professionals employed with the IT and pharmaceutical sectors and as representatives of other Indian firms. Recently, the Mission came into contact with a 150 strong Indian community, located in the Valle de Cauca region of Colombia. Their forefathers had migrated to Colombia in the 1920s and 30s. Although settled in Colombia, many of them have kept Indian traditions and culture alive.

Visitors from Colombia

Around 3900 Colombians visit India each year, many of them for yoga, meditation, spiritual courses, and similar activities. The facility of e-Tourist Visa has been extended to Colombia.



Colombia At A Glance

FASCINATING BIODIVERSITY

Soaring Andean summits, unspoiled Caribbean coast, enigmatic Amazon jungle, cryptic archaeological ruins, and cobbled colonial communities; Colombia boasts all of South America's allure, and more – the land of Gabriel Garcia Marquez and *The Hundred Years of Solitude*.

In recent years, Colombia has undergone a remarkable transformation – turning the tide on a long running terrorist insurgency, making great strides in restoring security and stability, and advancing policies that have led to significant social progress and economic growth. While considerable work remains to be done, the nation is now firmly on the path to peace and prosperity.

With more than 46 million citizens, Colombia has the second-largest population in South America, after Brazil, and the 28th largest in the world. Colombia is also home to the third largest Spanish-speaking population in the world, after Mexico and Spain.

The literacy rate – the percentage of people age 15 or over who can read and write – is 91.4 per cent. The Colombian labour force is among the most skilled and competitive worldwide. More than half the population is under 25.

Colombia is Latin America's oldest and most stable democracy. For more than a century, the country has experienced peaceful changes of government every four years as citizens have elected government representatives in free and fair elections in a political environment that proudly supports full freedom of the press.

Colombia is a free market economy with major commercial and investment ties to countries around the world, including the United States.



Situated on the northwestern coast of South America, Colombia is the only country on the continent with coastline on both the Pacific Ocean and the Caribbean Sea. In between is a nation of rich biodiversity, including the Amazon rainforest and the Andes mountains.

A country with modern cities, vast farmlands, diverse cultures and colonial charm, Colombia's economy has grown steadily over the past decade – becoming both a top Latin American centre for business and an increasingly popular tourist destination. The number of tourists in Colombia grows by over 12 per cent every year. Colombia is projected to have over 15 million tourists by 2023.

Migration corridor

Owing to its location, the present territory of Colombia was a corridor of early human migration from Mesoamerica and the Caribbean to the Andes and Amazon basin. The oldest archaeological finds are from the Pubenza and El

Totumo sites in the Magdalena Valley 100 km southwest of Bogotá. These sites date from the Paleoindian period (18,000-8000 BCE). At Puerto Hormiga and other sites, traces from the Archaic Period (~8000-2000 BCE) have been found. Vestiges indicate that there was also early occupation in the regions of El Abra and Tequendama in Cundinamarca. The oldest pottery discovered in the Americas, found at San Jacinto, dates to 5000-4000 BCE.

Indigenous people inhabited the territory that is now Colombia by 12,500 BCE. Nomadic hunter-gatherer tribes at the El Abra, Tibitó and Tequendama sites near present-day Bogotá traded with one another and with other cultures from the Magdalena River Valley. Between 5000 and 1000 BCE, hunter-gatherer tribes transitioned to agrarian societies; fixed settlements were established, and pottery appeared. Beginning in the 1st millennium BCE, groups of Amerindians including the Muisca, Zenú,





Quimbaya, and Tairona developed the political system of cacicazgos with a pyramidal structure of power headed by caciques. They farmed maize, potato, quinoa, and cotton, and traded gold, emeralds, blankets, ceramic handicrafts, coca and especially rock salt with neighbouring nations.

It all changed at the turn of the 16th century CE with the arrival of the Spanish conquistadors. Spanish explorers arrived in Colombia for the first time in 1499 and in the first half of the 16th century initiated a period of conquest and colonisation, ultimately creating the New Kingdom of Granada, with Santafé de Bogotá as its capital. Deriving its name from Christopher Columbus, who sailed by the territory in 1502 but never set foot on Colombian soil, the country's nomenclature underwent many variations till the name Republic of Colombia was officially adopted in 1886.

Independence from Spain was acquired in 1819, but by 1830 the Gran Colombia Federation was dissolved. What is now Colombia and Panama emerged as the Republic of New Granada. The new nation experimented with federalism as the Granadine Confederation (1858), and then the United States of Colombia (1863), before the Republic of Colombia was finally declared in 1886. Panama seceded in 1903. Colombia is one of the most ethnically and linguistically diverse countries in the world, and thereby possesses a rich cultural heritage. The urban centres are mostly located in the highlands of the Andes mountains.

Colombia has a total area of 1,138,910 sq km, of which around 9 per cent is marine area with many different ecosystems within its territory, encompassing Amazon rainforest, tropical grassland and both Caribbean and Pacific coastlines. Situated in the northwest corner of South America, Colombia is the only country in the region with both a Pacific and Caribbean coast, its coastlines extending 3208 km. It shares borders with Panama, Venezuela, Brazil, Peru and Ecuador, and maritime boundaries with Costa Rica, Nicaragua, Honduras, Jamaica, the Dominican Republic, and Haiti. Colombia is an equatorial country with a climate determined by trade winds, humidity and altitude. In most of the country, there are two rainy seasons – from April to June and from August to November – and two dry seasons. The country enjoys constant luminosity throughout the year, with an equal duration of daylight and night hours.

Ecologically, Colombia is one of the world's 17 megadiverse countries, and the most densely biodiverse of these per square kilometre. Approximately 58 per cent of the country is

covered by natural forest. Ranking first in bird species, the country has between 40,000 and 45,000 plant species, equivalent to 10 or 20 per cent of total global species, which is even more remarkable given that Colombia is considered a country of intermediate size. Colombia is the second-most biodiverse country in the world, behind only Brazil, which is approximately seven times bigger. About 10 per cent of the species of the Earth live in Colombia, including over 1900 species of bird, more than in Europe and North America combined, 10 per cent of the world's mammal species, 14 per cent of amphibian species and 18 per cent of the bird species of the world.

Colombia has about 2000 species of marine fish and is the second-most diverse country in freshwater fish. It has more endemic species of butterflies, is number one in orchid species and has around 7000 species of beetles. Colombia is second in the number of amphibian species and is the third-most diverse country in reptiles and palms. There are about 1900 species of molluscs and, according to estimates, there are about 300,000 species of invertebrates in the country. In Colombia there are 32 terrestrial biomes and 314 types of ecosystems. The country is also home to relatively intact swaths of Amazon rainforest and an almost pristine Pacific coastline.

Colombia's equatorial position affords it a diversity of landscapes matched by few countries. A slight tinkering in altitude takes you from sun-toasted Caribbean sands to coffee-strewn, emerald-green hilltops in the Zona Cafetera. Continue to climb and there's Bogotá, the bustling cradle of Colombia and third-highest capital city in the world. Throw in another few thousand metres and you find snow-capped peaks, high-altitude lakes and the eerie, unique vegetation of the páramo. The bottom drops out as the Andes give way to Los Llanos, a 550,000-sq-km swath of tropical grasslands shared with Venezuela, often called the Serengeti of South America.

The Caribbean

The Caribbean region extends for over 1600 km along the Caribbean coast, and is composed of desert on the peninsula of La Guajira, mountains covered by rainforest, and perennial snow that form the Sierra Nevada de Santa Marta, the highest coastal mountain in the world (~5770 m above sea level); marshes and plains in the departments of Magdalena, Cesar, and Sucre; bays with white sandy beaches such as the Gulf of Morrosquillo;



jungles in the Gulf of Uraba; and a breathtaking view of the Caribbean. Near Cartagena lie the archipelagos of Rosario and San Bernardo, coral paradises with mangrove islets. Some 770 km from the coast, the archipelago of San Andres and Providencia forms an oasis of life amid the sea, with islands, keys, and reefs.

The Andes

The longest mountain range in the world, the Andes, begin in Colombia in the Nudo de los Pastos in the south of the country, where it divides into two. In the Colombian Massif, it separates into three mountain chains that cross Colombia from north to south and create a rugged terrain, with peaks higher than 5300 metre above sea level, expansive highland plains, deep canyons and broad valleys.

These three mountain chains – crowned by perennial snow, boggy páramos, Andean rainforests, deserts, and marshes – produce a terrain that varies with altitude and where fertile soil supports an immense variety of crops. This region is also home to the majority of the country's population.

The Pacific Coast

Stretching for over 1287 km, the Pacific Coast is one of the wettest regions on Earth, with a rainfall of over 10,000 cu mm per year. The northern part of the coast, where the hills of Baudó sink into the ocean forming bays and sounds, is a jungle region with great biodiversity. The flatter south is bordered by cliffs and beaches lined with mangrove and crossed by wide rivers. Located some 34 km from the coast, the islands of Gorgona and Gorgonilla are sanctuaries of flora and fauna and constitute one of the country's many national parks. Enormous humpback whales from the South Pacific visit the islands each year, and more than 480 km from the coast, the island rock of Malpelo emerges from the depths of the ocean, surrounded by remarkable underwater life.

The Orinoquia

This vast region, which extends as far as the Orinoco River on the border with Venezuela, is a plain that spreads eastward. Its savannas are spotted with scrub and riverine forests. Crossed by broad rivers, the Orinoquia covers over 175 sq km – 20 per cent of the country's territory. The Serrania de La Macarena rises in the southwest, a formation independent of the Andes and endowed with an immense biodiversity, in which natural elements of the Andes, the Amazon and the Orinoquia merge.

The Amazon

Of the 4,225,310 sq km of jungle that make up the Amazon basin, around 248,550 sq km belong to Colombia. The Colombian side of the Amazon is home to 10 per cent of the world's biodiversity and produces 15 percent of the world's oxygen. It is inhabited by numerous native indigenous communities that continue to preserve their ancestral way of life.

Outdoor adventures

Colombia's varied terrain is fertile ground for outdoor adventurers to dive, climb, raft, trek and soar. San Gil is the undisputed adventure capital, but Colombia boasts alfresco pleasures in all corners. Some of the continent's most iconic trekking is here, and is dramatically varied: Ciudad Perdida is a multiday jungle walk to the ancient ruins of the Tayrona civilisation, while numerous ascents inside Parque Nacional Natural El Cocuy place intrepid hikers among the highest reaches of the Andes. Providencia's world-class reef spells aquatic heaven for scuba divers, and whale-watchers on the Pacific coast can see majestic humpbacks in the wild.

Abundance of natural resources

The rugged terrain, cut by large rivers that flow into the Caribbean, the Pacific, the Amazon and the Orinoco, has led to the development of enormous reservoirs, which have steadily increased the country's generation of energy and supply of drinking water. The broad range of topographical elevations is conducive to agricultural development, and the variety of commodities cultivated is an important part of the economy. In 2010, the agricultural sector contributed 7 per cent of GDP, accounting for almost \$20 billion. In the hot lowlands of the Caribbean hinterland, the intermontane valleys and the savannas of Orinoquia, there are immense plantations of bananas, sugarcane, rice, cotton, soybeans, and sorghum, and large cattle farms that produce meat and dairy products.

Coffee, an important export in the Colombian economy, is grown on mountain slopes. Flowers, another key export, are grown on the highland plains, while potatoes, beans, grains, and vegetables are grown in between. The production of tropical fruits, palm oil, timber, shrimp, palm hearts, and asparagus is increasing rapidly, with significant export potential.



The subsoil is also rich in natural resources. An example of this is the world's largest open cast coalmine, which is located on the peninsula of La Guajira and produces nearly 32 million tonnes per year, making Colombia the world's 10th largest coal producer and one of the largest exporters of thermal coal worldwide.

Several sedimentary basins in the country contain large oil and gas deposits. Proven oil reserves exceed 2.1 billion barrels. In 2011, production averaged 915,000 barrels per day, providing a surplus for export in addition to supplying the country's needs. Natural gas reserves total 7.1 tera cubic feet, providing the country with a source of low cost, clean energy for domestic and industrial use. In the search for alternative sources of energy, the country has begun to employ palm oil and sugar cane to produce fuel, and has developed infrastructure to produce solar and wind energy.

The use of cost-effective power sources has been encouraged through the development of a dynamic natural gas industry with an average production of 1159 million cubic feet per day in 2011. Colombia is the third-largest crude oil producer in South America, with an average 915,000 barrels/day in 2011. Exports of oil and derivatives reached \$28 billion in 2011, with main destinations being the United States and the Caribbean. Colombia is the 7th largest supplier of crude oil to the US and one of its most reliable and stable energy sources. In 2011, US imports of crude oil from Colombia averaged 387,000 barrels/day. Ecopetrol is the leading oil and gas producer in Colombia, with an average production of 740,000 barrels/day in 2011.

Colombia is the 10th largest coal producer and the fourth exporter worldwide. In 2011, the country produced 86 million tons of coal, which represented an increase of 15 per cent compared to 2010 (74 million) and 124 per cent compared to 2000 (38 million). In 2011, Colombia exported 79.3 million tons for a total value of nearly \$8.4 billion. The two primary destinations for Colombian coal are the Netherlands and the United States.

Private foreign investment has played a key role in the development of Colombia's energy sector. The Government has promoted this participation through special incentives, including legal stability contracts and special tax deductions.

Extraordinary culture

A wealth of ancient civilisations left behind a fascinating



spread of archaeological and cultural sites throughout Colombia. The one-time Tayrona capital, Ciudad Perdida, built between the 11th and 14th centuries, is one of the continent's most mysterious ancient cities, arguably second only to Machu Picchu. Even more shrouded in mystery is San Agustín, where more than 500 life-sized ancient sculpted statues of enigmatic origin dot the surrounding countryside. And then there's Tierradentro, where elaborate underground tombs scooped out by an unknown people add even more mystique to Colombia's past.



Literature

Colombian literature dates back to pre-Columbian era; a notable example of the period is the epic poem known as the Legend of Yurupary. In Spanish colonial times, notable writers include Juan de Castellanos (*Elegías de varones ilustres de Indias*), Hernando Domínguez Camargo and his epic poem to San Ignacio de Loyola, Pedro Simón, Juan Rodríguez Freyle (*El Carnero*), Lucas Fernández de Piedrahita, and the nun Francisca Josefa de Castillo, representative of mysticism.

Post-independence literature linked to Romanticism highlighted Antonio Nariño, José Fernández Madrid, Camilo Torres Tenorio and Francisco Antonio Zea. In the second half of the 19th century and early 20th century the literary genre known as *costumbrismo* became popular; great writers of this period were Tomás Carrasquilla, Jorge Isaacs and Rafael Pombo (the latter of whom wrote notable works of children's literature). Within that period, authors such as José Asunción Silva, José Eustasio Rivera, León de Greiff, Porfirio Barba-Jacob, and José María Vargas Vila developed the modernist movement. In 1872, Colombia established the Colombian Academy of Language, the first Spanish language academy in the Americas. Candelario Obeso wrote the groundbreaking *Cantos Populares de mi Tierra* (1877), the first book of poetry by an Afro-Colombian author.

Between 1939 and 1940 seven books of poetry were published under the name *Stone and Sky* in the city of Bogotá that significantly impacted the country; they were edited by the poet Jorge Rojas. In the following decade, Gonzalo Arango founded the movement of 'nothingness' in response to the violence of the time; he was influenced by nihilism, existentialism, and the thought of another great Colombian writer: Fernando González Ochoa. During the boom in Latin American literature, successful writers emerged, led by Nobel laureate Gabriel García Márquez and his magnum opus, *One Hundred Years of Solitude*, Eduardo Caballero Calderón, Manuel Mejía Vallejo, and Álvaro Mutis, a writer who was awarded the Cervantes Prize and the Prince of Asturias Award for Letters. Other leading contemporary authors are Fernando Vallejo, William Ospina (Rómulo Gallegos Prize) and Germán Castro Caycedo.

Colonial charm

Led by Cartagena's extraordinarily preserved old city, Colombia offers an off-the-radar treasure trove of cinematic cobblestoned towns and villages that often feel bogged down in a different century, content to carry on as they have since the departure of the Spanish without a care in the world. Unweathered Barichara and happily sleepy Mompós feel like movie sets, impossibly unspoiled by modern progress; while whitewashed Villa de Leyva appears stuck in 16th-century quicksand. Colombia's panorama of postcard-perfect pueblos is among the best preserved on the continent.

The people

Colombia has the second-largest population in South America – 60 per cent Mestizo, 20 per cent of European descent, 5 per cent Afro-Colombian, 14 percent mixed African and Indian blood and 1 percent Native Indian. The country's diversity has produced not only cultural riches but also intelligent, hard-working, cheerful and hospitable people, who have one of the highest educational attainment levels in South America and a literacy rate of over 91 per cent. Colombia is also home to a thriving middle class.

BOGOTÁ, FIRST IN THE NATION OF CITIES

The economic activity and centres of commerce in each of Colombia's major cities are determined by the terrain and geography that surround them. For example, Bogotá is on a highland plain of fertile soil where land is dedicated to dairy farming and flower cultivation for export, while Medellín is located in a valley surrounded by mountains and is close to agricultural and mining regions of the Department of Antioquia. Cali is surrounded by the fertile Cauca River valley, which is covered by enormous sugar plantations, and Barranquilla is an important port city on the Magdalena River.

Bogotá, the capital city and seat of government, is a modern and dynamic city that has a population of almost eight million. Medellín, in the west of the country, is the main producer of textiles and apparel, with two million inhabitants. Cali, in the southwest, is home to multinational companies with bases of operation for the entire Andean region. Other towns notable for their bustling activity are Barranquilla, Cartagena de Indias and Santa Marta on the Caribbean coast; Manizales, Pereira and Armenia in the coffee region; Bucaramanga and Cucuta in the northeast, and Neiva and Ibagué in the Magdalena River valley.



Bogotá is the capital and largest city of Colombia, administered as the Capital District. Bogotá is a territorial entity of the first order, with the same administrative status as the departments of Colombia. It is the political, economic, administrative, industrial, artistic, cultural, and sports centre of the country.

Bogotá was founded as the capital of the New Kingdom of Granada in 1538 by Spanish conquistador Gonzalo Jiménez de Quesada after a harsh expedition into the Andes conquering the Muisca. The Muisca were the indigenous inhabitants of the region and called the settlement where Bogotá was founded Bacatá, which in the Chibcha language means 'The Lady of the Andes.' Further, the word 'Andes' in the Aymara language means 'shining mountain,' thus rendering the full lexical signification of Bogotá as 'The Lady of the shining mountain.'

The city is located in the centre of Colombia, on a high plateau known as the Bogotá savanna, located in the Eastern Cordillera of the Andes. It is the third-highest capital in South America (after Quito and La Paz), at an average of 2640 m above sea level. Subdivided into 20 localities, Bogotá has an area of 1587 sq km and a relatively cool climate that is constant through the year.

The city is home to central offices of the executive branch (Office of the President), the legislative branch (Congress of Colombia) and the judicial branch (Supreme Court of Justice, Constitutional Court, Council of State and the Superior Council of Judicature) of the Colombian government. Bogotá stands out for its economic strength and associated financial maturity, its attractiveness to global companies and the quality of human capital. It is the financial and commercial heart of Colombia, with the most business activity of any city in the country. The capital hosts the main financial market in Colombia and the Andean natural region, and is the leading destination for new foreign direct investment projects coming into Latin America and Colombia.

El Dorado International Airport, named after the mythical El Dorado, handles the largest cargo volume in Latin America, and is third in number of people. Bogotá is home to the largest number of universities and research centres in the country, and is an important cultural centre, with many theatres, libraries and museums, of which the Museo del Oro is the most important. In 2007 Bogotá was designated the Ibero-American cultural Capital of Iberoamerica.



Bogotá is the main economic and industrial centre of Colombia. The Colombian government fosters the import of capital goods, Bogotá being one of the main destinations of these imports. It ranked 52nd on the Global Cities Index 2014 and, in 2016, the World Cities Study Group and Network (GaWC) from the United Kingdom ranked Bogotá as an Alpha–World City in the World Cities Study Group’s inventory, a high-ranking.

Bogotá is responsible for 56 per cent of the tourism that arrives to Colombia and is home 1423 multinational companies. Bogotá also ranked highly as a global city where business is done and meetings are held. Bogotá is a growing international meetings destination.

In 2017, Bogotá hosted around 60 major international events. The 16th World Summit of Nobel Peace Laureates was held in February, One Young World is the preeminent global forum for young leaders aged 18-30, and it was the host city for Summit 2017.

The hotels in the historical centre of La Candelaria and its surrounding areas cater to lovers of culture and the arts. In La Candelaria, there are many museums, including the Botero Museum and the Gold Museum. Close to La Candelaria is the Cerro Monserrate, which you can reach by cable car or funicular. There are also several areas of the city where fine restaurants can be found. The G Zone, the T Zone, and La Macarena are well known for their gastronomic offerings.

Since the 2000s, major hotel chains have established in the city. Bogotá has a great cultural diversity, coming from different regions of the country, which allows the tourist to know the multiculturalism of the country without the need to travel to other cities; this includes gastronomy and different festivals.

Important landmarks and tourist stops in Bogotá include the botanical garden José Celestino Mutis, La Quinta de Bolívar, the national observatory, the planetarium, Maloka, the Colpatria observation point, the observation point of La Calera, the monument of the American flags, and La Candelaria. There is also Usaquén, a colonial landmark where brunch and flea market on Sundays is a traditional activity. The city has numerous green parks and amusement parks like Salitre Mágico or Mundo Aventura.

Green areas surrounding Bogotá are perfect locations for eco-tourism and hiking activities; in the eastern mountains

of the city, just a few minutes walking from main roads, there are Quebrada La vieja and Chapinero Waterfalls, two of many green spots for sightseeing and tourism with clean air.

Bogotá’s economy has been significantly boosted due to new shopping malls built within the last few years.

Bogotá is home to several television stations – Canal Capital and Citytv, which are local stations, Canal 13 a regional station, and Caracol TV, RCN TV, Canal Uno, Canal Institucional, and Señal Colombia, which are the national channels. It has multiple satellite television services like Telefónica, Claro and DirecTV and several satellite dishes which offer hundreds of international channels, plus several exclusive channels for Bogotá.

There are several newspapers, including El Tiempo, El Espectador and El Nuevo Siglo, plus economical dailies La República and Portafolio, tabloids El Espacio, Q’Hubo, and Extra. Bogotá also offers three free newspapers, two Spanish, ADN and Publimetro, and one English, The Bogotá Post.

Bogotá’s social strata have been divided and have been extensively used by the government as a reference to develop social welfare programmes, statistical information and to some degree for the assignment of lands.

Known as the Athens of South America, Bogotá has an extensive educational system of both primary and secondary schools and colleges. Due to the constant migration of people into the nation’s capital, the availability of quotas for access to education offered by the State free of charge is often insufficient. The city also has a diverse system of colleges and private schools.

The city has a University City at the National University of Colombia campus located in the traditional sector Teusaquillo. It is the largest campus in Colombia and one of the largest in Latin America.

Culture

Bogotá has many cultural venues including 58 museums, 62 art galleries, 33 library networks, 45 stage theatres, 75 sports and attraction parks, and over 150 national monuments. Many of these are renowned globally such as: the Luis Angel Arango Library, the most important in the region, which receives well over six million visitors a



year; the Colombian National Museum, one of the oldest in the Americas, dating back to 1823; the Ibero-American Theatre Festival, largest of its kind in the world, receives two million attendees enjoying over 450 performances across theatres and off the street; the Bogotá Philharmonic, the most important symphony orchestra in Colombia, with over 100 musicians and 140 performances a year; and the Cristóbal Colón Theatre, the country's oldest opera house, opened in 1892. It is home to the National Symphony Association's major act, the National Symphony Orchestra of Colombia.

Rock al Parque or Rock at the Park is an open air rock music festival. Recurring annually, it gathers over 320,000 music fans who can enjoy over 60 band performances for free during three days a year. The series have been so successful during its 15 years of operation that the city has replicated the initiative for other music genres, resulting in other recent festivals like Salsa at the Park, Hip Hop at the Park, Ballet at the Park, Opera at the Park, and Jazz at the Park.

Kids' Choice Awards Colombia, are the most important

awards given in the city by Nickelodeon and the first ceremony was given in 2014 by the singer Maluma and in Corferias the ceremony has been the home of shows given by artists like Austin Mahone, Carlos Pena, Don Tetto, and Riva among others.

Bogotá has worked heavily in recent years to position itself as leader in cultural offerings in South America, and it is increasingly being recognised worldwide as a hub in the region for the development of the arts. In 2007, Bogotá was awarded the title of Cultural Capital of Ibero-America by the UCCI (Union of Ibero-American Capital Cities), and it became the only city to have received the recognition twice, after being awarded for the first time in 1991.

Bogotá gave the Spanish-speaking world José Asunción Silva (1865–1896), Modernism pioneer. His poetic work in the novel *De sobremesa* has a place in outstanding American literature. Rafael Pombo (1833-1912) was an American romanticism poet who left a collection of fables that are an essential part of children imagination and Colombian tradition.





Architecture

The urban morphology and typology of colonial buildings in Bogotá have been maintained since the late 19th century. This persistence of the colonial setting is still visible, particularly in La Candelaria. Also kept up are the colonial houses of two stories, with courtyards, gabled roofs, ceramic tiles, and balconies. In some cases, these balconies were filled with glass during the Republican period, a distinguishing feature of the architecture of the sector, for example, the house of Rafael Pombo.

Republican Architecture was the style that prevailed between 1830 and 1930. Although there were attempts to consolidate a modern architectural language, the only examples seen are University City and White City at the National University of Colombia (constructed 1936 to 1939). This work was developed by German architect Leopold Rother, although architects of rationalist trends participated in the design of campus buildings. We also see in Bogotá architecture trends such as art deco, expressionism and organic architecture. This last trend was typified by Bogotá architects in the second half of the 20th century such as Rogelio Salmons.

Although renowned for its beautiful preservation of colonial architecture, there are also significant contemporary architecture examples found in the downtown and at the north of the city. In 2015 BD Bacatá was inaugurated, surpassing the Colpatria Tower to become the tallest building of the city and of Colombia.

Libraries and archives

In 2007 Bogotá was named World Book Capital by UNESCO. Bogotá is the first Latin American city to receive this recognition, and the second one in the Americas after Montreal. It stood out in programmes, the library network, and the presence of organisations that, in a coordinated manner, are working to promote books and reading in the city. Several specific initiatives for the World Book Capital programme have been undertaken with the commitment of groups, both public and private, engaged in the book sector.

The city is home to the Biblored, an institution which administers 16 small and four large public libraries (Biblioteca Virgilio Barco, Biblioteca El Tintal, Biblioteca El Tunal and Biblioteca Julio Mario Santodomingo).

It also has six branches of the Library Network of the Family Compensation Fund Colsubsidio and libraries and documentation centres attached to institutions like the Museo Nacional de Colombia (specialising in old books, catalogues and art), Museum of Modern Art, the Alliance Française, and the Centro Colombo Americano.

Another set of libraries are the new collaborative initiatives between the state, city and international agencies. Examples are the Cultural Centre Gabriel García Marquez, custom designed by the Fondo de Cultura Económica in Mexico, and the Spanish Cultural Centre.

The National Library of Colombia (1777), under the Ministry of Culture and the Biblioteca Luis Angel Arango (1958), under the Bank of the Republic are the two largest public libraries in the city. The first is the repository of more than two million volumes, with an important collection of ancient books. The latter has almost two million volumes; 45,000 sq m in size, it hosts 10,000 visitors a day. Bank of the Republic depends also on the Library Alfonso Palacio Rivas, north of the city, with about 50,000 volumes. Other large public libraries are the Library of Congress in Colombia (with 100,000 volumes), of the Instituto Caro y Cuervo (with nearly 200,000 volumes, the largest Latin American library in Philology and Linguistics), the Library of the Academy of History, Library of the Academy of Language, Library of the Colombian Institute of Anthropology and History ICANH, and many university libraries.

Bogotá is home to historical records housed in the General National Archive, a collection of about 60 million documents, one of the largest repositories of primary historical sources in Latin America. Bogotá is also home to the Musical Archive of the Cathedral of Bogotá (with thousands of books and choral song-colonial period), the Archdiocesan Archive, Archive of the Conciliar Seminary of Bogotá, the Archive History National University of Colombia, and the Archive of the Mint in Bogotá, under the Bank of the Republic.

Museums and galleries

The city offers 58 museums and over 70 art galleries. The Colombian National Museum has acquisitions divided into four collections: art, history, archaeology, and ethnography. The Gold Museum, with 35,000 pieces of tumbaga gold, along with 30,000 objects in ceramic, stone and textiles,



represents the largest collection of pre-Columbian gold in the world.

The Botero Museum has 123 works of Fernando Botero and 87 works by international artists. The Museum of Modern Art in Bogotá has a collection of graphic arts, industrial design and photography. The Museum of Colonial Art is home to an important collection of colonial art from Colombia. Fundación Gilberto Alzate Avendaño hosts activities related to the performing arts and shows temporary exhibits of art in its halls and galleries.

Among the scientific museums are the Archeological Museum – Casa del Marqués de San Jorge, which has about 30,000 pieces of pre-Columbian art, Instituto de Ciencias Naturales (UN), one of the four largest museums of natural sciences in Latin America, and the Geological Museum, which has a collection specialising in Geology and Paleontology.

Bogotá has historical museums like the Jorge Eliecer Gaitan Museum, the Museum of Independence (Museo de la Independencia), the Quinta de Bolívar, and the Casa Museo Francisco José de Caldas, as well as the headquarters of Maloka and the Children's Museum of Bogotá. New museums include the Art Deco and the Museum of Bogotá.

Cuisine

There is a broad array of restaurants in Bogotá that serve typical and international food. Parque de la 93, Usaquén, Zona T, The G Zone, La Macarena, La Candelaria and the International Centre are some of the main sectors where a number of international restaurants are found, ranging from Argentinian, Peruvian, Venezuelan, Brazilian, Mexican, American establishments to Arabic, Asian, French, Italian, Russian, and British bistros, rotisseries, steakhouses and pubs, just to name a few. Typical dishes of Bogotá include the Ajiaco, a soup prepared with chicken, a variety of potatoes, corn on the cob, and guascas (an herb), usually served with sour cream and capers, and accompanied by avocado and rice.

Tamale is a very traditional Bogotá dish. Colombian tamal is a paste made with rice, beef, pork and/or chicken (depending on the region), chickpea, carrot, and spices, wrapped in plantain leaves and steam-cooked.

Figs with arequipe, strawberries with cream, postre de natas and cuajada con melao are some of the main

desserts offered in the city. Canelazo is a hot drink from the Altiplano prepared with aguapanela, cinnamon and aguardiente. Another hot beverage is the Carajillo, made with coffee (tinto as it is known in Colombia) and aguardiente.

Parks and recreation

There are numerous parks in Bogotá, many with facilities for concerts, plays, movies, storytellers, and other activities. Simón Bolívar Metropolitan Park is a large park regularly used to stage free concerts, such as the annual Rock al Parque, a festival in which popular and/or recently formed international, Latin American, and Colombian rock bands play free of charge. The public Parque Nacional (National Park) has green spaces, ponds, games for children, foot and bicycle paths, and venues for entertainment such as public screenings of movies and concerts and events organised by the Council of Bogotá.

The Bogotá Botanical Garden (Jardín Botánico de Bogotá) Parque de la 93 has day-time leisure activities and nightlife. Several of the top restaurants and bars in the city are in this park, the park is known around the world like the Colombian Pike Place by having the first Starbucks in all the country and Carls Jr as well.

Mundo Aventura is an amusement park, with an entry charge and charges for the different attractions. It has rides for adults and children, a petting zoo, and the cerdodromo, where pigs race. Salitre Mágico is another amusement park with rides and attractions. Parque del Chicó has trees, gardens, artificial creeks and ponds, and a colonial style house converted into a museum, Museo del Chicó.

To the north of Bogotá, in the municipality of Tocancipá; Parque Jaime Duque has rides, a giant map of Colombia, popular exhibits, a zoo, and a big hand holding the world symbolising God. There is a reproduction of the Taj Mahal in the park with a collection of reproductions of famous paintings. The park is also used for large concerts, mainly electronic music ones. Maloka is an interactive museum of sciences.

Tourist train is a sightseeing train, popular with Bogotá residents, which runs to outlying towns Zipaquirá, Cajicá and Nemocón along the lines of the former Bogotá Savannah Railway on weekends. The route to Zipaquirá (famous for its salt cathedral) is 53 km long. Another line



goes towards the north for 47 km and ends at Briceño.

The Usaquén Park is another of the most important parks in the city several of the best restaurants in this city are located there, is recognised to have street performers such as storytellers, magicians, jugglers, etc. and also for being one of the most decorated parks in the city during Christmas time.

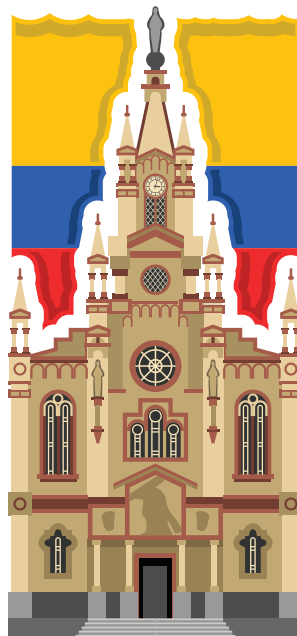
Sports

Football has been declared a symbol of Bogotá, and is widely played in the city. There are three professional clubs in the city, Santa Fe, Millonarios, and La Equidad. The main stadium in the city is the Campín Stadium (Estadio Nemesio Camacho El Campín) home of the local teams Santa Fe and Millonarios, The Campín Stadium was the place for the 2001 Copa América final between Colombia and Mexico, final score 1-0 in favour of the home team and finally

getting their first continental cup. The other soccer venue is the multi-use Techo Metropolitan Stadium which is the home of La Equidad.

Other major sporting venues are the covered Coliseum El Campín, the Simón Bolívar Aquatic Complex, the Sports Palace, the El Salitre Sports Venue which includes the Luis Carlos Galán Velodrome, which hosted the 1995 UCI Track Cycling World Championships, the El Salitre Diamond Ballpark and the BMX track Mario Andrés Soto.

Bogotá hosted the first Bolivarian Games held in 1938. The city hosted the National Games in 2004, winning the championship. It was a sub-venue Bolivarian Pan American Games. After being a major venue city for the 2011 FIFA U-20 World Cup that was held in Colombia, the Colombian Football Federation announced that Bogotá will be one of the venue cities to host the 2016 FIFA Futsal World Cup as well.





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