

23 - 24
April, 2024

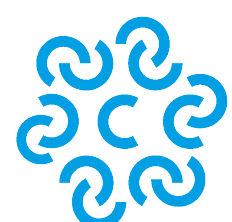


GREEN *tech*

ITALIAN INNOVATION FOR SOUTH AMERICA

Bogotá, COLOMBIA

Organized and hosted by:



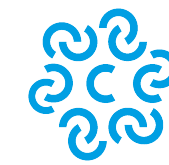
**CAMERA DI COMMERCIO
ITALIANA PER LA COLOMBIA**
CAMERE DI COMMERCIO ITALIANE ALL'ESTERO

Co-hosted by:



**Cámara
de Comercio
de Bogotá**





CAMERA DI COMMERCIO
ITALIANA PER LA COLOMBIA
CAMERE DI COMMERCIO ITALIANE ALL'ESTERO

EXPO GREENTECH

Is the ideal platform for Italian companies to promote in South American market innovative solutions in energy, circular economy, environment protection and ecological transition areas.

The exhibition and conference area will provide Italian companies a unique opportunity to be part of the selected delegation that will showcase their solutions and build partnerships in a region with great potential and demanding supplies for a decarbonized future.

**Connecting you to South American
buyers, transition Projects &
Investment Opportunities**

23-24 April, 2024

Salitre Business Center, Main Hall
Cámara de Comercio de Bogotá

Exhibition Hours: 9:00-17:00

Congress Hours: 9:00-13:00

+1.500

Attendees (Senior
decision makers,
ministerial,
professionals)

+50

Exhibiting
Companies

+7

Participating
Countries



WHY COLOMBIA AND SOUTH AMERICA

Colombia have established important policies and measures to boost the ecological transition and decarbonization. Macroeconomic strength, attractive workforce, network of treaties and investment guarantees have helped Colombia to stand out amongst regional economies as a strategic hub for the supply of services and goods.

Companies and Governments are seeking for international partners and fundings, to implement green projects, acquire technology and engineering for ecological transition.

EXPO GREENTECH will provide you the unique opportunity to be part of a selected delegation from Italy with innovative solutions with strong potential in South America.

<https://www.chathamhouse.org/2020/09/circular-economy-latin-america-and-caribbean>

<https://www.worldbank.org/en/news/feature/2022/08/31/colombia-leading-the-path-to-sustainability-in-latin-america>

https://www.minhacienda.gov.co/webcenter/portal/TaxonomiaVerdeColombia/pages_taxonomiavercolombia





WHY COLOMBIA AND SOUTH AMERICA

South America is a strategic market for Italian green technology and engineering since countries have implemented new policies, legislations, public initiatives and roadmaps in energy and ecological transition, circular economy and environment, including standards and taxonomies for green bonds.

The region has conditions of great global interest, such as the largest tropical forest, several two most important biomes, the richest biodiversity and enormous potential to seize large global markets for carbon credits and bioeconomy.

This is the moment for your company to access a regional market with solutions and innovative technology, considering that made in Italy brand is very appreciated in the region.



WHY EXHIBIT

01

STAND. Showcase your brand, products and services

The Expo Area allows companies the opportunity to present and sell their products, services and solutions to industry buyers and decision-makers in Colombia and South America. Each exhibitor is provided with a personalized pre-equipped stand.

02

CONFERENCE. Reach your target audience

At the Conference Area, exhibitors will have the possibility to promote innovating business models that are driving efficiencies, synergies, and supporting industry-wide decarbonisation efforts.

Through conference sessions and panel discussions, attendees will hear insights into the trends, challenges and opportunities shaping green economy and sustainability.

03

B2B/B2G AGENDA. - Strengthen your business network

Over two days the event will gather professionals with purchasing power, decision makers and provide unparalleled access to Government and industry regional leaders (From Colombia, Brazil, Chile, Argentina, Perú, Ecuador). Exhibitors will hold a personalized pre appointed B2B agenda during the event.

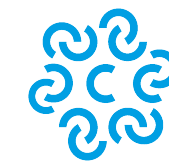


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AREAS



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Exhibitors are Italian companies providing Engineering, Equipment, Infrastructure, Services, Technology in the following areas:

ENERGY



EPC projects, storage, distribution, efficiency, consultancy.

- 🌿 SOLAR
- 🌿 WIND
- 🌿 BIOMASS
- 🌿 BIOGAS
- 🌿 HYDROGEN

ENVIRONMENT



Monitoring, measurement, analysis, and treatment.

- 🌿 WATER
- 🌿 AIR
- 🌿 SOILS

CIRCULAR ECONOMY

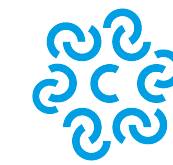


Waste collection, treatment, waste to energy, recycling and eco-materials.

- 🌿 INDUSTRIAL
- 🌿 URBAN
- 🌿 AGRICULTURAL
- 🌿 HAZARDOUS



**CERTIFICATIONS
and
GREEN FINANCE**



WHO ATTEND

+ 1.500 buyers from B2B and B2G segment

Italian companies will meet buyers and potential local partners from Colombia and upcoming countries.

PARTICIPANTS BY SECTOR

Purchasing and decision authorities (CEOs, COOs and CTOs, innovation and sustainability managers, R&D).

Agricultural

Energy & mines

Waste Management and Resource Recovery

Environmental design and ecosystem restoration

Oil & Gas

Construction & Civil Work

Transport & Automotive

Food & Beverage

Hazardous Waste Generators

Fashion & Textiles

Local Engineering

Technological partners

GOVERNMENT AND PUBLIC AGENCIES

Responsible for budget allocations, policy making, planning, structuring and implementing projects.

Mines and Energy

Environment and Sustainable Development

Agriculture and Rural Development

Science Technology and Innovation

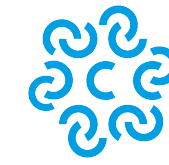
Finance and Public Credit

Regulatory Commission for Energy and Gas - CREG

Institute of Planning and Promotion of Energy Solutions - IPSE

National Authority of Environmental Licenses - ANLA

Mining and Energy Planning Unit- UPME



Also will attend

- 🌿 Private industrial associations
- 🌿 Financial institutions
- 🌿 Academy and Research Centers
- 🌿 International organizations
- 🌿 Italian Government and European Union
- 🌿 NGOs

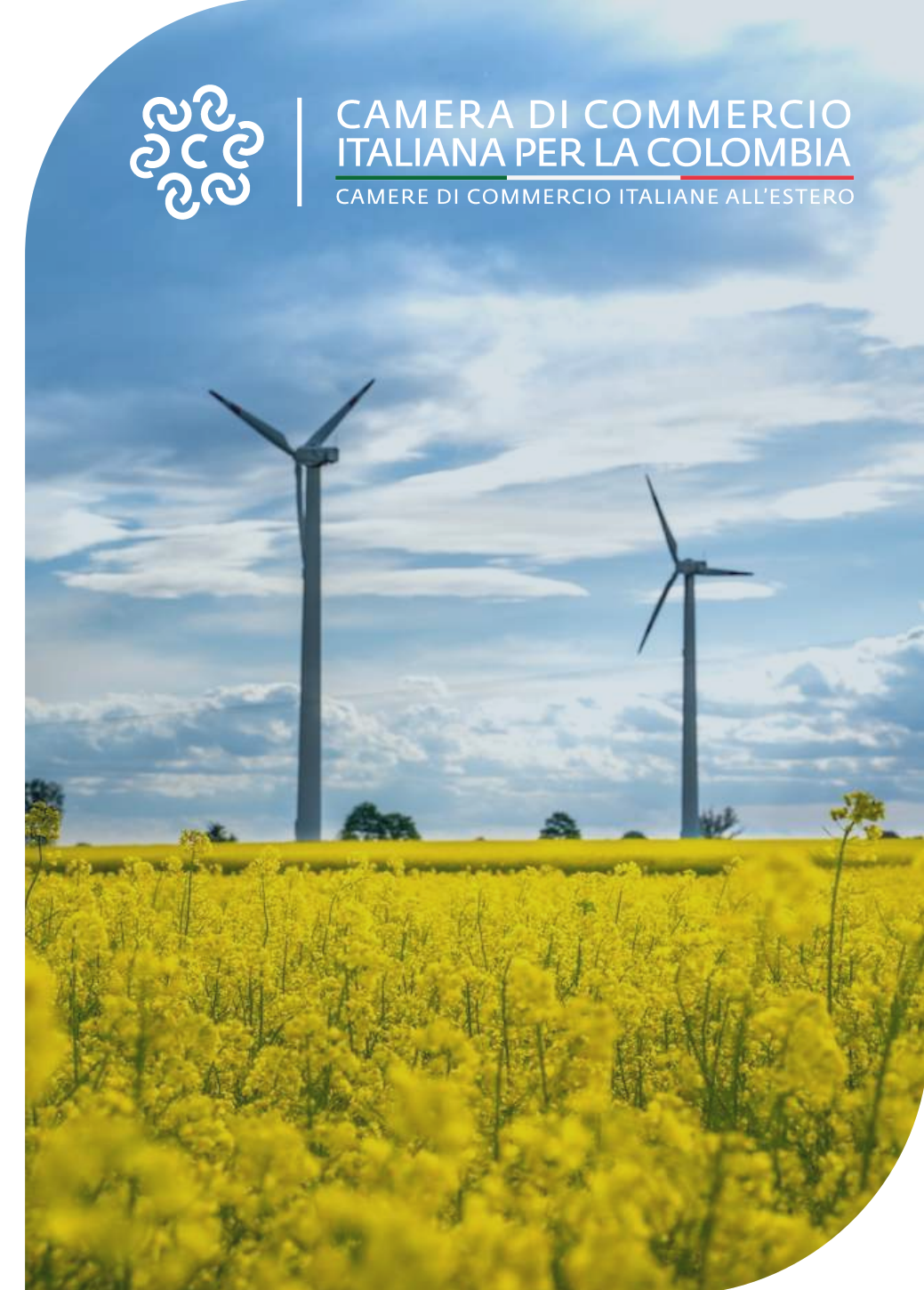


ABOUT US

EXPO GREENTECH is a project organized by **CAMERA DI COMMERCIO ITALIANA PER LA COLOMBIA**, member of ASSOCAMERESTERO, the network of the Italian Chambers of Commerce in the world.

Our Entity works in alliance with the Italian Government, promoting commercial and economic relations between Italy and Colombia, supporting Italian companies to enter South American market. We have long experience in manage large scale events, b2b agendas and business matchmaking.

SOME MEMBERS OF ITALIAN CHAMBER IN COLOMBIA



INFORMATION



CAMERA DI COMMERCIO
ITALIANA PER LA COLOMBIA
CAMERE DI COMMERCIO ITALIANE ALL'ESTERO

For more information about participation requirement, selection process and cost, please email greentech@ccicolombia.com

You will be having a call with one of our event managers:

- 🌿 *Paola Gutierrez (Spanish, English).*
- 🌿 *Matteo Guastoni (Italian, Spanish, English).*
- 🌿 *Angelo Gobbo (Italian, Spanish, English).*

🌿 www.expogreentech.co

