



{rokbox title=|Bogota will once again host the Global International Networkers Team }images/stories/bogota\_panoramica-big.jpg{/rokbox}

Colombia's capital will welcome 8,500 professional networkers to the 2014 International Networkers Team annual convention; this is the second time Colombia is chosen to host this event and to be its axis for its academic and networking activities.

Founded with the purpose of building teamwork, generate business and job independence, the International Networkers Team will invite members from 65 different countries to Colombia on June 27th and 28th 2014, where they will stick to a busy schedule known as "Times of Freedom" at the G12 Convention Center, including motivational workshops and recreational and interaction events.

The International Networkers Team leaders, based in Puerto Rico, announced their decision to return to Bogota after the "great experience" they had back in 2011, when the meeting gathered approximately 6,500 participants from the Americas, Europe and Oceania.

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*"Securing this event in 2011 was a milestone for PROCOLOMBIA; it was the conference with the highest number of participants in Bogota, and at that time we broke our own record by bringing this event for the second time, with 30% higher participation "*, stated the President of PROCOLOMBIA, Maria Claudia Lacouture.

Lacouture explained that the importance of this achievement lies mainly in the benefits an event of this magnitude can bring for several economic sectors in the city such as hotels, restaurants, transportation, etc.

According to the International Congress and Convention Association (ICCA), people attending congresses, conventions, or incentive trips spend an average of \$600 USD per day in categories including lodging, meals, shopping, and leisure.

The 2013 organization process included the participation of the Bogota Convention Bureau. Colombia currently ranks 29th among 109 countries in the ICCA classification. The same classification placed Bogota in 42nd place among 300 cities, and sixth in Latin America.

This classification - considered the most important ranking within the global meetings industry - is measured by the number of international conventions and congresses held during the year in each country (with over 50 participants, for the 3rd time, and with regular rotation). In 2012, Colombia hosted 138 events, 33 and 25 more than in 2010 and 2011, respectively.

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- [Colombia: MICE destination](#)
- [Official video of the tourism campaign](#)