

# TRIP BOOK



**Americas  
Competitiveness  
Exchange**  
Sept 28 to Oct 2, 2026



ALCALDÍA DE  
**BARRANQUILLA**

**PRO**  
BARRANQUILLA



**OAS**

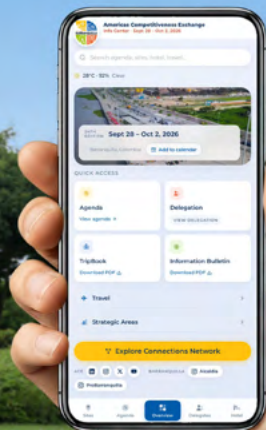


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We will take your changes into consideration as the online version is updated.

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# WELCOME TO ACE BARRANQUILLA

Barranquilla, the city that is on another level, welcomes you to the 24th edition of the Americas Competitiveness Exchange (ACE), hosted by the Organization of American States (OAS), coming to Colombia for the first time.

For us, it is a great honor that you have chosen Barranquilla. This reflects the fact that our city has become a benchmark for competitiveness, innovation, and development across the Americas, and that the development we have built with our people at its heart now extends beyond our borders and contributes to the world.

We are a city of 1.2 million inhabitants, the fourth-largest city in Colombia by population and the third-fastest-growing city in Latin America and the Caribbean in attracting foreign direct investment, according to FDI Intelligence. Nearly 20 years ago, we made the decision to transform Barranquilla, rebuild citizens' confidence, and establish a results-driven model that builds on what makes us unique: our joy, our hospitality, and our natural assets, turning them into new drivers of development.

That model also led us to look at our surroundings from a different perspective. It is no coincidence that we are right here, where the Magdalena River meets the Caribbean Sea: this is not simply geography; it is our calling. So, when we decided to grow, we chose to do so while protecting and caring for what surrounds us. We reclaimed our river for the people, restored ecosystems such as the Mallorquín Swamp and the urban beach of Puerto Mocho, and today we are committed to an energy transition designed, above all, for the households that need it most.

That same discipline enabled us to strengthen the city's finances and become the first Colombian city to issue sustainable bonds in the international capital markets. With that same conviction, we reached another milestone that fills us with pride: becoming the first city in Latin America with more than one million inhabitants to obtain LEED for Cities Gold certification.

But most importantly, we are pursuing all this development without losing our essence. Carnival, culture, sports, and our people remain at the heart of Barranquilla.

This week, you will discover a city that is transforming, innovating, creating opportunities, and ready to connect with the world. Today, Barranquilla is a multipurpose destination and a strategic partner for the Americas.

Welcome once again to your home. Thank you very much.

**Alejandro Char Chaljub**  
Mayor of Barranquilla



# WELCOME FROM THE ACE COMMITTEE

Dear distinguished leaders from the Americas and beyond,

It is our great honor to welcome you to the 24th Americas Competitiveness Exchange–ACE Barranquilla 2026. For more than a decade, ACE has served as a unique platform for cooperation, innovation, and strategic partnership-building, advancing competitiveness and economic development throughout the Americas and beyond.

ACE Barranquilla is convened by the Organization of American States (OAS) in partnership with the City of Barranquilla, with the support of the Government of the United States through the U.S. Department of State's Mission to the OAS and the U.S. Department of Commerce's Economic Development Administration.

From September 28 through October 2, 2026, you will experience Barranquilla–Colombia's leading Caribbean gateway to global markets and one of the region's most dynamic centers for industry, logistics, entrepreneurship, and innovation. Its integrated economic ecosystem combines world-class infrastructure, thriving business clusters, leading universities and research institutions, and a strong commitment to developing a highly skilled workforce. Together, these strengths make Barranquilla an exceptional destination for learning, collaboration, and investment.

Throughout the week, you will engage with leaders from government, the private sector, academia, research institutions, and innovation hubs that are shaping the region's economic future. We encourage you to take full advantage of these exchanges and to explore opportunities for lasting collaboration in trade, investment, entrepreneurship, research and development, and workforce development.

This Tripbook has been prepared to support your experience. It provides essential information about the program, participants, host organizations, and key contacts, while serving as a practical resource for identifying opportunities and strengthening partnerships throughout the week.

The ACE Committee extends its sincere appreciation to the City of Barranquilla and every partner institution whose vision, leadership, and commitment have made this edition possible.

We look forward to sharing an inspiring, productive, and memorable week with you in Barranquilla, Colombia.

Sincerely,  
The ACE Committee



# TOP REASONS TO JOIN ACE BARRANQUILLA

## ● **Experience a Strategic Gateway Connecting the Americas**

Gain firsthand insights into how Barranquilla leverages its unique location at the intersection of the Magdalena River and the Caribbean Sea to connect domestic and international markets through integrated port, road, river, and air infrastructure, serving as a platform for trade, investment, and regional integration.

## ● **Explore a Leading Nearshoring and Industrial Hub**

Learn how Barranquilla is attracting investment and strengthening its position in global value chains through a diversified industrial base, competitive business environment, and strategic access to regional and international markets.

## ● **Discover Opportunities in Energy Competitiveness**

Gain firsthand insights into one of Colombia's emerging energy hubs, creating new opportunities for innovation, investment, and economic development.

## ● **Build Partnerships Across the Americas**

Connect with business leaders, policymakers, investors, universities, research institutions, innovation organizations, and economic development practitioners from across the hemisphere to exchange best practices, explore opportunities, and develop collaborations that advance competitiveness and prosperity.

## ● **Learn from a Dynamic Innovation and Talent Ecosystem**

Explore how collaboration among government, industry, academia, and international partners is helping Barranquilla develop the workforce, digital capabilities, and innovation ecosystem needed to compete in a rapidly evolving global economy.

## ● **Experience a Model of Urban Transformation and Smart Infrastructure**

Explore how strategic infrastructure investments, riverfront revitalization, and integrated urban planning helped transform Barranquilla into a more competitive, connected, and attractive destination for business, tourism, and investment.

## ● **Discover the Power of Culture as a Driver of Competitiveness**

Experience how Barranquilla's rich cultural heritage, creative industries, sports ecosystem, and globally recognized Carnival contribute to tourism, entrepreneurship, international visibility, and economic growth.





# WHAT SETS BARRANQUILLA APART?

## **A Strategic Gateway to the Americas**

At the crossroads of Colombia's main river and the Caribbean Sea, Barranquilla is a strategic gateway for trade, investment, and international business, linking regional production centers to global markets.

## **A Proven Story of Transformation**

Over the past two decades, Barranquilla has become a benchmark for urban and economic transformation in Latin America, combining significant improvements in quality of life, education, health care, and infrastructure with a proven ability to execute ambitious public- and private-sector development initiatives.

## **A Hub for Investment and Competitiveness**

An integrated ecosystem of industry, logistics, talent, and innovation positions Barranquilla as a strategic platform for growth, nearshoring, and investment.

## **People-Centered Growth**

Barranquilla has prioritized human capital development through investments in education, bilingualism, workforce skills, and global readiness, creating opportunities for long-term prosperity.

## **Innovation with Impact**

Collaboration among government, industry, academia, and communities supports the adoption of new technologies, enhances competitiveness, and drives economic opportunity.

## **A City Reconnected with Its Territory**

Strategic investments in the riverfront, public spaces, and urban infrastructure have strengthened Barranquilla's competitiveness, making the city more attractive for residents, businesses, and investors alike.

## **A Vibrant Cultural Identity**

Rooted in a rich blend of Caribbean, European, Arab, and global influences, Barranquilla has built a culture defined by openness, creativity, and a strong entrepreneurial drive that continues to shape the city's dynamic business environment.

## **A Creative Economy with Global Reach**

The internationally recognized Carnival of Barranquilla serves as the cornerstone of a thriving creative economy, generating opportunities across tourism, entertainment, cultural industries, and the broader experience economy.

## **Where Partnerships Create Opportunity**

Barranquilla brings together talent, infrastructure, culture, and ambition, creating an environment where ideas become action, partnerships flourish, and collaboration drives growth and impact.

## **A Forward-Looking Destination**

Building on its legacy as Colombia's gateway to the world, Barranquilla continues to strengthen its role as a strategic connector between Colombia, the Caribbean, and global markets.

# STRATEGIC AREAS

## 01 Smart Infrastructure and Strategic Investments

Barranquilla demonstrates how urban planning, land management, and infrastructure development can drive competitiveness by integrating environmental restoration, tourism growth, and real estate value creation into a model that offers valuable lessons for cities across Latin America.

Its approach emphasizes energy-efficient and resilient urban development while advancing solutions aligned with global trends in future-ready cities. Barranquilla's strategic location, industrial capabilities, and sustained urban expansion continue to strengthen its position as a competitive platform for real estate, infrastructure, and urban innovation.

The city's built-environment ecosystem is supported by **more than 10,000 companies and 65,000 jobs** spanning residential, commercial, industrial, and logistics activities.



## 02 Digital Services, Advanced Technologies, and Workforce Development

Barranquilla is advancing a strategy focused on strengthening human capital and expanding the skills required for a digital and globally connected economy. Efforts to enhance digital competencies and bilingual capabilities are helping address workforce gaps while supporting the needs of priority sectors.

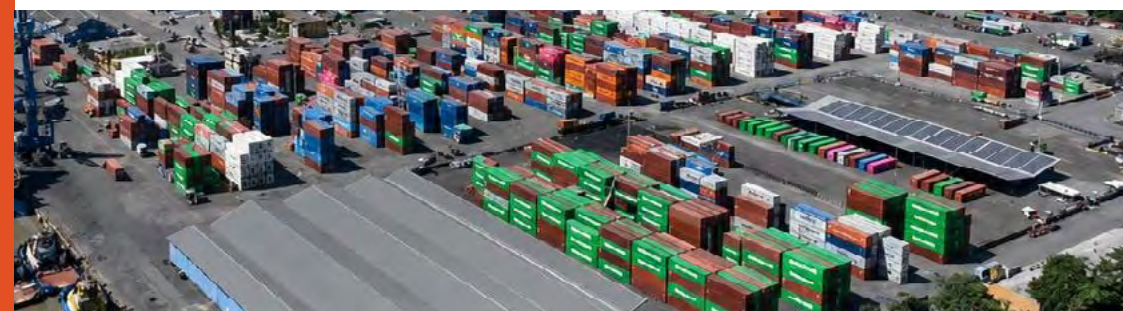
Collaboration among industry, academia, and workforce development institutions supports the adoption of advanced technologies and the preparation of talent for emerging economic opportunities. This approach supports greater productivity, competitiveness, and readiness for digital transformation.



## 03 Industrial Value Chains, Nearshoring, and Trade Integration

Barranquilla is strengthening its role as a nearshoring destination in the Americas by leveraging its logistics infrastructure, industrial base, and connectivity to regional and international markets.

The city's export-oriented industries, together with its strategic location and trade infrastructure, support investment attraction and integration into global value chains. These conditions create opportunities for companies seeking efficient access to markets while enhancing the region's industrial and trade competitiveness.





## 04 Energy Competitiveness

Energy transition is increasingly integrated into Barranquilla's competitiveness agenda, supporting the development of resilient infrastructure and new economic opportunities. The city is emerging as one of Colombia's leading energy hubs, with more than 2,000 companies participating across the energy value chain.

Barranquilla has developed a modern and diversified energy mix. The city has also been recognized by Germany's Fraunhofer Institute as a potential hub for low-carbon hydrogen and Power-to-X solutions, reinforcing its potential as a hub for large-scale clean energy production, transformation, and export.

## 05 Culture, Sports, and the Creative Economy

Barranquilla leverages its cultural identity and sports infrastructure as assets that contribute to international visibility, tourism, and economic development.

The city's creative and cultural ecosystem supports talent development, entrepreneurship, and the growth of creative industries. Together with sports-related assets and events, these strengths contribute to a broader strategy that advances competitiveness, innovation, and economic growth.



# Americas Competitiveness Exchange

Sept 28 to Oct 2, 2026

# ACE BARRANQUILLA HOSTS AND SITES

## City of Barranquilla



Barranquilla is Colombia's fourth-largest city and the leading urban and economic center of the Colombian Caribbean, with an estimated population of approximately 1.28 million residents and a GDP of about US\$12.5 billion. Strategically located at the mouth of the Magdalena River near the Caribbean Sea, the city serves as a vital gateway for national and international trade. Its diversified economy is driven by industry, logistics, port operations, business services, construction, tourism, and the creative economy. Supported by modern infrastructure, free trade zones, industrial parks, leading universities, a skilled workforce, and strong public-private collaboration, Barranquilla has consolidated its position as an attractive destination for investment, entrepreneurship, and international business. The city is also celebrated for its vibrant cultural identity, entrepreneurial spirit, and internationally recognized Carnival, reflecting a distinctive combination of economic dynamism and Caribbean heritage.

 <https://barranquilla.gov.co/>



## Mayor Alejandro Char

Alejandro Char Chaljub currently serves as Mayor of Barranquilla for the 2024–2027 term, marking his third tenure in this position. A distinguished public official with extensive experience in territorial governance, he has also served as Governor of Atlántico and as Presidential High Counselor for the Regions. His results-oriented leadership has contributed significantly to Barranquilla's urban and social transformation through major initiatives in infrastructure, public spaces, mobility, education, competitiveness, and economic development. A civil engineer from Universidad del Norte, he holds postgraduate qualifications in Mining Project Engineering and Senior Management, as well as a master's degree in Project Management from the Georgia Institute of Technology.

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 [www.x.com/AlejandroChar](https://www.x.com/AlejandroChar)

## ProBarranquilla



Nonprofit economic development agency that advances private-sector-led growth in Barranquilla and the Atlántico region by attracting investment, promoting business tourism, and strengthening a competitive business environment. By bringing together business, government, and academia, it helps companies establish and expand operations in the region. ProBarranquilla serves as a valuable local partner in identifying commercial opportunities, expanding market access, and strengthening secure, resilient supply chains across the Western Hemisphere.



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## Caribe Exponencial



Nonprofit business-growth platform founded in Barranquilla in 2021 to help established, high-potential companies in Colombia's Caribbean region scale sustainably. Unlike a traditional startup incubator, it focuses on firms with validated business models and provides tailored support in corporate strategy, finance, leadership, market expansion, mentorship, investor connections, and international "soft landing."



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## Barranquilla Chamber of Commerce



Leading institution dedicated to strengthening the business community and advancing the economic development of Barranquilla and the Atlántico region. In addition to administering commercial registration and certification services, the Chamber supports companies through programs focused on formalization, productivity, innovation, access to financing, and expansion into new markets. By convening leaders from the private and public sectors, academia, and civil society, it promotes collaboration and fosters a more competitive and dynamic regional economy.



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# Comité Intergremial Atlántico



Nonprofit organization established in 1976 through an alliance of business associations and private companies in Barranquilla and the Atlántico department. It serves as a unified voice for the regional private sector, working in coordination with public authorities to advance competitiveness, economic growth, and institutional development. Its principal areas of engagement include infrastructure, mobility, public utilities, urban development, environmental sustainability, innovation, and technology, with the broader objective of improving productivity and quality of life throughout Colombia's Caribbean region.

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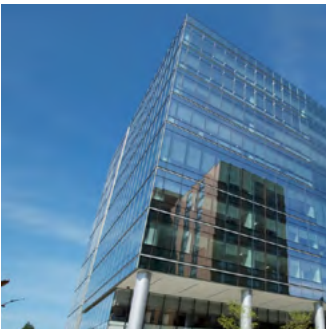
# Foundever Colombia SA



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.

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# 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.

 [www.tecnoglass.com](http://www.tecnoglass.com)  [/company/Tecnoglass/](https://www.linkedin.com/company/Tecnoglass/)

# Magdalena River



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.

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# 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.

# Barrio Abajo – Museo a Cielo Abierto

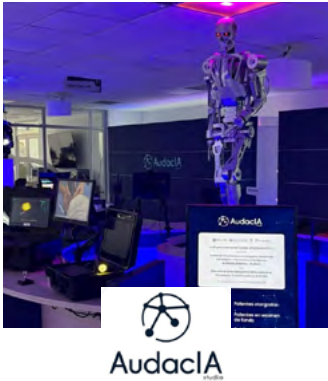


Barrio Abajo is one of Barranquilla's most historic and culturally significant neighborhoods, widely recognized as a cradle of the city's Carnival traditions, cumbia, and popular heritage. Today, it is also at the center of Museo a Cielo Abierto, an urban revitalization initiative that transforms streets, façades, and alleyways into a large open-air gallery. Through murals created by local artists and community participation, the project celebrates Barranquilla's Caribbean identity, Carnival heritage, port history, and local traditions while strengthening tourism, public-space activation, and neighborhood pride. The initiative has also been supported through collaboration between the city, local communities, artists, and private-sector partners, making it a strong example of culture-led urban transformation.

 **Herman Castellanos, Alianza Team**

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# AudacIA



AudacIA is a Center for Technological Development and Innovation in Artificial Intelligence and Robotics, Universidad Simón Bolívar, located within the Eureka Knowledge and Innovation District in Barranquilla. Its mission is to foster technological innovation and develop applied solutions that address real-world challenges and contribute to regional development and competitiveness. AudacIA specializes in artificial intelligence, robotics, data analytics, computer vision, automation and technological prototyping. Its programs and projects bring together researchers, students, companies and public-sector organizations to develop and implement innovative technology-based solutions across strategic sectors. AudacIA is also a member of the Organization of American States (OAS) Network of Centers of Excellence in Transformative Technologies.

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# Riwi



Riwi and Blackbird Labs powered by Riwi form an integrated technology and talent ecosystem focused on developing capabilities, connecting talent with real business opportunities, and solving technology challenges. Riwi is a high-performance technology training center that prepares talent through intensive technical training, agile methodologies, practical projects, conversational English, and socio-emotional skills. Its mission is to develop people with the technical and human capabilities required to thrive in demanding technology environments and contribute to real teams and business contexts.

Blackbird Labs powered by Riwi is the B2B solutions center of the ecosystem. It works with organizations to understand business challenges and translate them into viable, scalable technology solutions through two core verticals: Talent Solutions and Software Solutions. Its capabilities include specialized technology talent, software development, system integrations and migrations, automation, artificial intelligence, data, DevOps, and technology consulting. Together, Riwi and Blackbird Labs connect training, technology capabilities, professional development, and business execution to create sustainable value for people, companies, and the broader technology ecosystem.

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## Fundación Santo Domingo



Fundación Santo Domingo is a Colombian family foundation with more than six decades of experience advancing economic mobility and improving quality of life. Through strategic public-private partnerships, the Foundation supports practical, scalable initiatives that strengthen education, workforce readiness, entrepreneurship, housing, health, and responsible resource management.

In Colombia's Caribbean region—particularly Barranquilla, Cartagena, and Barú—its territorial development model connects community investment with private-sector growth and job creation. By building local capacity, supporting entrepreneurs, and expanding access to essential services and economic opportunities, Fundación Santo Domingo helps families achieve greater self-sufficiency while contributing to stronger communities and sustained regional prosperity.

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## Port of Barranquilla



The Port of Barranquilla is a leading multipurpose port and logistics platform strategically located at the mouth of the Magdalena River, connecting Colombia's main inland waterway with international markets. With more than 90 years of experience, the Port provides integrated services for containers, dry and liquid bulk, general cargo, project cargo, and refrigerated cargo. Its operations are focused on efficiency, safety, innovation, and sustainability, supported by modern port infrastructure, specialized equipment, digital solutions, and ongoing investments in operational capabilities. The Port is also advancing its energy transition and environmental agenda through initiatives such as solar energy generation, carbon footprint management, and internationally recognized sustainability standards.

Through the Port of Barranquilla Foundation, the organization also promotes social development, entrepreneurship, education, and community engagement in neighboring communities. These efforts reflect the Port's commitment to generating economic, social, and environmental value for Barranquilla and the region.

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# La Cayena Free Trade Zone



Zona Franca La Cayena is one of Colombia’s leading industrial free trade zones and a strategic hub for investment, manufacturing, logistics, and international trade in the Caribbean region. Our mission is to create a competitive ecosystem that enables companies to grow through world-class infrastructure, operational efficiency, and a business-friendly environment while contributing to sustainable regional development. The site brings together companies from multiple industries—including advanced manufacturing, logistics, food processing, life sciences, construction materials, and circular economy—creating synergies that strengthen regional and global value chains. As a successful nearshoring platform, La Cayena showcases how infrastructure, connectivity, talent, and the Colombian Free Trade Zone regime translate into tangible competitive advantages for international businesses.

During the ACE program, participants will explore real-world success stories from national and international companies that have established operations in La Cayena to expand exports, optimize supply chains, and access new markets. The visit will provide firsthand insights into industrial development, investment attraction, innovation, and public-private collaboration, demonstrating how Barranquilla has become one of Latin America’s emerging hubs for sustainable economic growth and competitiveness.

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# Kannoa



Kannoa is an outdoor furniture company with more than two decades of experience delivering design-driven solutions for hospitality, multifamily, senior living, and commercial projects across the Americas. With a portfolio of more than 40 collections for lounge, dining, poolside, and complementary outdoor spaces, the company combines contemporary design, functionality, durability, and comfort with high-performance materials and skilled craftsmanship. Kannoa’s manufacturing facility in Barranquilla’s Cayena Free Trade Zone plays a central role in its operations, producing selected collections and supporting specialized manufacturing, quality-control, and project-development processes. From Barranquilla, Kannoa serves clients and contributes to projects throughout the United States, the Caribbean, Central America, and South America.

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# Garsite Latam ZF



PrimeFlight company operating within Zona Franca La Cayena in Barranquilla, Colombia. Garsite specializes in the design, manufacturing, and maintenance of ground support equipment (GSE) for the aviation industry, serving both domestic and international clients. The areas of expertise include metalworking, mechanical assembly, engineering, and quality control, all aligned with rigorous international standards. Garsite operates across 4 locations — Kansas, Ohio, and Cocoa (Florida) in the United States, and Barranquilla, Colombia, which is the largest and fastest-growing site. Its main programs reflect its commitment to operational excellence and continuous improvement. Last year, Garsite achieved ISO 9001 certification and is currently working toward OEA and ISO 45001 certifications as part of its Integrated Management System (IMS) roadmap.

Garsite is also actively expanding its footprint across the Latin American market, positioning Garsite as a regional leader in GSE manufacturing and services. Garsite's safety culture initiative, Primed for Safety, further reinforces their commitment to people and operations. With a team of 350 collaborators, Garsite Latam combines technical expertise with a strong IMPACT culture built on core values: Integrity, Motivation, Passion, Accountability, Commitment, and Trust.

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# Step Up Andamios



STEPUP Andamios is a leading manufacturer of scaffolding and shoring systems serving the construction, industrial, infrastructure, and energy sectors across the Americas. Our Barranquilla manufacturing facility specializes in the design, production, and quality assurance of high-performance access and support solutions, including Ringlock, Cuplock, shoring props, frames, and customized engineered systems. Our mission is to provide safe, reliable, and high-quality solutions that meet international standards and support the needs of our customers.

The facility integrates established manufacturing processes, rigorous quality control, engineering expertise, and traceability systems to ensure consistent product performance and reliability. During the site visit, participants will gain insight into our manufacturing operations, quality management practices, engineering capabilities, and commitment to operational excellence and continuous improvement. The visit will also showcase Colombia's manufacturing capabilities and STEPUP's role in serving customers and projects across the Americas.

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# Hada International



Hada International is Grupo Hada's Barranquilla-based manufacturing operation, specializing in integrated production solutions for leading consumer brands. Located in the La Cayena Free Trade Zone, its advanced facility manufactures bar soaps and liquid products for the personal care, home care, and institutional markets. The operation combines specialized infrastructure, modern technology, product development capabilities, and rigorous quality and supply-chain security standards to serve domestic and international customers. Hada International demonstrates Barranquilla's competitive advantages as a platform for export-oriented manufacturing, industrial innovation, skilled employment, and reliable access to markets throughout the Americas.

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# Colombian American Chamber of Commerce, AmCham Atlántico & Magdalena



AmCham's mission is to promote trade, investment, and free enterprise, with a focus 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.

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 [www.amchamcol.com](http://www.amchamcol.com)  [/in/amchamcol/](https://www.linkedin.com/company/amchamcol/)

# 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.



**Maria Angelica Diaz Granados**



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[www.uninorte.edu.co](http://www.uninorte.edu.co)

# Promigas



Promigas is a leading Latin American energy infrastructure company with more than five decades of experience connecting markets with reliable energy sources across Colombia, Peru, and Chile. Through a network of 25 companies, it operates in natural gas transportation and distribution, LNG regasification, electricity distribution and generation, and integrated services for industry. Promigas transports approximately 54 percent of Colombia’s natural gas through more than 3,293 kilometers of pipeline infrastructure and, through SPEC LNG, operates the country’s only LNG regasification terminal—a strategic asset for national energy reliability. Its investments strengthen energy security, support industrial competitiveness, expand access to essential services, and generate employment and economic growth throughout the region.



**Marco Sanjuan** @ [Marco.Sanjuan@promigas.com](mailto:Marco.Sanjuan@promigas.com)



[www.promigas.com/](http://www.promigas.com/)



[/company/Promigas/](https://www.linkedin.com/company/Promigas/)

# Roberto Meléndez Metropolitan Stadium



One of Colombia's most emblematic sporting venues and a powerful symbol of Barranquilla's identity. Recognized as the home of the Colombian National Football Team and Junior de Barranquilla, the stadium has hosted international competitions, World Cup qualifying matches, major concerts, and civic events for four decades. It is currently undergoing a comprehensive expansion and modernization designed to increase capacity, incorporate advanced technology, and enhance the visitor experience, an investment that strengthens Barranquilla's position as a leading destination for international events while promoting tourism and economic activity.

 **Daniel Trujillo** @ [dtrujillo@barranquilla.gov.co](mailto:dtrujillo@barranquilla.gov.co)

# Fábrica de Cultura



A flagship center for artistic education, creative production, and cultural entrepreneurship. Home to the District School of Arts and Popular Traditions, it provides specialized technical training that equips emerging artists with the skills needed to pursue opportunities across the creative industries. The institution promotes talent development, interdisciplinary collaboration, and innovation. Fábrica de Cultura reflects Barranquilla's commitment to expanding access to arts education, strengthening the creative economy, and positioning culture as a catalyst for economic development.

 [www.caribecrea.co/fabrica-de-cultura/](http://www.caribecrea.co/fabrica-de-cultura/)

# Casa del Carnaval



Cultural landmark dedicated to preserving, promoting, and celebrating the traditions that define Barranquilla's internationally recognized Carnival. The venue brings together exhibitions, costumes, music, dance, and community-based programming, offering visitors an immersive connection to the city's cultural identity and creative heritage. It also serves as a year-round platform for artistic education, the transmission of traditional knowledge, and the development of emerging talent. By connecting cultural preservation with education, tourism, entrepreneurship, and local creativity, Casa del Carnaval demonstrates how the creative industries contribute to economic development and Barranquilla's international visibility.

 **Diana Acosta**

 [www.museodelcarnavaldebarranquilla.org](http://www.museodelcarnavaldebarranquilla.org)

 [/company/carnavaldebarranquilla/](https://www.linkedin.com/company/carnavaldebarranquilla/)



# ACE BARRANQUILLA DELEGATION

## ACE Barranquilla Hosts



**Alejandro Char**

Mayor of Barranquilla  
City of Barranquilla



**Ana María Aljure**

City Manager  
City of Barranquilla



**Vicky Osorio**

Executive Director  
ProBarranquilla

## Special Guests



**H.E.  
Leandro Rizzuto**

Ambassador  
Permanent Mission  
of the United States to the OAS



**H.E.  
Albert R. Ramdin**

Secretary General  
Organization of American States  
(OAS)



**Jerome K.  
Fitzgerald**

Minister of Economic Affairs  
Ministry of Economic Affairs,  
Government of The Bahamas



**H.E. Roberto  
Nocella**

Ambassador  
Permanent Observer Mission  
of Italy to the OAS



**H.E.  
Yadir Salazar  
Mejía**

Ambassador  
Embassy of Colombia  
to Germany



**H.E. Maria  
Cramer**

Ambassador  
Embassy of Sweden Bogotá



# Participants



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Government of the Province of Córdoba  
Argentina



**Gustavo Aragón**

Founder  
Oktsec  
Argentina



**Sebastian Castro**

President  
Ternium Colombia  
Argentina



**Mike Montenegro**

Founder  
Belize Virtual Center Ltd  
Belize



**Rafael Pimentel**

Director of Entrepreneurship Education  
Ministry of Entrepreneurship of Brazil  
Brazil



**Joao Henrique Nascimento**

Director of Energy Projects  
Office of the President / Investment Partnership Program PPI/CC/PR  
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**Mauricio Juvenal**

National Secretary for Business Environment  
Ministry of Entrepreneurship, Microenterprises and Small Businesses  
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Government of Ontario  
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**Daniel Guzmán**

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Government of Ontario  
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Permanent Mission of Colombia to the OAS  
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Consultia  
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Uniandinos  
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Organization for the Development of Cultural Ecosystems  
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**Ximena Duque**

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FEDESOF  
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Csoftmty - Nuevo Leon IT Cluster  
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## **Aymbré Paige**

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Illinois Hispanic Chamber  
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**Executive Officer of Innovation  
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ANII - Agencia Nacional de  
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## **Federico Secondo**

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**Region Head Latam /  
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thyssenkrupp Uhde  
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## **David Peña**

**Business Head**  
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## **Ferdinand Ayen**

**CEO**  
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**CEO**  
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**Christina Heifferon**

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Permanent Mission of the  
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**Mitchell Harrison**

ACE Program Coordinator  
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**Barbara Kotschwar**

Director of Economic Development  
Organization of American States



**César Parga**

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Section of Competitiveness,  
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City of Barranquilla & ProBarranquilla



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City Manager Advisor  
City of Barranquilla



**Ana Maria Badel**

Head of the Office of International  
Relations  
City of Barranquilla



**María Alejandra Henríquez**

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Manager of Investment Climate  
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**Nathalie Daccarett**

Communications Manager  
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**Sebastian Duarte**

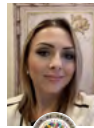
Communications Analyst  
ProBarranquilla

## Organization of American States (OAS)



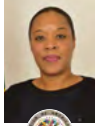
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## Innovation Exchange Coalition (IEC)



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### **Ryan Ramkhelawan**

**Co-Founder**  
Innovation Exchange  
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- **Riwi - Alberto Godoy**, *CEO*
- **Gobernación del Atlántico- Eduardo Verano**, *Governor*
- **IUB- Arcesio Castro**, *Rector*
- **Camara de Comercio de Barranquilla- Mireille Julliard**,  
*Executive Vice President and Director of Strategic Development*
- **ProColombia- Alejandro Echeverri**, *Investment & External Affairs Director*







# SOCIAL MEDIA

## OAS

 **LinkedIn:** [www.linkedin.com/company/organizacion-de-los-estados-americanos](https://www.linkedin.com/company/organizacion-de-los-estados-americanos)

 **Instagram:** [www.instagram.com/oea\\_oficial/](https://www.instagram.com/oea_oficial/)

**English:**  [X: www.x.com/OAS\\_oficial](https://www.x.com/OAS_oficial) **Spanish:**  [X: www.x.com/OEA\\_oficial](https://www.x.com/OEA_oficial)

**OAS Development**  [X: www.x.com/OAS\\_Development](https://www.x.com/OAS_Development)

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## Americas Competitiveness Exchange

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 **YouTube:** [www.youtube.com/user/riacnetorg](https://www.youtube.com/user/riacnetorg)

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