{rokbox title=|“Colombia as a world class destination”|}images/stories/bigcesoct26.jpg{/rokbox}

In Bogota, the regional seminar tour will begin on Tuesday to enhance and empower the business sector to attract international events in Colombia.

The seminars will be conducted by Proexport Colombia in partnership with the Canadian Executive Service Organization, CESO and will be dictated by Cecilia Ronderos, a Canadian expert who has excelled in the past 20 years for her expertise in the corporate tourism sector around the world.

The tour, supported by the Tourism Promotion Fund of the Ministry of Trade, Industry and Tourism, will begin on October 25 at the Hotel Tequendama Bogota and will also visit Pereira, Cartagena, Barranquilla, Cali and Medellin, the place where the events will come to a close next November 2.

Colombia was ranked 50 in the ICCA classification

The seminar aims to train employers on how best to prepare for a global event and how to design an offer that is highly exportable at the corporate tourism level.

Colombia has been positioning itself as a destination for business tourism with the rise in the ICCA global ranking, the International Congress and Convention Association, which in its 2010 report ranked the country in number 34, with 95 international congresses, representing an improvement over 2009, when it was located in place 37.

In 2006, Colombia was ranked 50 in the ICCA classification, the most important IN global business tourism, which reaches more than six thousand international associations that are in constant search for destinations for congresses and conventions.