

FLAVIA SANTORO

President of ProColombia (2018 – 2022), the international promotion agency of Colombia

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- Expert in international trade and tourism, attraction of Foreign Direct Investment, networking, leadership, and service
- Since 2018 she became President of ProColombia, the agency in charge of the country brand and the promotion of Colombia through its 22 international commercial offices in strategic markets worldwide
- During her tenure, ProColombia won numerous awards including the Best Investment Promotion Agency in Latin America (2019 and 2020) and the top 20 Great Place to Work in Latin America (2020)
- She is a champion of social causes: she has been a member of the League against Cancer and has managed scholarships for students at the Minuto de Dios University Corporation (UNIMINUTO)
- She has been a member of different boards of directors such as Sembradores de Paz, Fundar and

Flavia Santoro has vast experience and a successful record in managing institutional and government relations with the private sector, and in strengthening strategic and commercial alliances at an international scope.

During her 4-year tenure at ProColombia, she interacted frequently with Heads of State and global business leaders on international stages such as the World Economic Forum and the InterAmerican Development Bank Assembly, among others. She is widely recognized for her great ability to execute and for her friendly and effective leadership.

As President of ProColombia, she achieved some major achievements that constitute a transformative legacy for the trade and tourism sector:

- Between August 2018 and May 2022, ProColombia facilitated the arrival of around 740 foreign direct investment projects accounting for more than US$31.75 billion, which generate more than 320,000 quality jobs in Colombia.
- ProColombia advised around 5,560 Colombian companies into making exports for more than US$ 20,350 million, with international buyers in more than 170 countries.
- In 2019 (before Covid19), more than 4.5 million visitors arrived in Colombia, a record number for the country.
- Responsible for the 2030 Vision of Colombia's commercial strategy in markets such as Brazil, Canada, China, the UAE, USA, Japan, Mexico, and the UK.
- Some of the main initiatives were: “Colombia, the most welcoming country in the world”, the internationalization factories, Colombia with a click, Red – Carpet and Nearshoring.
- Under her leadership, ProColombia won numerous awards as the Best Investment Promotion Agency in Latin America (2019 and 2020) by the prestigious Site Selection publication. In the 2020 Great Place To Work ranking, ProColombia was ranked second among the best companies to work for women in Colombia and also number 19 among the best places to work in Latin America; at Expo Dubai 2020 the Colombian Pavilion won the Bronze Award for Best Thematic Performance.

Throughout her professional career, she has been a champion of social causes (such as the League against Cancer) and has managed scholarships and first job opportunities for graduate and low-income students at the Minuto de Dios University Corporation

(UNIMINUTO). Likewise, she has been a member of different boards of directors of non-profit institutions such as Sembradores de Paz, Fundar and YPO Colombia.
In her keynotes she always seeks to generate engagement and connection; she shares clear messages, aligned with strategic objectives supported by data; always connecting with the audience thanks to her evident charisma, authenticity, and the use of a simple language, even when it comes to explaining macroeconomics.

She is a lawyer from the Universidad Javeriana, specialist and master's in insurance law. Known for being an expert in international trade and tourism, attraction of Foreign Direct Investment, networking, leadership, and service.

TEMAS

Flavia Santoro tailors each presentation to the needs of her audience and is not limited to the topics listed below:

- Foreign Direct Investment
- Trade
- Exports
- Tourism
- Country Brand – Marketing & Promotion
- Business Opportunities
- Competitiveness
- Networking
- Leadership

CONDICIONES

- **Travels from:** Colombia
- **Fee Range:** Please Inquire