



AGENDA

Sept 27 to Oct 2, 2026



ALCALDÍA DE
BARRANQUILLA

PRO
BARRANQUILLA



OEA



EDA

11:00 a.m. - 2:00 p.m

Registration of participants

Bar Foyer Hotel Marriott - First Floor

- Sign in at the registration desk to receive your badge and welcome materials.

2:00 p.m.

Welcome to the Golden Gateway of Colombia: Discovering Barranquilla

Hotel Marriott - Lobby

Ana María Badel, Head of International Affairs of the City of Barranquilla

2:25 p.m. Gather for bus departure

2:30 p.m. Transfer to **Mallorquin Wetland EcoPark**

2:30 p.m.

Barranquilla City Tour

- Guided tour - Mallorquin Wetland EcoPark

4:25 p.m. Gather for bus departure

4:30 p.m. Transfer to **Hotel Marriott**

5:30 p.m.

The Exchange Wall: An ACE Barranquilla Networking Icebreaker

Hotel Marriott - First Floor - Amira Terrace



7:30 a.m.

Welcome Breakfast

Hotel Marriott - 2nd Floor, Puerto Colombia

8:30 a.m.

Official Opening Ceremony

Hotel Marriott - 2nd Floor, Puerto Colombia

Welcome remarks

Carlos Plata, Vice President of Investment, ProColombia

H.E. Leandro Rizzuto, Ambassador of the United States of America to the Organization of American States

H.E. Albert R. Ramdin, Secretary General, Organization of American States

Alejandro Char, Mayor of Barranquilla

Vicky Osorio, Executive Director, ProBarranquilla

Institutional presentation by the City of Barranquilla

Dra. Ana María Aljure, City Manager of Barranquilla

9:55 a.m. Gather for bus departure

10:00 a.m. Transfer to Foundever

10:30 a.m.

Foundever

Foundever is a global leader in customer experience (CX) solutions, providing customer service, technical support, sales, and business process outsourcing services to leading brands worldwide. In Colombia, Foundever combines skilled talent, technology, and operational expertise to deliver high-quality customer experiences across multiple industries.

- Foundever:
Global Operations, Strategic Impact, and Market Presence

- Panel Discussion:
Developing Bilingual Talent for Global Opportunities

Moderator:

Paola Amar, Secretary of Education, Barranquilla

Speakers:

Celina Torres, Senior Business Unit Director, Foundever

Reynaldo Villarreal, CEO, Audacia

Felipe villar, Director British Council Colombia

César Antonio Berrio Remolina, Crack the code beneficiary

Group photo

12:00 p.m. Gather for bus departure

12:05 p.m. Transfer to Casa Independiente

12:30 p.m.

Casa Independiente

Networking Lunch with City of Barranquilla, ProBarranquilla, Caribe Exponencial, Local Guilds, and Association

1:55 p.m. Gather for bus departure

2:00 p.m. Transfer to Magdalena River Cruise

2:45 p.m.

Magdalena River Cruise

The Magdalena River has played a central role in Barranquilla's history, economic development, and identity. In recent years, the city has undertaken an ambitious urban transformation to reconnect its residents with the riverfront, creating new public spaces, recreational areas, and opportunities for tourism, culture, and economic activity.

Dra. Ana María Aljure, City Manager of Barranquilla

Alex de Bedout, Puerta de Oro

Group photo

4:25 p.m. Gather for bus departure

4:30 p.m. Transfer to Gran Malecón riverfront

5:00 p.m.

Gran Malecón del Río

A flagship of Barranquilla's urban transformation, the riverfront reconnects the city with the Magdalena River, reestablishing it as a central driver of development. More than a public space, it is a living symbol of how strategic urban interventions reshape identity, strengthen community cohesion, and position the city as a vibrant Latin American destination.

- Bus Tour

Luna del Río

Luna del Río is a landmark attraction within Barranquilla's Gran Malecón and an important component of the city's broader urban transformation strategy. Overlooking the Magdalena River, the panoramic Ferris wheel offers visitors a unique perspective of the riverfront, the city skyline, and the surrounding natural landscape. Beyond its tourism value, Luna del Río reflects Barranquilla's continued investment in high-quality public spaces, destination development, and urban infrastructure, strengthening the city's positioning as a dynamic and competitive hub for business, tourism, and international engagement.

Alejandro Char, Mayor of Barranquilla

Group photo

5:30 p.m. Gather for bus departure

5:35 p.m. Transfer to Barrio Abajo

6:15 p.m.

Barrio Abajo - Open-Air Museum

Powerful example of how culture, art, and collaboration can drive urban transformation and strengthen community identity. Located in one of Barranquilla's most emblematic neighborhoods, known as a cradle of Carnival traditions and Caribbean heritage, the initiative has transformed streets and façades into a vibrant open-air gallery that celebrates the city's history, traditions, and cultural legacy. As a committed partner in local development, Alianza Team has supported spaces that foster community engagement, public-space revitalization, and cultural pride, helping create lasting social value.

Herman Castellanos, Vice President, Retail Solutions, Alianza Team

Carlos Montoya, City Manager Advisor

Jhonny Insignares, Secretary of Culture, Barranquilla

Group photo

7:55 p.m. Gather for bus departure

8:00 p.m. Transfer to Hotel Marriott

Breakfast on your own

7:25 a.m. Gather for bus departure

 **7:30 a.m.** Transfer to **Tecnoglass** 

7:45 a.m.

Tecnoglass

Producer of high-performance architectural glass and aluminum systems for the construction and real estate sectors, Tecnoglass is a leading export-driven manufacturer with approximately 95% of sales in the United States, positioning Barranquilla as a strategic hub for North American building markets. Listed on the NYSE under TGLS as the first Colombian company to trade there and valued at over USD 4 billion, it reflects strong global investor confidence and the city's capacity for world-class, innovation-led manufacturing from a Caribbean base.

- Welcome remarks

-  **Andrea Zambrano**, General Counsel, Compliance Officer and Head of Corporate Affairs at Tecnoglass

- Site visit

- Solartec
- Alutions #3
- Sorting #3

- Networking Session

Tecnoglass Showroom



10:55 a.m. Gather for bus departure

 **11:00 a.m.** Transfer to **Audacia - Universidad Simón Bolívar** 

11:30 a.m.

Audacia - Universidad Simón Bolívar

Audacia is the Center of Excellence in Artificial Intelligence and Robotics of Universidad Simón Bolívar in Barranquilla and has been recognized by the Organization of American States as a Center of Excellence in Transformative Technologies. It brings together academia, government, the private sector, and civil society to develop applied solutions using artificial intelligence, robotics, data analytics, and engineering. Its work addresses areas such as education, health, mobility, sustainability, and public services, positioning Barranquilla as an emerging hub for technology and innovation in Latin America.

- Site visit of the Audacia Center

Showcasing its AI and Robotics capabilities, key initiatives, projects, and applied AI experiences.



- Universidad Simón Bolívar Institutional Presentation

- Applied AI:

- Successful Business Applications
- VIU Clínica Oftalmológica Internacional
- JR Power Quality
- Daabon

Executive Networking Lunch

1:55 p.m. Gather for bus departure

 **2:00 p.m.** Transfer to **Riwi Digital Innovation Center** 

2:30 p.m.

Riwi Digital Innovation Center

Riwi and Blackbird Labs powered by Riwi form an integrated technology and talent ecosystem that connects skills development with real business needs. Riwi prepares high-performance technology talent through intensive technical training, practical projects, agile methodologies, English, and socio-emotional skills, while Blackbird Labs delivers B2B talent and software solutions in areas such as development, AI, automation, data, DevOps, integrations, and technology consulting. Together, they bridge training, professional growth, and business execution to create sustainable value for talent, companies, and the broader technology ecosystem.

- Riwi: Building Talent and Strengthening Communities

-  **Paola Amar**, Secretary of Education, Barranquilla
-  **Sara Pérez**, Growth Market Leader
-  **Mauricio Moreno**, Sales Manager
-  **María Alejandra Camargo**, Regional Leader
-  **José Serrano**, Business Developer

- Site visit

The delegation will be divided into three groups for the rotation through the different experience stations

1. From Coder to Developer - Conversation between a coder currently in training and a RIWI graduate/developer, highlighting the learning journey and career transformation.
2. Blackbird Labs: From Challenge to Measurable Value - How real-world challenges are transformed into innovative solutions and measurable business value.
3. Stories from the Ecosystem - Firsthand testimonials from individuals involved in RIWI operations and projects.
4. Barranquilla Learns - Introduction to the broader learning ecosystem and its contribution to talent development and regional growth.

- Networking session



3:55 p.m. Gather for bus departure

 **4:00 p.m.** Transfer to **Customs** 

5:00 p.m.

Networking - Fundación Santo Domingo

 Plaza de la Aduana -CIMU library



6:55 p.m. Gather for bus departure

 **7:00 p.m.** Transfer to **Hotel Marriott** 

WEDNESDAY

September 30, 2026

Industrial Value Chains, Nearshoring, and Trade Integration

Attire: Business casual. For safety reasons, long pants, long sleeves, and closed-toe, flat shoes are required. High heels are not permitted

Important Reminder: All participants must carry a valid passport or government-issued photo ID.

Breakfast on your own

7:25 a.m. Gather for bus departure

 **7:30 a.m.** Transfer to **Port of Barranquilla** 

8:30 a.m.

Port of Barranquilla

Strategically located at the mouth of the Magdalena River, the Port of Barranquilla is one of Colombia's most important gateways to global commerce. Its privileged location and multimodal connectivity link the country's principal inland waterway with the Caribbean Sea, facilitating access to major domestic and international markets. As a cornerstone of the region's logistics and industrial ecosystem, the port strengthens trade competitiveness, attracts investment, and reinforces Barranquilla's position as a leading hub for business and economic development in the Americas.

- **Safety briefing**
- **Welcome remarks**
- **Panel: From the Caribbean to the World:**
Logistics, Connectivity & Opportunities for Foreign Trade

- **Elsa Noguera**, Minister of Transportation of Colombia
- **Manuel Buitrago**, President, Port of Barranquilla
- **Carolina Herrera**, Director, Maritime and Port Chamber, ANDI
- **José Curvelo**, Office of Port Affairs, City of Barranquilla

- Coffee break & Networking session

- Panoramic port visit

 Group photo

11:25 a.m. Gather for bus departure

 **11:30 a.m.** Transfer to **La Cayena Free Trade Zone** 

12:30 p.m.

La Cayena Free Trade Zone

Is a strategic industrial, logistics, and export platform located in Barranquilla, designed to support national and international companies seeking efficient access to global markets. Its proximity to the Port of Barranquilla, Ernesto Cortissoz International Airport, and major Caribbean shipping routes provides strong connectivity to the United States, the Caribbean, and other international destinations. The free trade zone offers modern industrial infrastructure along with tax and customs incentives that can improve operating efficiency and export competitiveness.

- **Opening Remarks:** La Cayena Free Trade Zone as a Strategic Hub for Nearshoring, Industrial Growth, and International Investment.

- **María Alejandra Henríquez**, Head of Inbound FDI Attraction, ProBaranquilla

- **Panel Discussion:** Barranquilla's Nearshoring Advantage:
Building Competitive Global Value Chains

Moderator:

- **Freisy Quintero**, Communications Chief, La Cayena Free Trade Zone

Speakers:

- **Roberto Gutiérrez**, CEO, Hada International
- **David Gasull**, VP International, Managing Partner at StepUp Andamios
- **Philip Boulton**, Founder, KANNOA
- **Diego Corzo**, President, Garsite Latam

 Lunch

-Site visit:

- Hada
- Garsite Latam
- Kannoa

 Group photo

3:55 p.m. Gather for bus departure

 **4:00 p.m.** Transfer to **Hotel El Prado - Patio Andaluz** 

5:00 p.m.

Colombian American Chamber of Commerce, AmCham Atlántico & Magdalena

AmCham's mission is to promote trade, investment, and free enterprise, focused on the commercial interests of Colombia's Caribbean region and the United States, while fostering business relations in hemispheric and global markets. With a 27-year track record and a network representing over 200 affiliated companies, AmCham serves as a key trade facilitator, offering market intelligence, business matchmaking, international trade missions, and strategic B2B connections between the region and the U.S.

- **Welcome Remarks. Official opening:** AmCham Atlántico & Magdalena leadership, introducing the economic vision and trade potential of the region.

- **Presentation:** U.S. Bilateral Work & Regional Opportunities. Keynote presentation highlighting strategic commercial initiatives, trade alignment, and cross-border expansion opportunities between the Atlántico/Magdalena region and the United States.

- **Strategic Networking Session:** Targeted interaction connecting ACE delegates with member company executives, key local entrepreneurs, and investors to explore concrete trade, commercial partnerships, and investment pathways.

7:55 p.m. Gather for bus departure

 **8:00 p.m.** Transfer to **Hotel Marriott** 

Breakfast on your own

7:30 a.m. Gather for bus departure

 7:35 a.m. Transfer to **Universidad del Norte, Bloque F** 

8:00 a.m.

Energy Competitiveness Forum

 Universidad del Norte, Bloque F, 1966 restaurant

- Welcome & Opening Remarks

-  **María Alejandra Henríquez**, Head of Inbound FDI Attraction, ProBarranquilla

- Powering Barranquilla's Growth: Energy Projects and Investment Opportunities.

-  **Carlos Sarabia**, Manager, K-YENA S.A.S.

- Panel Discussion:

Leveraging Energy Resources for Economic Growth and Competitiveness

Moderator:

-  **Laura Carreño**, Director of CatalHyst-BDI - German Federation of Industries

Speakers:

-  **José Rosales**, Commercial Manager, TEBSA
-  **Marcelo Alvarez**, Vice President of Generation, Celsia
-  **Alfonso Vergara**, CFO, Amazonica
-  **Promigas**

- Coffee Break and Networking Session

11:00 a.m.

Universidad del Norte

Universidad del Norte (Uninorte) is a leading private, non-profit university in Colombia's Caribbean region. Its mission combines academic excellence, research, innovation, and social impact, with a strong commitment to advancing economic development and competitiveness of the Colombian Caribbean. Uninorte brings together multidisciplinary expertise in engineering and energy, coastal and marine sciences, sustainability, business and entrepreneurship, health, data science and AI, urban development, social sciences, and education. Its research ecosystem includes 45 institutional research groups, complemented by laboratories, technology-transfer capabilities, and programs that develop research talent.

- Welcome Remarks

-  **Adolfo Meisel Roca**, Rector of Universidad del Norte

- Uninorte Research, Innovation & Collaboration Capabilities

-  **Javier Páez**, Vice President for Research, Creation and Innovation.

- Research & Innovation Showcase:

-  **Aymer Maturana**, Blue energy
-  **Juan Camilo Restrepo**, Coastal Resilience
-  **Carlos Arteta**, Resilient Infrastructure
-  **Jorge Vélez**, AI and Precision Medicine
-  **Edgar Navarro**, Data for Public Health
-  **Daniel Rodríguez**, Rediscovering Betoma

11:55 a.m. Gather for departure

 12:00 p.m. Transfer to **Universidad del Norte, Bloque J**  Group photo Lunch hosted by Universidad del Norte

1:25 p.m. Gather for bus departure

 1:30 p.m. Transfer to **Promigas** 

2:00 p.m.

Promigas

Promigas is a Barranquilla-based energy infrastructure company with more than five decades of experience connecting markets to reliable energy sources across Colombia and the region. A pioneer in the development of Colombia's natural gas industry, the company transports more than half of the country's natural gas through over 3,200 kilometers of pipeline infrastructure and, through its portfolio of companies, operates across natural gas transportation and distribution, LNG regasification, power generation and distribution, and integrated energy services for industry. Promigas also operates, through SPEC LNG, Colombia's only LNG regasification terminal, a strategic asset that strengthens the reliability and security of the country's energy supply.

 Group photo

- Institutional Presentation

-  **Marco Sanjuan**, Innovation Manager, Promigas

- Site visit

- Energy Innovation
- Operation Control Center
- Digital Hub

3:25 p.m. Gather for bus departure

 3:30 p.m. Transfer to **Barranquilla Chamber of Commerce** 

4:00 p.m.

Barranquilla Chamber of Commerce

- Networking reception

5:55 p.m. Gather for bus departure

 6:00 p.m. Transfer to **Hotel Marriott** 

Breakfast on your own

7:25 a.m. Gather for bus departure

 7:30 a.m. Transfer to **Roberto Meléndez Metropolitan Stadium** 

8:00 a.m.

 Roberto Meléndez Metropolitan Stadium

Known as the home of Colombia's National Football Team, the Estadio Metropolitano blends football tradition with a bold new vision. Following its landmark 2026 renovation, the stadium emerges as a world-class venue with expanded seating, upgraded infrastructure, and an enhanced fan experience, reinforcing Barranquilla's status as one of South America's premier destinations for international sporting events.

- **Barranquilla, a City of Sport – City Strategy**

 **Daniel Trujillo**, Secretary of Sports and Recreation, Barranquilla

 Group photo

9:25 a.m. Gather for bus departure

 9:30 a.m. Transfer to **Fábrica de Cultura** 

10:30 a.m.

 Fábrica de Cultura

Cultural and creative hub, where art, innovation, and Caribbean talent come together. Home to the District School of Arts, it serves as a dynamic space for artistic creation, learning, performances, and the development of the region's creative industries.

 **Jhonny Insignares**, Secretary of Culture, Barranquilla

- **Site visit**

 Group photo

11:55 a.m. Gather for bus departure

 12:00 p.m. Transfer to **Hotel Marriott** 

12:30 p.m.

 Hotel Marriott

 **Lunch**

 Hotel Marriott - First Floor - Amira Terrace

4:25 p.m. Gather for bus departure

 4:30 p.m. Transfer to **Carnival of Barranquilla Museum** 

5:00 p.m.

 Carnival of Barranquilla Museum

Vibrant cultural institution that celebrates the history, traditions, music, dance, and creativity of the city's internationally renowned Carnival. Through colorful costumes, interactive displays, audiovisual experiences, and historical exhibits, the museum offers visitors an immersive look at one of Colombia's most iconic cultural celebrations. Located in the historic Barrio Abajo, the venue brings together exhibitions, costumes, music, dance, and community initiatives that showcase the creativity and cultural identity behind the Carnival. It also highlights the economic importance of Barranquilla's creative industries, demonstrating how culture, tourism, entrepreneurship, and local talent contribute to the city's international visibility and economic development.

- **Site visit**

 **Diana Acosta**, Director of the Barranquilla Carnival

 Closing Ceremony at Casa del Carnaval

Casa del Carnaval is a cultural landmark dedicated to preserving, promoting, and celebrating the traditions of the Barranquilla Carnival, one of Colombia's most important and internationally recognized cultural expressions.

 **Alejandro Char**, Mayor, City of Barranquilla

 **H.E. Leandro Rizzuto**, Ambassador of the United States of America to the Organization of American States

 **Barbara Kotschwar**, Director of Economic Development, Organization of American States

- **ACE Barranquilla Highlights**

- **Announcement of the Next ACE Edition**

- **Presentation of Certificates**

- **Cultural exhibition of the Carnival of Barranquilla**

8:30 p.m. Gather for bus departure

 8:35 p.m. Transfer to **Hotel Marriott** 



Americas Competitiveness Exchange

Sept 28 to Oct 2, 2026



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