



Digital Ecosystem of opportunities and businesses

Operated by:  **corferias**[®]
Generadores de
Oportunidades y Progreso



An Alliance of:



AGENDA

1. Ecosystems
2. Value Offer
3. Benefits
4. Components
5. Vinculation

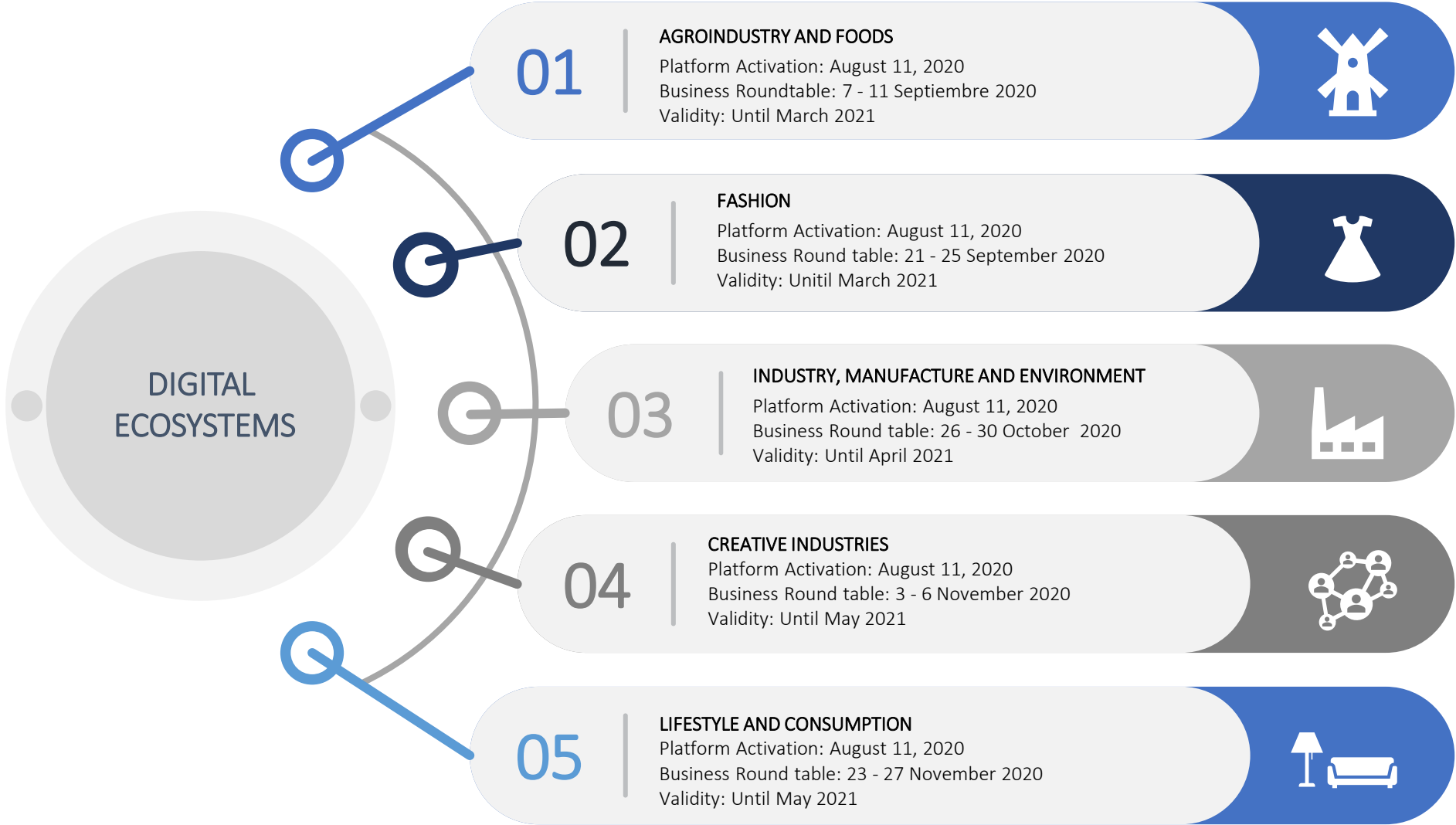


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Bogotá
Chamber of
Commerce

ECOSYSTEMS



REPRESENTATIVE TRADE SHOWS IN COLOMBIA LINKED TO ECOSYSTEMS

Agroindustry and Foods



Fashion / Textile Manufactures



Orange Economy / Creative Industries



Industry, Manufacture and Environment



Life Style and Consumption





VALUE OFFER

We built a **Business Ecosystem** that provides an exclusive set of services in response to the needs of today's world, offering multiple benefits in the pursuit of business **common well-being** and its main interest, **commercial reactivation**.



AN OPPORTUNITY TO:

- Contribute to the **reactivation**, generating alternatives and business perspectives.
- **Exchange knowledge and experiences** that allow products and services to be presented through the generation of relevant content which is close to the public interest.
- Explore the **advantages** that the **digital age** currently offers, and to use an additional channel for customer service and support.
- **Update the offer** in relation to market trends.
- **Take advantage** of this channel to expand potential market coverage nationally and internationally.
- Offer information on products or services **quickly** and in a **timely manner**.

BENEFITS



Access to **digital content** with business themes in innovation, updating and knowledge, in virtual rooms, in order to stay resilient and competitive during the economic situation we face.



To take advantage of the status, recognition, know-how and **interaction with the BCC business community**, which has promoted industrial, social, cultural and commercial development in Colombia.



Access to the platform and **active participation** with products, services and business contents in **Online and Offline** experiences.



Connection with **new business contacts**, expanding the ability to access other markets and regional and international actors, according to current consumer needs and to the current economic scenario of great mobility limitations.



Participation in **virtual business rounds** and / or appointment scheduling to generate professional and national / international business contacts.

COMPONENTS

VIRTUAL SHOWCASE

Visibility and Promotion Space that functions as a digital showcase for the display of products and services



VIRTUAL BUSINESS ROUNDTABLE

To provide networking tools that facilitate the development of businesses, as well as training and preparation workshops that allow to effectively attend to business rounds.



ENTREPRENEURSHIP CAPSULES

To promote the linking of dynamic entrepreneurs to the platform and to design training and formalization workshops that respond to market trends.



KNOWLEDGE AND UPDATE

To share and exchange knowledge on current issues and information of business interest, making use of the different virtual access platforms such as: conferences, panels and other digital knowledge activities.



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VIRTUAL SHOWCASE



OBJECTIVE

Visibility and Promotion Space that works as a digital showcase that allows to display products and services and increase business contacts.



VIRTUAL SHOWCASE

- Virtual Showcase
- Not transactional
- To show the characteristics and attributes of the products
- To load up to 20 products and 3 photos per product
- Mini Site – Social Media
- Advice on Portfolio display
- Direct contact with buyers and potential partners



DIFFERENTIAL ATTRIBUTE AND PROMISE OF VALUE

- Visitors Traffic
- Disclosure and Communication Strategy
- Media and social networks disclosure to the community.
- National and International Scope

* Those who are linked to the Ecosystem will have access from the moment the business roundtable begins and for up to 6 more months.

BUSINESS ROUNDTABLE



OBJECTIVE

To strengthen the commercial and investment relationships of the Bogotá Region companies served by the BCC Business Group, as well as their interaction with national and international markets.

To provide networking tools that facilitate the development of businesses, as well as the training and preparation workshops that allow them to effectively attend business rounds.



BUSINESS ROUND TABLE

- Multisectorial
- Training
- Visibility, promotion and disclosure
- Allies of Fairs
- Business follow-up

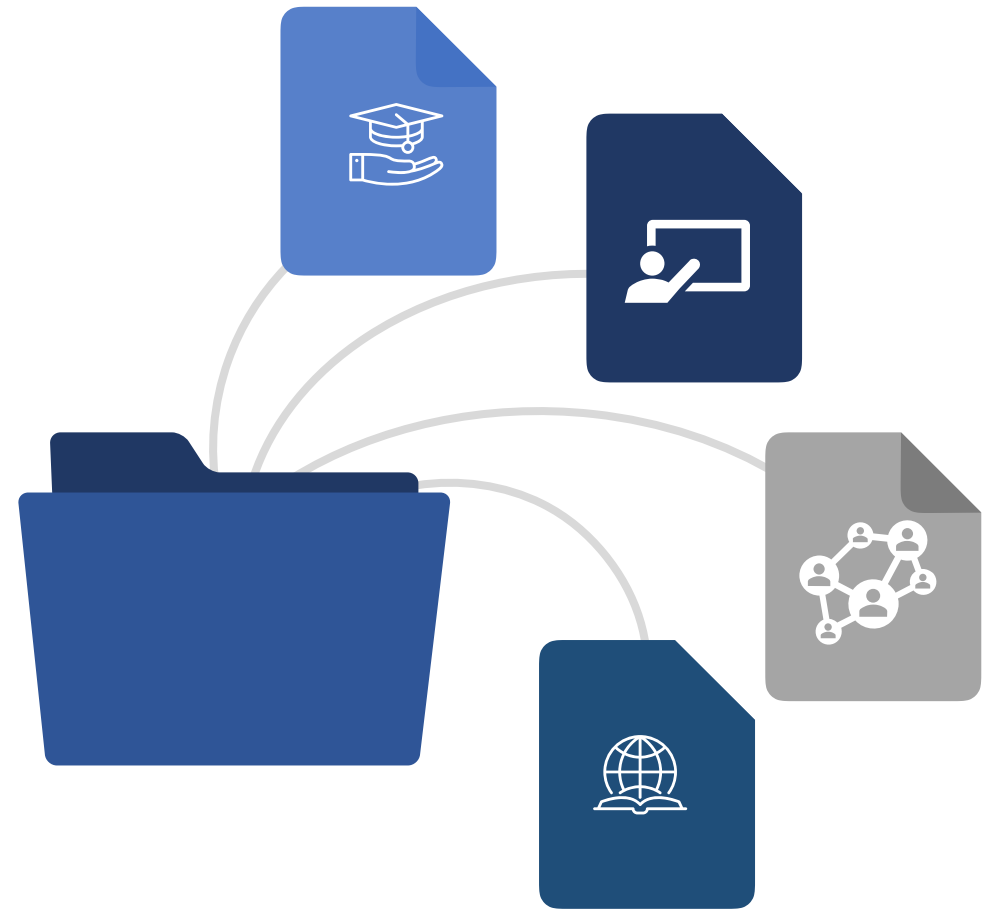


DIFFERENTIAL ATTRIBUTE AND PROMISE OF VALUE

- Representativity
- International and National Scope
- Appointments confirmation and business follow-up
- Unions and Allies vinculation
- Traffic and promotion

TRAINING WORKSHOPS

- ◆ **USE AND HANDLING OF THE PLATFORM**
 - Theoretical Workshop
 - Practical Workshop
- ◆ **CRITICAL ELEMENTS IN A VIRTUAL BUSINESS ROUNDTABLE**
 - What to do?
 - What not to do?
- ◆ **NEGOTIATION AND AGREEMENTS (CONTRACTS)**
 - Legal
 - Commercial
- ◆ **KNOWLEDGE AND DIGITAL WORLD**
 - Importance of networks



ENTREPRENEURSHIP CAPSULE



OBJECTIVE

To promote the linking of dynamic entrepreneurs to the platform and to design training and formalization workshops that respond to market trends.



ENTREPRENEURSHIP CAPSULE

- Opportunities and access to new markets
- Visibility to the community of interest
- Connection between entrepreneurs and potential businesses
- Business appointments
- Recognition of innovative proposals
- Training and formalization programs



DIFFERENTIAL ATTRIBUTE AND PROMISE OF VALUE

- Award
- Pitch validation
- Acces to capital and financing
- Tools of support for businesses development – Accelerating programs

KNOWLEDGE AND UPDATE



OBJECTIVE

To share and exchange knowledge on current issues and information of business interest, making use of the different virtual access platforms such as: conferences, panels and other digital knowledge sharing activities.



KNOWLEDGE AND UPDATE

- Space with updated information on industry trends, conferences with experts, discussion spaces and training workshops.
- Knowledge transfer from national and international experts
- Vanguard Thematics



DIFFERENTIAL ATTRIBUTE AND PROMISE OF VALUE

- Industry information in one single place
- Business sectorial recovery contents
- International sectorial tables
- Third party calls for resource access
- Advice on presentation of resources

KNOLEDGE AND UPDATE



VIRTUAL CONTENTS

- Conferences and Seminars
- Infographics
- Videos
- Podcast
- Interactive documents and current themes
- Virtual Library



OBSERVATORY

BCC Sectorial Information



INTERNATIONAL ALLIANCE MODEL – BUSINESS ROUNDTABLE



INTERNATIONAL BUSINESS BENEFITS

- Access to the business showcase with International traffic.
- Participation in training workshops for businesses
- Scheduling of up to 30 appointments with the profile requested by the company.
- Access to international networking – Corferias (biggest fair show in Latin-American) business allies.
- Access to information and global market vanguard trends.
- Report and business follow-ups.



ALLY BENEFITS

- Support to the economic reactivation of businesses by offering the business platform
- You will get a 10% commission for the vinculation of at least 5 international companies, NOT incorporated in Colombia, that are referred by your Entity*.



REQUISITOS EMPRESA

- Sales and purchases in international markets.
- To have available comercial tools such as catalogues, brochures, product samples, etc.).
- To be a member or client of the ally Entity.

*Fee for International Business USD 1.200



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