



**Management Report  
Colombia, as Chair Pro Tempore of the Inter-American  
Competitiveness Network  
Period of October 2011 (V FCA) to October 2012 (VI FCA)**

**Background of the RIAC**

The initiative to create the Inter-American Competitiveness Network, (RIAC, for its acronym in Spanish), was presented three years ago, within the framework of the III Competitiveness Forum of the Americas, which was held in Santiago, Chile. On that occasion, the Chilean Government and the OAS, together with other multilateral agencies, launched the call to create the RIAC. With the support of 15 countries and 17 competitiveness councils, the RIAC was established.

In November 2010, members of RIAC met in Atlanta, Georgia, under the IV Competitiveness Forum of the Americas. The meeting was attended by representatives of 27 countries, and it produced two items: an organic structure and a functional structure. This has allowed RIAC to continue the dialogue and to produce a document on the vision of competitiveness for the Americas in 2020. This served as a starting point in determining a course and a regional strategy, as to what should be done for Inter-American Competitiveness.

At the V Competitiveness Forum, which was held in the Dominican Republic, the Santo Domingo Consensus was approved, as well as its 10 Principles of Competitiveness. This established a guiding strategy for the work on regional competitiveness over the coming years. At this meeting, the attendees agreed to develop the Annual Report of the RIAC, called "Signs of Competitiveness in the Americas." This report was conceived, at that time, as a reference for feeding consultation and cooperation projects that were underway in the countries of the RIAC. It was also understood to be an instrument to provide further content and materials to high-level meetings in the Americas, such as those of ministers, senior officials, and competitiveness councils.

**Presidency of Colombia**

Since Colombia became President Pro Tempore of the RIAC, at the V Competitiveness Forum of the Americas, which was held from October 5 – 7, 2011, in Santo Domingo, Dominican Republic, it has focused on two main objectives, which were contained in the RIAC Working Plan for 2012:

- 1 - The implementation of the Santo Domingo Consensus, which includes the selection

and monitoring mechanism of the 10 Principles of Competitiveness and the preparation of the annual report, "Signs of Competitiveness in the Americas."

**2** - To declare the year 2012 as the year of innovation for the Americas, and that innovation is central to increasing business productivity and improving the competitiveness of the countries.

It was also decided that the VI Competitiveness Forum of the Americas would be in line with the 10 Principles of Competitiveness (document attached), which was approved by the authorities and competitiveness councils during the Annual Meeting of the RIAC, within the V Competitiveness Forum of the Americas, which was held in October 2011, in Santo Domingo, Dominican Republic. It is for this reason that Colombia selected the principle of innovation (Principle # 6) as a central theme of its administration as President Pro Tempore of the RIAC 2011 to 2012, and why it decided that the VI Competitiveness Forum of the Americas motto would be "Innovation for Prosperity."

The results that have come under Colombia's management, as President Pro Tempore of the RIAC, began to materialize with the approval of the **Joint Communiqué of the Heads and the Heads of State and Government of the Americas on the VI Competitiveness Forum of the Americas, "Innovation Prosperity," which was annexed to the Political Declaration of the Sixth Summit of the Americas**, an event that was held from April 12<sup>th</sup> to the 14<sup>th</sup>, in Cartagena. "The Heads and Heads of State and Government, on the occasion of the Sixth Summit of the Americas, in the City of Cartagena (...) hold that the Government of Colombia is to host the VI Competitiveness Forum of the Americas, as President Pro Tempore of the Inter-American Competitiveness Network (...)." This was meant as a boost and a sign of political support for the work being done under the RIAC, as well as the products and outcomes that were identified under the Presidency of Colombia

On May 25<sup>th</sup>, in Bogota, there was a meeting of the **Management Committee of the RIAC**, which was organized to advance the commitments of the "Santo Domingo Consensus" and provide input on the preparation process for the VI Competitiveness Forum of the Americas and the RIAC Meetings that are to be undertaken within its framework. Representatives of the nine countries that make up the committee (Brazil, Chile, Colombia, Costa Rica, United States, Guatemala, Jamaica, Panama, and the Dominican Republic), as well as the support institutions, (Latin-American Development Bank, Inter-American Development Bank, Central American Bank for Economic Integration, Global Federation of Competitiveness Councils, Economic Commission for Latin America and the Caribbean, Caribbean Competitiveness Program, the World Bank, the TEC of Monterrey, International Training Center of Officers, Leaders, and the General Secretariat of the Organization of American States, which participates as the Technical Secretariat of the RIAC. (A list of all participants is included at the end of this document.)

**Throughout its administration, Colombia participated in various events on behalf of the RIAC.** This included but is not limited to the following: "Annual Meeting of the Global Federation of Competitiveness Councils," held in November 2011, in Porto Alegre, Rio Grande do Sul, Brazil; "Virtual Educa," which took place on June 18<sup>th</sup>, in Panama City, Panama; Presentation of the Forum and the RIAC to the OAS Permanent Council, which took place on September 18, 2012; Participation in videoconferences and the contribution of input at various events, such that of the Stock Exchange of Cordoba, Argentina, in

respect to the second "International Seminar on subnational measures of competitiveness," in which the Minister of Trade, Industry, and Tourism of Colombia participated via teleconference.

Colombia describes the RIAC as a regional initiative that connects members and allows for an open dialogue between those responsible for promoting the competitiveness of the Americas in the public, private, academic, regional, and multilateral spheres. It allows for the sharing of knowledge and experiences, and it encourages joint work in areas where the complementarity of efforts and roles of all actors ensures greater impact. Colombia was satisfied with the high level of participation at the Annual Meeting of the RIAC this year, which exceeded that of previous years. It counted representatives from 32 countries and over 14 support institutions. This is a clear demonstration of the overall interest in competitiveness, as well as the benefits of joint work on the 10 Principles of Competitiveness. On a continent that is increasingly characterized by middle-income countries, this is an excellent opportunity for development and growth, as a whole, through promoting systems of horizontal and triangular cooperation, based on the transfer of knowledge and skills from one country to another. And this is why RIAC is so relevant today, given the great value that it can provide to countries.

It should be noted that the management of the Presidency, the organization of the Forum, the Management Committee of the RIAC, the Annual Meeting of the RIAC, and the other activities and products were made possible by the continuous support that the country received from the OAS, as the Technical Secretariat of the RIAC.

What follows are the main results obtained from the Annual Meeting of the RIAC and the conversations among Ministers and Vice Ministers of the Americas.

## **RIAC ANNUAL MEETING 2012**

### **"MEETING OF OFFICERS AND COUNCILS OF COMPETITIVENESS OF THE AMERICAS"**

**Wednesday, October 24, 2012, Cali, Colombia**

#### **MAIN RESULTS**

---

Colombia, as President Pro Tempore 2012, presented the First Report, "Signs of Competitiveness in the Americas," which was prepared by the Presidency, with the support of the Technical Secretariat of the RIAC (OAS). It included over 50 experiences from 15 countries in the region, regarding the 10 Principles of Competitiveness of the Santo Domingo Consensus, as well as important contributions from institutions and multilateral organizations in respect to innovation for the Americas.

The Report contained presentations and contributions from the countries and institutions that support the RIAC. In the area of innovation, the IDB, ECLAC, and CAF offered an overview of the main challenges, trends, and strategies to improve conditions and opportunities for innovation in the countries of the Americas. Chile, Colombia, Ecuador, Jamaica, the United States, Dominican Republic, and Trinidad and Tobago shared

information on their outstanding projects, successful experiences, and offers of cooperation.

The report was welcomed by the delegations, as a valuable tool to foster the exchange of experiences and cooperation in development among the countries of the Americas, regarding key issues of competitiveness, as expressed in the 10 Principles, especially through the catalog of offers and requests for cooperation that was presented in the document.

As for other issues, Colombia recognized the importance of continuing the efforts to improve sub-national competitiveness, and it approved the creation of an experts group of the RIAC, so as to help strengthen regional development processes in the member countries. Sectoral and regional events were held, under the Competitiveness Forum and Annual Meeting of the RIAC, such as the workshops on sub-national competitiveness and business ethics, as well as a specialized meeting to promote competitiveness in the Caribbean. These significantly contributed to strengthening the regional public-private dialogue.

Colombia was thanked for its efforts and leadership, as President Pro Tempore of the RIAC 2012 and as the host of the VI Competitiveness Forum of the Americas and the 2012 RIAC Annual Meeting. It welcomed Panama, as the 2013 President Pro Tempore of the RIAC and as the host of the VII Competitiveness Forum of the Americas. It also recognized the support of all the countries and institutions in achieving the greatest success in its management of the RIAC.

The 2013 Action Plan was approved, based on a proposal of Panama, in which it established as a priority, advancing the implementation of the experiences and the offers and requests for cooperation that were made by the countries- This will be included in the 2013 report, "Signs of Competitiveness in the Americas," which will be presented at the next Annual Meeting of the RIAC. It approved the main theme, "Infrastructure and technology to boost the Americas," for the VII Competitiveness Forum of the Americas and the 2013 RIAC Meeting, which is to be held in Panama. The 2013 Action Plan includes the objective of strengthening and advancing the work of the Experts Group of the RIAC on subnational competitiveness, so as to promote further dialogue, analysis, and exchange of experiences in this specific area.

It confirmed Trinidad and Tobago as the host of the 2014 Competitiveness Forum of the Americas and as the President Pro-Tempore of RIAC. It also accepted applications from Guatemala and Mexico, as seats and chairs pro-tempore for 2015 and 2016, pending the definition of the year for each country.

It recognized all of the supporting institutions that contributed to "Signs of Competitiveness in the Americas, including the CAF, the Development Bank of Latin America, the Central American Bank for Economic Integration, the Inter-American Development Bank, the Economic Commission for Latin America and the Caribbean, and the Global Federation of Competitiveness Councils, as well as academic institutions and NGOs. It also sought to carefully continue offering technical, analytical, and financial initiatives and projects that were agreed by the authorities and competitiveness councils under the RIAC.

Also, it thanked the Secretary General of the OAS for its support as the Technical Secretariat of the RIAC, in organizing the Competitiveness Forum in Cali, Colombia and the 2012 RIAC Annual Meeting, as well as in the preparation of the first report of "Signs of Competitiveness in the Americas."

The total number of participants at the 2012 Annual Meeting of the RIAC was 116. This included the Authorities and the Competitiveness Councils, which represented 31 countries of the Americas.

**Dialogue between Ministers and Deputy Ministers of the Americas  
Discussion topic: Competitiveness Forum of the Americas and the Inter-American  
Competitiveness Network (RIAC)**

**Thursday October 25, 2012, Cali, Colombia**

**MAIN RESULTS**

---

1. Developing a proposal for the creation of a fund to further strengthen the work and dialog of the RIAC, as well as to finalize offers of cooperation contained in the report, "Signs of Competitiveness in the Americas," and progress in areas of joint work. It is important to link to the private sector in this process. The guidelines of the fund should be considered and established by the RIAC Management Committee, which currently consists of Chile, Colombia, Costa Rica, the United States, Guatemala, Jamaica, Panama, Mexico, Brazil, Dominican Republic, and Trinidad and Tobago. The fund should include a flexible mechanism to ensure transparency in the management of funds.
2. Strengthening of collaboration between countries as to what knowledge each can offer and would like to receive (supply-demand schemes of cooperation). A good starting point would be the cases presented in the first report, "Signs of Competitiveness in the Americas," in which 15 countries offered to share their skills with others, in order to strengthen. Exchanges to be made could rely on the use of information and communication technology, so as to ensure that they can be carried out cheaply and continuously. Other activities proposed in the Report included sharing knowledge and lessons learned, via technical tours, expert visits, internships, and workshops, among others, as well as expanding the number of countries that are participating in this process, through an open invitation to all members of RIAC.
3. Promoting the theme of public – private partnerships and corporate social responsibility as part of the work agenda of RIAC.
4. Agreeing that the next Competitiveness Forum of the Americas should include a greater focus on businesses and companies, with a focus on making effective business meetings between teams of businesspersons, investors, and organizations. It is important to ensure opportunities for dialogue between stakeholders, in order to promote competitiveness, productivity, and innovation in the region's public, private, and academic sectors, as well as its support agencies.
5. Strengthening of the Annual Meeting of the Inter-American Competitiveness Network, as the main event of the Network of the Competitiveness Forum of the Americas. This involves Ministers, Deputy Ministers, and senior officials from the public, private, and private-public sectors of the Americas, as well as the multilateral / academic institutions

that support its work. This has led to the suggestion of eliminating the RIAC Meeting of Ministers of Economy, Finance, Industry, and Trade.

6. Agreeing that the event, "Pathways to Prosperity," will continue to precede the Competitiveness Forums of the Americas and contain activities that do not exceed more than two or three days.

7. Thanking Colombia for the realization of the Competitiveness Forum of the Americas, held during its tenure as President Pro-Tempore of RIAC for the period November 2011 to October 2012, and the report, "Signs of Competitiveness in the Americas - 2012."

8. Committing to support Panama as the new President Pro-Tempore of RIAC for the period of November 2012 to October 2013 and as the host of the Competitiveness Forum of the Americas in 2013.

9. Acknowledging the support that has been received from the Organization of American States, in its capacity as the Technical Secretariat of RIAC, regarding the organization of the Competitiveness Forum of the Americas, the annual activities of RIAC, and the continuous monitoring in support of the countries throughout the year.

10. Participating in the dialogue, there were Antigua and Barbuda, Barbados, Belize, Colombia, Guatemala, Honduras, El Salvador, the United States, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic, Saint Lucia, Trinidad and Tobago, and Uruguay.

---

VI Competitiveness Forum of the Americas - Cali, Colombia, October 24 – 26, 2012

### **Impact of the Competitiveness Forum of the Americas**

The VI Competitiveness Forum of the Americas was held at the Valle del Pacifico Events Center and attended by over 2,600 people from over 40 countries. It included panels and lectures by recognized experts in the field of competitiveness and innovation, worldwide.

The Forum met for three days, in Cali. And, it was attended by government representatives (Ministers and Deputy Ministers of Trade in Latin America and the Caribbean), business associations, private sector leaders, multilateral organizations, academia, and civil society.

The forum focused on innovation as a key factor in boosting the competitiveness of the region and in creating better living conditions and prosperity.

Within the framework of the Forum, over 30 bilateral meetings were held between governments and over 25 meetings took place between private companies and the public sector. This exceeded expectations and demonstrated that it was competitive and productive for region.

The following is a link to video highlights of the Forum:

<http://www.youtube.com/watch?v=O0zYdroCRz4&feature=plcp>

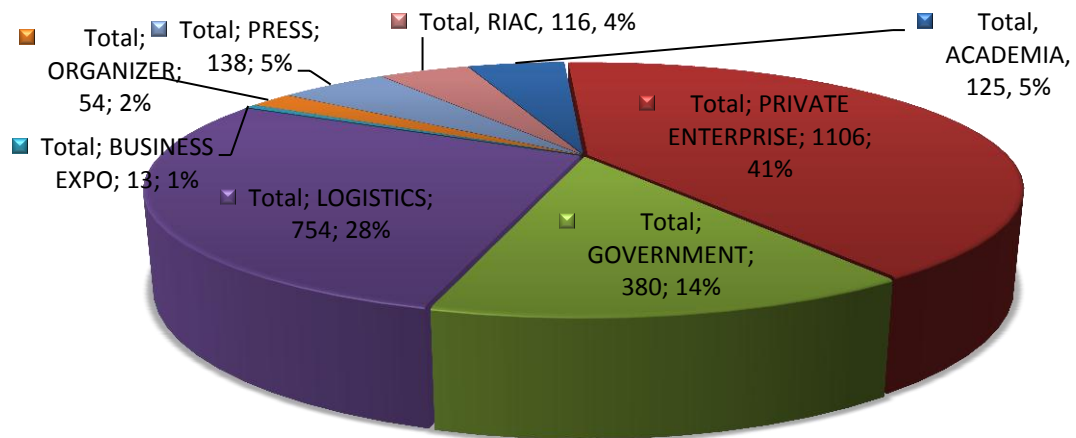
The following is a link to the subsequent press releases and photographs of the event:  
[www.competitivenessforum.org](http://www.competitivenessforum.org)

### Attendance – Competitiveness Forum of the Americas

SECTOR	# of Attendees
ACADEMIA	125
PRIVATE ENTERPRISE	1106
GOVERNMENT	380
LOGISTICS	754
BUSINESS EXPO	13
ORGANIZER	54
PRESS	138
RIAC	116
<b>Total overall</b>	<b>2686</b>

### Graphic

Total of Attendees: 2,686



### Budget

ITEMS	TOTAL (US)
Logistics	\$800,000
Speakers	\$700,000
Communications	\$500,000
	<b>\$2,000,000</b>

**2686**

\* These funds come from the contributions of the National Government, the Chamber of Commerce of Cali, the private sector, multilateral organizations, and other institutions.

## **Cali fulfilled the competitiveness meeting**

For three days, the capital of the Valle del Cauca was the scene where government officials, business leaders, academics, analysts and experts, from across the Americas, exchanged ideas and forged alliances to move the nations of this hemisphere towards greater innovation, productivity, and competitiveness.

This continental dialogue took place on October 24, 2012, in the VI version of the Competitiveness Forum of the Americas. This event brought together the major players in the agendas for economic and social development of the region. It also opened a range of important concepts and ideas for the advancement of American countries on these themes, for the prosperity of their nations.

José Miguel Insulza, Secretary General of the Organization of American States, stated that part of the work of this meeting was to "see how the public and private sectors, as well as academia, can create synergies that support innovation," and that despite the overall good economic times that Latin American and Caribbean countries are experiencing, the improvement of productivity and economic growth should continue to be a common challenge for all.

"States should increase their investment in education, science, and technology and also coordinate innovation cycles with private initiatives, since the generation of products and services is low and what has been investigated does not apply, said Insulza, who also showed how Asia (excluding Japan), in 2010, had 20,036 patents, while in Latin America and the Caribbean, there were only 290.

The President of the Republic, Juan Manuel Santos Calderon, said that the engine of innovation in Colombia is starting to move at a good pace. "We have taken a major step to drive innovation, in allocating 10% of the royalties to fund programs and projects of Science, Technology and Innovation that have regional impact. This year, we are spending more than USD 480 million to promote them. We have received, for prioritization and evaluation, 172 programs and projects that have been presented by 24 departments, mainly for use in agriculture, electronics, and telecommunications, and the training of highly qualified human capital," President Santos explained.

As for Colombia, Jorge Saggiante, Executive Secretary for Integral Development of the Organization of American States, highlighted that the creativity and entrepreneurship of Colombians will be the best in the Americas over the next decade, as evidenced by a recent study made by the consulting firm, Oxford Economics.

"Colombia is very important to know that in the next decade this country in the western hemisphere have more talent across the region, in regard to university education with innovative capacity, which will result in professional entrepreneurs," he said.

## **Competitive Cities**

During the workshop on competitiveness and innovation for more a more prosperous region, Dan Restrepo, a former White House adviser, said that the hemisphere is entering a new era, based on deep geographical, personal, and business links, and that its cities will play an important role on the global stage: "Cities are engines of innovation. From their



experiences, practical solutions are emerging for the important challenges that we face in the Americas and the world."

Restrepo acknowledged the challenges of the low competitiveness levels of Latin America, and he said that there are serious weaknesses in its educational systems and that there is an absence of strong institutions, particularly in respect to legal and judicial framework. "We need to promote research and innovation on academic campuses, in order to increase the generation of patents," he said.

Meanwhile, Michael Penfold, Director of Public Policy and Competitiveness of CAF noted that Latin America is going through one of its best economic times, despite being in an adverse global context. But he warned that this situation will not last, unless the cities of the region face the new challenges, which entail productive improvements in the business environment and in the quality of our institutions, our businesspersons, and citizens. "There is no city that can innovate if the quality of life of its inhabitants is inadequate and in that sense, the challenge is to attract and retain young talent. And, this means that cities with life and culture, an environment that enables young people to access universities, public spaces, and a good standard of living, will be able to attract foreign investment. "

### **The spirit and culture of innovation**

"The challenge is not to have a good idea from time to time. But rather, to thrive now with the challenges we face, we need organizations that have good ideas continuously," said the Englishman, Sir Ken Robinson, a leader in education, creativity, and innovation. Robinson participated via teleconference in the workshop, Challenges in Attitudes and Culture for Innovation and High Impact Entrepreneurship.

Robinson also said that a good working environment in an organization makes it flourish. "I've seen companies achieve a positive, 180 degree turn around, with a suitable climate," he said.

At the same workshop, Ricardo Obregón, President of Carvajal SA, said that innovation in the private sector is based on consumer needs, and in that sense, it is different from scientific innovation.

Meanwhile, Reginald Budhan, Permanent Secretary of the Ministry of Industry, Investment, and Trade of Jamaica, said that with the right public policy, societies can meet stated objectives and, thus, become more innovative. "We must start from the premise that human talent is present everywhere. We must understand the attitudes of people and ascertain what they like and what they want to do. That's the formula for success," he said.

Similarly, Harvard professor and world expert on innovation, Clayton Christensen, in his speech at the panel, "What should countries do in terms of competitiveness," said: "If you invest in disruptive innovation, one that makes things simple and affordable, there will be more jobs and better wages."

The expert advised that when creating a new business or undertaking innovation, one must take into account two basic questions: "Do I understand the work that I do? And, do people need it."

"If a businessperson goes to people's homes and tries to find out what it is that they need and develops a product that will benefit them, he will find an opportunity for growth. There is no need for complicated or expensive products. The idea is to listen to people and sell to them at low volume, as they like. To achieve this, they can make use of technology and become more innovative", he said.

### **Inverse innovation, an alternative to benefit the poor**

As for the panel, Advances and Challenges of Physical Integration - Innovative Practices, Vijay Govindarajan, who is considered to be one of the world's leading experts on strategy and innovation, said that the application of the concept of inverse innovation, based on the premise of offering more value for less money, is the best alternative in achieving substantial benefits for poor people around the world.

"Inverse innovation is not a question of resources or money, but rather one of offering the coverage of quality benefits at low cost to poorer people. This is an excellent option for the countries of Latin America, so as to meet the basic needs of the population," he said.

"The key here is creativity and imagination. In fact, these don't cost much money. What we really need is more critical thinking and analysis. That is what we must promote in Colombia, in its education system, because it is what produces large-scale innovation," he explained.

He also emphasized that it is time for developing countries to invade developed ones by way of innovation. "I think in the next few years, the real threat to the big American companies will not come from their peers, but rather companies from Peru, Colombia, India, or any other developing country, companies that we may have never heard of but which can make good products at low costs," he said.

### **RIAC Annual Meeting**

The "Signs of Competitiveness of the Americas," coordinated by Colombia, with the support of the Organization of American States, OAS, was presented at the Annual Meeting of the Inter-American Competitiveness Network, RIAC. This report is a tool that gives visibility of successful experiences, encourage synergies, and support the progress of the countries in the region in terms of competitiveness. The report will serve as a major source of work for the RIAC in 2013.

The Minister of Trade, Industry and Tourism of Colombia, Sergio Diaz-Granados, said that Colombia, like other members of the Network, currently prioritize issues like high quality education, capacity building, and the promotion of regulatory framework aimed at facilitating business, and business creation.

At this annual meeting, it was agreed that the Government of Trinidad and Tobago was to undertake the role of President Pro Tempore of the RIAC for 2014. It was also announced that the 2014 and 2015 meetings will be held in Guatemala and Mexico, in conjunction with the Forum of the Americas Competitiveness.

## **Memorandum of Understanding to benefit MSMEs and Women**

The governments of Colombia and the United States signed a Memorandum of Understanding to enhance the promotion and growth of micro, small and medium enterprises. The MOU also seeks to promote and support women entrepreneurs belonging to ethnic minority groups to ensure equal access to economic opportunities. The signing of this agreement, which took place during the launching of the 'Roads for Prosperity' on 23 October, will benefit about 1,800 householders women entrepreneurs across the country, 900 of them in the department of Valle del Cauca.

## **More resources for export promotion in the regions**

During the FCA, the Minister of Trade, Industry and Tourism, Sergio Diaz-Granados, announced that Cali, El Valle and El Pacifico, will be the first benefited regions with the strengthening process of promoting exports in 2013.

"The proposal is to start with El Valle with a program to expand the number of export companies, as well as to increase the number of exporting business that are already in place, so that they can take advantage of the effect of free trade agreements," said the Minister.

He also mentioned that next year, Proexport will count with more promotional resources coming from the national general budget. The goal of Proexport will be to strengthening the team, the programs, and the assistance to business so help them boost their exports.

## **Testimonials "A place of luxury"**

### **A. Jorge Saggiante, Executive Secretary for the Integral Development of the OAS**

"Colombia shows that, in terms of logistics, organization, and infrastructure, the country is unbeatable. We are very happy, and satisfied. Everything has been wonderful. I love the city, it has very friendly people. The Events Center is extraordinary, has an impressive infrastructure and the spaces are very practical. "

### **B. Rosario Córdoba-President of the Privy Council of Competitiveness**

"Cali showed its commitment with the hosting of this forum, which allowed Colombians to generate an interest for competitiveness, an element that is the responsibility of every citizen."

### **C. Jose Luis Solomon, Deputy Minister of MSMEs in Paraguay**

"We are excited to be participating in this forum held in a place as nice and welcoming as Cali. They shone with the organization. "

### **D. Edanela Urrutia Affairs Coordinator System for Competitiveness, Panama**

"We enjoyed being in Cali, sharing experiences that will allow us all to work in the same direction. The logistics of the event was flawless. The city and the Events Center are really nice places. I applaud Cali, and Colombia for this effort. "

**E. Laura Calderon, Deputy Minister of Economy, Peru**

"Very important that this event takes place precisely in Cali, a city known for its diversity of production, especially in agribusiness. Colombians should be proud to have a city as friendly as Cali, and an Events Center of such high level. We were attended with luxury. "

**F. José Miguel Insulza, Secretary General of the OAS**

I been to Cali three times and each time, I confirmed the great importance of this city for Colombia. It is a very economically promising city, and it welcomes visitors very well. This event sets Cali in the front page of the continent. Everything was very well organized, and I say again, this is a fantastic Event Center ".

**G. Juan Carlos Navarro, Innovation and Competitiveness Specialist, IDB**

"I am very happy to be in Cali, a city with a reputation of been economically active, and important for Colombia. It was a success having chosen Cali to host this forum. "

**H. Dan Restrepo, former White House adviser**

"This forum brought together representatives from the public and private sectors to reflect and make decisions of great importance for the continent. And it was an opportunity to show the opportunities that exist in Cali and the Colombian Pacific. "

**I. Michael McKinley of the U.S. Ambassador in Colombia**

"It is very important that Cali, with the hosting of this forum, has positioned itself in the spotlight across America, and that it shows its potential to the continent. I congratulate Cali for the organization of the event which was superb, and for the Events Center, which is also of world class. "

**J. Vijay Govindarajan, World Expert in Strategy and Innovation**

"Cali reminded me of an Indian city where I spent my adolescence. I loved this city, and I will surely come back with my family"