

***From believing in  
us to creating  
with us***



***A country  
moving  
forward ..***

# 15 years ago....

Colombia was declared a failed state.

80% of the world kidnappings.

55% of the terrorist acts .

-4.1% decrease of the GDP

18% unemployment

4 million people left the country

# Today...

Sunday, September 29, 2013  
12:41 PM EDT



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News / World

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- Queen's Park
- Canada
- World**

## How Colombia went from violent narco state to peaceful tourist hotspot

Not all its problems are solved, but Colombia is a much safer — and happier — place than it was just a few years ago. Here's how it has changed.

By SIMON ROMERO  
Published: August 12, 2013

RIO DE JANEIRO — Secretary of State [John Kerry](#) met Monday with leaders of [Colombia](#), Washington's top ally in South America, offering support as negotiators move ahead with talks aimed at ending that country's long-running guerrilla war, and seeking to assuage concerns over the scope of the [National Security Agency's](#) surveillance practices.

# Colombia in the tech and culture hot spot...

**BBC** News Sport Weather Capital Culture

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1 March 2013 Last updated at 21:05 GMT

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## Colombia's Medellin named 'most innovative city'



Medellin was praised for its civic spaces and rich culture in the competition sponsored by the Wall Street Journal newspaper and banking group Citi.

**Mashable** SOCIAL MEDIA ▼ TECH ▼ BUSINESS ▼ ENTERTAINMENT ▼ US & WORLD ▼ LIFESTYLE ▼ MORE ▼

## Bogotá Is Becoming South America's Premier Tech Hub

**8.3k**  
SHARES

4.6k

2.3k

270

1.1k

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## From Beirut to Bogotá: Art Cities to Watch?

By GARETH HARRIS

A new book by Phaidon Press highlights 12 cities that could soon challenge the dominance of art centers like New York, London and Berlin.

September 24, 2013, Tuesday

MORE ON COLOMBIA AND: SAN JUAN (PUERTO RICO), ART, SAO PAULO (BRAZIL), BOGOTA (COLOMBIA), VANCOUVER (BRITISH COLUMBIA), SEOUL (SOUTH KOREA), BEIRUT (LEBANON), SINGAPORE, LAGOS (NIGERIA), DELHI (INDIA), ISTANBUL (TURKEY), JOHANNESBURG (SOUTH AFRICA)

# Colombia in the tech and culture hot spot...

11:58 AM 82%  
venturebeat.com

Importa e i... Ashley Ma... Apple - Mi... CIUDADAN... Cines en B... 2013 Highli... Cartelera C... MorrisCooke Doing well... The Sili...









Today, entrepreneurship continues to advance in Colombia. Initiatives such as the city of Medellin's \$389M commitment to innovation, .CO's investment into entrepreneurial developments, and Colombia Report's new Tech section to cover the growing startup scene highlight this.

Over the past two decades, Colombia has transformed itself from one of the most dangerous countries in the world into a steadily growing center of innovation and internationalization.

We believe that this desire to develop, combined with its untapped potential, will propel the country forward, and that Colombia's best days lie ahead of it.

Both Chile and Brazil provide world-class opportunities for entrepreneurs. However, our bet is on Colombia to become the Silicon Valley of Latin America.

**From around the Web** by Taboola

 <p>iPad App Teaches You to Finally</p>	 <p>This Is 40! (14 Photos)</p>	 <p>Warren Buffett's Secret to Wealth —</p>	 <p>Age Discrimination In Technology?</p>
 <p>5 Ran Make</p>			 <p>next story</p>

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The future of the file Wallet is not payments, but in nizing it



Among **142** world economies, Colombia has the **60** th place in innovation and ease of doing business, ahead of Mexico and Brasil.



How did we change so much ?

# The drivers of change 2002 - 2010

- 1- Security became top priority
- 2- Private investment welcome
- 3- Sound and credible macro economic management.





# The drivers of change 2010 - 2014

1. Agriculture
2. Mining, Oil and Gas
3. Housing
4. Infrastructure
5. Innovation
6. Open economy ( 14 FTA )



# New policy: Innovation..

First time ever as a driver for the economy

- 10% of the royalty money from mining and oil
- Goal: 0.16 % to 0,64% of GDP in 4 years



# New institutional framework..



Government agency in charge of the promotion of new companies, of high impact and fast grow  
Started operations in February 2012

**23.000**

Companies supported \$

**372**

Projects supported \$



# Connecting Colombia...



**MinTIC**

Ministerio de Tecnologías de la Información  
y las Comunicaciones

**vive digital**  
Colombia

## Government Program

- Investment to date : \$ US 2 bill.
- Components:
  - Access
  - Use of the network
  - Web adoption
  - Content and IT development.



**Internet**



**Poverty**

# Results to date...



**MinTIC**

Ministerio de Tecnologías de la Información  
y las Comunicaciones

**vive digital**  
Colombia

## Government Program

- Access:
  - 1157 municipalities connected
  - 2 mill laptops and tablets for P S
- Use of the network:
  - 8000 kiosks in poor areas



**CONNECT**  
BOGOTA REGION

# Results to date...



**MinTIC**

Ministerio de Tecnologías de la Información  
y las Comunicaciones

**vive digital**  
Colombia

## Government Program

- Adoption:
  - Digital citizen
  - Regional ecosystems
- Content and IT development
  - [apps.co](http://apps.co)
  - Vive Labs
  - IT architecture for Government





# Awards...



**MinTIC**

Ministerio de Tecnologías de la Información  
y las Comunicaciones

**vive digital**  
Colombia



**Best IT Government Policy in the World 2012**



**MinTIC**

Ministerio de Tecnologías de la Información  
y las Comunicaciones

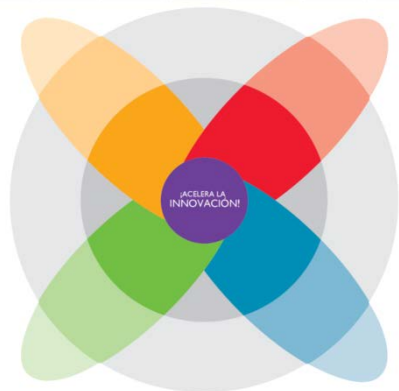
**vive digital**  
Colombia



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# Drivers of Innovation at the regional level



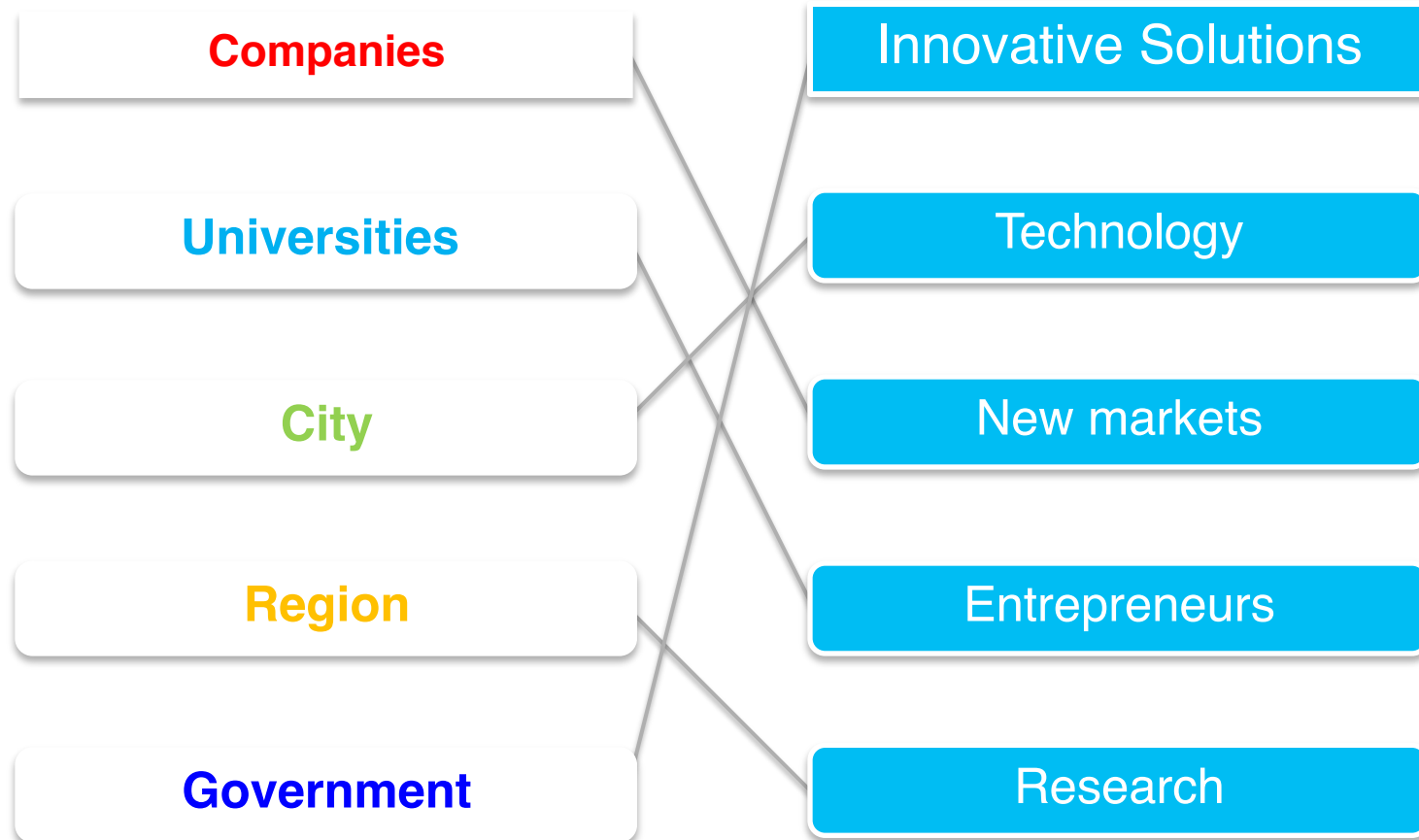


# CONNECT

## Bogotá- Región

# What we are...

We are an NGO organization that connects people to accelerate the use of STI and the development of high impact entrepreneurship in Bogota and it's Region

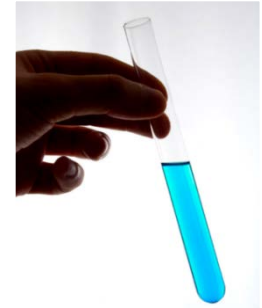


# Our mission...

# 50

Organizations from the Academia and the Private Sector created **CONNECT** to transform **Bogotá and its Region**, base on three drivers for development:

Science



Technology



Innovation





# Strategic areas...

## Springboard

Mentorship

## Tech Transfer

From Lab to market

## Regional Vision

A compass for the Region

## Open Innovation

Diversity of ideas to serve practical solutions

## Policy

Deployment and project implementation

## Culture

Leadership, connecting, risk and trust



# International network...

## Global CONNECT™

- Network of 40 regions around the world
- Strategic alliances



THE UNIVERSITY OF  
**TEXAS**  
AT AUSTIN

**UC San Diego**

**Larta**  
**Institute**  
connecting people to drive innovation



**STANFORD**  
UNIVERSITY



**CONNECT**  
BOGOTA REGION

# Other organizations...



Created by the Mayor of Medellín, UNE y EPM to promote the development of innovative business based on technology, that will increase the competitiveness of the Region.



CONNECT  
BOGOTA REGION

# Social Innovation Innovation for Peace

# Innovation for Peace

**IDEO** We are a global design consultancy. We create impact through design.

**WE HELP ORGANIZATIONS INNOVATE**



With IDEO from California, there is a proposal for the national government to use Design Thinking and other tools to create " a new narrative for Colombians"

# An example of Innovation for Pace

- Is a way to get into the heart of the Colombian people.
- With Pazcicleta, we want to put the peace in wheels
- This is tangible pedagogic tool that has not reverse, y friendly with the environment, and good for your health



**PAZCICLETA**



# ¡Thanks!

*creating with us*

- Francisco Manrique

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