

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Latin American Region

Colombia took the center stage during Sali Dani's presentation on the morning of Monday, June 12. Dani, Vice President of Sourcing of Everest Group, presented the findings of the latest research of Everest Group regarding Colombia's value proposition ...

Jun. 13, 2017

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us



The Colombian Ministry of Information and Communication Technologies (MinTIC) and ProColombia showcased the country's advances in connectivity, digital content and IT during eMerge Americas, a two-day technology conference in Miami. The country had a stand where 26 Colombian digital entrepreneurs were able to meet with buyers and investors from all over the world, as well as network with other participants.

Colombia took the center stage during Sali Dani's presentation on the morning of Monday, June 12. Dani, Vice President of Sourcing of Everest Group, presented the findings of the latest research of Everest Group regarding Colombia's value

proposition for digital services. The independent study concluded that Colombia is

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Dani also remarked that Colombia, being the third largest economy in the region, has the fastest growing domestic demand for digital services, anticipating the growth rates to be sustainable. He concluded his speech by noting that the country has been consistently rated by internationally certified companies as the upcoming location in the world for IT and digital services.

Later during the day, Vice Minister Rozo took part in a panel to discuss how Medellin has embraced technological changes as part of their innovation policies. Participants included Sergio Escobar, Executive Director of the International Cooperation Agency of Medellin; Elkin Echeverry, Vice President of Planning and Business Development at Ruta N, Medellin's own incubator; Gabriel Mesa, CEO of the Health Insurance Company SURA E.P.S; and moderator Rodrigo Arboleda, CEO and co-Founder of Fastrack Institute, a nonprofit that accelerates technology.

The discussion explored how the Colombian government, Medellin local authorities, and the private sector have come together to transform the city into one of the most dynamic and innovative of the region.

“Colombia is shifting from an extractive economy to a digital one. We want to move forward, beyond a consumer based Internet to a production based Internet; stop using the Internet as just a source of entertainment and start producing apps, technology and digital services,” said Rozo.

Vice Minister Rozo emphasized the commitment of the national government to take all steps necessary to position Colombia as the main technology hub in Latin America.

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us