



Overcoming adversity: When the only risk is wanting to stay  
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Director of China Bureau

Colombia has built a strategy based on information and knowledge to make the world trust us ...

This was a challenge that demanded an absolutely **clear brand architecture** and a communications model working on two flanks:

**Domestic and International**



Passion is what we Colombians have, the enthusiasm for life and for doing everything with our heart. It makes us different.

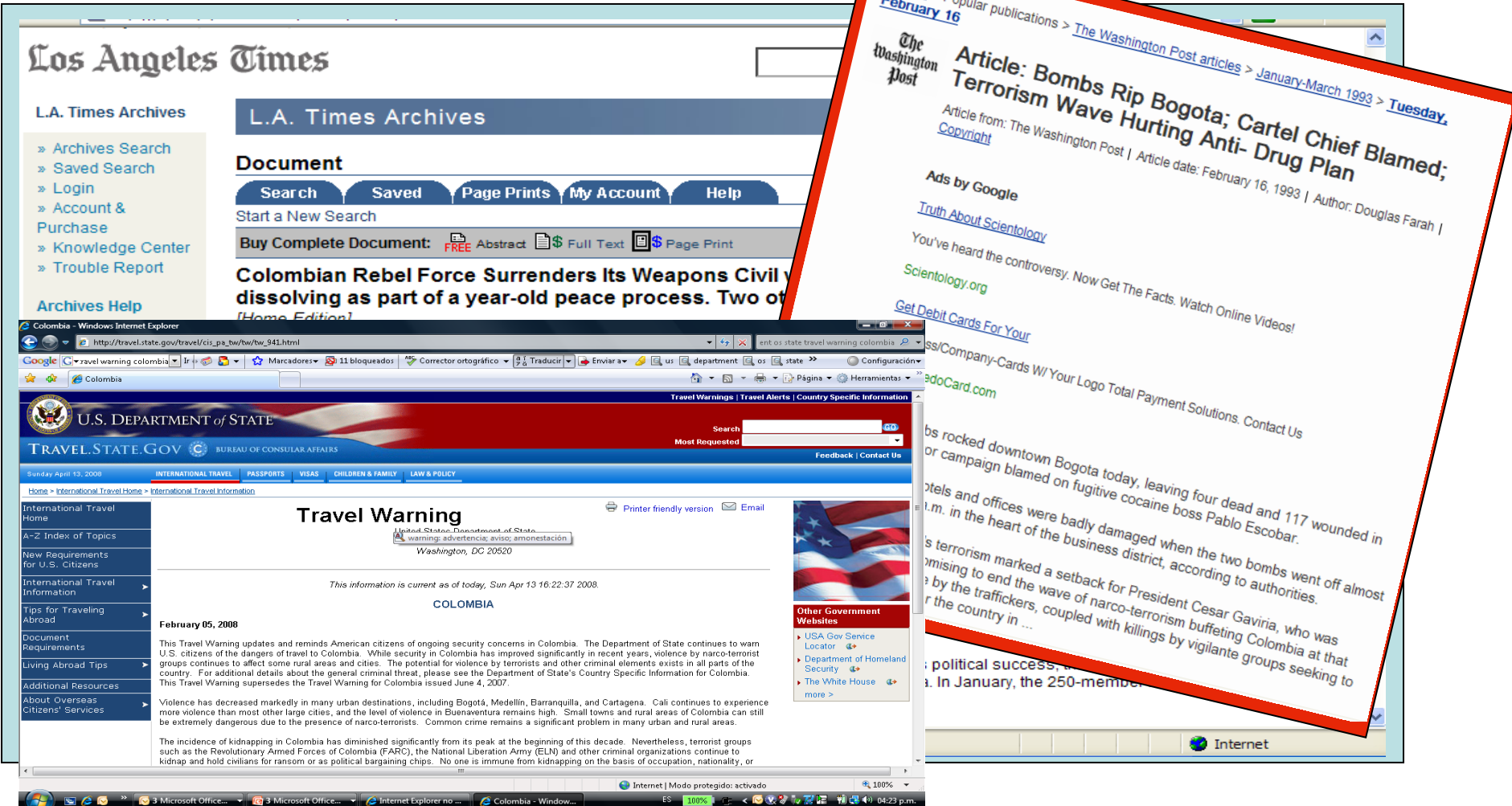
With help of our country brand we tell the world all the good things that we have, that we are and that we do with passion.

**Our objective:** improve the international perception of Colombia to make it coincide with its reality, creating knowledge and trust to achieve more and better opportunities in trade, investment and tourism.

## Colombia is Passion



# In tourism there was news we could not ignore



The screenshot shows a Windows Internet Explorer browser window. The main content area displays a travel warning from the U.S. Department of State for Colombia, dated February 05, 2008. The warning states that while security has improved, violence by narco-terrorist groups continues to affect rural areas and cities. It also mentions that the incidence of kidnapping has diminished but remains a significant problem.

Overlaid on the right side of the browser window is a newspaper clipping from The Washington Post, dated February 16, 1993. The headline reads: "Article: Bombs Rip Bogota; Cartel Chief Blamed; Terrorism Wave Hurting Anti- Drug Plan". The article mentions that the bombs went off almost simultaneously in the heart of the business district, causing significant damage and casualties. It also notes that the terrorism marked a setback for President Cesar Gaviria's efforts to end the wave of narco-terrorism.

The Los Angeles Times article visible in the background is titled "Colombian Rebel Force Surrenders Its Weapons Civil... dissolving as part of a year-old peace process. Two of (Home Edition)".

Our Challenge in this scenario was...

...To build a powerful concept for tourism with clear guidelines to carry it out.

*An impact strategy that would respond to presuppositions.*

*Different from what we had – the only way to stand out.*

*Achieving that Colombia would vouch for what we would say.*

We needed the world to trust us enough to come and visit, and we needed to back ourselves on security.

The Strategy for Tourism: turn risk into opportunity

Colombia,  
the only risk  
is wanting  
to stay.



2008



A young boy with short brown hair is sitting on the edge of a swimming pool. He is shirtless and wearing khaki shorts with a blue and black patterned waistband. He is looking down at his hands, which are resting on his lap. The pool water is a vibrant blue, and the pool deck has a black and white checkered tile pattern. The background is slightly blurred, showing more of the pool and some outdoor furniture.

*“I don’t want to go to Colombia.”*

**to**

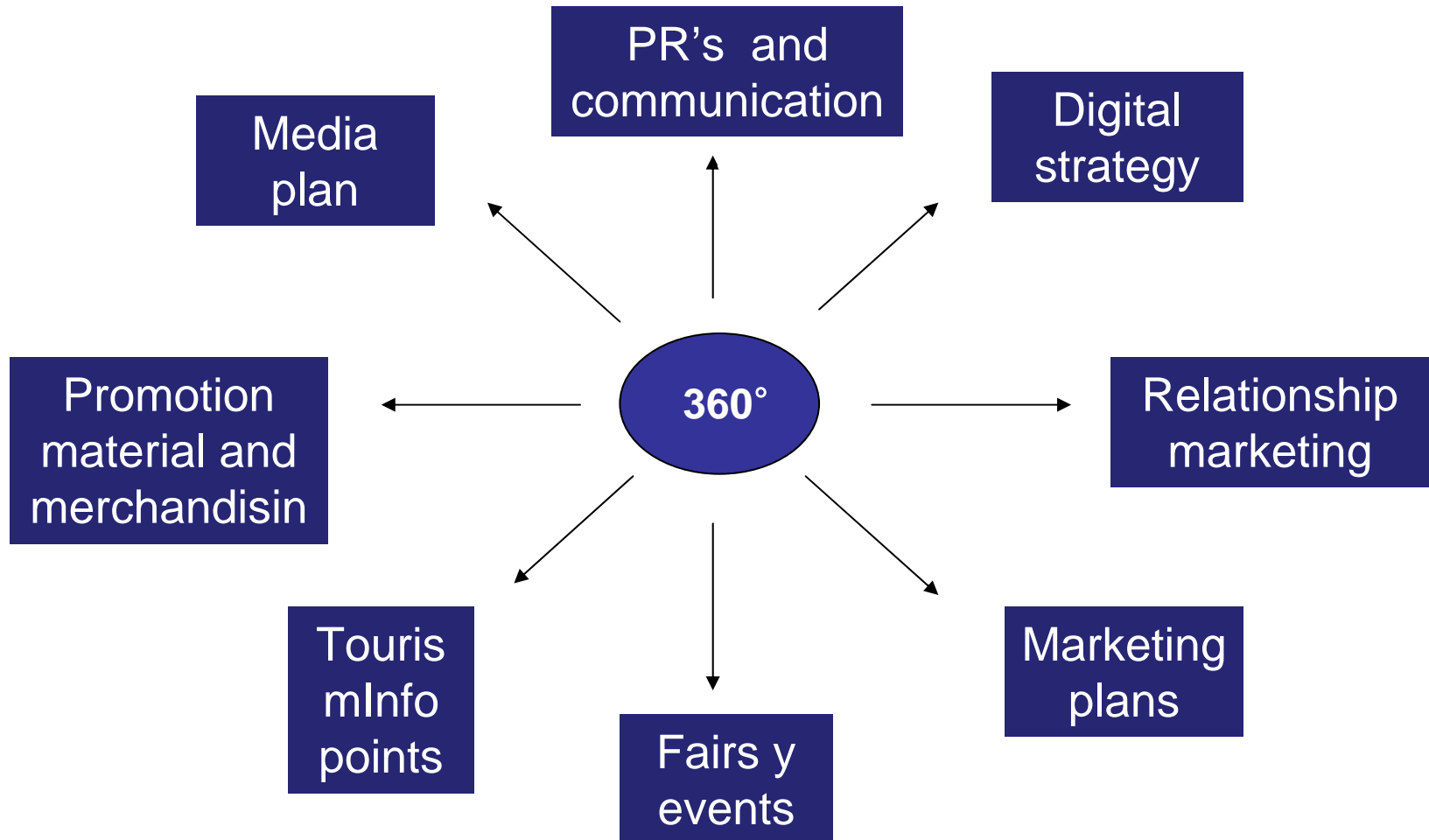


*“I don’t want to leave Colombia.”*

Colombia, as a tourist destination, is described by foreigners who overcame their fears and came to visit, going from the stage of not wanting to come to the stage of “I do not want to go back.”



# We established a 360 ° promotion strategy



# Press trips

**EL PAIS** digital

**RAI** International online



**THE INDEPENDENT**

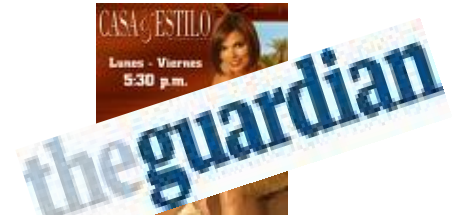
**EL MERCURIO**

[www.emol.com](http://www.emol.com)

**Economist.com**



**LA TERCERA**



We started to show good results



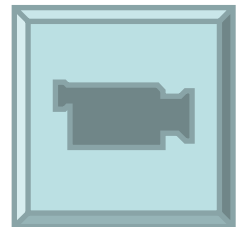


# FITUR 2011: Colombia wins the best stand award





And we still have a lot to achieve  
because, there is a place where  
people never believed  
“impossible” was word.....

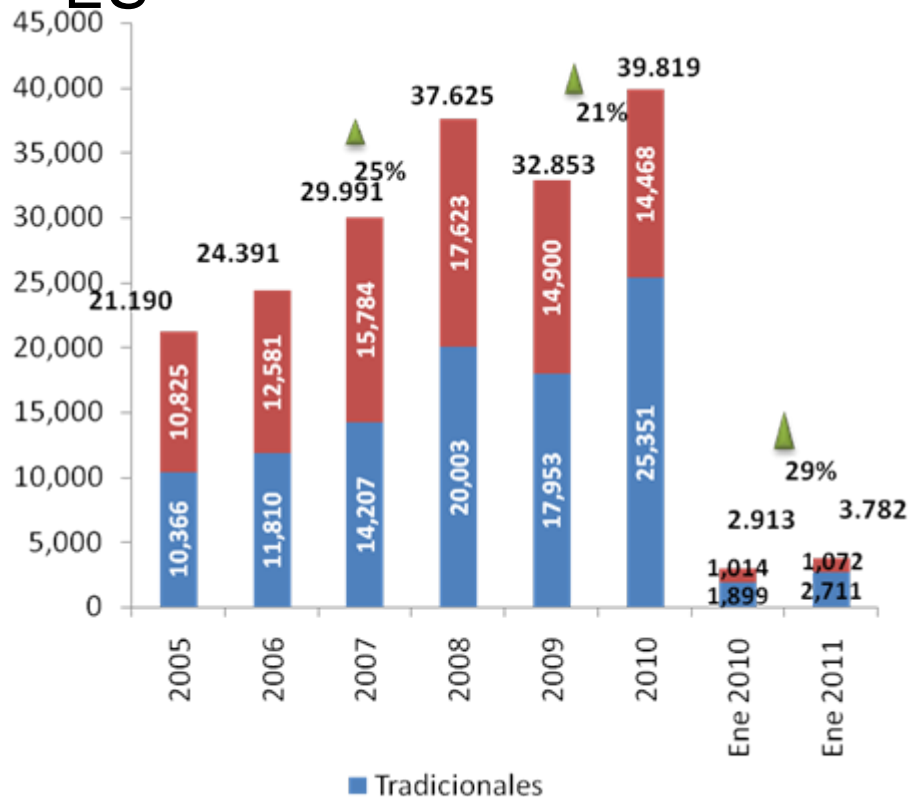


# Thank you

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# Y no solo en turismo....

## EXPORTACIONES



## INVERSIÓN

