



Ranked 34th worldwide as a MICE destination by the International Congress and Convention in 2010, Colombia continues to rise as a global corporate tourism destination offering attractive tourist products and destinations in its main cities. To show its many attributes and strengths for meetings and incentives, Colombia will be participating in the IMEX America Exhibition in Las Vegas on October 11-13th, 2011 at The Venetian/Palazzo Sands Expo Convention Center.

The IMEX America Exhibition is a new trade show offering unprecedented business and

networking opportunities with over 2,000 qualified hosted buyers from across the US and the rest of the world attending the show. The Colombian participation at this year's IMEX America will be led by PROCOLOMBIA, and will include, among others, the Bogota Convention Bureau, Cartagena Convention & Visitors Bureau, Medellin Convention & Visitors Bureau.

As parts of its committed to ecological practices, Colombia will present its newest GREEN STRATEGY that seeks to offset a person's carbon footprint by planting trees to purify the air.

In all its tradeshows, Colombia is calculating the carbon footprint of organizing the event and then, planting its equivalent in trees. With the participation of meeting planners and incentive houses at IMEX, the country forecast to plant over 500 trees to continue growing with this spectacular initiative.

PROCOLOMBIA's proposal in the development of environmental strategies and events will be able to attract visitors and companies interested in the country's biodiverse offer. PROCOLOMBIA hopes to influence lifestyles while also contributing to the development of new technologies that help prevent damage to the ecosystem.

To learn more about Colombia, visit us at IMEX (Booth #1637) and become part of the Colombia Green Strategy!

- **For more information on the MICE market offering in Colombia, please visit: [www.colombia.travel/en/mice/why-colombia](http://www.colombia.travel/en/mice/why-colombia)**