

CIMPI . 2015

2nd INTERNATIONAL SUMMIT OF

INCLUSIVE

MARKETING AND ADVERTISING

**CIMPI – Congreso Internacional de Mercadeo y Publicidad Incluyente*

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1. DATE AND PLACE



Where  

Bogotá, Colombia

October 27th and 28th, 2015

 When

2. OBJECTIVE



General

To activate inclusive marketing and advertising practices in global brands, which further contributes to sustainable and profitable economic growth as well as advocating for a well-integrated society.

Specific

- To promote inclusion as the marketing strategy.
- To generate new inclusion benchmarks in advertising.
- To establish a baseline for the development of advertising campaigns, and marketing strategies that promote inclusion.
- To propel new business partnerships while presenting new platforms.

3. GOAL: Chao Racismo



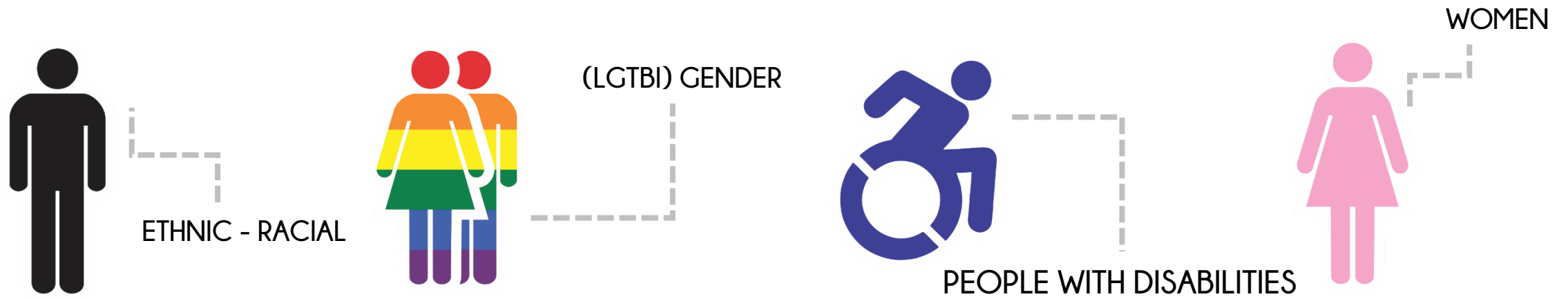
The organization CHAO RACISMO seeks, from an INCLUSION standpoint, to end the racist practices that consciously and unconsciously are reproduced and practiced in our society.

Our proposal seeks not to be a “label”; it has generated new ways of addressing the problems of racism, exclusion and discrimination in a consumer-based society. We present, create a dissemination of new referents as part of the solution.

4. OUR CAMPAIGN



The agenda will be developed by national and international speakers with remarkable branding experience, and successful strategies in innovative marketing and advertising campaigns. This includes a variety of topics covered as below:



5. BUSINESS PARTNERSHIP DINNER

by invitation only



Blended World Group, LLC (BWG) is hosting a private dinner inviting only potential companies that are interested in doing business in Colombia and/or other Latin American countries.

Through this strategic private dinner event we aim to:

- Match business needs with business opportunities,
- Create a platform of visibility for companies that wish to expand abroad,
- Build/broker business partnerships
- Evaluate potential Public-Private-Partnerships (PPP's)

6. COLOMBIA AS AN INVESTMENT DESTINATION



Reasons to do business in Colombia:

- Government commitment in offering stability to investors
- 3rd largest economy in Latin America. 28th in the world
- 2nd in Latin America in terms of personal safety and adequate protection of private property after Chile
- 3rd most friendly to do business in Latin America
- Amongst the most competitive Free Trade Zone In Latin America

7. FACTS ABOUT COLOMBIA



- Colombia has experienced significant improvement in its macroeconomic performance, internal security and stability
- The government is fully committed to assuring favorable conditions to improve domestic and foreign investment. FDI is currently 5 times higher than it was at the beginning of the decade. The main FDI in Colombia are Chile, Panama, England and Anguilla.
- Main FDI is concentrated in mining, oil, communication, transportations, manufacturing.
- As of 2013 the IMF forecast a GDP growth of approximately 4.4% for Colombia
- The “Doing business Report” ranks Colombia as 45th best country to do business, out of 183 countries listed in the report. And the 3rd in Latin America
- According to “Financial Development Report” Colombia’s best features is the low cost of doing business which makes it attractive to international investors. Additionally, ranks Colombia as the 6th country with the highest strength of investor protection. Countries before Colombia are Singapore, Hong Kong and Malaysia.

9. ABOUT LAST YEAR: CIMPI 2014



WHEN

May 29th and 30th, 2014
Convention Center Cartagena de Indias,
Colombia

WHERE

ACHIEVED GOALS

Attracted participation of outstanding international speakers and experts in innovative, inclusive marketing and advertising

Built a platform for awareness for brands to become sympathetic, tolerant and considerate.

Created a historical project on social intervention with an international exposure

Established a starting point for commitments in pro of inclusive advertising and marketing in global branding

...More CIMPI 2014



Some speakers during CIMPI 2014



 Oliviero Toscani

Ruben 
Sandoval

Carlos 
Ferreirinha



Alberto 
Pierpaoli



Jeffrey 
Bowman



Juan Pablo 
Salazar

7. CIMPI LINKS



- <https://www.youtube.com/watch?v=UkM-9uYyDwY>
- <https://www.youtube.com/watch?v=dLpbksAzQmM>
- <https://www.youtube.com/watch?v=M-kTSteGDKE>
- <https://www.youtube.com/watch?v=LbC0qAO9i9k>
- <https://www.youtube.com/watch?v=ABJecGetZF4>
- <https://www.youtube.com/watch?v=ekVCXL1g58Y>
- <https://www.youtube.com/watch?v=ASCgWnSCvf0>