

# 6 missions, 1 purpose:

opening new opportunities  
for **Colombian companies**



**This is how we experienced our  
2025 Business Missions:**

El Salvador, Denmark, Panama,  
Spain, the Netherlands, and the U.S.



# What is a **business** mission?

An experience that **transforms the way companies grow** and expand internationally.

Training, mentoring, and strategic advisory

Action plans and new partnerships

Site visits, high-level meetings, and international cooperation



# What we achieved **together**



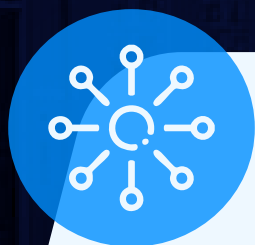
**6**

countries



**+100**

Colombian  
companies



**+60**

connection  
spaces



**Partnerships**  
in progress



# International Mission El Salvador

Fashion that connects territories



**12 textile companies from Eastern Antioquia** explored how innovation and sustainability are reshaping the fashion industry.



## What inspired us:

Nearshoring, sustainable manufacturing, and business cooperation.



## Visits to:

CAMTEX, CONAMYPE, San Salvador South Free Trade Zone, Banco Agrícola.



## Key insight:

Cooperation is also a powerful way to compete better.



Partners →



comfama





# International Mission Denmark

Tourism that regenerates



**10 rural initiatives from Antioquia and Caquetá** learned how to connect sustainability, well-being, and culture.



## What inspired us:

Regeneration, conservation, well-being, rural and cultural tourism.



## Visits to:

UNESCO, Business Academy SouthWest, CopenHill, Green Kayak, Cycling Without Age.



## Key insight:

Regenerative tourism begins with the community.



Partners





# International Mission Panama



The Caribbean, more connected than ever

**20 leaders from the Colombian Caribbean** explored Panama's port ecosystem and identified new opportunities for collaboration.



## What inspired us:

International trade, digitalization, sustainability, and business cooperation.



## Visits to:

ProPanamá, Maersk, UMIP, Colón Free Trade Zone, Maritime Authority (AMP), Panama Canal.



## Key insight:

Logistics doesn't just move cargo, it also moves knowledge and development.



Partners





# International Mission Spain



Gastronomy and tourism with identity

**20 tourism and gastronomy companies from Cartagena** traveled to Seville, Málaga, and Madrid to connect with Andalusia's smart tourism and cultural gastronomy ecosystem.



## What inspired us:

Sustainable tourism, heritage, innovation, and gastronomic storytelling.



## Visits to:

CEA, Seville Chamber of Commerce, Sevilla TechPark, El Pimpi (Málaga), Andalucía Trade Global.



## Key insight:

Culture is not exported; it is lived, shared, and told.



Partners →





# International Mission

# The Netherlands

Innovation that blooms

**20 Colombian companies took part in an academic immersion** in the world's leading floriculture hub, exploring how science and sustainability come together.



## What inspired us:

Agricultural technology, sustainability, automation, and global value chains.



## Visits to:

Wageningen University, Royal Flora Holland, Anthura, Florensis, Oost NL, Agurotech.



## Key insight:

Innovation blooms when we connect the countryside with global knowledge.



Partners →





# International Mission United States

Strategic investment

**10 companies from Antioquia** joined a business immersion in the United States as part of **SelectUSA**, the flagship event for attracting foreign direct investment.



## What inspired us:

International investment attraction, market diversification, and global competitiveness.



## Visits to:

SelectUSA Investment Summit (Washington, D.C.), state economic development agencies, and business matchmaking sessions.



## Key insight:

Internationalization requires strategic preparation, a clear value proposition, and a strong sector-focused approach.



Partners



SELECTUSA

comfama

Vigilada Superintendencia





# Our impact

in the past 3 years.



**+100**

have participated  
in our missions

**12**

international  
missions

**+1.000**

International  
connections

**3**

Colombian regions  
represented  
*(Amazonía, Caribe y Andina)*

**5**

Strategic  
sectors impacted

**+100**

Visits to ecosystem  
stakeholders

3 missions to Switzerland

3 mission to the Netherlands

1 mission to Germany

1 mission to Panama

1 mission to El Salvador

1 mission to Spain

1 mission to Denmark

1 mission to the USA



# Each journey left us with a story, a lesson, and a bigger dream.

When Colombian companies connect with the world, the entire ecosystem grows stronger. We continue building bridges that transform realities.

**In 2026, we will keep driving these missions that strengthen Colombia's business ecosystem and expand its presence in global markets.**

