



## Promoting CARIFORUM Creative Industries

### Colombian Study Tour

**Bogotá D.C.,**

*(September 20-24)*

**ARTESANIAS DE COLOMBIA S.A.**

**INTERNATIONAL TRADE CENTRE**

### AGENDA

#### Monday, September 20

**Venue:** Place: Salón de los Espejos, Artesanías de Colombia S.A.

Carrera. 2<sup>a</sup> No. 18 A-58

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|---------------|--|
| 09:00 - 09:15 | Welcome  |
| 09:30 - 10:00 | Meeting with the Minister of Culture, Colombia (By Invitation)   |
| 09:15 - 10:15 | Artesanías de Colombia S.A., The Colombian Craft Institution. Service Portfolio, What we offer?<br><br>Speaker: Pedro Felipe Perini, CDA National Coordinator. |
| 10:15 - 10:30 | <b><i>Colombian Coffee break.</i></b>  |
| 10:30 - 11:30 | Handcrafted Quality Label – The first craft quality label in Latin America.<br><br>Speaker: Leila Marcela Molina, Coordinator Quality Label                    |
| 11:30 - 12:30 | Craft Medal, awarded to the most skilled Colombian artisans.   |

Traza Artesanal Award, the Colombian craft design award.

Speaker: Daniel Vargas Ceballos, Traza Artesanal Award Coordinator.

12:30 - 14:30 **Lunch Break** (Casa Vieja Restaurant)

14:30 - 15:30 Craft and Intellectual Property Rights.

Speaker: Alexander Parra, Intellectual Property Lawyer

15:30 - 15:45 **Colombian Coffee break**

15:45 – 16:15 SIART (crafts information system).

Speaker: Alexandra Díaz, SIART Coordinator

16:15 – 17:00 Raw Material Program and Environmental Protection.

## **Tuesday, September 21**

**Venue:** Salón de los Espejos, Artesanías de Colombia S.A.

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### **Panel Discussions**

09:00 - 13:00 **Panel I: Experiences of Colombia's Craft Development Centers**

- Pedro Felipe Perini, CDA National Coordinator
- Jorge Mejía, CDA Coordinator, Pasto
- Lorenza Suarez, CDA Coordinator, Risaralda

*Open discussion.*

11:30 - 11:45 Colombian Coffee break.

13:00 - 14:30 **Lunch Break**

14:30 - 18:00 **Panel II: Experiences of the Colombia's Craft Fairs**

- Armando Latorre, Expoartesano Medellín Fair Manager
  - Amalia Espeche de Pombo, Expoartesanías Manager
- Open discussion.

### **Wednesday, September 22**

- 09:00 - 13:00 Proexport. (Agenda to be confirmed. Pilar Lozano)
- 13:00 - 14:30 Lunch Break.
- 15:00 - 18:00 Visit to the Arts and Crafts Santo Domingo School.  
Sra Maria Isabel Restrepo.

### **Thursday, September 23**

**Venue:** Universidad Javeriana, Design and Architecture Faculty

09:00-12:00 Discussions on the “Participatory Design as a Competitive Strategy in the Artisanal Community of Valle del Tenza.” An EU-funded implemented by the Ministry of Commerce, Industry, and Tourism and the Universidad Javeriana.

- Representatives from the Universidad Javeriana, Design and Architecture Faculty.
- Representative from the Ministry of Commerce Industry and Tourism

12:00-13:30 Lunch Break (afternoon period free)

### **Friday, September 24**

**Venue:** Salón de los Espejos, Artesanías de Colombia S.A.

Carrera. 2<sup>a</sup> No. 18 A-58

Promoting CARIFORUM Creative Industries Project<sup>1</sup>, Implementation planning meeting

Chair: ITC

9:00-09:30 Project Overview

9:30 - 10:30 Discussion on lessons learned during the study tour and their relevance to the CARIFORUM Project

10:30 -10:45 **Break**

10:45 -12:30 Discussions on the implementation plan

12:30- 14:30 **Lunch Break**

14:30- 16:30 Discussions on the implementation plan

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<sup>1</sup> This project is financed by the European Union through its Proinvest programme and implemented by the International Trade Centre in collaboration with the Caribbean Export Development Agency