



Cali, Valle del Cauca...
where the *rhythms* inspire *your ideas*



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COLOMBIA, AN EXAMPLE OF *transformation*



On November 24, 2016 the government signed a peace treaty with the Revolutionary Armed Forces of Colombia, putting an end to over half a century of war. The hitherto inaccessible half of the country is now waiting to be rediscovered. Do you know of any place with over 1.800 species of birds, 10% of the world's biodiversity and a climate that varies depending on which city you are in? Welcome to Colombia



With an astounding degree of biodiversity surpassed only by Brazil, Colombia is the only country in South America with access to two oceans. Its strategic location makes it the gateway to the continent as well as the ideal connection point between North and South America. It is home to the third largest Spanish-speaking population in the world and welcomes visitors from 96 countries without requiring a visa, a significant advantage for hosting international events.



This nation of 48 million people is blessed with a stable climate, which varies only by altitude. Temperatures can range from an average of 4°C in Villamaría high up in the western mountains to 41°C in Guaymaral on the Caribbean Coast. From one end to the other, Colombia is another world altogether.



Although Bogota (the nation's capital), Cartagena, Cali, Medellín and Barranquilla are the largest cities in the country, Colombia is a country of regions grouped around their cities, bringing together their cultural, agricultural and industrial vocations. The local currency is the Colombian Peso (COP) which trades at 1 peso per 0.0001 dollar, or 3.000 pesos per dollar.

Why is the world flocking to a country that until recently was visited by only a few hardy souls?

After the signing of the peace treaty, Colombia changed to being one of the most dynamic and promising regions in all of Latin America. The economy has grown by 4.8% over the past five years, making it one of the most stable countries in the region and demonstrating its potential with a constant growth curve and promising future. Poverty levels declined by 18% while at the same time the middle classes grew from 16.8% to 31% of the population. This figure is expected to rise to 37% by 2020.

Colombia has signed 13 free trade agreements, with direct access to a market of over 1,500 millions consumers in the USA, European Union, Brazil, Mexico, Chile, Peru, Costa Rica and South Korea. It is the number one country in Latin America for investor protection. The World Bank's "Doing Business" report describes it as a regional powerhouse and one of the most investor-friendly countries in the world.

COLOMBIA'S *New Era*



COLOMBIA IS *in Fashion*

Lonely Planet, one of the world's largest travel companies, chose Colombia as the second best country to visit in 2017. As recently as 2016, the country's tourist benefits (hotel accommodation, destinations, cuisine, culture and commerce) were highlighted in reports published by prestigious media outlets such as The Economist, Forbes, The Telegraph and Bloomberg, as well as specialized web portals. Lodging records confirm that international travelers' reading about the country, is headed in the same direction.

In addition to the diverse geography, which includes snow-capped mountain summits, jungles and white sand beaches, Colombia was included in the guide because of its people. Above and beyond its breathtaking natural beauty, Colombia's greatest attraction lies in the warmth and hospitality of its people. After only a few days visitors no longer feel like foreigners but rather at home among friends. According to Travel + Leisure magazine, Colombia is "South America's best kept secret." In January, 2015, Condé Nast Traveler, a highly respected international travel publication, listed several cities in Colombia as places well worth visiting. CNN also turned its attention to the continent's most northerly corner, highlighting it as one of the 17 must-see places for 2017.

It is no surprise, then, that foreign investment in hotels, restaurants and commercial ventures should have skyrocketed by 740% since 2010, building 35,000 new hotel rooms and refurbishing a further 15,000. International tourist arrivals grew by 70.33% between 2010 and 2015, and currently there are direct flights to 80 countries worldwide.

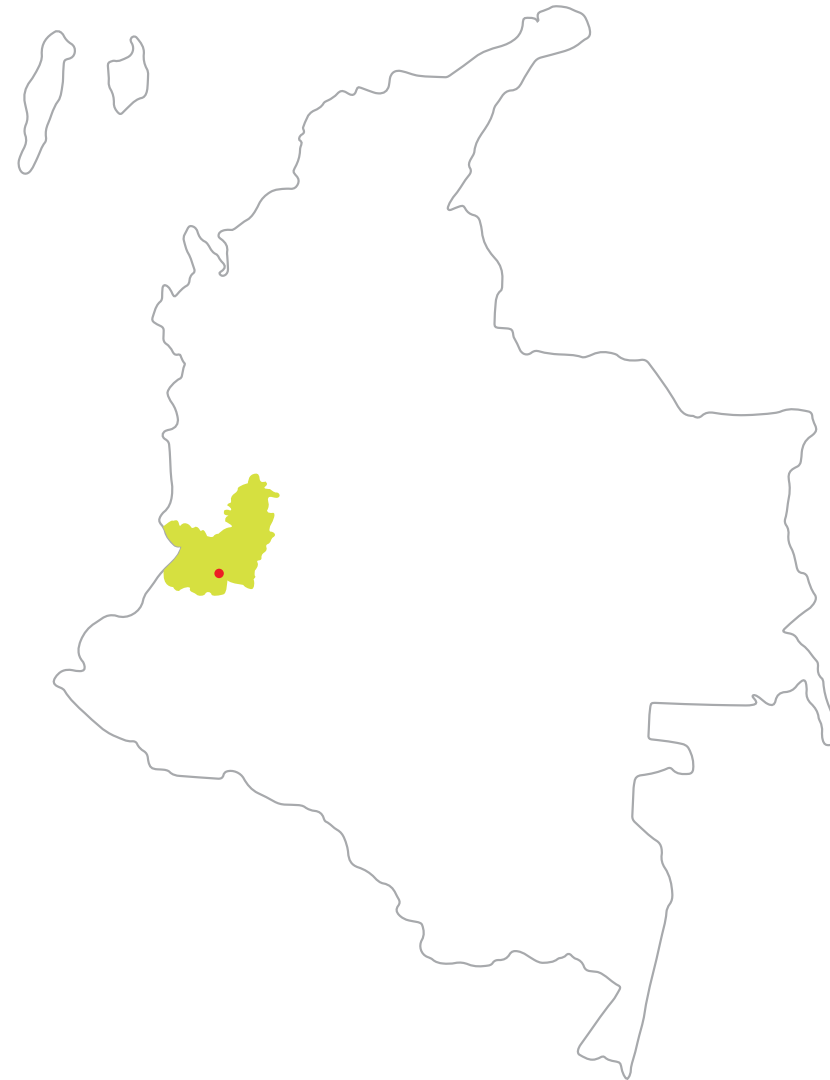
Seven new international airlines have joined the existing group of 20, transporting passengers into, out of, and around the country. Colombia has also made progress in building and expanding its transportation infrastructure, investing heavily in its network of highways, ports, and airports. Almost 2 million Colombians work in the tourist industry, which has become one of the most important sources of foreign currency, surpassed only by oil exports.

The International Conference and Conventions Association evaluates the countries and cities that host the largest number of international events throughout the year. Colombia ranks 30th out of 130 nations across the globe, sixth in the Americas, and third in Latin America.



WELCOME TO COLOMBIA'S
Pacific coast!





Valle del Cauca is one of the most dynamic and competitive areas of the Latin American Pacific coast. Life goes on here in fantastic ways: one day you can see the humpback whales who travel from Antarctica and Chilean Patagonia every September to give birth to their offspring near Buenaventura. The following day you can marvel at the flight of a butterfly, or thousands of them, as Valle ranks second in the world in variety of tropical butterflies.



Its 4.6 million inhabitants represent 9.6% of the country's population. The capital, Cali, is the third largest city in Colombia and home to half of the Department's population. It is a privileged region, with every kind of climate: the greatest portion is hot, one third is temperate, rising to areas above the tree line where it is always very cold. Its landscape comprises the imposing Pacific Ocean, majestic plains, the Cauca River and the Central Cordillera mountain range.



In addition, it is home to three national nature parks: the Farallones de Cali National Nature Park, the largest conservation area in the department. More than 300 bird species can be found within its borders and it is the birthplace of over 30 rivers that irrigate south west Colombia; The warm waters of Uramba Bay Malaga National Nature Park, in Buenaventura are ideal for humpback whales who come to reproduce and nurture their newborn calves. Las Hermosas National Nature Park is a conservation area connecting the Central Andes mountains and the Colombian Massif.



Winds from the Pacific bring with them a warm climate year round, with an average temperature of 25 °C (77 °F) in the metropolitan area, one thousand meters above sea level. This is only one reason why 900 of the 1,815 bird species in Colombia can be found in Valle del Cauca, a number equivalent to all of the bird species in the United States.



VALLE DARES AND SHOWS ITS *Potential*

Valle del Cauca is home to 1,117 companies who sell their products in more than 140 countries across the globe. With the most diverse range of exports, its economy makes up 10% of the country's GDP, with a monetary value comparable to the economies of Panama, El Salvador or Guatemala. When talking about Valle you are talking about one of the most competitive regions on the Latin American Pacific coast.

With its enormous agriculture industry it produces all the ethanol it needs. Over 100 multinational companies have built plants and established service centers here, exporting their goods to different markets across the globe. Unilever, Colgate, Johnson & Johnson, Goodyear and Baxter are but a few.

There are more than 25 bilingual schools, 28 higher education institutions and 12 world class universities in the Department, with 25,000 professionals graduating every year. The capital, Cali, offers approximately 200 undergraduate, 40 masters' and 12 doctoral degree programs, making it an attractive destination for higher learning.

Almost 60% of the population is under 45, making up 53% of the labor force. Cali is the nation's third largest economic and industrial center, while Buenaventura is the largest port in Colombia. Three hours' drive from Cali, the port moves over half of the country's imports and exports.

**Source Invest Cali / Cali Chamber of Commerce*



A VALLE WITHOUT *distances*

An open door to the Pacific basin. With the second most important international airport in Colombia, the only commercial port on the Pacific coast, six free trade zones, over 40 industrial parks and 7.600 km of sophisticated road networks, Valle del Cauca is connected to the world.

Alfonso Bonilla Aragón airport opened its new international terminal in 2017, with a capacity of 90.000 passengers a month. The new terminal was designed with state of the art facilities, with large passenger lounges, modern amenities and spacious baggage claim areas. Many more check-in counters were installed along with new security zones, shops and food halls.

This reflects the increased number of passengers flying to Cali and Valle del Cauca in recent years. In 2000 the airport handled an average of 1.7 million passengers per year. By 2016 this number had quadrupled to more than 6 million passengers. The airport has a capacity of 10 million passengers a year.

This is linked to the increased number airlines and flights operating from the airport. For example, there are two daily

flights to Miami, four to Panama City and one to Madrid on airlines such as Avianca, Copa Airlines, Wingo, Iberia, and American Airlines, guaranteeing connectivity to other cities. New routes are expected to enter service with the construction of the new international terminal. The airport offers an average of 294 domestic flights per week.

The Alfonso Bonilla Aragón airport offers events organizers flexible modular facilities that can be adapted quickly to your needs, with spaces available for VIP lounges, offices and even separate immigration desks if you require.

The airport is only 20 minutes from downtown Cali and 10 minutes away from the Pacific Valley Events Center, an important venue for conferences, trade fairs, shows, presentations and many other events both small and large.

55,000 m ²	<i>Of airport buildings</i>
19,600 m ²	<i>New international terminal building.</i>
25,000 m ²	<i>In refurbishment and modernization of existing structures.</i>
20,000 m ²	<i>In construction of access roads and landscaping.</i>
908	<i>Total short-term parking bays</i>
420	<i>Total long-term parking bays</i>
642	<i>Total number of trees planted in an area of over 10,6 ha.</i>

ACCESS
TO 2,2 BILLION
CONSUMERS

Valle's strategic location allows the businesses established here to distribute their products not only to a national market of 48 million consumers but also to the 2,2 billion consumers in the Pacific Basin. This is possible given that Valle del Cauca has the only commercial port on the Colombian Pacific coast. Buenaventura's multipurpose port, specializing in shipping manufactured goods, handles 53.3% of the country's exports and imports in shipping containers.

The National Administrative Statistics Department (DANE) reports that exports from the free zones of the region were equivalent to 62.3% of the exports of all the country's free zones by 2015. This is a result of the well-designed highway network, making Bogotá and Medellín, two of Colombia's main cities, only eight hours drive away.



6 *Clusters* INICIATIVES

The main focus of the Vallecaucan economy is industrial growth. Its purpose is for companies to develop, diversify their products and services, embrace innovation and break paradigms. Those who host their events here find great opportunity in the clusters to expand their borders, exchange knowledge and live new experiences.

Ricardo Hausmann, director of the Center for International Development at Harvard, designed a formula that has worked very well in Valle del Cauca. He argues that destinations do not develop by doing more of the same by varying their supply and production methods. The Department is currently one of the most diverse production engines in Colombia with 1,117 companies exporting to 140 countries.

The Cali Chamber of Commerce of (CCC), with the support of the private sector, guilds and local authorities, leads the way in six cluster initiatives: industries with high development potential: Bioenergy, White Protein, Macrosnacks, Beauty and Personal Care, Clinical Excellence and Fashion Systems. These associations accounted for 5,3% of the region's business and 39,6% of the department's total sales in 2015. Each of them has identified innovative projects that stimulate all related productive links.



Valle is the new national power in renewable energy with 2891 companies operating in the Department. 2700 of these grow the crops to be processed, and the remaining 191 are distributed among nine activities: distillers, power generators, agricultural machinery, transport and logistics, fertilizers, energy distributors and research centers.

This cluster includes electric power generation companies; Biogas and bioethanol from biomass (vegetable, forest and animal); Biofuel distributors and specialized associated activities. Sales in 2015 were COP 5.3 trillion (USD 182 million) an increase of 28.1% compared to 2014.

Its aim is to structure new business models for the use of biomass sources to produce biogas, electricity and new biofuels. The poultry sector leads the way with several projects for biogas generation using chicken waste. In April 2017, Santander Incubator opened a biomass-fueled power generation plant, the first of its kind in this industry.

Valle also leads the way in electric cogeneration using sugar cane bagasse. During 2016 the 15 mills in the sugar sector contributed 98.6% of all cogenerated energy in the country and were the main forces behind this new type of renewable energy.

100% of ethanol in the country is distilled in the Cauca river valley and work is underway on the second generation of cellulose and other agricultural waste.





MACROSNACKS

Valle del Cauca is the largest macrosnacks exporter in Colombia. The nation's largest confectionery producer, Colombina, is based here along with another 197 companies engaged in this activity. In 2015 they sold COP 7,3 billion (USD 251 million) worth of confectionery, 15,9% more than in 2014.

This cluster groups companies producing alcoholic beverages and packaged processed foods that do not require preparation and are easily accessible to consumers (nuts, cookies, dairy products, fritters, confectionery, chocolate and bakery). In turn, they are supported by activities such as milling, production of sweeteners and flavorings, and packaging, graphics and advertising industries.

Its main objective is to identify market opportunities abroad and work on the development of more sophisticated products adapted to the most demanding consumer trends.



WHITE PROTEIN

This cluster groups the different companies related to the production of eggs, chicken and pork and those dedicated to support services such as food, vaccination, slaughter, industrial refrigeration, packaging and specialized transportation. There are 269 companies based here with sales of COP 6,9 billion (USD 237 million) in 2015 , 10,4% more than in 2014.

Valle del Cauca is the largest producer of eggs and chicken in the country. The largest egg company in Colombia (Huevos Kikes)

and the second largest chicken producer (Pollos Bucanero) are based in Valle. Together with its neighboring department, Cauca, Valle is the main producer of White Protein supplying 21,3% of the national market.

The members of the cluster are structuring a White Protein innovation and research center, whose objective is to develop new products derived from chicken and pork ready to cook and eat, adjusted to international buyers' requirements.



BEAUTY AND PERSONAL CARE

Valle del Cauca was the second largest beauty care and personal care exporter in 2016. There are 148 companies in eight market sectors that invoiced COP 4,2 billion (USD 144 million) in 2015, an increase of 14,7% over the 2014 sales figure.

This cluster involves activities related to the production of cosmetics and personal care products, packaging suppliers, chemicals, natural ingredients and their different distribution channels. The projects are oriented not only to the development of new products, but also to packaging and supplies that successfully meet the requirements of international markets.



CLINICAL EXCELLENCE

Composed of 526 companies involved in specialized clinical / medical services distributed in 13 business segments: clinics and hospitals, specialized centers, cosmetic clinics, drug trade, packaging and graphics, medical equipment, medical supplies,

pharmaceuticals, prosthetics and implants, chemicals, support and related services.

Sales of the cluster in 2015 were COP 8.3 trillion (USD 285 million) an increase of 6,8% compared to 2014. Two of the best clinics and hospitals in Latin America are in Valle del Cauca along with 4 of the 10 companies with the highest sales of pharmaceutical products in Colombia.

The initiative seeks to encourage clinics to create an innovation unit that will help them develop new business models, products and specialized clinical services.

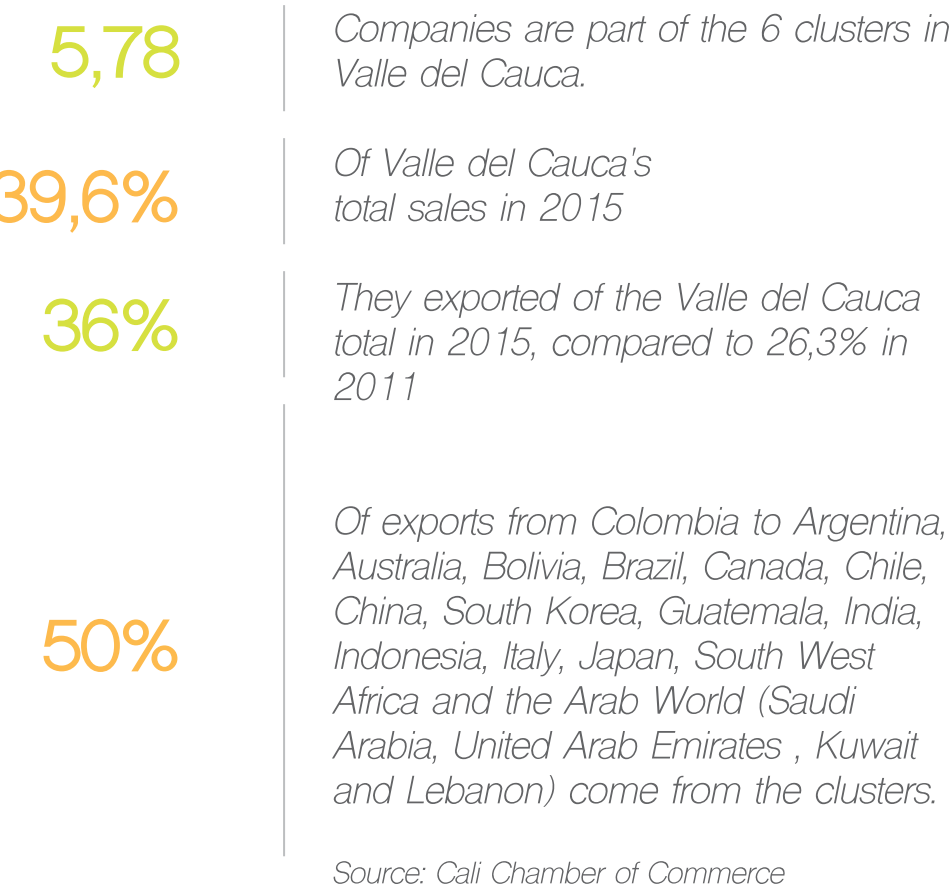


FASHION SYSTEM

This last cluster is recent and made up of entrepreneurs in the textiles, confections, footwear, leather, leather goods, design and jewelry sectors. During the second quarter of 2016, it generated 56,233 jobs, which represents 27% of the manufacturing industry in the region.

In 2015, 1500 fashion-related companies reported sales of COP 3.4 trillion (USD 116 million), with further growth of 20% in 2016.

THE IMPACT OF THE CLUSTERS:



A LARGE RESEARCH AND *development center*

The largest bean, pasture and cassava collection on the planet is located 30 minutes away from Cali. There are 37,625 varieties of beans and 23,140 of pastures stored in a chilled space at -18°C ; In another much less cold vault, 6,700 varieties of cassava are stored in test tubes.

We are talking about CIAT (Centro Internacional de Agricultura Tropical) International Center of Tropical Agriculture where more than 200 scientists and other professionals conduct research.

Bean seeds and fodder are stored in plastic coated aluminum bags. The aim is to keep them alive in conservation cycles of at least 30 years before being regenerated again.

This seed bank stores 68 thousand varieties of these crops from 142 countries.

Seeds originating from Haiti were sent from the CIAT bank so that the local population

could reapply after the 2010 earthquake; To Ecuador, varieties of cassava when that nation suffered crop failure due to the La Niña phenomenon; Seeds are currently dispatched to countries investigating increasing iron content in beans to combat malnutrition or the development of tropical grasses that can withstand drought.

The Colombian Sugarcane Research Center (Cenicaña) is 40 minutes away by road from Cali towards the south eastern part of department. It is a private, non-profit corporation dedicated to the study of sugarcane cultivation. The lab seeks to develop crop varieties that will boost crop

yields and improve productivity, increasing the profitability of this agro industrial business. They also conduct water, soil and climate research to develop new, environmentally friendly technologies.

Their work has led to greater efficiency in water use with a reduction of 50% in consumption through the regional application of new technologies for irrigation. They have also contributed to the implementation of the ethanol production and energy freeze program. They are currently working on environment-friendly products such as bio plastics derived from cane bagasse. Another of its projects is the available biomass

inventory in Valle del Cauca to structure new business models. There is an initiative that is part of the Bioenergy cluster led by the Cali Chamber of Commerce (CCC) backed by the Latin American Development Bank (CAF).

Palmira is home to another great research center: Biopacific Park. Only half an hour drive from Cali, this center seeks to increase sustainable competitiveness in agribusiness (fruit, vegetables and biofuels such as sugar cane). It currently employs the largest number of researchers in the country with over 1,400 scientists from Colombia and abroad.

Towards the southeast of the department on the road from Pradera to Candelaria, the La Tupia Experimental Center is Colombia's only agricultural research center specializing in tropical crop protection. This center complies with the most rigorous European, United States and Asian quality and safety standards. It conducts about 150 research tests a year on activities to motivate self-care and raise awareness about agriculture.





Successful events

IN THE "BRANCH OF HEAVEN"

Cali is one of the most important economic and industrial centers of Colombia. It is the main urban, cultural, economic, industrial and agricultural center of the south-west. The Pacific Ocean, valleys, rivers and mountains are all within a three-hour drive. This is why the city offers breathtaking views in only a few minutes' drive and an endless list of activities that could easily start with bird watching and end up with swimming in the sea.

To the north lies Lake Calima, a body of water with the best winds in Colombia and the third in the world. It is certified for all kinds of aquatic activities, sports and competitions. Cali has been closely linked to sports throughout its history. The city was the site of the 1971 Pan American Games and to date it is the only Latin American city to have hosted the World Games. In

2013 the city brought together over 4500 athletes competing in 22 different sports venues. The economic impact of the event was valued at close to COP 600 billion (USD 199 million).

Commonly referred to as the 'Salsa Capital of the World', the city has 127 salsa schools that serve as a giant incubator of dancers who identify with this musical genre from childhood for many different reasons. Some are only emotional, but others are focused on a project of life. Because in Cali, dancing is also a way of life. The city's cultural icon arrived more than 70 years ago. It made its way from Cuba and New York to Buenaventura and then on to Cali, where events such as the World Salsa Festival enhanced its prestige and extended its appeal to embrace a multitude of cultures and generations.

In 2013 and 2017, the city was chosen as the seat of the Cumbre Alianza del Pacífico, in its seventh and twelfth edition, thanks to its experience in MICE events organization and the constant advances in infrastructure.

The construction of the Dance and Choreography Center is scheduled to begin in 2018, the first of its kind in Latin America. Covering an area of 32 219 m2, equivalent to four soccer fields, the city dancers will have their own place to train and improve their different artistic expressions in a space and destined solely for that purpose. This will be possible with resources provided by the Valle Governor's Office, the Ministry of Culture and the Mayor of Cali, with an initial investment of around 11 billion pesos (3,6 million US dollars).

Cali, also recognized as the capital of Colombian cinema, has been the epicenter of some of the most important fairs and festivals on the continent: the Cali Fair with its traditional Salsódromo; The Petronio Álvarez Pacific Music Festival, which brings together the essence of the region; And the International Dance Biennial. Vallecaucan culture is an outburst from the legacy left by the pre-Hispanic natives, African slaves and Spanish settlers who first set foot in the department in 1535 during the conquest of the continent.



A CHAPTER OF INSECURITY THAT *is now history*

Cali's murder rate has dropped significantly and is now the lowest in 25 years.

With a population of 2,5 million people, Cali shares the patterns seen in other large cities, where crime is concentrated in specific, deprived areas of the city. However, these are precisely the places where local government is increasing its investment in social programs.

A good example of these programs is Territories of Inclusion and Opportunities (TIOS). They were established in 2012 as a territorial intervention strategy to generate conditions of social equality in neighborhoods with critical levels of poverty, violence and insecurity. There are 11 TIOS across the city, who direct their investment towards programs that not only reduce the incidence of violence but also offer the most vulnerable sectors of the population real opportunities to improve their lives. 60% of the city's resources are currently being invested in education.

The negative influence of drug trafficking has been left behind and the doors are open to good news about the region development and security: the Valle del Cauca economy represents 10% of the national GDP and is comparable with countries like Panama, El Salvador and Nicaragua. Violence is

now part of the past and the future is even more promising. With the recent signing of the peace agreement between the National Government and the FARC, the world already sees Colombia as a country with great potential.

This vision is supported by the Nobel Peace Prize awarded to President Juan Manuel Santos in late 2016 for the peace process with the country's oldest revolutionary group, which at one time had controlled some areas of the country. In mid-2017, the demobilized guerrillas handed over weapons to the government, another sign of the end of the conflict in rural areas plagued by violence.

Anyone who decides to organize an event in Colombia, will actually be privileged in helping us write the chapters of this country's new history.



a strategic partner

WITH A VALLEY FULL OF POTENTIAL

The Cali Valle del Cauca Convention and Visitors Bureau opens the region's doors to event organizers seeking new experiences in an unconventional destination. It was born in 2016 as a non-profit mixed entity, product of the collective leadership of all the most representative public and private actors in the region. Since then it has been the link between congresses, fairs, conventions and events organizers and the offer of a destination as diverse as Valle del Cauca.

It operates as a strategic partner from the first contact, and is interested in understanding the requirements of the client giving them support and advice during the application process. Once awarded, it provides support in the selection of suppliers, advises on the choice of locations and shares its knowledge of the city and region to organize unconventional activities that connect the attendees with a valley of experiences that can only be found here.

This entity is interested in all sectors, but always seeks to align the event that seeks to attract visitors with the region's values.

Relational capital and strategic allies

The Cali Valle del Cauca Convention and Visitors Bureau is an example of what a region can achieve if everyone works together for a common good. It is supported by the most important development agents in the region and the Ministry of Commerce, Industry and Tourism, Fontur Colombia, Procolombia and Invest Pacific.

Founding members: Cali Chamber of Commerce, governor of Valle del Cauca, Mayor of Santiago de Cali, Hotel and Tourism Association of Valle del Cauca (Cotelvalle), Colombian Foodservice Industry Association (Acodres), Colombian Association of Travel and Tourism (Anato) and the University of San Buenaventura Cali.

Our experience

During its brief period of operation thus far, the Cali Valle Cauca Convention and Visitors Bureau has hosted distinguished events, including:




- XII Pacific Alliance Summit (1300 attendees)
- I Global Symposium on Endodontics in Latin America (700 attendees)
- X International Croplife Forum (700 attendees)
- XXV National Congress of Internal Medicine (700 attendees)
- EXPOCOTELCO National Hotel Industry Congress (1300 attendees)
- Latin American World Trade Centers Meeting (300 attendees)
- I National Bioenergy Bi ON Congress (250 attendees)
- Colombia Bird Fair 2017 (500 attendees)
- XI ATALAC Tecnicaña Congress (1200 attendees)

INFRASTRUCTURE FOR REMARKABLE, MEMORABLE AND unique events

Valle del Cauca

	525	Accommodation sites
	13,295	Rooms
	29,415	Beds

Cali

	217	Accommodation sites
	6,211	Rooms
	9,517	Beds

In addition to offering accommodation options for every need and budget, a significant portion of the hotel and hostel network in Valle del Cauca offers meeting halls, conference rooms and even small convention centers with all the latest equipment and technology. The department has 552 accommodation centers in total. 216 in Cali, the capital city.







There are 13 luxury (5 star), 37 first class (4 star) and 98 economy (3 star) hotels in the city. The remainder are hostels and efficiency hotels, with around 6,211 rooms available.

According to the Valle del Cauca Tourist Information System records, 2,296 new hotel rooms were opened in Cali between 2003 and 2015, with a further 1,716 being refurbished during that time. These are positive figures. The growth of the hotel sector in the city stems from a variety of reasons, among which are the incentives attached to investing in a growing country on a privileged corner of the continent. This is why international hotel chains are increasingly deciding to set up operations in the region. Some of the large hotel chains in Valle include:



Hotel Estelar Intercontinental
292 Rooms

Located in a central area, 35 minutes from Alfonso Bonilla Aragón Airport, the hotel is one of the city’s classics. It is in the El Peñon neighborhood of two of the most iconic tourist attractions in Cali: “Tejada’s Cat ‘, an outstanding sculpture by Hernando Tejada, and the Cali River Boulevard, a pedestrian corridor that is one of the most beautiful urban pedestrian walkways in the department. This hotel has 22 event rooms, five restaurants, casino, swimming pool, spa, sauna, turkish bath, car rental and private transport service. Parking services, travel agency and business center are available 24 hours a day.







						
Hall	Auditorium	“U” Format	Room	Cocktail	Imperial	Meeting Room
Gran Room	800	500	300	336	70	—
Cauca	30	30	35	24	22	—
Calima	30	30	35	24	22	—
Farallones	400	240	200	168	70	—
Cali	50	60	40	48	25	—
Valle	30	20	20	12	20	—
Palmeras 1 y 2	100	60	50	42	45	—
Centro Empresarial Rio Lili 1 y 2	80	60	40	36	36	—
Centro Empresarial Rooms	30	18	12	—	15	12
Terraza	700	400	450	—	—	—



Cali Marriott Hotel
170 rooms

Located in the traditional sector of Granada, half an hour from the airport, this modern hotel is close to important boutiques, restaurants, shopping malls and museums. It has eight function rooms, a gym, a spa, an outdoor pool and two restaurants, one of them specializing in Japanese food, the other in an innovative gastronomic concept: diners can create their dishes with the ingredients of their choice.







								
Meeting room	Measurements (L x A x H)	Area (Mts. 2)	Auditorium	Room	Conference	"U" Format	Reception	Banquet
Cartago 1,2,3,4	29,5x14,3x4	422	450	250	60	80	500	250
Palmira	9,5x7,3x4	69	50	30	20	20	50	32
Buga	7,5x7x4	65			15	12		
Jamundí	8,1x8x4	65			15	12		
Cartago 1	6,8x14,3x4	98	90	50	30	40	100	40
Cartago 2	7,9x14,3x4	113	110	50	30	40	100	40
Cartago 3	7,9x14,3x4	113	110	50	30	40	100	40
Cartago 4	6,8x14,3x4	98	90	50	30	40	100	40



Hotel Spiwak
226 rooms

Internationally recognized for having a restaurant that fuses the flavors of Mediterranean food with those of the Colombian Pacific, this is one of the newest and most luxurious hotels in Cali. It is located 20 minutes from the Alfonso Bonilla Aragón Airport and in the middle of the Chipichape Shopping Center, offering its guests an even wider gastronomic and entertainment experience in one place. It has a terrace, gym, spa and nine rooms for events with a maximum capacity of 300 people.

							
Hall	Area (Mts. 2)	Heigh (m)	Measurements	Auditorium	Aula	"U" Format	Cocktail
Hacienda El Paraíso	320	7	277	300	150	60	250
Hacienda La Concepción	76	3	152	150	72	50	100
Hacienda Cañas Gordas	106	3	89	80	48	32	60
Hacienda Caña Mulaló	68	3	73	50	40	24	50
Hacienda Alejandría	85	3	73	50	40	24	50
Hacienda La Julia	82	3	67	50	40	24	50
Hacienda Los Ciruelos	118	3	73	50	40	24	50
Hacienda Piedechinche	100	3	95	80	48	32	60
Hacienda Pichichí	143	3	80	100	80	30	80





Hotel NH Cali Royal

145 rooms

One of the newest hotels in Cali, located in a residential area next to the Holguines Trade Center. Renowned restaurants and bars in the south of the city are only a few minutes away, while the center of Cali is 30 minutes away by car and the airport is an hour and 20 minutes away. It offers seven function rooms with a maximum capacity of 200 people, an outdoor swimming pool, a spa and a gym, and is famous for the spaciousness of its rooms.



NON -TRADITIONAL VENUES THAT DESCRIBE OUR CULTURE

You don't have to look far to find places that speak of Vallecaucan culture: museums full of history, colonial haciendas in the midst of nature, 19th century theaters and squares caressed by the gentle Pacific breeze. Some of the most symbolic places of most of the 42 municipalities in the region are also willing to organize events. Just like in Cali.



The Enrique Buenaventura Municipal Theater is in the center of Cali. This architectural gem of 1918 has a permanent program of artistic and cultural shows, and also rents its spaces for presentations or conferences. Its U-shaped main room has 1021 chairs; The Foyer, located on the stage level is used as reception hall or for holding cultural conferences.

In the northern part of the city there is a living museum of one of the most delicate and beautiful flowers: orchids. The Orquideorama, has gardens as wide as soccer fields. In addition to natural beauty there are a series of spaces frequently used as sites for social gatherings, conferences, exhibitions and other scientific, ecological, cultural and recreational activities. The main meeting room is a thatched kiosk with capacity for more than 200 people and facilities for video projection, lighting and sound, as well as a kitchen and wine cellar. There are also two small kiosks, 30 exhibition stands, 15 modules and availability to install additional tents.



There is an 8000 m2 square in the heart of Cali near the river Boulevard in front of City Hall. Built in 2013, the Caleñidad or Jairo Varela Plaza is an outdoor recreation area with cafes and restaurants. The place houses an 8 m high 24 m long sculpture which are suggestive of the trumpets and trombones that reflect the essence of the aptly named "Salsa Capital of the World". It is also a tribute to the Niche Group and its creator, the late musical genius Jairo Varela. At night, each part of the instrument lights up to reveal a word visible only to those with a keen eye. The plaza has two basements, 243 parking lots, 19 water fountains and is a space for outdoor events.



Hacienda El Limonar

Meanwhile, a listed California-style building, Hacienda El Limonar, declare an architectural and cultural heritage of Cali, contrast with the surrounding lush green tones of nature in the southern part of the city. This museum- house displays exclusive works of art. With its 260 parking spaces, open grassy areas and gardens that can accommodate 1,600 people, it has become a landmark of important social and corporate events.

Built in the 17th century, Hacienda Cañasgordas, is also located in the southern part of the city This National Heritage Site was the scene of the city's declaration of independence in 1810. It is home to the oldest Tapiche (sugar mill) in the region, which was used during the early days of the valley's sugar industry. It is currently in the final stages of restoration so that its 9 ha of gardens can be the venue to host events of up to 1,000 people.

Hacienda del Bosque, is next door to the Municipal Zoo on the westernmost edge of the city. This fine example of 19th century Cauca valley haciendas is nestled among the leafy trees that line the banks of the Cali River. It houses a restaurant with a menu offering Colombian cuisine and a fusion of textures and flavors created by Francisco Prado, one of the most famous chefs in the country. It can accommodate 250 people.

Hacienda Piedechinche is 45 minutes north of the city, home of the Sugar Cane Museum with the history of the first sugar mills in Valle. An hour and 45 minute guided tour of the gardens containing more than 300 different plant species is a display of the industry's evolution. It has a main hall that can host meetings or conferences of up to 150 people. It is located in the village of Santa Elena in the jurisdiction of El Cerrito.



Hacienda del Bosque

VALLE DEL PACÍFICO CONVENTION CENTRE

10 minutes from the Alfonso Bonilla Aragón International Airport, 18 minutes from the main hotels in Cali and very near several multinational companies, the Pacific Valley Convention Center is one of the three best venues in Colombia. It is designed and structured to host congresses, conventions, exhibitions, fairs, concerts, sports, cultural and social events of all types.

80 km² of space that can be adapted to anything you can think of. The spaces are designed to accommodate 14,000 people and are ample enough to host up to seven Olympic sports. Its modern design is characterized by its versatile installations and open areas. One of its most appealing features is the 20 km² of landscaping, including a museographic and environmental zone alongside the Arroyohondo River. In 2013 the English magazine "Business Destination" named it as the best convention center in South America after hosting over 1,000 foreign visitors. The Pacific Valley Convention Center also functions as a temporary free trade zone with special customs regulations, another benefit to exhibitors.

In the past decade of continuous operation, its 17 halls have hosted more than a thousand events of every type: the First Citymarketing World Congress (2007), the DJ David Guetta concert (2009), the World Summit on Biodiversity (2010), the XXIV Colombian Congress of Cardiology and Surgery (2011), The 2013 Cali World Games, the Fencing World Cup (2014) and the XII Pacific Alliance Summit (2017).



AN EVENTS CENTER IN CONSTANT EVOLUTION

The Pacific Valley Convention Center is designed to change with the times. Its evolution as one of the best convention centers in South America was guaranteed by an agreement with the National Government pledging COP 7 billion (USD 2,7 million) for the construction of the second phase. When it is finished the number of visitors is expected to increase by 260,000 people a year.

The project includes refurbishment of rooms, construction of a covered pedestrian walkway, an alternate food court, a new registration area, new lighting in meeting rooms, replacement of acoustic panels, soundproofing of a multi-purpose hall and installation of modern environmentally friendly air conditioning units.

9 Large or 5 simultaneous rooms.

8 Meeting rooms.

2 Open air plazas.

2 Access zones with 18 entrances in total.

4 Docking areas for the entrance of equipment and goods.

15 Simultaneous translation rooms.

18 Registration modules.

2,600 People registered per hour.

20 000 m² Of parks.

6 Food courts.

25 Bays for buses.

1,039 Parking lots.

2 Waterfall type fountains with water screens.

5,130 m² Of outdoor spaces and terraces.

40,000 m² Of buildings.

260,000 People received every year.





CALI, THE *sports capital* OF COLOMBIA

Sport is woven into Cali's life in many ways. With the awarding of the 1971 Pan American Games, Cali began to be identified as the country's sports capital; Not only for the construction of infrastructure for the event, but also because citizenship was used by the local population to ensure the athletes would always have warm memories of the event. The civic era, from that time on, made the capital of Valle a model city in Colombia.

Years later, Cali was chosen as the host city for the 2013 World Games. During the 80's and 90's it was the permanent home of the qualifying rounds of the Copa Libertadores de America – the most important continental football tournament. It was also the permanent seat of world of skating, synchronized swimming and international cycling, swimming and athletics. For all that, today it is recognized

as the second city in South America with greatest organizational experience in international competitions: its 4 sports units and 26 high performance stages are a palpable sample. Athletes, delegates and the public are enchanted in addition to the hospitality and joy of a destination that continues to demonstrate its sporting vocation.

That is why Global Sports Impact, a leading company in sports market research, placed Cali in the 30th position worldwide in its annual ranking of cities with greatest capacity for events. It placed higher than other regional destinations like Lima (48), Buenos Aires (56), Sao Paulo (63), Belo Horizonte (69) and Brasilia (87). Global Sports Impact based its ranking on the technical and sporting requirements that Cali provided for four world championships that held in high-performance scenarios in 2016.

Pan American Games	1971	●	1973	II Swimming World Championships
VII Women's Basketball World Championships	1975	●	1982	X Men's Basketball World Championships
Pacific Ocean Games	1995	●	1998	Judo World Championships
Indoor Cycling World Championships	(1996 - 2002)	●	1999	Synchronized Swimming World Championships
Skating World Championships	2007	●	2011	FIFA U-20 World Cup
Pan-American Synchronized Swimming Championships	2012	●	2013	The World Games
Indoor Cycling World Championships	2014	●	2015	Underwater Rugby World Championships
IAAF U18 Athletics World Championship	2015	●	2016	Futsal World Championships
Racquetball World Championships	2016	●	2017	Indoor Cycling World Championships

SPORTS COMPLEXES

Jaime Aparicio Sports Unit
It comprises 14 stages for different sports and teaching activities. Among them are the following:



Hernando Botero O'byrne Pan-American Pools: With a capacity of 7,280 people, it is the largest aquatic complex in the city. Official headquarters of the Colombian Swimming Federation and the Vallecaucan Swimming League.



Álvaro Carlos Jordán Tennis Stadium: Comprising 10 courts and a central stadium.



Miguel Calero Hockey Coliseum: Capacity of 2,500 people. It was built for the 2013 World Games. The stage is suitable for inline skating and hockey.

SPORTS COMPLEXES

Jaime Aparicio Sports Unit
This sports unit also has spaces for basketball, karate-do, beach volleyball, softball, shot and a 300 m long skating track.



Francisco Choís Volleyball Gymnasium: Capacity of 600 people.



Miguel Chávez Baseball Diamond: Capacity of 4,000 people.



Pedro Grajales Athletics Stadium: Capacity of 900 people. Its 400 m, 8-lane track is internationally approved for speed, launch and jumping tests.

SPORTS COMPLEXES

Alberto Galindo Herrera Sports Complex:
Comprising:



El Pueblo Coliseum: (19,100 m2 / capacity of 17,000 people). Used mainly for basketball, boxing, gymnastics, Olympic gymnastics and indoor football.



Alcides Nieto Patiño Velodrome: (8,700 m2 / capacity of 7,000 people). Its track is considered one of the fastest in the world.



Bowling hall: 20 lanes and an annex with 9 billiards tables.

SPORTS COMPLEXES

Unidad Deportiva Alberto Galindo Herrera
Está conformada por:



Mundialista Skating Stadium: (26,750 m2 / capacity of 3,500 people).



Climbing Wall



Billiards Stadium



Skatepark



William Alexander Jiménez BMX Track

SPORTS COMPLEXES

San Fernando Sports Unit

Comprising:



Pascual Guerrero Olympic Stadium:
(36,998 m2 / capacity of 38,000 people). The second largest football stadium in south-western Colombia.



Evangelista Mora Gymnasium:
(363,586 m2 / capacity of 3,340 people). Hangar shaped structure. Ideal for basketball, volleyball, indoor football and ping pong competitions.



Alberto Galindo Herrera Olympic Pools: (7,990 m2 / capacity of 2,000 people). Comprising a 50m long Olympic swimming pool and a separate 5m deep diving pool.

Mariano Ramos Sports Unit



(3,690 m2 / capacity of 22,000 people). Designed for combat sports (boxing, judo, wrestling, weight lifting, taekwondo and fencing among others). Comprising a main coliseum and five alternate venues.

SPORTS COMPLEXES

Lake Calima



The largest artificial lake in Colombia covering an area of 70 km2. 1 1/2 hours north of Cali. Its strong and constant winds rank it among the top three bodies of water in the world with best conditions for water sports such as kiteboarding, kitesurfing, windsurfing, skiing, and canoeing, among others. Annual venue of different national and international competitions.

EVEN THE TREES *dance salsa* IN CALI AND VALLE

For many it is not a hobby, it is a professional career for many boys and girls, living in lower income neighborhoods of the 'Salsa Capital of the world'. Many of them sign up in one of the city's 127 salsa schools at an early age, some as young as 4. This musical genre is a mix of son, danzon, chachachá and mambo, all of Cuban origin. After an initial boom in New York, it made its entry into southwestern Colombia during the 1940's through the port of Buenaventura. The Pacific Ocean is three hours away from Cali.

Salsa is Cali's soundtrack. People dance simply because it is hot, or because it is the evening, or because it's Friday, but also because it's Monday afternoon, because even at that time there are places to dance and people to dance with. Children enter schools at such a young age because in this city music is not only a state of mind

or a pretext for meeting other people, but also an engine powering real change in people's lives. By dancing, many of those children have been saved from the Spiral of violence that could easily have tripped them up.

Caleños have their own dance style: they composed faster music and created a new style of dancing with nimble footwork and lively movements of the legs and hips. But the dancers are only part of what this important industry represents for Cali. Salsa benefits everyone from the entrepreneurs to the people making the professional dancers' wardrobe. This business engages the shoe textile and rhinestone industries, sound and lighting technicians, set designers and dozens of other professionals who are part of this enormous production chain.

On the other hand are the bands, the

music lovers, the restaurant and nightclub owners, the collectors and, of course, the public. It is estimated that in there are about 115 nocturnal establishments the city that revolve around the salsero axis. Cali hosts the World Salsa Festival, which awards prizes of nearly COP 150 million (USD 50,000).

The construction of the Dance and Choreography Center is scheduled to begin in 2018, the first of its kind in Latin America. Covering an area of 32,219 m2, equivalent to four soccer fields, the city's dancers will have access to learning and reinforcing their different artistic expressions in a unique space designed solely for that purpose. This will be possible with resources provided by the Valle Governor's Office, the Ministry of Culture and the Mayor of Cali, with an initial investment of around COP 11 billion (USD 3,6 million).

WHY ARE WE THE "SALSA CAPITAL OF THE WORLD?"

1. In Cali there are 127 salsa schools, which bring together 5,000 dancers from all over the city. Boys and girls train from an early age to earn a living with their feet and souls.
2. There are about 115 attractive nightclubs dedicated only to salsa. Each one has its own rhythm and intensity, teaching people how to move like the pros.
3. The region is home to internationally recognized groups like El Grupo Niche, Grupo Galé, Guayacán, Son de Cali and Matecaña.
4. There are 3,500 record collectors in the city, who are in charge of preserving and treasuring part of salsa's historical heritage. Hundreds of them are recognized worldwide for their priceless collections.
5. Famous companies manufacture musical instruments typical of salsa like congas, cowbells, drums, trumpets and maracas.
6. The World Salsa Festival, the Cali Fair with its Salsódromo, the International Dance Biennial and other shows make Cali a tourist haven and a great source of direct and indirect employment.
7. The city has the only salsa show that beautifully blends dance with a circus and a splendid professional orchestra: Delirium. This show, which is already an ambassador of Caleño culture to the world, is steadily travelling around the world.





IN VALLE, SALSA MARKS THE CALENDAR

An unrivalled show:
salsa in a circus tent.

The Delirio show

On the last Friday of every month

Dancers, orchestra, circus and public are united under the same tent. Over time, Delirio has gone from being a show to become a window showing the city to the world, offering its artists a wealth of opportunities. This 100% Caleño show has been performing magic for over a decade.

In a 60 m x 60 m tent, the largest in Colombia, 180 artists on stage and more than 500 people in production, present a cabaret type show, inspired by the popular Caleño culture. Up to 1,500 people see the show that between one song and another become part of the story. Delirio is considered a heritage icon of Cali.





The best come together
World Salsa Festival
Every September

5,000 dancers from all salsa schools in the city, and several from abroad, meet for a week to compete and define who the best in different categories are.

The show is open to the public and includes workshops, talks and meetings for music lovers and collectors.



End of the year in salsa
La Feria de Cali
December 25th to 30th

The Salsódromo has turned the streets into a huge dance floor every Christmas Day for the past 9 years. A parade with more than 1,500 dancers from different schools in the city who pass by displaying their skills on a 2 km long night tour, inspired by the Brazilian Carnival, but with the Caleño stamp of identity and music.

In June, schools begin to prepare their choreography to be ranked by a jury that will choose the top 20. Once selected, they rehearse for six months and prepare their costumes to present the public with the strength, the teamwork, the creative talent and the joy that identifies them. In addition to the Salsódromo, the Fair of Cali has a varied program that includes beauty pageants, gastronomic shows, music lovers' meetings and classic and antique car parades.



Fusion of rhythms, colors and dances of the world

Ensálsate Show

Second Friday of each month

This show is based on a fusion of genres and musical rhythms in salsa. With more than 100 artists on stage, live orchestra and a montage worthy of the best shows in the world, it has become one of the most renowned artistic proposals of the 'Salsa Capital of the World'.



MUSIC OF THE PACIFIC, A REFERENCE OF *Our culture*

In addition to salsa, the music of the Pacific Coast also makes up the Caleño cultural identity. It is a matter of geography: with the sea 180 km away, the rich culture coming from the black communities who have grown up on the ocean shores between Nariño and Chocó arrives practically without stopping.

Buenaventura is the capital of the Pacific, and Cali, due to its proximity, is part of that Pacific that stretches inland. The melodic power born in that country has roots in Africa, so percussion is the vital beat of the rhythms with instruments born of the bewitching encounter of the jungle with the sea. As with the marimba, a wood xylophone, with an ancestral sound unique in the world that serves as the basis for the great majority of folk melodies.

The music of the Colombian Pacific marimba, for these reasons, was declared an 'Intangible Heritage of Humanity' by UNESCO in 2015.

The Pacific coast of the Valle del Cauca is home to one of the largest cultures in Latin America, with expressions that continue to be transmitted from generation to generation as a poetic existential ritual. Without the need for academies, Pacific children learn to play the marimba and many other instruments baptized with names as fantastic as the melodies they play: guazá, cununo, bombo. Many of those children grow up with music, not as an accessory to life but as part of life itself, such as the Heritage of Timbiquí (Cauca) group, who received the award for 'Best of Folk Music Group' at the 2013 Viña del Mar Festival (Chile), or Chocquibtown (Chocó), which won a Latin Grammy in 2015.

There are also La Contundencia and Bahía. And from then on the list is as long as diverse; Some groups have more anchored traditional percussion in their style, while in other cases the party may be composed by

mergers that include hip hop, funk or jazz. For this reason the Petronio Álvarez Pacific Music Festival is held in Cali every August, an enormous cultural showcase displaying the artistic essence of the people who live in this beautiful region of Colombia.

The Festival of Pacific Music gathers together not only Colombian groups but also artists from other countries. For an entire week they showcase their talent in concerts that are a collective joy for all who attend. The crowd converges not only around the live music, but also a delicious array of coastal cuisine, with its unique and exotic flavor, cooked with no other seasoning than patience over a slow fire. The children open the festival with 'El Petronito', a sample of the work they have been doing to perpetuate the tradition. Then they interpret their natural talent to the rhythm of currulaos, lullabies and abozas. Even the names of the rhythms that move the soul of the people on the Pacific are fanciful.



OTHER CELEBRATIONS

The Mono Núñez Colombian Music Festival is among the nationally famous Vallecaucan celebrations bringing together important representatives of Andean music. The festival culminates in a contest between the artists. But the region's schedule of musical festivals is even more extensive.

June:

Unpublished Band Music Contest in San Pedro.

July:

Bandola Festival in Sevilla.

August:

Festival of Pacific Coast Folklore in Buenaventura.

Festival of Song Singers - Festibuga

October:

Latin American Festival of Folkloric Dances of Guacarí

November:

International Encounter of Storytellers and Legends.

A VALLEY *full of flavors,* AROMAS AND COLORS

Valle del Cauca is an explosion of flavors: fruit from paradise itself, gentle breezes rising from the ocean depths, and along its valleys seas of sugar cane whose sweetness pervades its cuisine. Fine pastures rich mountain earth planted with every kind of vegetable in creation, 18 towns filled with coffee at the northern tip of the Department. A region with every climate known to man, the Pacific in one side and one of the most varied cuisines in the country. Its flavors and aromas are a reference point for the world and a source of inspiration for famous chefs who have found the ingredients to enrich their creations right here in Valle.

Recipes are a blend of indigenous, African and Spanish cuisine who were the first wave of immigrants to this part of the continent. There are dishes to suit every taste prepared in every possible way, especially deep fried, barbecued and steamed. The fine cuisine is complemented by spectacular scenery and the inviting atmosphere in the haciendas and large colonial mansions, a framework of typical restaurants in nearby towns and villages. There are over 900 restaurants in Cali, distributed in traditional concentrations such as the colonial neighborhoods of San Antonio, Granada, and El Peñón and also in Ciudad Jardín. In every case, you can find delights ranging from the most conservative fare to innovative creations from skilled chefs.

Many cities in Valle have their own special dish: Ginebra is famous for its chicken sancocho, cooked over a wood fire; Jamundi for its 'cholado', a drink made of crushed ice and pieces of fresh fruit; Buga its manjarblanco, made from sweetened milk that when boiled becomes a delicious fudge that mocks the elegant arequipe caramel; Buenaventura famous for shrimp empanadas, for fish soup and for all the blessed fruits of its sea.



The chicken sancocho or sancocho vallecaucano is one of the most popular recipes in the region. It is a chicken soup, simmered along with several ingredients that make it a nourishing dish: yucca, corn, plantain and potato. Sometimes cuts of beef or pork can be cooked alongside the chicken. Its purest version is cooked over a wood stove and served with white rice and chopped cilantro.



Empanadas vallunas are an experience for several senses: the mass crunches at each bite because unlike those that have been born in other parts of the world, vallunas are fried and crunchy. Not baked and quiet. Then your stuffed meat, onion, tomato and chopped potato will taste of the tropics. Forget the olives or a raisin invading the taste. When you eat them you will only need a good spice to accentuate the taste in your mouth. There are different sizes, some as small as a little finger, and others as large as a whole hand.

A pre-fried and crushed green plantain is topped with small chunks of pork crackling, wrapped into a roll and returned to the boiling oil. Marranitas are one of the dishes most desired by locals and visitors. Its crisp texture and the taste of well-fried pork are a delicious and unforgettable sin in this part of the world.



The Pacific coast has one of the continent's most powerful food: fried fish or in sancocho, coconut rice, ceviches and stews are some of the dishes that can be enjoyed in the sea breeze. In Buenaventura you will find shrimp empanadas and fresh seafood casserole all the time.



The mixed grill is made to order. They are usually a large plate with sausage, black pudding, beef, pork, fish, pork crackling, potato and green plantain, accompanied by tomato salad and avocados. It is a family dish and frequently eaten on the weekend.

The palm peach is a powerful fruit of the Pacific coast and is considered to have aphrodisiac powers. It is semi-soft, larger than an almond, smaller than an apple. Its orange flesh is perfectly accompanied with an exquisite contradiction: salt and honey. It is about love and hate. But much more love than hatred. Palm peaches can be used to prepare sorbets, juices, desserts, ice cream and sauces in different dishes of regional cuisine.



SWEET ROUTE OF COLOMBIA

280,000 of the 300,000-acre flat land of the Cauca River Valley are planted with sugar cane. When discussing the history of the department one must mention the trapiches, the haciendas with fields of sugar cane and the sugar mills, before talking about sweets or any other delicacy. Touring the Valle is a trip to the rediscovery of flavors: desserts, drinks and sweets are legacies of the Spanish, but modified with the creativity of the Vallecaucanos. Its main ingredients are sugar, fruit, panela and molasses. It is not unusual to see mills in different parts of the region.



Manjarblanco (white manna) is a sweet made with milk and panela - another product of sugarcane, less processed than sugar - that honors the last five letters of its name. Two items are indispensable for its preparation: the copper pail where the milk is boiled and a long wooden stick to stir the mixture. Under different conditions it will not be Manjarblanco... After several hours, the sweet takes on a creamy texture that will then taste wonderful on a piece of bread, a cookie or on a simple spoon.



The charm of a Maceta is that it is handmade: different candies made from white sugar are stuck in a soft wooden stick, and the craftsmanship is complemented by colorful paper figurines. In Cali the Flowerpots became a tradition in June, on Godchildren's day and have become institutionalized as their gift.

Unique drinks. In the case of champús, a base of lulo juice with chunks of pineapple, corn, and sour orange leaves. The Lulada, on the other hand, is only lulo macerated with ice, a little water and perhaps a few drops of lemon. And the cholado, crushed ice flavored with fruit sauces, chopped fruit, condensed milk and jam, is a perfect snack.



LEGENDS OF VALLE'S *gastronomy*

Entering Cali at 5:45 p.m. from the northern part of Valle del Cauca, looking at the two mountain ranges. The Central range, dense, solid, supporting Colombia like a backbone of roots that solidifies our conscience, Ruanas shrouding the potatoes, each one so different from the other, the land where cold air is scented with maize, redolent with the Llorona, with droplets of rain, fog and moss; and the Western mountain range, full of sunsets and icy little fingers seeking rivers, roads and corn, opening up to us and giving way to a leaden skies whose sharp focus allows our eyes to wander along the mountain tops, helping us to begin understanding what it is to be inside, in the Valley between those two mountain ranges, watching the Cauca River flow, full of sugarcane and histories, a witness to the passage of the races across the region from the days of the conquest. We are a land traversed by adventure, by the river, the mountains and the sea; and is why marimbas can be heard here, echoing in the wind, which at sunset in Cali is scented like empanadas with hot sauce. Our region, with all of its climates, showcases itself as a gastronomic melting pot with the vigor of the Spaniards, our indigenous condition, the embrace of Africa and even beyond these the influence of the middle east. The arrival of the Spaniards also brought with it eight hundred years of Moorish culture from southern Spain. The pagan indigenous gods, the Yahweh of the Torah, the Allah of the Koran and the Christian God are all present in the region's flavors, ingredients and beverages. This multi-ethnic

blend makes Cali a magical region where ethnic influence has fused into a cuisine whose stews have caressed our children, have removed toads from our entrails and dreams. This is why black magic governs and permeates everything we do: our manner of walking, dancing, moving our bodies. The Spaniards placed their sustenance in our hands, giving rise to a unique culinary experience blending the products offered by the river at that time, its sadness, our ancestral indigenous knowledge and the arrival of cattle and highly sought-after pigs. This gave birth to a differentiated tropical cuisine, a kitchen of traditional and exotic abundance the tropical forest that on every street corner cradles the melancholic flair of skirts swirling while eating chontaduros sprinkled with salt. And it is in our cooking, with its knowledge and ancestral flavor, where the myths and tales of the city are whispered among the aromas of cumin, scallions and coriander. This is where a stew that sticks to the skin nourishes our mixed dishes, tamales, empanadas and chicken soup. It is the imprint of our land. You take their aroma and our history with you stuck to your skin. But then you walk and walk and it is the colors of the tropics that overwhelm you: lulos, pineapples, caititos, coconuts, grapes, the diversity of what we are: a land where food speaks of mixtures, memories, history, pleasure and enjoyment.*

María Claudia Zarama

**Germán Patiño, Fogón de Negros*

NATURE IN *all its splendor*

The valley is green. The multicolored tanagers have found their nest in the Mist Forest, the Andean bear is at home in the Farallones Park of Cali, and the marsh vulture, in the Sonso Lagoon. These are just examples of an entire universe. In trips that last 15 minutes to 4 hours from Cali, nature appears in all its splendor.

For three consecutive years, Valle del Cauca has been the site of the International Bird Fair of Colombia, Colombia BirdFair. Three days for biologists, writers, explorers, expert observers and amateurs to gather for much more than talking about birds. The department is home to 900 of the 1,815 species in Colombia; the country itself is home to 20% of the total number of birds on the planet.

The Important Bird Conservation Areas, or IBA program, is led by BirdLife International for the identification and preservation of sites of significant value to the birds of the world. It has been operating in Colombia since 2001 with the aim of creating a national network of conservation areas across the country.

BirdLife International lists Valle del Cauca as a privileged region with 11 IBA areas:

1. Laguna de Sonso Nature Reserve. This area is also the only marshy wetland in Valle del Cauca. It is included in RAMSAR, an international intergovernmental treaty offering a framework for the conservation and rational use of wetlands and their resources.
2. Yotoco Forest Reserve.
3. Alto Calima Region.
4. San Antonio Cloud Forest. Km 18.
5. San Juan River Delta.
6. Páramo del Duende Regional Nature Park
7. Malpelo Fauna and Flora Sanctuary.
8. Serranía de los Paraguas.
9. Dagua River dry enclave.
10. Farallones de Cali National Park.
11. Tatama National Nature Park.



Based on this, companies have been set up to organize expeditions, with local guides and experts in the subject. These are some of the most important sighting stations in the region:

Farallones de Cali National Nature Park

Home to 300 species of birds and several mammals such as bats, different types of monkeys and the Andean bear that is currently almost extinct. More than 30 rivers that bathe the Valle are born there and it is the most extensive protected area in southwest Colombia. The name Farallones is given to the youngest rock formations of the mountain range, which reach a maximum height of 4100 meters above sea level. And temperatures ranging from 25 ° C (77 ° F) in the tropical foothills to 5 ° C (41 ° F) in the moors.

The Farallones are responsible for cooling the Pacific sea breeze that passes through its mountains and refreshes the evenings in the city. On clear days, from Cali, you can see its majestic blue peaks rising on the horizon, separating the Pacific and the Cauca river basins. On clear days, from Cali, you can see its majestic blue peaks rising on the horizon, separating the Pacific and the Cauca river basins.



Alexandria Farm

There is no better description for this place than the hummingbird paradise. 30 minutes from Cali by motorway to the sea 281 species of birds (counted and recorded) can be observed in their natural habitat. Hummingbirds, tangueras, toucans, gullies and quetzals are on the list. And diversity extends to the flora: orchids, bromeliads and all the wealth that springs from a mist forest.



San Antonio mist Forest

Located 30 minutes from Cali, this nature reserve is a microcosm housing about 260 birds species of the Pacific and the Andes mountain range. In 2004 it was declared an Area of Importance for the Conservation of Birds (AICA) by BirdLife International. Some of the species that can be appreciated are the multicolored tångara, the tångara spring, the chlorofonia azululul and the greengrocer greenish. It is also home to amazingly beautiful orchids and a great diversity of flora and fauna.



Sonso Lagoon Nature Reserve

More than 160 species of birds, mainly aquatic, inhabit this great wetland of the Cauca river geographical valley. Among them are the swamp vulture, the duck needle, the striped crane and the dotted carpenter. Located one hour from Cali, Sonso Lagoon is a small sample of the extensive lagoons and marshes that once covered the Valle del Cauca before allocating the land to agricultural production.

Englishman's Ridge Nature Reserve

In the municipality of El Cairo, four hours away from Cali, is a mountainous area with two of the most important habitat areas in the American continent: The tropical Andes and biogeographic Chocó. Among the wonders there are examples of the musguerito choker, the red-berry fruit, the tatama bangsia and the black and gold bangsia.



Yotoco Forest Nature Reserve

Three emblematic wildlife species inhabit this area in the midst of enormous trees and the thick vegetation covering its 559 hectares: the howler monkey, the ruby frog and the caucan peahen. The reserve is a great place for hiking and contemplating nature in conditions very similar to those that can only be seen on Google.

Uramba Bahía Málaga Natural Park

Each year, humpback whales travel 8500 km from Antarctica and Chilean Patagonia with the goal of spending the summer in the warm waters of the Pacific. They arrive between the months of July and November to mate and give birth to their young. This show can be seen in the Uramba Bahía Málaga Natural Park, an hour and a half from Buenaventura. It has been classified by science as one of the areas with the highest biodiversity in the world. Since 2010 it is a marine protected area, which guarantees the conservation of its 47,000 ha.



Extreme and
adventure sports: pure
adrenaline

Regardless of the weather or the time of year, the Valle del Cauca is ideal for the practice of water, land and air sports, extreme or not.

It has all the settings for indoor disciplines and all the land required for open air activities.



MALOCA DE LOS VIENTOS

One hour from Cali is La Maloca de los Vientos, the only theme park in Colombia that brings together more than 13 adventure activities in one place: canopy, abseiling, spider net, climbing, hiking, flying swing, pendulum, ascending ropes (Jumar), 4 different kinds of Tibetan bridges, paragliding, canyoning, trekking, ecological horseback riding, river tubing and mountain biking.



LAKE CALIMA

Less than two hours' drive from Cali is Lake Calima, a lake with the third fastest winds in the world and the fastest in America. This has made it a factory of great competitors and windsurf and kiteboard instructors. It is also ideal for practicing other sports such as water skiing, sunfish, optimist, sailing, boating, among others. Boat trips and ferries, ecological horseback riding along the slopes surrounding the lake and canoe, Jet Ski and sailboat rentals are other options.



SAN CIPRIANO

The Río San Cipriano Nature Reserve in Buenaventura, a crystalline river with a rocky beach that, according to experts from the UN Water Conservation Program, is one of the world's cleanest river tributaries. The river flows through a spectacular tropical forest adorned with trails and waterfalls; a paradise for snorkeling, swimming, or the pure and simple joy of life.



PACIFIC OCEAN

The Pacific Ocean offers several alternatives to diving enthusiasts, with its warm waters in areas such as near Los Negritos, near Málaga Bay and Malpelo Island, a natural heritage of humanity.



ROLDANILLO, LA UNIÓN,
EL CERRITO, PALMIRA AND TULUÁ

Paragliding and parachuting are practiced in different municipalities of the region thanks to the winds coming from the Pacific Ocean and the height of the two mountain ranges that cross the Valle del Cauca. Some of the places with better conditions for practice are Roldanillo, La Union, El Cerrito, Palmira and Tuluá, where national and world hang gliding championships have been held.

The religious jewels OF THE VALLE DEL CAUCA



Basilica del Señor de los Milagros

Valle del Cauca is a museum of religious jewels. Architectural structures, in some cases over 450 years old, are still standing, which regardless of religious beliefs makes them worthy of contemplation just for all the history they represent. These are just a few:

Basilica of the Lord of the Miracles of Buga

Legend has it that in the sixteenth century, an indigenous woman picked up a small crucifix that came down the waters of the river Guadalajara de Buga and took it to her house to make an altar. Over time the figure increased in size until it was a meter and a half tall. Skeptical, the ecclesiastical authorities decided to burn that Christ, but – according to the legend – instead of burning in the flames, it began to sweat. The sweat was collected by the believers in cotton cloth who began to rub on their illnesses, which immediately healed. From then on the crucifix was freed of torture and was recognized as The Lord of Miracles. His most fervent faithful also call him “The Blackie”, because he is a much darker Christ than the one conventionally pictured by the Church.

The Lord of Miracles is housed in the Basilica of Buga, an hour’s drive from Cali. Although the largest celebration there (a special mass of Eucharist) is scheduled for September, the temple and its owner not only convene public for that season, Travelers arrive from the world to the Basilica all the time motivated by faith, and the proof can be read in different sections of several internal walls of the building, full of small marble plaques with inscriptions of gratitude to ‘El Negrito’ for favors granted.



Iglesia La Merced



Capilla San Antonio de Padua



Iglesia La Ermita



Churches in the ‘Branch of Heaven’

The most visited church in Cali is the chapel of San Antonio de Padua, small parish jewel of baroque religious architecture. Located in the west it attracts almost as many parishioners as tourists. Delicate colonial building located on top of a hill, offering a unique panorama. A traditional park for sweethearts that climb the hill up to the church to get married, or take a picture with the city background in a yellow sunset. The neighborhood around the chapel is a tourist attraction for its quiet and cool streets, for its preserved architecture, for its restaurants, theaters, hotels, and for the cultural underground that thrives there, especially on the weekend nights.

But there is also La Ermita, more in the center of town, with a design and history of great value: Along its walls are images more than three centuries old such as the Virgin of Sorrows, St. Roque, St. Joseph, Christ of the Cane or Christ of the River, St. Francis Xavier, The Magdalene, St. Anthony and Ecce Homo. Also worthy of mention are the La Merced Chapel and Convent, the Church of St. Francis with its Mudéjar Tower and the St. Peter's Cathedral.



Cartago, the clerical city of the department

Cartago is a city in the northern part of the department of Valle del Cauca: just under 200 km, around 2,5 hours' drive from Cali. There is a replica of the Cathedral of Pompeii (Italy), built in 1944 with a 50 m high tower, which has since transformed it into a geographical landmark because it can be seen from any part of the town. Visitors will also find a Mexican-style temple on the streets of Cartago honoring the Virgin of Guadalupe.

A virgin appeared, called the Virgin of Poverty. And so that everything may be in order in the kingdom of the heavens, a Christ appeared, the Christ of Mercy.

The Divine Ecce Homo, patron saint of the vallunos

In the village of Ricaurte, in Bolivar (also in the north of the region), there is one of the most famous sacred images of Colombian Catholicism: the Divine Ecce Homo. According to popular legend, during the eighteenth century an image of Christ began to appear in a wooden altarpiece. His figure became more and more visible, as well as the favors received by those who visited him. The saint appears with his legs slightly crossed. The faithful claim that years ago they were completely crossed, and that when they are uncrossed in their entirety it will be an unmistakable sign of the end of the world.

A colonial sanctuary on another hill

The Sanctuary of Our Lady of Las Lajas is two and a half hours north of Cali, in La Union. This colonial hermitage was built in the eighteenth century, and is as square and white as a sugar cube on top of a hill. It is listed as a national monuments of Valle del Cauca for its historic, artistic, cultural and symbolic value.

El Bohío, national monument

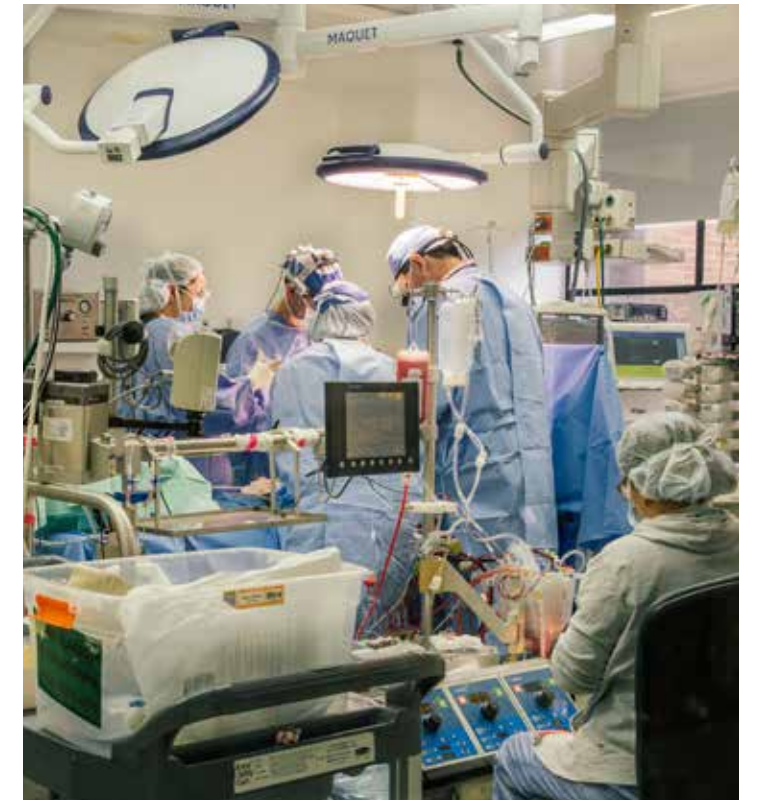
In the town of Toro, two and a half hours north of Cali, lies the Doctrinal Chapel of St. John the Baptist, better known as El Bohío. It is a small building built in 1563, famous for its mud walls and thatched roof. In 2003 it was designated as a national monument.

Health tourism, A TREND THAT IS MAKING HEADWAY IN VALLE DEL CAUCA

Cali is home to two of the best hospitals in Latin America: Fundación Valle del Lili y and Centro Médico Imbanaco. This recognition was made by América Economía magazine, which ranked them at the top of 44 hospitals surveyed in 2016. According to the National Association of Financial Entities (ANIF) Valle del Cauca is the nation's second largest producer of pharmaceuticals and medical supplies, home to 4 of the 20 pharmaceutical companies in the country.

Colombia is a regional leader in health tourism. It has a wide selection of internationally recognized specialists, along with a large number of accredited medical centers with advanced hospital safety, clinical care schemes and social activities.

Valle del Cauca is one of the largest contributors to this positioning. Clinics and hospitals throughout the Department offer a wide variety of services ranging from simple to highly complex medical procedures. Surgical interventions also feature prominently, since many people from other countries view us as one of the best options for high quality and reasonably priced obesity, aesthetic and reconstructive surgery and post-surgical treatments. Most institutions have been integrated to provide diagnostic services before surgery and subsequent treatments, strengthening their portfolio. Valle del Cauca stands out for the quality of its educational and the number of graduates in health science programs.



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