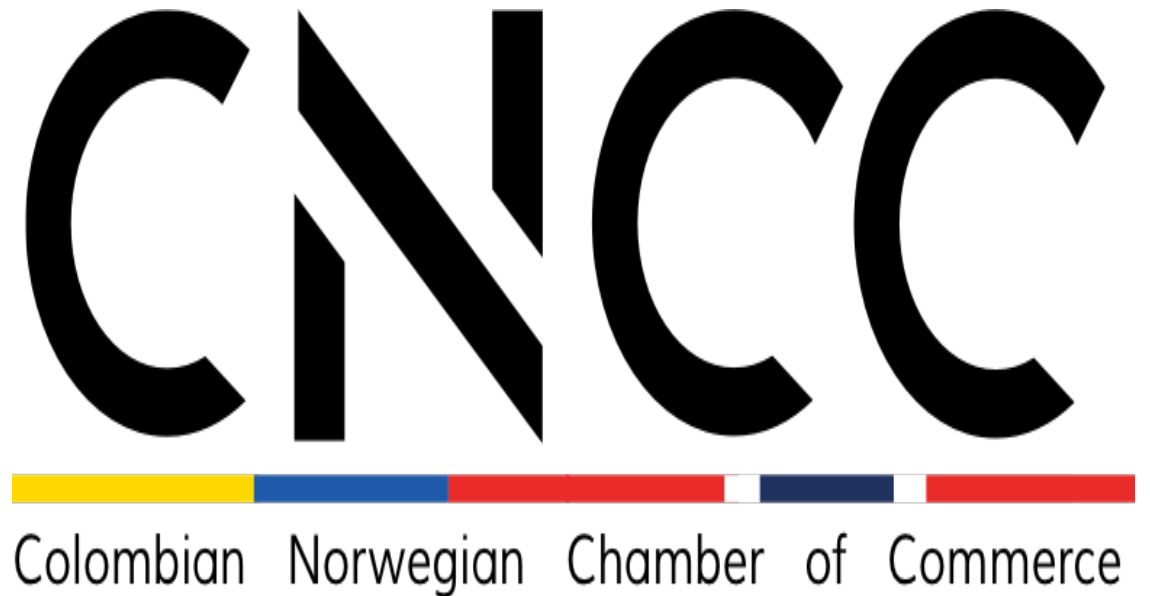


Start-up Collaboration Colombia-Norway

Expanding and succeeding in a
50 million people market like
Colombia

International House
24.10.17



Our chamber:

The Colombian-Norwegian Chamber of Commerce (CNCC) is a non-profit, non-governmental organization established by and for Norwegian and Colombian companies and organizations. Our goal is to work towards stimulating commercial cooperation, strengthening relations and exchanging information and experience between Norway and Colombia.

Member Benefits



Access to network



Find partners



Contacts

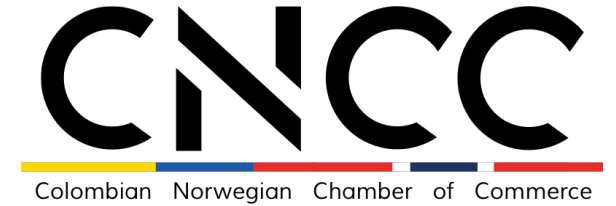


Networking events



Promotion of members

Program – part 1



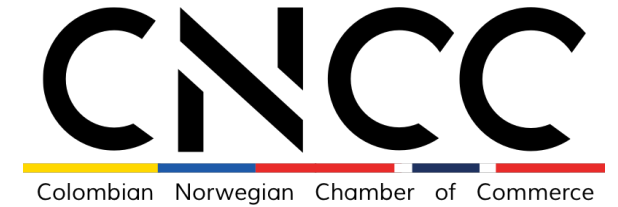
16:30-17:00 Registration and Mingling

17:00-17:05 Welcome from CNCC Managing Director, Alejandra Neira

17:05-17:20 "Aldeamo, a Norwegian start-up success in Colombia. Key lessons a Norwegian company must know to succeed in Colombia". By Hans Christian Boehlke

17:20-17:25 "Replicating Aldeamo's success to build an impact investment fund" By Pilar Castillo

Program - part 2



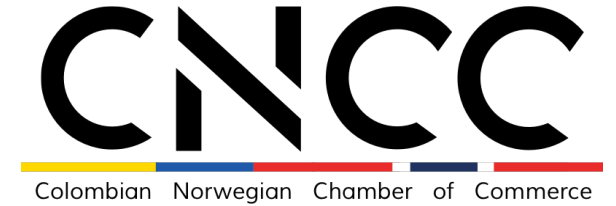
17:25-17:30 Introduction to Colombian panel of Entrepreneurs live from Bogotá:

- **Gigliola Aycardi** and her business partner founded Bodytech, one of the most prominent brands of gym studios in Latin America. It operates 140 gyms in Colombia, Peru and Chile with 300,000 members. Gigliola was also awarded the 2014 Ernst & Young entrepreneur award. Bodytech has revenue of over US\$ 100 million a year. <https://endeavor.org/entrepreneur/gigliola-aycardi-batista/>
- **Martin Schrimppff** is one of the founders of PayU, one of the leading online payment platforms in the world. Martin, together with his investors, was able to grow and transform the company into a world class player with transactions of over US\$ 20 billion a year. <https://endeavor.org/entrepreneur/martin-schrimppff/>
- **Alvaro Hoffmann** is a doctor that when faced with the lack of work for physicians in the 1990s in Colombia, built a school with his partners. Campo Alto, the school, began training assistant nurses, and now trains 8,000 underprivileged people a year in 7 locations. Campo Alto has received 6 purchase offers in recent years. <https://endeavor.org/entrepreneur/alvaro-hoffmann/>
- **Juan Carlos Paris** is the founder of Spira, which is a company that trains employees to do specific tasks within their companies. Since 2005 he has worked with more than 100 companies training more than 5 million people. <https://endeavor.org/entrepreneur/juan-carlos-paris/>
- **Hans Christian Boehlke** partnered with a Norwegian company to create one of the largest SMS companies in Latin America operating in 11 countries. Hans Christian is one of the managing partners of Makondo, an Impact fund created in Norway to invest in post-conflict Colombia. <https://endeavor.org/entrepreneur/hans-christian-boehlke/>

17:30-17:40 Panel Discussion: “Critical Success Factors for Norwegian companies in Colombia and Latin America”

17:40-17:55 Q&A Session

Program - part 3



17:55-18:05 "Oslo International Hub Project in Colombia" by Jørn Lein-Mathisen

18:05-18:15 "Bogbi, a Colombian Cargo & Family Bike made for Peace, People, and the Environment" by Sigurd Kilhl

18:15-18:25 Q&A Session

18:25-18:30 Closing remarks