



PROCOLOMBIA
수출 관광 투자 - 국가 브랜드



Ministerio de
**Comercio, Industria
y Turismo**

OPPORTUNITIES TO EXPAND YOUR BUSINESS IN BOGOTA

Online Webinar

Tuesday August 29th 2023 (Colombia) / Wednesday August the 30th 2023 (Korea)

Time: 7:00 PM – 8:40 PM (Colombia) / 9:00 AM – 10:40 AM (Korea)

Organizer: Embassy of Colombia at the Republic of Korea, Invest in Bogotá (IIB), Procolombia
Collaborator: Korea Medical Devices Industry Association (KMDIA)

Moderator: Sohee Ahn, Investment and Tourism Advisor, Procolombia Korea

Language: simultaneous translation English - Korean

Korea time	Activity	Person in charge:
9:00 AM – 9:05 AM	Welcoming remarks	Alejandro Peláez, Head of Mission of Colombia to the Republic of Korea.
9:05 AM – 9:10 AM	Opening remarks	Isabella Muñoz, Director General of Invest in Bogotá
9:10 AM – 9:13 AM	Congratulatory remarks	Cheol Wook Yoo, Chairman, Korea Medical Devices Industry Association (KMDIA)
9:13 AM – 9:30 AM	Colombia as a gateway to enter the Americas	Manuel Salgado, Investment Promotion Manager, Procolombia HQ
9:30 AM – 9:50 AM	Opportunities to expand your business to Bogota	Francisco Solano, Senior Investment Officer for Life Sciences, Invest in Bogotá (IIB)
9:50 AM – 10:10 AM	Regulatory affairs to enter Colombia	Mr. Álvaro Rincón, Manager, SPI
10:10 AM – 10:30 AM	Experience of a Korean Life Sciences Company in Bogotá	TBD
10:30 AM – 10:40 AM	Q&A Session	Moderator
10:40 AM – 10:45 AM	Closing remarks	Shirley Vega, Executive Director, Procolombia Korea

****Target audience:** Pharmaceutical, medical devices, cosmetic companies and companies interested in entering Latin America.

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