

BOGOTÁ VISIT TO LAUNCH TECH COLOMBIA ADVOCATES NOVEMBER 2024

In early November, I joined Marcela Rueda and Tatiana León, the co-leads of Tech Colombia Advocates, to launch the expanded group at the Open Innovation (OI) Summit at the Ágora Convention Center in Bogotá.

Marcela and Tatiana are part of Connect Bogotá, which organised the OI Summit and hosted a fantastic launch event. The Connect Bogotá team kept me very busy throughout my visit. I delivered a keynote address where I discussed the state of the global technology landscape, and also spoke with Marcela at the Connect Bogotá Leaders Breakfast on the second day of the OI Summit.

The OI Summit was an incredibly impressive tech event. I met many fantastic speakers and presenters, and observed a massive speed dating event! The Mayor of Bogotá, Carlos Galán, also addressed the delegates with his observations on the tech ecosystem in Bogotá and beyond.

The Tech Colombia Advocates launch event was a great milestone for GTA in Colombia. In 2018, I was in Bogotá with Jerónimo Silva for the launch of Tech Bogotá Advocates. Now, the baton has been passed from Jerónimo and Álvaro Carrizosa to Marcela and Tatiana. I certainly witnessed that the entrepreneurial spirit is very vibrant, across Bogotá and other key Colombian hubs like Medellín and Cali. A talking point at the event was Colombia's first unicorn, Rappi - a very popular e-commerce app, showcasing the country's tech potential.

During my visit, I had the chance to meet the leaders in Colombia from the UK Department of Business and Trade who will collaborate with Tech Colombia Advocates.

I am delighted that Marcela and Tatiana are leading Tech Colombia Advocates, and I believe they will make great contributions to the GTA community. Welcome!

