



# Nordic Smart Cities project in Colombia

11 – 14 February 2019, Colombia

**Colombia is calling! Smart city technologies, sustainable energy and environmental solutions are needed now. Join this three-day visit and meet the decision-makers in both the public and private sector in Bogotá and Medellín.**

Colombia is a market with 49 million inhabitants, and is the third largest market in Latin America. Trade opportunities are booming, and Colombia has the past decade experienced strong growth rates and rising GDP per capita. The development has lifted Colombia out of poverty and into a lower-middle income country. The peace agreement between FARC and the Colombian government further supports this development.

Colombia is indisputably a market to keep an eye on for Nordic businesses. When it comes to solutions within smart cities, now is the time.

The accession of Colombia to the OECD as of May 2018 will also strengthen the economy and create more confidence among foreign investors.

## WHY JOIN

Participants will be introduced to key players from the smart city sector and create a strong network with other Nordic companies from Denmark, Finland, Norway and Sweden. In addition, participants will gain a unique insight into the market opportunities, the players and regulation. You will be able to:

- Present your solutions to top level management from both public and private entities
- Gain insight into procurement processes
- Learn about the newest Nordic smart city technology from invited guest speakers
- Meet sector and market specialists and find new business opportunities
- Networking opportunity both with relevant local stakeholders, but also with your Nordic colleagues

## WHO SHOULD JOIN

The business delegation to Colombia is relevant for companies working within all areas of smart city technology. To name some, it is relevant for suppliers of solutions for:

- Waste management incl. waste to energy
- Renewable energy
- Water treatment incl. wastewater
- ICT
- Urban mobility and transport



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# **Nordic Smart Cities project in Colombia**

The smart city concept is gaining ground worldwide, and the two largest cities in Colombia, Bogotá and Medellín are focusing on implementing new technologies to become leaders within the region. Both cities have growing populations, which forces them to implement new technologies on renewable energy and sustainable means of transportation. The capital, Bogotá has been demonstrated commitment to the development of measures to improve quality of life for its citizens, boost economic development and reduce environmental impact. Nordic companies have proven competencies within smart city solutions that are needed in Colombia; creating good opportunities for Nordic companies.

## **RENEWABLE ENERGY**

Colombia is rich on natural energy sources, and the country is heavily reliant on installed hydropower (65 pct. of annual consumption), which provides cost effective electricity. Due to weather phenomena such as El Niño (heavy rainfalls) y la Niña (draught), which have seriously interfered with the country's hydropower production, the country is in urgent need to diversify their energy supply. Colombia has a strong potential for non-conventional sources of energy generation, especially solar, wind and biomass. According to the UN Industrial Development Organization and the International Center on small hydropower, Colombia is experiencing high growth for renewable energy generation. It is estimated that large-scale onshore wind and large scale geothermal would be able to achieve the same cost per KW as that of current hydroelectric generation.

In terms of wind-energy, different studies agree that the use of wind energy alone would be sufficient to meet the country's current energy needs. Winds in La Guajira have been classified as class 7 (close to ten meters per second) making it one of the only two regions in Latin America to winds of this speed. At the same time, there is a potential for large-scale solar generation, especially in the northern part of the country.

Biomass energy has a positive outlook due to the large quantities of agricultural and forestry waste in the country. Important sources of agricultural waste are from banana plantations, rice, coffee, and livestock.

## **WATER AND WASTE MANAGEMENT**

Colombia is in urgent need of solutions especially within water and waste management.

In terms of water availability, Colombia is one of the most fortunate countries in the world. However, the country is facing huge challenges in relation to managing its water resources, including reducing the discharges into the country's already much polluted rivers. These challenges are especially due to the pressures of agribusiness and the country's leather industry.

Concerning sustainable waste management, Colombia produces approximately 32,000 tons of solid waste per day, or 0.7 kg/capita per day. Over 10,000 tons/day of this waste is generated in the big cities. The composition of the waste is approximately: 59 pct. organic waste, 5 pct. paper, 4 pct. cardboard, 13 pct. plastics, 2 pct. glass, 1 pct. metals, and 16 pct. other materials. Colombia aims to professionalize its solid waste management and to introduce a more sustainable approach to decrease landfilling and to increase recycling. With this, the country is facing multiple challenges, including improving landfilling technologies, improving separation and recycling technologies, and introducing waste to energy technologies.

## **URBAN MOBILITY AND ICT**

Colombia has recently invested in new urban mobility projects, including cable cars in Bogotá and Medellín. Moreover, the new metro in Bogotá is to begin construction in 2019. Bogotá is also preparing to renew its bus concessions, Transmilenio, during 2018. In addition, traffic and streetlights are about to be replaced to more sustainable solutions. Large cities in Colombia are also promoting the use of bicycles as means of transportation.

## TENTATIVE PROGRAM

### **Bogota: Monday 11 February**

- Afternoon: Arrival
- Dinner at own expense

### **Bogota: Tuesday 12 February**

- Smart City Seminar with Nordic experts and presentation of Nordic solutions for Government stakeholders, incl. Department for National Planning, ANDI, Ministry of Information Technologies and Communications, Mayor's office in Bogotá etc.

Venue: District Archive in Bogotá

- B2B meetings with Codensa and Empresa de Energía de Bogota (Energy)
- (Site visit: Doña Juana waste deposit)
- Inaugural networking cocktail with relevant stakeholders and Nordic companies at Swedish Ambassador's residence

### **Medellín: Wednesday 13 February**

- Flight to Medellín
- Introduction to the region of Antioquia with ACI Medellin and Ruta N.
- A half day with Empresas Publicas de Medellín (EPM) – Colombia's largest utility company
  - Site visit and B2B meetings with EPM
- Dinner with relevant stakeholders

### **Medellín: Thursday 14 February**

- B2B meetings
- Site visit to water treatment plant PTAR Bello or San Fernando
- Afternoon return flight



## PRACTICAL INFORMATION

### PRICE INCLUDING

Participation in Bogota and Medellin: **DKK 15,000 excl. VAT per participating company** (2 participants per company)

The price is calculated on a basis of 8 participating companies and approved 50 per cent subsidy by The Danish Trade Council. Flights and hotels are not included in the price.

### HOTEL AND TRAVEL INFORMATION

Flights and hotel are not included in the price. Upon registration, you will receive a travel proposal from BCD Meetings & Events.

### HOW TO REGISTER

Please register by filling out the online registration form. Deadline for binding registration is 10<sup>th</sup> of November 2018.

*Registration conditions are in accordance with Confederation of Danish Industry's terms of participation in Export Promotion Events [Download here](#)*

**REGISTER HERE**

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