



# TPO NETWORK

WORLD CONFERENCE & AWARDS 2012

MATRADE EXHIBITION AND CONVENTION CENTRE (MECC),  
KUALA LUMPUR, MALAYSIA, 18 AND 19 OCTOBER, 2012

## TRANSFORMING TPOS' BUSINESS THROUGH INNOVATION ENHANCING TPO IMPACT ON EXPORTING SMES THROUGH INNOVATION

### BIOGRAPHICAL NOTE

#### **Ms. Pilar Lozano Ramirez**

Director of Cooperation and Agreements, PROEXPORT Colombia



Ms. Lozano is currently Director of Cooperation and Agreements at PROEXPORT Colombia, the entity in charge of the promotion of non-traditional exports, tourism and foreign investment in Colombia.

Ms. Lozano has been working in international trade since 1993, in both the public and private sectors. Her experience includes leading the initiative to open the World Trade Center in Cali, Colombia. She also served as Director of Globalization for the Cali Chamber of Commerce for eight years, where she developed support services for potential and current exporters through projects developed with the UNCTAD and the World Trade Center Association.

Ms. Lozano has been a speaker at international events in Colombia, Argentina, Dominican Republic, Bolivia, Peru, and Mexico.

She is a member of the Colombian negotiating team for free trade agreements and have participated in the negotiations with the EFTA countries, Canada, the European Union, Panama, Turkey, Korea and Israel.

