

# COLOMBIA TODAY

A Weekly Update from the Embassy of Colombia

March 8, 2016

## Colombia Celebrates International Women's Day with Special Delivery



Today, the Embassy of Colombia, in association with Asocolflores – the Association of Colombian Flower Exporters – commemorated International Women's Day with a special delivery: Colombian flowers to 250 prominent women in Washington.

From women ambassadors to U.S. Senators and Administration officials, the Embassy hand-delivered flowers to highlight how Colombia's flower industry empowers women and supports them and their families.

Colombia's flower-growing industry is one of the country's *most dynamic economic sectors*, advancing Colombian workers – especially women and their families – as well as supporting businesses at home and in the United States.

### Did You Know... ?

- The Colombian flower industry is valued at **more than \$1 billion** and employs **more than 130,000 workers** across 60 municipalities in Colombia.
- Colombia's flower industry directly and indirectly **supports 200,000 jobs in the United States** – from local florists to air transport and delivery services.
- According to Asocolflores, **90 percent of flower growers are women** – and many of them heads of household.



- For women growers, especially, the industry is empowering – **providing good wages** that allow them to **care for themselves as well as their families**.
- To further advance the welfare of workers and their families and communities, Asocolflores has **implemented a series of programs** focused on housing, education, recreation and building a culture of peace for the country.
- One of these programs, **Asocolflor-es-hogar**, has helped more than **29,000 families of flower growers** achieve the dream of owning a home or improving their homes through construction.

Click [here](#) to learn more about the social and economic impact of Colombia's flower industry.

### In Case You Missed It...

## Ambassador Pinzón Honors President of the World Jewish Congress

Last week, Colombian Ambassador to the United States Juan Carlos Pinzón hosted a reception at his residence to honor [Ambassador Ronald Lauder](#), President of the World Jewish Congress (WJC).

The WJC is considered the 'Diplomatic Arm of the Jewish People.' For nearly a decade as the president of the organization, Lauder has advocated on behalf of Jewish communities before heads of state, governments, parliaments and international organizations.



*Ambassadors Pinzón and Lauder at the Residence of the Colombian Ambassador, March 1, 2016*

During the reception, the Ambassador praised Ambassador Lauder for his leadership and commitment to developing vibrant Jewish communities around the world, including in Latin America, and for strongly supporting Colombia's efforts to secure lasting peace.

**Ambassador Pinzón stated:** *"In Ambassador Lauder, we are honoring someone who has forged a close bond with Colombia – and Colombia, in turn, has become a friend to the World Jewish Congress. Colombia remains one of Israel's longest, strongest partners and supporters. Mr. Lauder's leadership at the helm of the WJC since 2007 has been central to advancing this alliance."*

**Ambassador Lauder stated:** *“I believe that the world now looks to Colombia for answers to the difficult problems we all face. In short, Colombia is open for business the world sees this and we are here tonight to acknowledge this important fact.”*

More than 100 people attended the reception, including members of Congress, the Administration, business leaders, members of the press and representatives from the Jewish community of Washington.

Click [here](#) to learn more.



*Ambassadors Pinzón and Lauder and Rep. Eliot Engel (D-NY), Ranking Member of the House Foreign Affairs Committee at the Residence of the Colombian Ambassador, March 1, 2016*

## Dignitaries Convene in Utah for Pacific Alliance Annual Meeting



*Governor Herbert and Ambassador of Peru to the U.S. Luis Miguel Castilla, Ambassador of Chile to the U.S. Juan Gabriel Valdés, Ambassador Pinzón and Consul General of Mexico Eduardo Arnal Palomera*

Last week, Ambassador Pinzón along with the Chilean and Peruvian ambassadors to the United States and the Mexican Consul General, traveled to Utah for the annual Pacific Alliance meeting, which was held at Utah Valley University (UVU) on March 3 and 4.

**Baldomero Lago, Senior Director of UVU’s Office of International and Multicultural Studies, said:** *“This is the first year the Pacific Alliance ambassadors have hosted the annual meeting at*

*an academic institution. We are thrilled and honored to welcome the Pacific Alliance ambassadors and dignitaries to Utah Valley University.”*

The Latin American government officials participated in the annual meeting, a related economic summit and a series of high-level meetings to discuss the strategic importance of the Pacific Alliance. They also highlighted the partnership between Utah and the four Latin American countries and ways to expand it further, including through trade and investment as well as exchanges like the Global Cities initiative. The group of dignitaries met with Utah Governor Gary Herbert, Salt Lake County Mayor Ben McAdams and other local state officials, as well as the leadership of the World Trade Center Utah and members of the business community.

**Derek B. Miller, World Trade Center Utah President and CEO said:** *“In 2015, Utah companies exported more than \$972 million worth of goods to Pacific Alliance countries, which represents 7 percent of total Utah exports. The Pacific Alliance constitutes a growing export opportunity with a key trading group of Latin American countries, and having dignitaries from these countries visit our state illustrates to what extent Utah has become a global business destination.”*

Click [here](#) to learn more.

## Colombia In the News

If you've missed these Colombia-related stories, check them out:

- [The Hollywood Reporter: “First LatAm VOD Platform Launches in Colombia,” 3.5.16](#)
- [People: “Susan Sarandon Can't Stop Smiling as She Walks Arm-in-arm with Son Jack, 26, in Colombia,” 3.5.16](#)

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