

CASE STUDY — Latin America High-Tech Trade Delegation

The Challenge: Organize a High-Tech Conference for a Colombian Trade Delegation to Canada

The Client: Government of Colombia

The Situation: ProColombia, the foreign trade arm of the Colombian government, planned a high-tech trade delegation to Canada. This trade mission was the most important overseas event for ProColombia in 2015.

The Goal: ProColombia hired Go South! to design an event that would:

1. Attract Canadian investors to meet Colombian startups
2. Teach startups how to do business in Canada
3. Sell Ontario as the ideal place for a LatAm startup to scale globally
4. Promote Colombia as a business partner and improve bilateral understanding

The Approach:

1. **Demo Day.** Go South! invited Canadian investors to attend ProColombia's first-ever Demo Day. Each startup had five minutes to pitch, followed by Q&A.
2. **Training sessions.** How do you do business in Canada? How can you use Ontario as a launching point to scale into the US market—and around the world? Go South! recruited well-known subject matter experts (like Sean Wise from the Dragon's Den TV show) to bootstrap startups into the knowledge they need to succeed in Canada.



*Training Sessions – Marketing Strategies oriented to the Canadian Market
by Brendan Dellandrea, DMZ*



B2B Sessions at Procolombia ICT Matchmaking Forum – Toronto 2015

3. **Ecosystem tours.** Canada has a lot to offer foreign startups. What could Colombian startups learn from their visit? Go South! organized ecosystem tours, including a visit to a leading innovation centre in Toronto and one of the best startup incubators in North America.
4. **Conference.** Go South! organized a half-day mini-conference with speakers from both Canada and Colombia. The two countries have a great deal to gain by working together, but understand each other little.

The Results:

1. The Demo Day was a success. Investors enjoyed the opportunity to see what Colombia had to offer, and startups found the experience invaluable, as many were pitching in English for the first time.
2. The training sessions were eye-opening for the Colombian startups, who went home with improved confidence in their ability to do business with Canada.
3. The Colombian startups were amazed at the quality of the startup ecosystem in Ontario. As a result, many are now considering making Toronto their entry point into the North American markets.
4. The conference was a success. Our keynote speaker from Scotiabank set the tone: the opportunities for mutual gain are huge if

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the two countries work together. Coffee breaks, lunch, and a closing evening cocktail reception gave attendees ample time to chat informally.

5. ProColombia's 500 B2B matchmaking sessions resulted in \$16.2 million in deals closed that day alone.



Kyle McNamara, Co-Head IT at Scotiabank – Keynote speaker at Procolombia ICT Matchmaking Forum - Toronto

Testimonials:

"This event was nothing like previous matchmaking events I've attended. It was amazing! Training sessions, private coaching, tours, a conference, plus the B2B sessions with Canadian companies! I hope ProColombia does something like this for future events."

—Daniel Duarte, Business Development Manager, Expert Information

"I was so shocked by the training session with Dr. Sean Wise that I couldn't sleep, I worked until 3:00 a.m. to improve my pitch."

—Colombian startup rated second at Demo Day by investors. This was his first time pitching.

Great speaking with delegates and innovative companies put together by @PROCOLOMBIACO this evening. #colombiabringiton #collaboration

—@Generatoratone

"ProColombia provided an amazing exposure for a company like ours that has never been to Colombia to know more about the country and the potential opportunities that are available in IT sector.

It is a must go for anyone looking to expand their businesses outside of Canada. The matchmaking session helped us meet companies that would otherwise be difficult to know about in this large market. The networking session provided a great opportunity to meet and know other companies that we didn't get to know about before. Thank you ProColombia! Bring IT ON!"

—Mahesh Jayaraman The Social License Consortium Calgary, Alberta, Canada

"A Little bit of inspiration from @MaRSDD, one of the world's largest urban innovation hubs"

—@ProcolombiaCo



Tech Tours – Stop at MaRS Discovery District

"Thanks @PROCOLOMBIACO & Colombian Ministry of IT & Comms 4 hosting @Scotiabank's Kyle McNamara at #ColombiaBringITon"

—@ScotiabankNews