



In the past few years, our country has made great progress and obtained countless achievements in terms of safety, economic and social development, foreign investment, and tourism.

Although many problems remain to be solved, our reality is far distant from the perception or reference some people overseas have about Colombia.

An inaccurate international perception has a huge negative impact on the country's valuable tourism, foreign investment, and progress potential.

Colombia is Passion is a competitiveness strategy that strives to strengthen the image of our country.

There is a clear need to show the world Colombia's real face and the values of its people, as well as the passion with which we take on chores and responsibilities and the tenacity and determination in everything we do. And last, but not least, the joy and generosity that immediately make anyone who steps on our soil an admirer and promoter of Colombia and Colombians to his or her community and the world.

Colombia is Passion is a competitiveness strategy that strives to strengthen the image of our country abroad by generating trust among foreign investors and audiences with the aim of obtaining more and better opportunities in the fields of trade culture, investment, and tourism.

Since 2005, *Colombia is Passion* has been working to show our reality to the world, extolling everything that makes us a privileged nation:

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We are one of the most solid and stable democracies in the region.

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Our economy registers growth rates above the regional average.

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An advantageous geographical location makes us an important tourist destination increasingly recognized by cultural wealth and identity.

We Colombians should feel proud of having been born in this country and should show our passion for it by talking positively about the land and its people and by becoming the best possible hosts for our visitors.

*Colombia is Passion* works hand in hand with local and international media to promote Colombia overseas by disseminating positive information and news about the country.

Although its focus is primarily international, the *Colombia is Passion* brand works locally in the development of communication campaigns and strategies that generate in all Colombians a sense of belonging and an emotional link to the country and its brand.

From the beginning, this public sector effort has counted on support and funding from important companies in the private sector who found an unequalled marketing and trade opportunity for their goods and services in the country brand.

Improving Colombia's image abroad is a continuous and permanent effort that should be carried out by the National Government, local entrepreneurs, foreign investors, local and international media, and every single Colombian citizen. The *Colombia is Passion* team has been leading and coordinating this effort.