



BARRANQUILLA CHAMBER OF COMMERCE

www.camarabaq.org.co



WE BOOST PROSPERITY AND REGIONAL COMPETITIVENESS

LEADING THE
INTEGRATION OF KEY
PLAYERS

ACTIVATING
INFORMATION,
KNOWLEDGE AND
CAPITAL FLOWS

TO MAKE AN IMPACT IN
THE REGION

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KEY FACTS

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Established on
February 18th, 1916

Since then, Barranquilla Chamber of Commerce has played a major role in in the city's economic and social development

MILESTONES



Water and waste
company



City airport



First Free Trade
Zone (FTZ)



First Foreign Direct
Investment (FDI)
agency



Largest convention
and exhibition center
of the Colombian
Caribbean

We are the Regional Development Agency



KEY FACTS



Commercial Registration

We evolved from a mandatory procedure to a competitive tool



Business Development

We deliver solutions to impact business development and growth



Regional Development

We focus in the vitality of the territory to highlight its uniqueness



Go to Market

We develop a closer and more relevant interaction with our customers



Strategy and Impact Measurement

We believe in strategy as a means to ensure coherence and impact

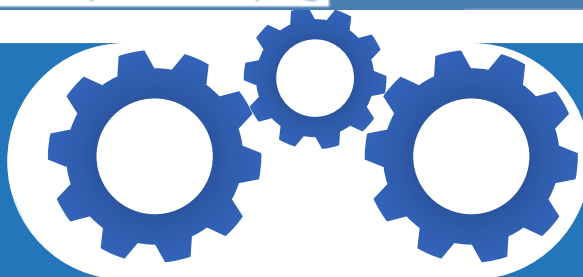
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BEYOND COMPLIANCE

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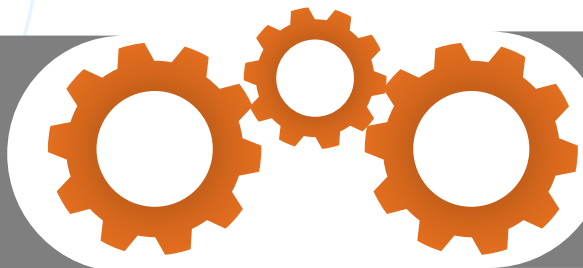
- Regulations and compliance
- Streamlining and virtualizing
- Enriched record data



**Registration
services**



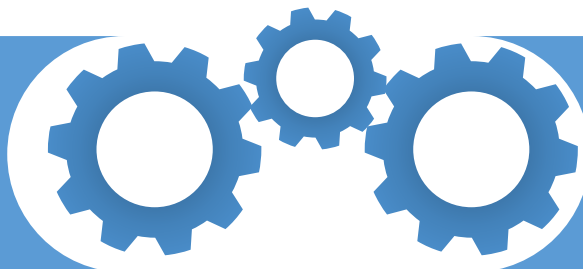
- Big Data / Analytics
- Information apps
- Technical solutions (e-learning)



**Exponential
platforms**



- Affiliate network
- Specialized business
network



**Business
networks**

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SOLUTIONS TO IMPACT BUSINESSES

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NAM

Business
with average
turnover



MIDDLE MARKET

Business
with high
growth
capacity



BEACON COMPANY

Business with
high influence
in its value
chain



HGE

High growth
entrepreneurs



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STRATEGIC INDUSTRIES

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Food & Beverage

of companies : 669
 Assets : COP \$ 10.3 BB
 Sales : COP \$ 10.1 BB
 Employment : 15.399
 Expo : USD\$ 205 MM



Logistics

of companies : 450
 Assets : COP \$ 7.2 BB
 Sales : COP \$ 1.5 BB
 Employment : 13.505



Energy

of companies : 245
 Assets : COP \$ 15.1 BB
 Sales : COP \$ 9.0
 Employment : 2.254



Living Spaces

of companies : 947
 Assets : COP \$ 3.6 BB
 Sales : COP \$ 2.5 BB
 Employment : 14.688
 Expo : USD\$ 205 MM



Health

of companies : 1.428
 Assets : COP \$ 3 BB
 Sales : COP \$ 4 BB
 Employment : 17.753



Offshore

of companies : 314
 Assets : COP \$25.6 BB
 Sales : COP \$ 10.4 BB
 Employment : 42.298



MICE

of companies : 3.371
 Assets : COP \$ 45.1 BB
 Sales : COP \$ 31 BB
 Employment : 70.621

Pharma

of companies : 386
 Assets : \$ 2.7
 Sales : \$ 2.4
 Employment : 1.515
 Expo : USD\$ 138 MM



A UNIQUE TERRITORY

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CONNECTIONS AND CITIZEN INNOVATION

We connect citizens, government and other key players to build and transform our city

Positioning Barranquilla
worldwide



DISTINCTIVENESS

We highlight our unique assets and turn them into a competitive advantage

TALENT HUB

We promote a change in the leaders mindset to find innovative solutions to the city's challenges

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CLOSER TO CUSTOMERS

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CRM
Customer Experience

Business Intelligence

**Sales: virtual and
direct channel**

**Events
Marketing and Promotion**



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sept. 04 2019
05

PUERTA DE ORO, CENTRO DE EVENTOS DEL CARIBE

CARIBE BIZ FORUM

2019

ES TRATEGIAS
ENCIALES

Essential Strategies

Business basics that **remain in time**, and are essential for the success of any company

Un evento de:



There is a place in the **Caribbean** where high-level knowledge concentrates once a year and lasts forever

**CARIBE
BIZ
FORUM
2019**

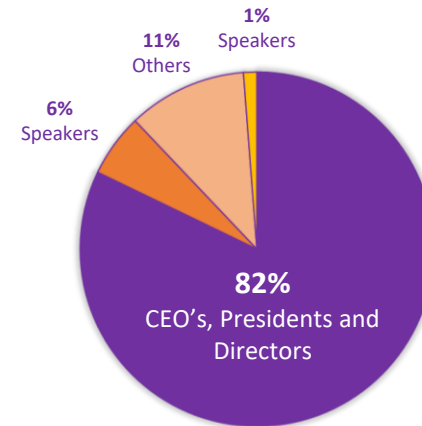
2 days
of world class
conferences

4.000 m²
of experiences and
spaces for
knowledge

+ 2.000
Attendees of
different executive
profiles

Colombia looks
towards the
Caribbean and
takes part of the
experience

International
attendees from
**Mexico, Ecuador,
Spain**



2.050
Attendees 2018

**CARIBE
BIZ
FORUM
2019**

Un evento de:
 **CÁMARA DE
COMERCIO
DE BARRANQUILLA**



SPEAKERS FROM PREVIOUS VERSIONS



**CARIBE
BIZ
FORUM
2019**

Un evento de:
 **CÁMARA DE
COMERCIO
DE BARRANQUILLA**



TAIKU PALDIES ΕΥΧΑΡΙΣΤΩ TANAN благодаря
SHUKRAN DANKE TERMA KASSIH DÍKY
GRATIAS 감사합니 MATONDO MAAKE NANNI DIAKUIU
HVALA THANK YOU MERCI MOCHCHAKKERAM DIOLCH
TÄNAN SPASIBO дякую FALEMINDERIT

GRACIAS

הודות ASANTE CHOKRANE ESKERRAK MISAOTRA GRAZIE
谢谢 OBRIGADO ARIGATO VINAKA
SULPÁY SPASIBO
DIOLCH ACIU DIOLCH WELALIN TAK KÖSZÖNÖM
EKELE NGIYABONGA MATUR NUWUN KIITOS DZIĘKUJĘ