Overcoming adversity: When the only risk is wanting to stay

Alejandro Ossa
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.
What role does all this play in Proexport’s strategy?

Colombia is Passion

- Colombia, the only risk is wanting to stay
  - Tourism
- Colombia, the heart of the opportunities
  - Exports
- Colombia, work, commitment, creativity
  - Foreign Direct Investment
In tourism there was news we could not ignore.
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
“I don’t want to go to Colombia.”
“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
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

Alejandro Ossa
Director of China Bureau
aossa@proexport.com.cn
Y no solo en turismo….