

PROPOSALS FOR MACROMARKETING 2019 IN BOGOTÁ - COLOMBIA

1. General Information:

The university and Management school

Universidad de Los Andes (UNIANDES - <https://uniandes.edu.co/en>) is a private, non-profit, non-denominational university, founded in 1948 as an autonomous, independent and innovative institution that promotes pluralism, tolerance, respect for ideas, and academic excellence. In 2017, Uniandes ranked 256th in the QS World University Ranking and 8th in Latin America. It also ranked in 5th place in Latin America in the Times Higher Education Latin America University Ranking. The current academic offer serves 19,058 students enrolled in 16 doctoral programmes (405 students), 86 graduate programmes (3,995 students) and 39 undergraduate programmes (14,658 students). Universidad de Los Andes is located in Bogota's downtown (the capital of Colombia) 30 minutes by car from El Dorado international airport.



Universidad de Los Andes School of Management (UASM - <https://administracion.uniandes.edu.co/index.php/en/>) was founded in 1972 is a institutions committed to educate and influence decision makers in all sectors – private, public and not-for-profit. UASM currently features a core faculty of 78 (87% holding a PhD). The portfolio of programmes spans Undergraduate (1,697 students), Graduate (603 students) and Executive Education offerings (3,481 participants in 2017). The school has been accredited by AACSB, Equis, and AMBA. Since 2013, different international academic conferences and doctoral colloquiums has taken place at the School.

1. International Conference on Arts and Cultural Management (2013)-
<https://www.gestiondesarts.com/en/aimac/conferences/bogota-2013/#.WwAHcO4vzIU>
2. International Society of Industrial Ecology (ISIE) conference (2016)-
<https://isie2016americas.uniandes.edu.co/index.php/en/>
3. International Sustainable Development Research Society Conference (2017) -
<http://isdrs2017.sites.exordo.com/>
4. The negotiation challenge (2017)
<https://administracion.uniandes.edu.co/index.php/es/facultad/sobre-la-facultad/eventos/icalrepeat.detail/2017/04/21/139/-/->
5. Doctoral School in Operations Management and decision sciences (2017) -
<https://administracion.uniandes.edu.co/index.php/es/escuela-doctoral>



Colombia and Bogotá

Colombia is located in South America and with a population of 48.6 million is the fourth largest economy in the region, behind Brazil, Mexico and Argentina. Although known as the most stable democracy in Latin America, social development has been stifled by several decades of violence by drug-trafficking guerrilla forces. Over the last 15 years the country has negotiated different peace process with illegal group including AUC paramilitary (2003) and FARC guerrilla (2016). These negotiations ended a half-century of armed conflict and augur benefits for society and the economy.

According to Lonely Planet, Colombia is the 2nd best country to visit in 2017: "the country's mix of vibrant culture, nature and hospitality is a rich tapestry woven by welcoming arms". Additionally, according to Forbes, as one of the top destinations to visit in 2017 Bogotá "is on the cusp of becoming the hottest destination in South America". (<https://www.lonelyplanet.com/colombia>)

Bogotá is the capital and largest city in Colombia. A melting pot of people from around the country, it is diverse and multicultural, with a blend of modern and colonial architecture. The predominant colors in Bogotá are the green of the city's many parks and the eastern mountains overlooking the sanctuaries of Monserrate and Guadalupe, and the rich red of its many brick buildings. The landscape of Bogotá, marked by the green of the Andes to the east, is spectacularly one-of-a-kind. Apart from the many outdoor spaces in Bogotá, travelers find it an ideal place to do business, or explore history, food, culture and many other local customs. Visitors can visit the Gold Museum, which houses an important collection of pre-Hispanic objects. Visitors to the capital also experience the city's juxtaposition of history and modernity and the local and the cosmopolitan; it is a great destination for high-end shopping as well as shopping for fresh fruit in Paloquemao Square. (<https://www.lonelyplanet.com/colombia/bogota>)

Arrival information

By plane:

The largest airport of Colombia "El Dorado" is located in the city of Bogotá, at about 14 kilometres from the city centre. There are many airline companies operating at El Dorado, providing flights to tourists from around the world. It is the principal hub to Avianca, the national flag carrier of Colombia, with more than 100 destinations.

El Dorado is served by Transmilenio, buses, taxis and particular transportation companies. We recomend taxi, from airport to the University the fare may be around USD \$10.

By bus

The Bus Central Terminal in Bogotá is located in the city, about 8 Km from the city center.

By car

If you come from another city, access to Bogotá is easy. Colombia has a good network of roads. You can rent a car at the airport or at any train station as well as in all major cities. You can also bring your own car.

Moving around

Bogotá's public transportation system includes Transmilenio, buses and taxis. You can also use private transportation options such as Uber, although it is not formalised.

By taxi

Taxis in Colombia are relatively cheap in comparison with similarly-densed cities. It is the easiest way to move around the city. Fares range from COP \$4.000 (USD \$1,5) and will grow depending on distance and time a regular trip may cost about USD \$3 and an average trip from the airport may cost USD \$10. Transit in Bogotá is slow and chaotic, specially in peak hours. Taxi drivers usually don't speak English.

By bicycle

Bogotá has the largest exclusive-track bicycle urban network of Latin America. There are different bicycle rental services available.

By Transmilenio

Transmilenio is the main transportation system of the city. It is usually crowded, specially in peak hours; but it is the fastest option for very long trips. Transmilenio works with a rechargeable card you will have purchase by COP \$5.000 (about USD \$1,7 one-time-only payment for the plastic) and each trip costs COP \$2.000 (about USD \$0,7).

Conference Location:

- At the University using lecture rooms (There is no cost for using these rooms)
- We have rooms with capacity for 150 individuals



Conference Excursion around Bogotá historic centre.

The objective of the tour is familiarize participants to the university surroundings. The first stop will be at Plaza de Bolivar to walk along the streets and take a close look of the most important buildings of the city, such as the National Capitol, which is the center of the country's legislative life; Casa de los Comuneros; Casa de Nariño, which is the Presidential house; and the Santa Clara Church Museum.

The tour includes a visit to the Gold Museum, which exhibits about 34,000 pieces of metalwork from various Hispanic cultures and a visit to the House Museum Quinta de Bolivar, the house belonged to Simon Bolivar. The tour continues to the iconic symbol of Bogota, the Monserrate Hill rising up to 3,152 above sea level, to visit the sanctuary where you will find the statue of the Lord of Miracles. From there it is possible to enjoy the best view of Bogota.



The conference participants will be invited to the Awards Dinner. The dinner will take place at the National Museum of Colombia. Founded in 1823 by the first law of Colombian Congress, the national Museum of Bogotá is the oldest museum in the country and one of the oldest in America. During almost two centuries it has been dedicated to preserve de heritage and cultural values of the country.

