

# COMUNICACION FOR PROGRESS 2022

For more information on the financial, legal and corporate governance situation of the organization and BIC Management, please refer to the financial statements and management report 2022, available at [www.Corferias.com](http://www.Corferias.com)



GENERADORES DE OPORTUNIDADES Y PROGRESO  
**CORFERIAS.COM**

If you have any questions or comments about this report, please contact:  
Bogotá: (601) 381 0000  
Carrera 37 # 24 - 67 Main entrance  
[www.Corferias.com](http://www.Corferias.com)



## WORDS OF OUR PRESIDENT

The year 2022 was an opportunity to reaffirm the importance of fairs and face-to-face events in our country as meeting platforms where supply and demand dynamize the market, generate innovation and carry out actions to exchange knowledge and sustainability. These are experiences that consolidate new opportunities and contribute to the visibility and positioning of our country.

Consequently, we will continue to strive to reach pre-pandemic levels, which means continuing on the path of determined, forceful, and committed work by the entire Corporation for what awaits us in 2023. In addition, this will be performed to achieve increasingly favorable results for all our stakeholders, especially for our shareholders, who are very important players in this process.

We have also maintained our commitment to carry out all the activities aimed at **strengthening sustainability** and **corporate governance**, in order to comply with the requirements and standards established for companies certified as Businesses of Common Interest and Benefit (BIC), as well as our commitment to the principles of the Global Compact, to which we are a signatory; Progress in the updating, design and implementation of processes and procedures at the documentary level, as well as the projects proposed to improve the environmental and social performance of our organization, and on the other hand, work hard in the training and education of the enablers, so that they can actively participate as decisive actors in these processes.

Therefore, as Executive President of Corferias, I am very pleased to inform you of the results achieved during the year, which have been made possible thanks to the leadership and commitment of the Board of Directors and the collective and determined work with our partners and allies, the Corferias enablers and all those third parties that participate directly or indirectly, who are permanently committed to creating opportunities for entrepreneurs, micro, SMEs, businessmen and society in general.

**ANDRÉS LÓPEZ VALDERRAMA**  
Executive President of Corferias

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# CHAPTER 1

## **CORPORATE GOVERNANCE** HUMAN RIGHTS AND ANTI-CORRUPTION

# BOARD OF DIRECTORS OF CORFERIAS



## President

Enrique Vargas Lleras

## Vicepresident

Juan Diego Trujillo Mejía

## Main

Enrique Vargas Lleras

Juan Diego Trujillo Mejía

Nicolás Uribe Rueda

Jaime Mantilla García

Camilo Liévano Laserna

Mónica Contreras Esper (*independent*)

María José Ramírez (*independent*)

## Fees

Reinhard Kling Bauer

Jorge Perdomo Martínez

Hernando Restrepo Londoño

Gonzalo Serrano Orejarena

Enrique Stellabatti Ponce

## Alternates

Sandra Neira Liévano

Juan Claudio Sanchez Ferré

Ricardo Nates Escallón

Juan David Ángel Botero

Luis Fernando Ángel Moreno

Rosemarie Saab (*independiente*)

Camila Escobar Corredor (*independiente*)

# STEERING COMMITTEE OF CORFERIAS



**Andrés López Valderrama**  
Chief Executive Officer



**Mario Cajiao Pedraza**  
Vicepresident of Planning and  
Corporate Affairs



**Roberto Vergara Restrepo**  
International Business Director



**Natalia Riveros Castillo**  
General Secretary



**Marisol Suárez Laverde**  
Commercial Director of Fairs



**Jane Milena Camargo Henao**  
Deputy Director of Communications  
and Marketing (E)



**Andrey Drufovka Urdaneta**  
Event Manager



**Mauricio Paredes García**  
Director of Risks and  
Operations



**Martín Camargo Pérez**  
Director of Architecture and  
Infrastructure



**Patricia Sandoval**  
Internal Audit



**Andrés González**  
Director of Marketing  
and Sales Ágora



**Juan Esteban Pérez**  
Executive Director  
Puerta de Oro  
Oro



# OUR **BIC COMMITMENT**

Expand diversity without distinction of culture, ethnic minorities, religious beliefs, sexual orientations, physical abilities, and gender diversity, and disclose the company's values, mission, expectations, and financial statements to employees in the company's various documents and means of communication.

## PRINCIPLE 1

Businesses **should support and respect the protection of universally recognized fundamental rights** recognized within their sphere of influence.

## PRINCIPLE 2

Businesses should make sure that they are not complicit in human rights abuses.

## PRINCIPLE 10

Businesses should support a precautionary approach to environmental challenges.

# GLOBAL COMPACT PRINCIPLES

OUR HIGHER PURPOSE

# **TOGETHER WE GENERATE OPPORTUNITIES AND PROGRESS**

## **Our vision:**

By 2022 Corferias will be recognized as the leading integrated operator of fairs, events and conventions in Colombia, with a presence in the Latin American Pacific Alliance region.

# PILLARS OF OUR SUSTAINABILITY POLICY



Caring for the environment



Respect for human rights, diversity and fair working conditions



Strong support for transparency and accountability processes



Offering a portfolio of fairs and events that contribute to the achievement of Sustainable Development Goals.

<https://corferias.com/es/responsabilidad-social-y-sostenibilidad/>

# WHO ARE WE?



Corferias is a private commercial corporation with 68 years of experience, which promotes cooperation links between Colombia and the international community, generating qualified contacts between visitors and exhibitors in the different venues operated by Corferias according to international standards.

Corferias currently has the status of an issuer of securities, as it is a company registered on the stock exchange and trades its shares on the stock market.

Its headquarters are located in the city of Bogotá, and it has been qualified as an Industrial and Operational User of a Permanent Free Trade Zone, for which reason, in order to carry out activities outside the Zone, it decided at that time to create another legal entity, which is its subsidiary, called Corferias Inversiones S.A.S..

## WHO ARE WE?

Likewise, Corferias is part of the Trust Investors of the Autonomous Patrimony of the Bogotá International Convention Center with the Bogotá Chamber of Commerce and the Fontur Autonomous Patrimony, in which Corferias as an investor holds an 18.76% equity interest. This P.A. CICB owns the real estate asset Convention Center Ágora Bogotá and at that time, at the direction of the investors, entered into an operating agreement with Corferias. The management of this investment is regulated in the Articles of Incorporation of the Autonomous Patrimony and in the Operating Agreement, where there is a Board of Investors and an Executive Committee, and where Corferias is represented in the Board of Investors by its Legal Representative and in the Executive Committee by the Chairman of the Board and the Executive President.

The organization is also a member of the Global Association of the Exhibition Industry (UFI), the world's leading global association of exhibition organizers and venue operators, with 767 member organizations in 84 countries.

In addition, Corferias is an affiliate and founding member of the Association of Latin American Fairs (AFIDA) and will hold the presidency until April 2022.

Consequently, Corferias promotes and organizes the participation of the country and its businessmen in fairs, events and/or exhibitions held abroad, and over the last few years, it has become an important partner of foreign or national companies that share its objective: to promote the industrial or commercial development of their countries or Colombia.

# WHO ARE WE?

On the other hand, Corferias has documented and implemented a line of **Corporate Governance**, which defines the guidelines in the relationship with each of the stakeholders of the organization, with the **Corporate Governance, Code of Ethics and Good Governance and the Bylaws** as guiding documents.

Our highest governing body is the General Shareholders' Meeting; the management bodies are the Board of Directors, the legal representatives and other administrators.

There are 5 lines of assurance for the organization's internal control.

The first line is focused on the owner of the process (self-control); the second line is focused on the process itself with risk management from the Risk and Operations Department; the third line is focused on Internal Audit; and the fourth line is focused on the CEO and management in general.

Finally, the fifth line consists of the Board of Directors and the Good Governance, Risk and Audit Committee, whose main objective is to assist the Management and the Board of Directors in evaluating, directing and monitoring the internal control, risk management and audit system to ensure that all controls are appropriately, effectively and efficiently implemented and complied with, and to ensure their continuous improvement.

# OUR VALUES



# OUR STAKEHOLDERS



Shareholders



Exhibitor



Providers



Environmental



Community



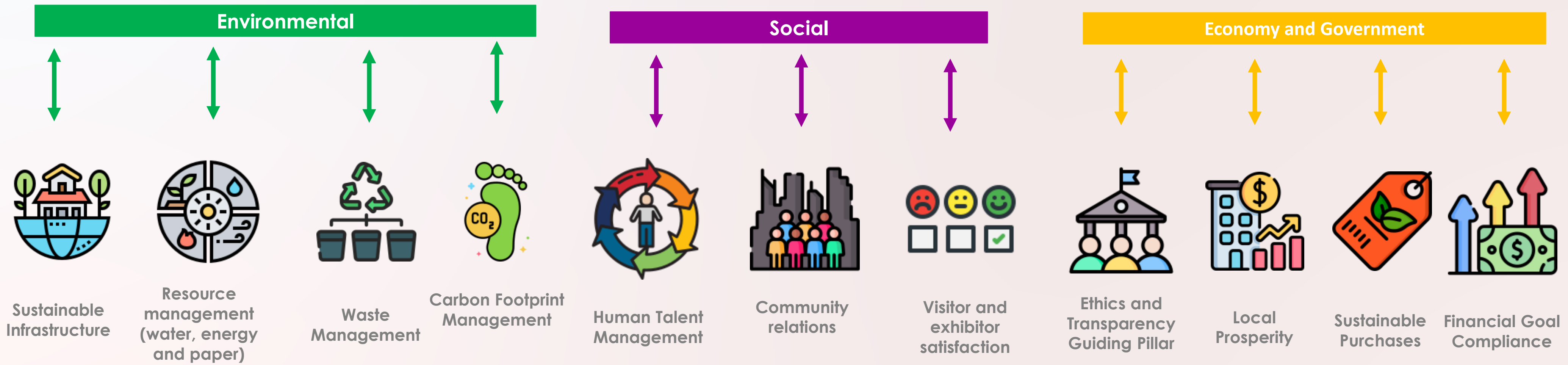
Media



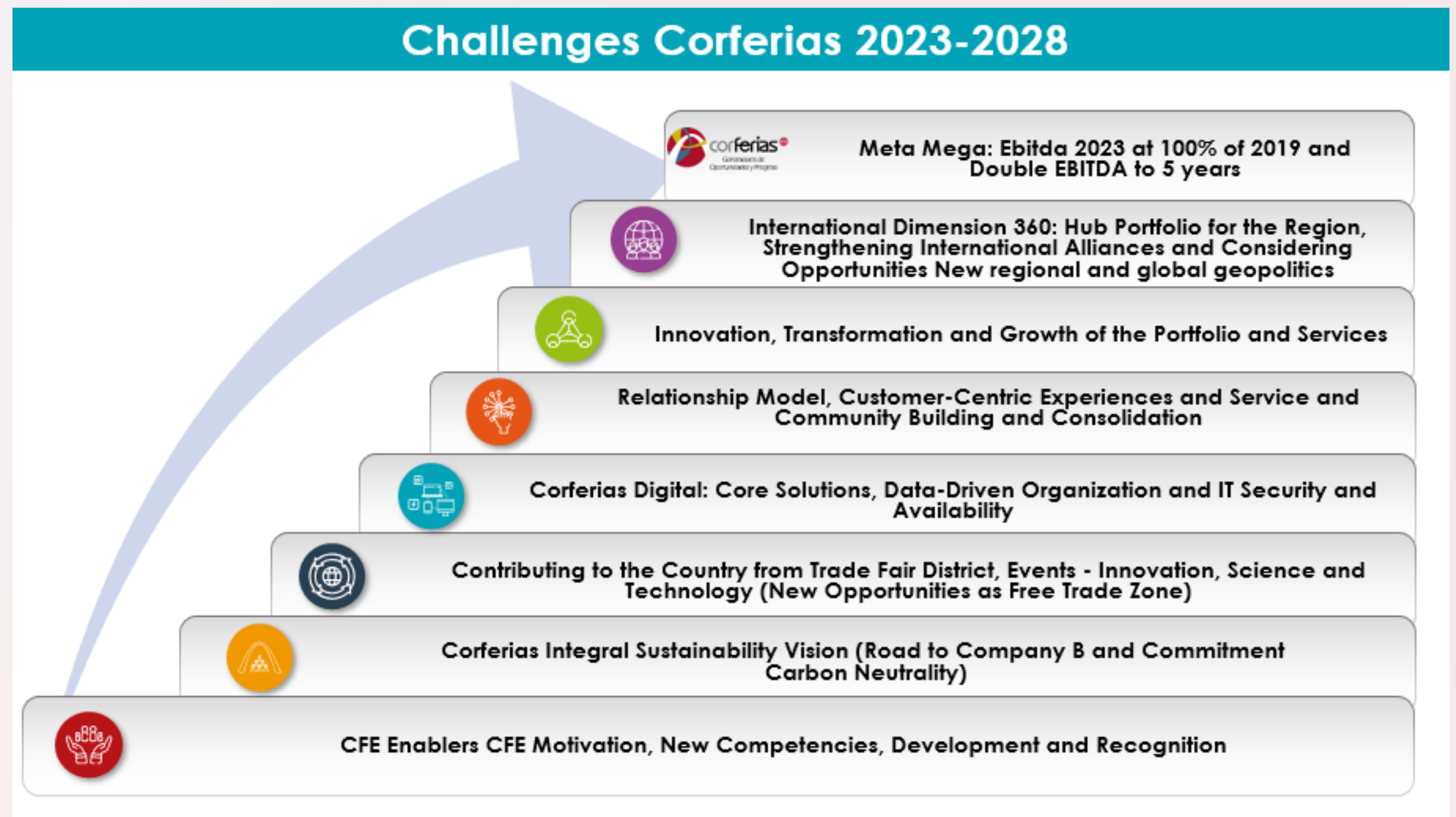
Government

Authorities

# OUR SUSTAINABILITY ACTION LINES



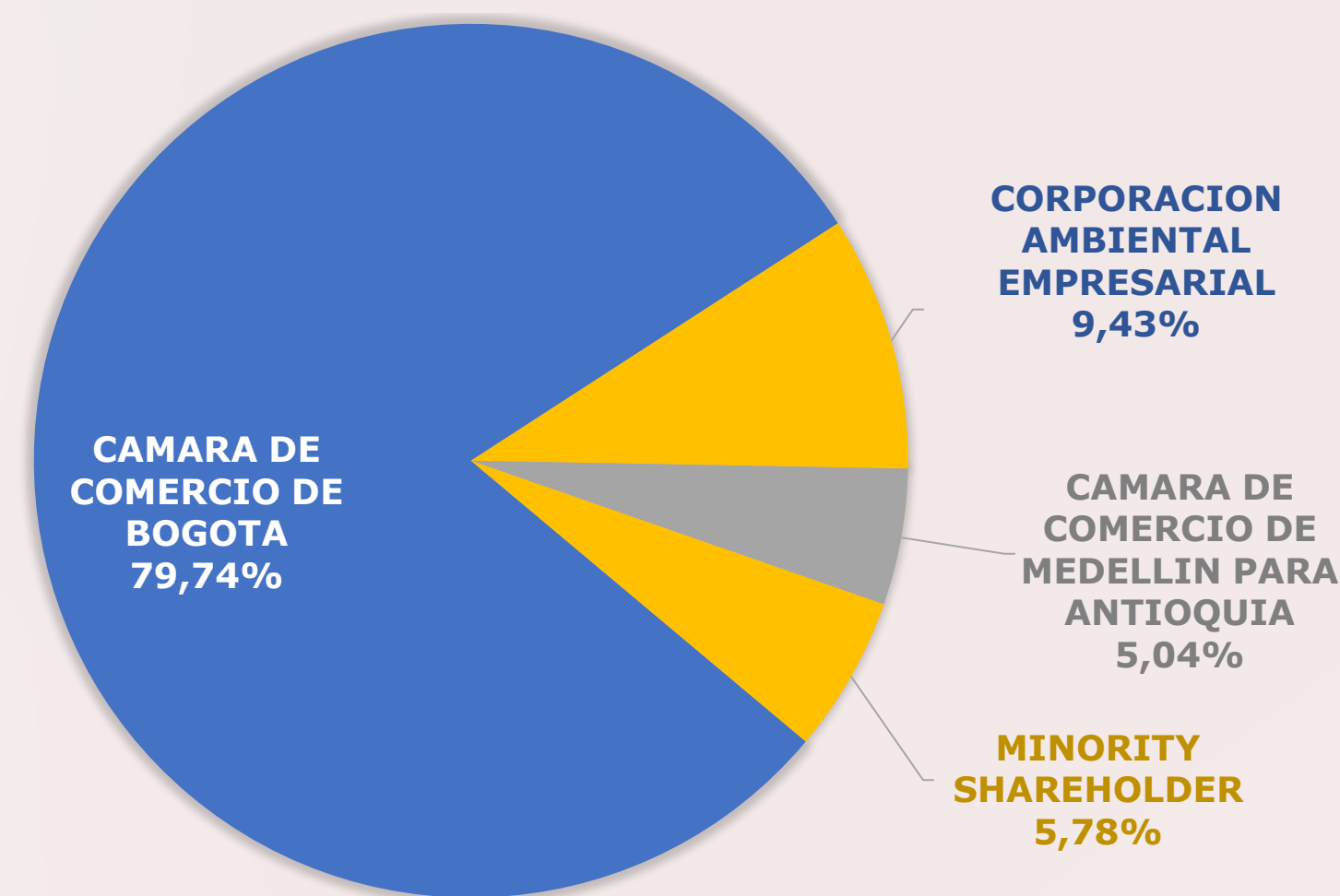
# OUR STRATEGIC CHALLENGES



From the perspective of guiding the management of the organization towards objectives and goals that contribute to the fulfillment of our higher purpose, **Corferias determined that its material issues are, in turn, the strategic challenges of the organization**, which were reviewed in the period 2022, finding compliance in the objectives to 2023 in terms of financial results. Therefore, new challenges have been set for the period 2023 - 2028 and consider the Sustainability Management System as a pillar to achieve the Corporation's mega goals; However, for the year 2022, in accordance with the new guidelines of the Superintendency of Finance, a work plan was prepared for the period 2022 - 2023, which included a review of the Organization's material issues to validate its alignment with the requirements issued by the Company and international standards.

# OUR STAKEHOLDERS

**94.2%** of Corferias' actions are represented in **institutions dedicated to strengthening the business sector** (and society in general from the private sector).



	N° SHAREHOLDERS	N° SHARES	% IN SHARES
LEGAL PERSONS	297	2,463,436.00	1,47%
LEGAL ENTITIES	91	164,824,361.00	98,52%
<b>TOTAL</b>	<b>388</b>	<b>167.287.797.00</b>	<b>100,00%</b>



## COUNTRY CODE

According to the instructions issued by the Superintendency of Finance of Colombia, it is the obligation of securities issuers to adopt the recommendations of the Country Code. For this reason, Corferias has been working on the implementation of these recommendations for several years and has complied with its obligation to submit the Country Code Survey annually.

The **Country Code is made up of 33 measures which group 148 recommendations that can be adopted by issuers. Corferias for the year 2022 has adopted 131**, as a result of the implementation of the approved changes to the Board of Directors and the Good Governance, Risk and Audit Committee's operating regulations.

Therefore, in order to maintain and strengthen its relationship with investors, Corferias continues to adopt better levels of information disclosure. **These efforts have been recognized by the Colombian Stock Exchange by maintaining the certification and IR "Responsible Investor" recognition for the year 2021.**



# SIPLA

## Integral System for the Prevention and Control of Money Laundering

During 2022, Corferias carried out the appropriate activities and actions to comply with the provisions of the SIPLA Manual, the SIPLA Code of Ethics and the legal and regulatory provisions applicable in this matter. As a result, and in order to ensure compliance by all those involved, the organization maintained training on this subject throughout the year as part of the induction and re-induction processes for personnel.

During the year 2022, the Compliance Officer of Corferias presented the reports on compliance with SIPLA to the Good Governance, Risk and Audit Committee and the Board of Directors, respectively. No suspicious facts or situations that should be reported or disclosed in said reports occurred, neither in the nationalization of goods coming from abroad, nor in the activities that constitute the ordinary course of business of Corferias directly or through its subsidiary Corferias Inversiones S. A. S., thus complying with the periodic reports to the UIAF as required by law.

## OUR COMMITMENT TO HUMAN RIGHTS

As part of our alliance with the Bogotá Chamber of Commerce (CCB), during the first half of the year, we carried out an exercise of **Business Strengthening in Human Rights Due Diligence; The CAPSTONE Program, in which a review of Corferias' processes, documents, policies and procedures in the area of Human Rights was conducted in order to identify the best practices currently followed by the organization and the opportunities for improvement aimed at aligning with national and international standards in this area.** As a result, Corferias' best practices were highlighted, in addition to compliance with legal requirements applicable to the entire value chain:



The existence of a Sustainability Policy that declares respect for human rights, diversity, fair working conditions, rejection of child labor and commercial sexual exploitation of children and adolescents throughout the value chain of our operation.

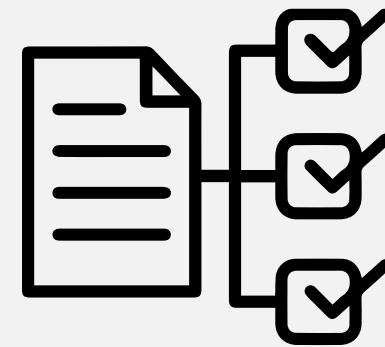
The incorporation of a clause in the contracts signed with contractors and/or suppliers, declaring Corferias' commitment to respect human rights both in the workplace and in its sphere of influence, and likewise, committing these third parties to comply with said clause in the performance of their activities.

As part of the control activities in the contracting processes, in addition to other controls to ensure transparency and anti-corruption, the UN Restricted Lists are verified to validate compliance and non-violation of human rights.

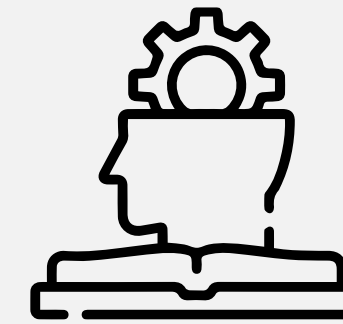
On the other hand, a series of recommendations were generated, which were included in a work plan to be executed in the period 2022 - 2023 with a focus on:



Documentation of the Corporation's Inclusion Program, which allows the definition of metrics to validate its management from the Bogotá Chamber of Commerce for this purpose.



Update the Corporation's risk matrices in accordance with the actions defined in the Inclusion Program.



Increase awareness-raising and training activities on human rights for the Corporation's different stakeholders.

Additionally, **we participated in the training day on Corruption Prevention "De Empresas Para Empresas - #DEPE" (From Companies for Companies)**, organized by Pacto Global and the Alliance for Integrity with the support of the Bogotá Chamber of Commerce. In this exercise, we sought to acquire tools and best practices to implement on integrity, ethics and transparency in order to prevent corruption risks, strengthen the culture of business integrity and increase our competitiveness. Enablers who participated in this activity received certification from the organizers.

Similarly, there were no situations of human rights violations in any of our stakeholders during the period.

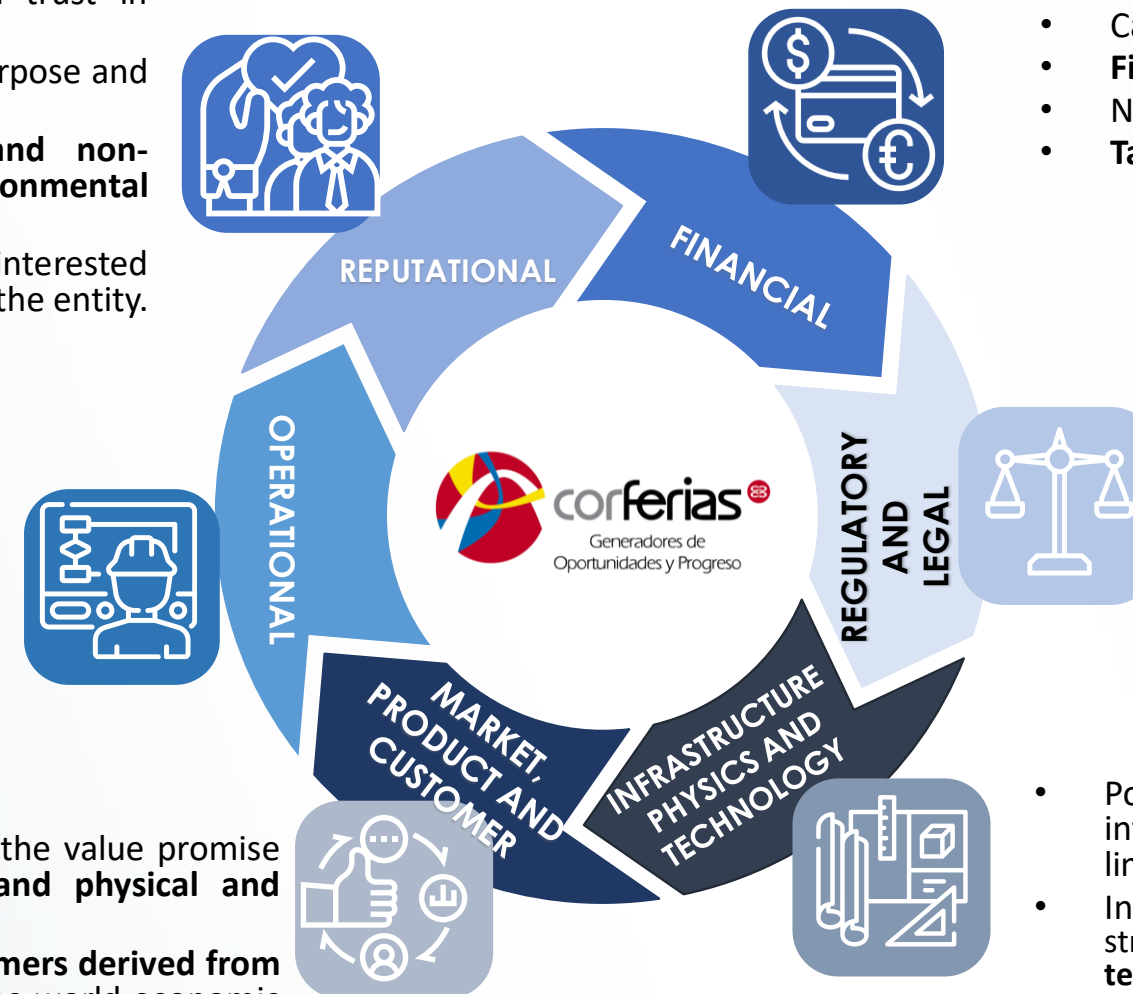
# INTEGRATED RISK MANAGEMENT

## STRATEGIC RISKS - RELEVANT OR MATERIAL (According to nature)

- Failure to maintain stakeholder confidence and trust in biosafety processes
- Failure to demonstrate and impact the superior purpose and value proposition to stakeholders.
- **Non-compliance with BIC company status and non-implementation of economic, social and environmental sustainability strategy**
- Affection of the image of Corferias before the interested parties due to the materialization of risks affecting the entity.

- Lack of motivation and/or loss of key and specialized personnel
- **Inadequate planning and implementation of strategic projects (District of Innovation, Science and Technology)**
- Impact on security at the site
- Affecting public health
- Impact on the operation of trade fairs and events
- Affecting occupational health and safety

- **Physical and/or digital** Products not aligned with the value promise (Innovation, new competitors, Strengthening, and physical and digital portfolio restructuring).
- **Affection in the participation decisions of customers derived from the situation of their sector, uncertainty** due to the world economic situation (high inflation, high interest rates, logistics problems) or the perception of risk due to a change of government.
- **Rate of recovery pre-pandemic levels in the domestic and international markets.**
- Impact due to loss of focus on strategic objectives



- Cash position - liquidity Corferias
- **Financial debt exposure - variable rate loans**
- Non-compliance with budget scenarios
- **Tax reform, labor**

- Non-compliance with the regulations applicable to Corferias' activities (**New Free Trade Zone Regime**; Company Registered in the Stock Exchange, Relevant Information, etc.).
- **Impact on the progress of strategic projects due to the failure to obtain managed standards (Partial Plan) or regulatory changes that impact their development (Modifications to the free trade zone regime);**

- Postponement of the execution of network and infrastructure improvement and upgrade projects due to limited resources.
- Infrastructure damage (resulting from natural disasters, structural or resource failures or deficiencies and accidents, **acts of terrorism**)
- Obsolescence of the facilities and their environment
- Affection of Technology Services (Hardware and Software) - Cybersecurity



With the implementation of the ISO 31000 methodology as a standard guide for risk management, the Corporation periodically reviews, assesses, controls, and updates strategic, process, project, and product risks (fairs and events), as well as the manual and policies in accordance with the update of applicable regulations and the continuous improvement of the system, thereby responding to changes in the strategic and operational environment.

To this end, the Risk Committee and the Corporate Governance, Risk and Audit Committee conduct a detailed follow-up on a quarterly basis, or earlier if necessary, with individual analysis, rating (high, medium or low risk) and treatment according to the nature of each risk, prioritizing the actions to be taken according to their impact.

For the year 2022, in terms of strategic risks (also defined as material or relevant risks), the organization has identified new risks related to BIC condition and the economic, social and environmental sustainability strategy. This was performed in terms of implementing and improving the system, adopting industry best practices, setting targets, and measuring compliance and positioning with stakeholders.

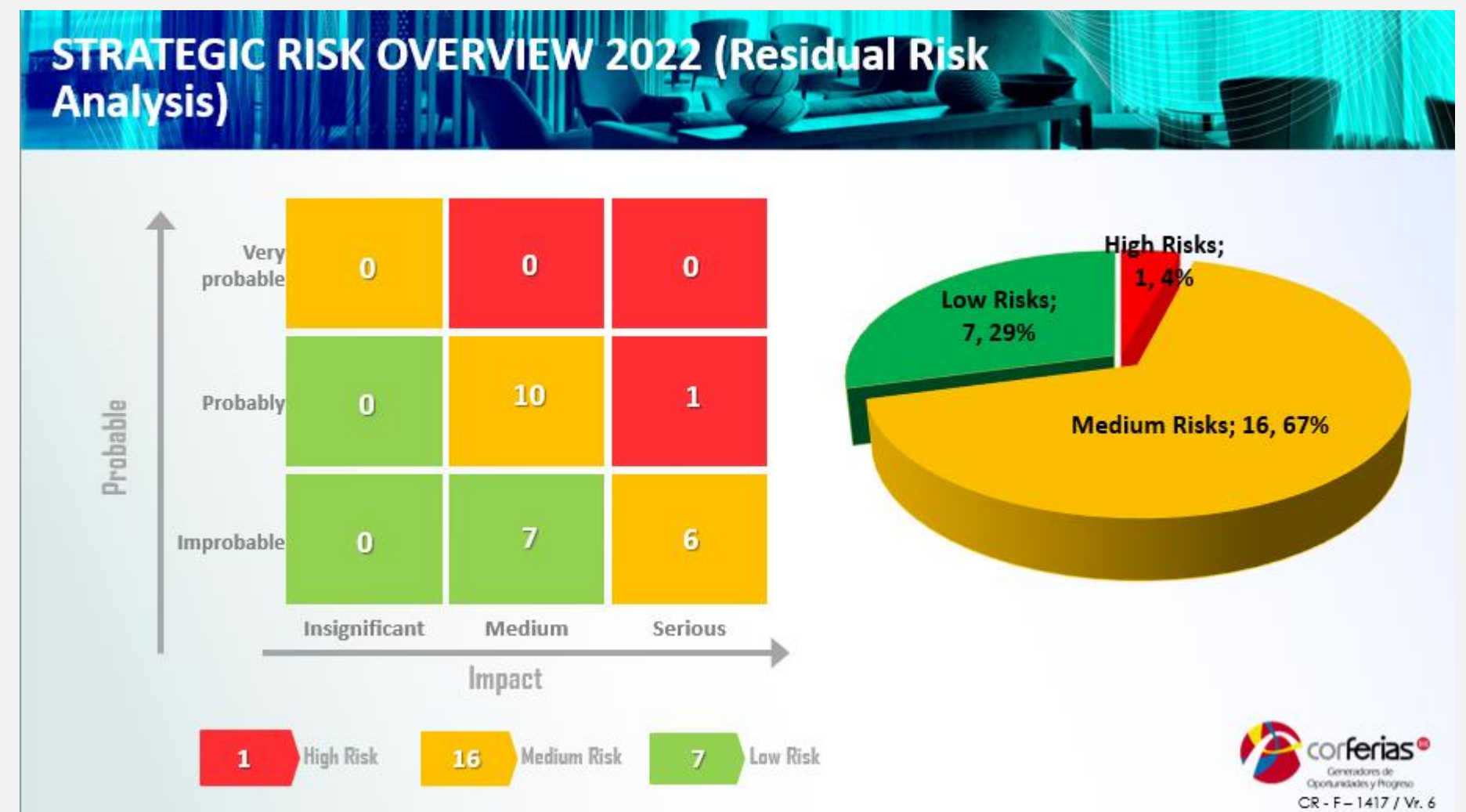
The implementation of strategic projects (Innovation, Science and Technology District) was performed with the allocation of physical, technological and economic resources, regulatory compliance and development of the project plan; for the Partial Plan and the Free Trade Zone, priority has been given to the approval of these projects and the participation of specialized advisors.

In aligning physical or digital products with the value promise, Corferias conducted a comprehensive and continuous review of the product portfolio, relationship model, innovation dynamics and digital monetization. When clients' participation decisions were affected by the economic and political situation, the political and social environment was constantly evaluated, aligning trade show and event opportunities with the government's vision and policies.

With a view to recovering pre-pandemic levels and its impact on the national and international market, the focus was on diversifying the portfolio with a constant dynamic of innovation and attracting new national and international exhibitors; finally, the fiscal reform was followed with regard to changes in income, VAT and tariffs.

According to the analysis carried out by the organization, 29% of the risks have been assessed as low, among which reputational, regulatory and legal risks, 67% of the risks assessed as medium are focused on market, product and customer, operational and physical and technological infrastructure risks, while 4% have been assessed as high risk, the latter being determined by the impact and probability of occurrence and materialization during the year 2022.

With regard to the risk exposure of financial debt - variable rate loans due to the economic, political and social situation of the country, priority was given to controls focused on modeling scenarios that analyze the impact on cash flow and market alternatives to refinance or cover the impact of cash flow.





# CHAPTER

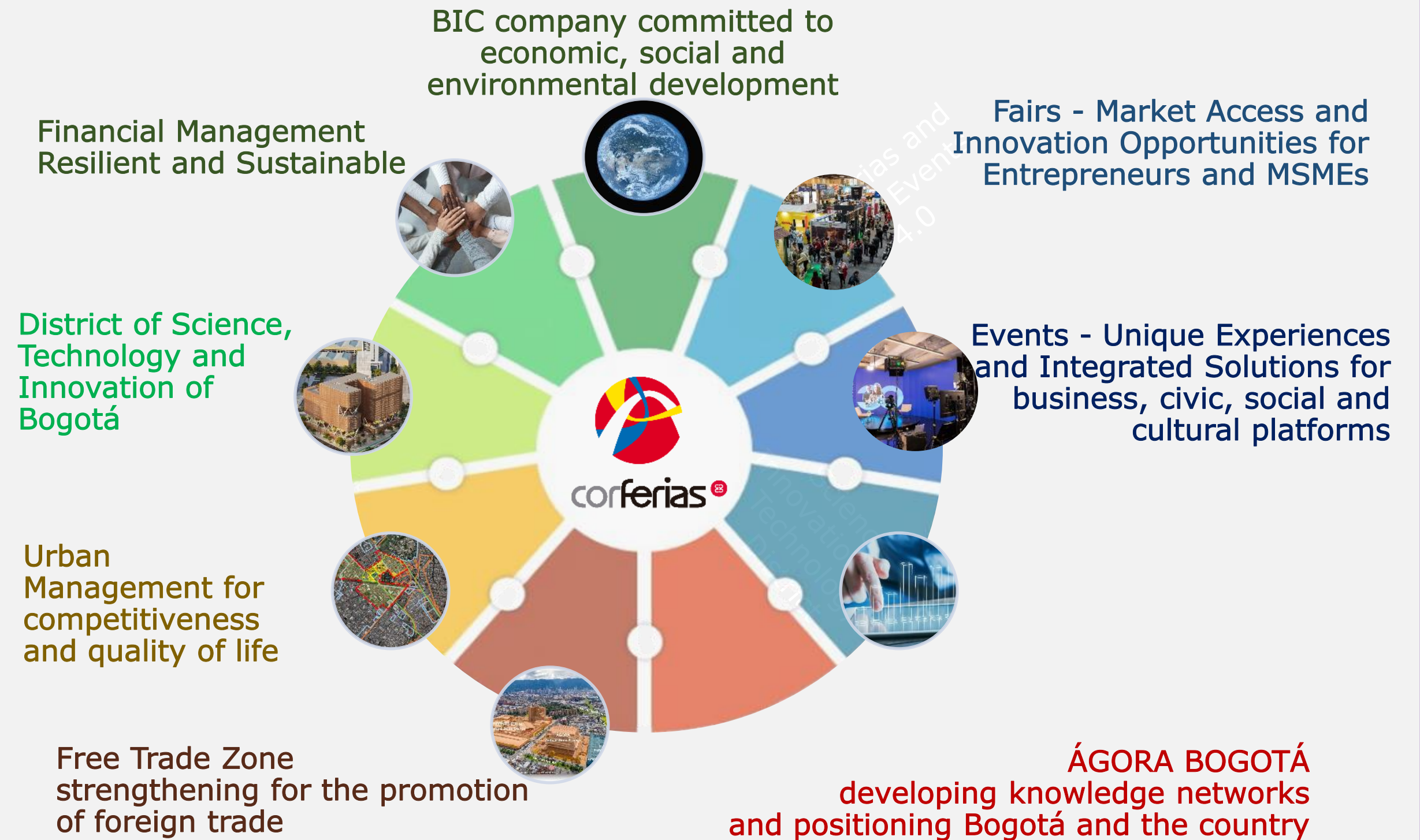
# 2

## **BUSINESS MODEL** COUNTRY IMPACT

# BUSINESS DYNAMICS

The year 2022 for Corferias continued to be a year of recovery from the effects generated by Covid-19. This led Corferias to carry out its activities with greater innovation, always complying with the provisions of its corporate purpose and all regulatory protocols that were implemented by the National and District Governments for activities related to events, fairs, conventions and congresses.

Therefore **Corferias** (based on the challenges prioritized by the Board of Directors and the Administration, throughout the year 2022), **focused on offering platforms and spaces for fairs and event solutions.** This was performed in order to continue to support entrepreneurship, micro-enterprises, MSMEs and communities that move according to the different sectors, generating economic, social and sustainable opportunities and obtaining satisfactory results that will be listed below, maintaining the commitment to achieve growth and positioning at pre-pandemic levels.



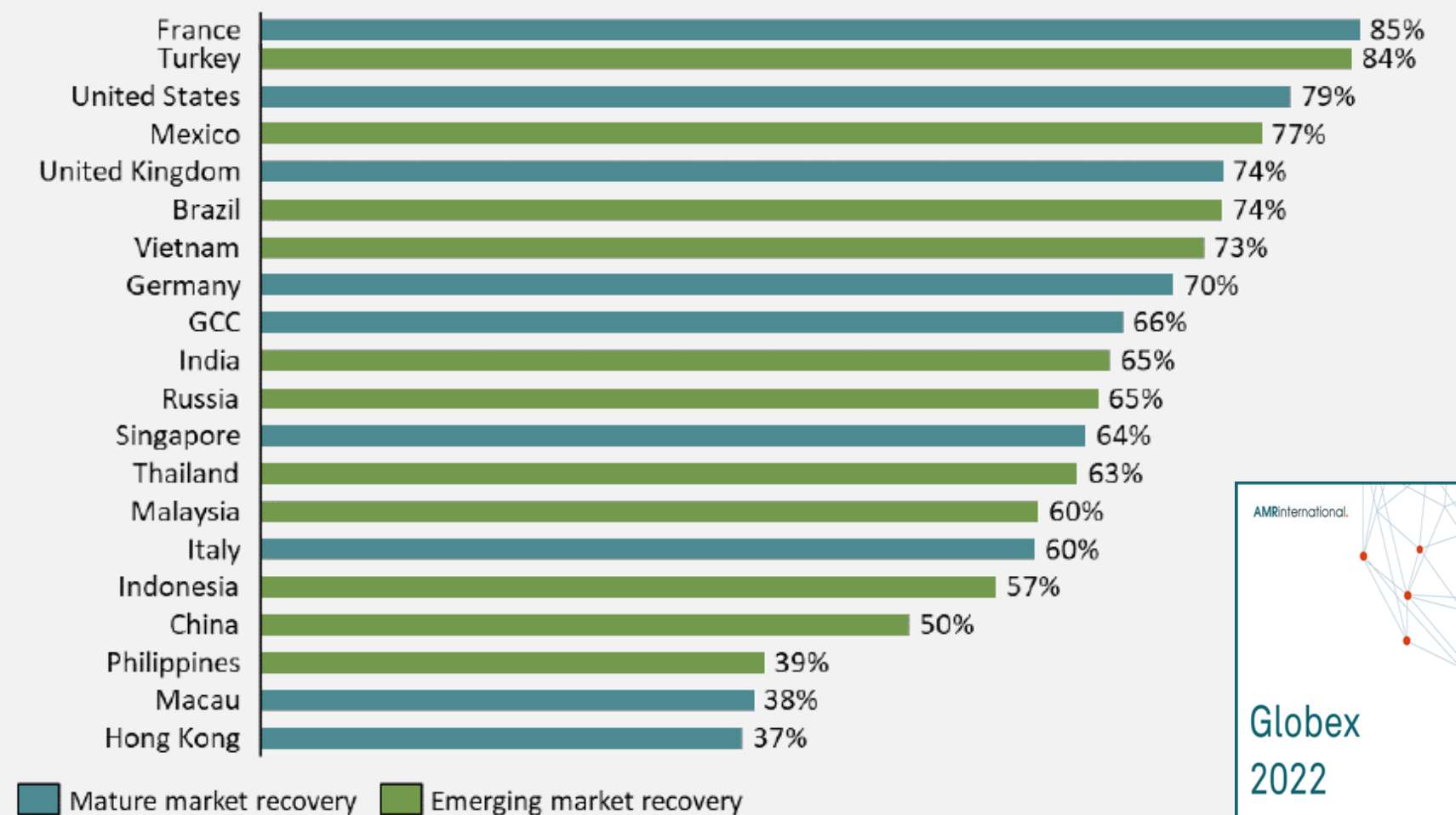
In the context of reactivation and return to market normality, it is important to highlight a study published worldwide called GLOBEX. This study assesses the situation of the industry in the year 2022. Main markets of the world and their sales projection in 2022 were analyzed compared to 2019, and the study identified that most of the companies in the sector will be at 72% of revenues in 2019.

International standards show that the best positioned countries in this study will close the year above 80%, which, in the specific case of Corferias, has achieved to close 2022 with 81% of the fair profit of 2019, and in terms of total Ebitda (including the events business unit) is even expected to exceed the Ebitda of 2019.

The foregoing is the result of strategic cash management, strictly controlling expenses and investments, evaluating financing alternatives and foreseeing possible adverse external circumstances that may again affect the execution of the organization's activities, notwithstanding commercial management at the fair level and of the different events.

## WORLD OUTLOOK MARKET RECOVERY - 2022 VS 2019

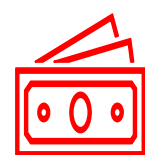
Estimated recovery in market size, 2022 as % of 2019



According to UFI, the global exhibition market is expected to grow by 68% in 2022 compared to 2021 and is expected to experience a 72% recovery compared to 2019.

# IMPACT OF OUR OPERATION IN 2022

Bogotá



**PIB Bogotá: 237.244** (Miles de mill COP)  
**Impacto Directo: 488** (Miles de mill COP)  
**Impacto Indirecto: 385** (Miles de mill COP)  
**Equivalencia al PIB: 0,37%**



**# Empleos generados: 4.241**  
**Impacto Social: \$ 4.025** (Mill COP)



**Posicionamiento: \$87.729** (Mill COP)  
**# Publicaciones: 21.998**

B/quilla



**PIB B/quilla: \$27.046** (Miles de mill COP)  
**Impacto Directo: \$37** (Miles de mill COP)  
**Impacto Indirecto: \$29** (Miles de mill COP)  
**Equivalencia al PIB: 0,25%**



**# Empleos generados: 1.126**  
**Impacto Social: \$ 912** (Mill COP)



**Posicionamiento: \$6.483** (Mill COP)  
**# Publicaciones: 8.713**

Ágora



**PIB Bogotá: \$237.244** (Miles de mill COP)  
**Impacto Directo: \$364** (Miles de mill COP)  
**Impacto Indirecto: \$287** (Miles de mill COP)  
**Equivalencia al PIB: 0,27%**



**# Empleos generados: 4.819**  
**Impacto Social: \$ 842** (Mill COP)

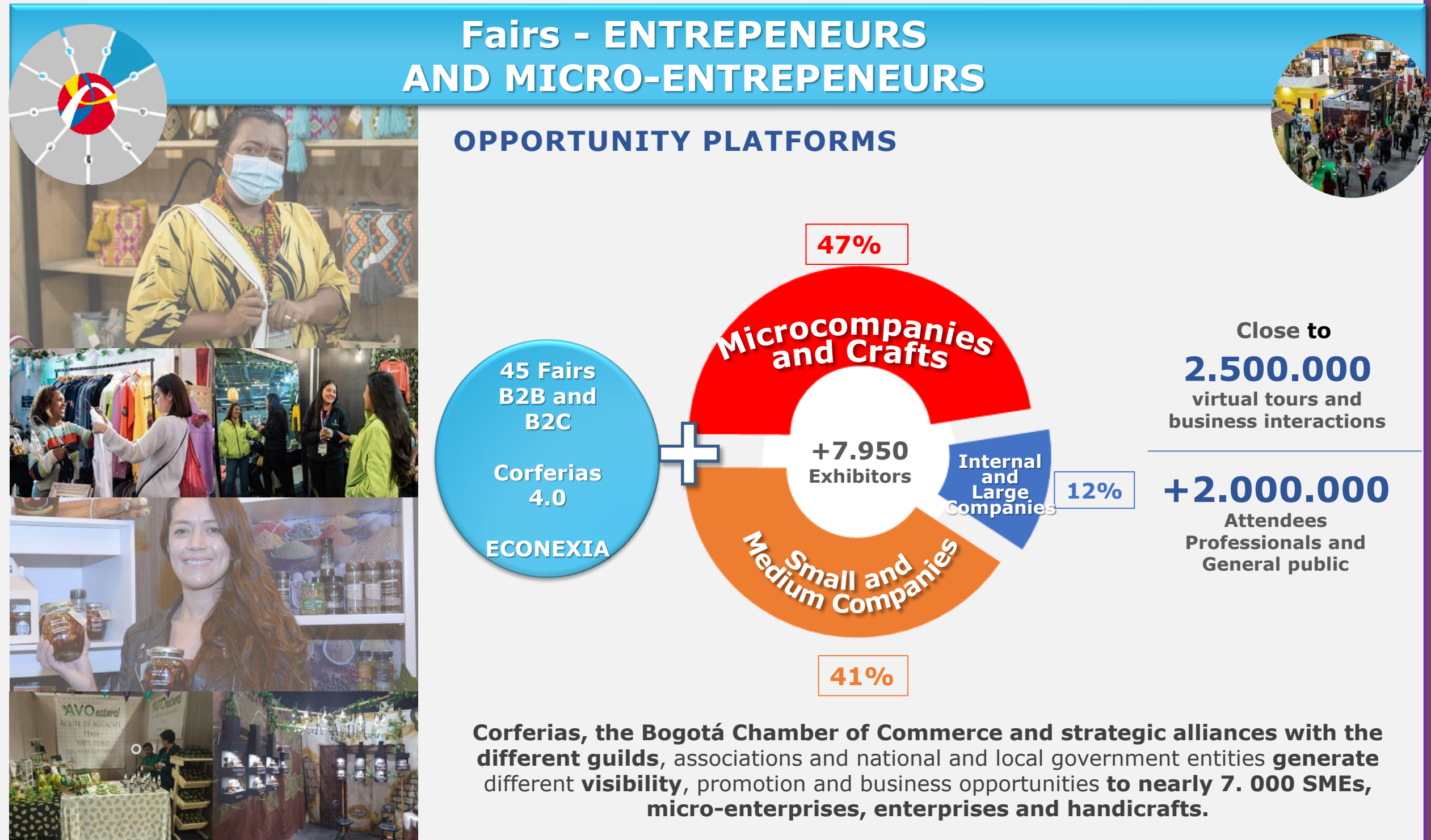


**Posicionamiento: \$6.482** (Mill COP)  
**# Publicaciones: 1.053**

# GENERAL DYNAMICS OF FAIRS 2022 AND FAIRS 4.0

In 2022, Corferias carried out a recovery plan in the face of the effects generated by the Covid-19 pandemic. Corferias carried out vigorous actions from a portfolio of professional and commercial fairs that offered opportunities for entrepreneurs, micro-entrepreneurs and business reactivation, along with its own innovation dynamic, betting on new sectors, niches and products, as well as the reinvention of some platforms and fair solutions.

On this occasion, approximately 88% of the exhibitors participating **in the fairs are micro-entrepreneurs, entrepreneurs and SMEs of our country.**



# INTERNATIONALIZATION

Through its internal team, international partners and its network of agents, Corferias has been able to generate a turnover of more than 7 billion pesos, managing the participation of 400 exhibitors and 4,263 international visitors; also, through business meetings and/or agendas, more than 9,600 meetings were generated, generating business expectations of more than 90 million dollars. The International Representative Network has been strengthened, and thanks to the opening of several countries and the easing of travel restrictions, we have the support of this network, linking business people in fairs such as Interzum, Alimentec, Meditech, Bogotá International Fair, Colombiaplast and Agrofuturo.



It is worth noting that many of these fairs are the most important and recognized in the Caribbean, Central and South American regions, thus confirming Corferias as the HUB and regional leader in the reactivation of professional fairs with the participation of exhibitors from Germany, France, Italy, Spain, the United Kingdom, Israel, South Korea, the United States, Brazil, Chile and Peru, among others, and international visitors from all over Latin America, from Mexico to Argentina.

# DYNAMIC FAIRS BOGOTÁ 2022



**27.000** visitors

**900** exhibitors

**11.300** business meetings

**20** countries represented at the trade show



**8.330** visitors

**296** exhibitors (15 international)

**23.200 Mill. COP** In projected sales

**20** countries represented at the trade show



**5.140** visitors

**107** exhibitors

**400** Businessmen received recognition from the Presidency of the Republic

**783** business appointments



**90** spaces organized and led by the Ministry of Information and Communication Technologies (MINTIC)

## Expertos en Feria

Steve Wozniak, Co-Founder of Apple, Silvina Moschini, first Latin woman to position a company as a 'Unicorn', among others.



**325** exhibitors

**24.571** visitors

**5.588 Mill. USD** In projected business



**57,188** visitors

**201** expositores

## Invitados Especiales

Anthony Daniels, C3PO from the Star Wars saga, Alfonso Obregón dubbing characters such as Sherk and Bugs Bunny, Colombian director Harold Trompetero, among others.



**20.392** visitors

**108** exhibitors

**26** buyers from guest countries

**3.4 Mill. USD** In business closing expectations



**Unión Europea** guest of honor present with 14 projects

**10.643** visitors

**342** exhibitors

**120** expert speakers

# DYNAMIC FAIRS BOGOTÁ 2022



## Republic of Korea

guest country

**517.813** visitors

**494** exhibitors

**1.600** literary activities

**1.714.750 USD** for business expectations



**11.690** visitors

**249** exhibitors

**The XIV International Congress of Hospitals and Clinics** was held within the framework of the fair.



**9.474** visitors

**122** exhibitors

## ODONTOTECH 2024

**43** exhibitors

**5.347** visitors

**The VI International Dental Congress** was held within the framework of the fair



**Panamá** guest of honor

**19.127** visitors

**115** exhibitors (36 international exhibitors, including 28 from Panama)



**11.450** visitors

**2060** executives in stands

**80** expert speakers

**2.461.980 USD** for business expectations



**35.033** visitors

**340** exhibitors

**14** countries present

**5.559.253 USD** for business expectations



**36.180** visitors

**170** exhibitors

**1st** version in alliance with Acoplasticos, Messe Düsseldorf North America, Messe Düsseldorf North America, Messe Düsseldorf North America (organizer of the "K" fair, the most important fair in the sector worldwide)

# DYNAMIC FAIRS BOGOTÁ 2022



**createx**  
salón de la industria textil  
para la confección

**6.196** visitors

**82** exhibitors



**edutechnia**  
Tecnología e innovación  
para la educación

**60** exhibitors

**2.500** professional  
visitors

**85** conferences and talks

**SOFA**

**227.104** visitors

**366** exhibitors

**250** cultural managers



**chocoshow**

**12.686** visitors

**131** exhibitors

**60.000** cocoa-growing  
families

**600** municipalities in  
Colombia's 32 departments..

**160.000** direct and indirect jobs  
generated by the cocoa sector in the  
country.



**silverexpo**  
Entretenimiento y Bienestar  
para Personas Mayores.

**10.042** visitors

**116** exhibitors

**Alliance** with  
Colpensiones training and  
wellness days



**feria del hogar**  
Para todos

**174.547** visitors

**765** exhibitors all small and  
medium-sized companies

**210** entrepreneurs sponsored  
by the Chamber of Commerce of  
Bogotá



**belleza y salud**  
corferias 2022

**58.599** visitors

**278** exhibitors

**1.351** businesses  
conducted



**nextcar**  
Vitrina de los mejores  
usados

**55** exhibitors

**20.585** professional visitors

**1350** units of commercialized  
vehicles

# DYNAMIC FAIRS BOGOTÁ 2022



**44.176** visitors

**184** exhibitors

**80** activities and entertainment spaces



**8.140** visitors

**88** exhibitors

Activities to promote the use of bicycles as a means of transportation, such as the "Pedaleando por Cundinamarca" program. (Pedaling for Cundinamarca)



**44.176** visitors

**228** exhibitors – **70%** international

Delegations from **30** countries

**13** Ministries of Defense and General Staff



**expoartesánías**

**61.433** visitors

**800** exhibitors

**17.760 Mill. COP in sales** for artisans

corferias  
**MARKET  
FEST**

**13.700** visitors

**50** ventures

# REGIONAL FAIR ACTIVITY 2022

## MEDELLÍN



**21.684** visitors      **143** exhibitors

## CIRCUITO REGIONAL CALI – MEDELLÍN - BARRANQUILLA



**silverexpo**  
Entretenimiento y Bienestar  
para Personas Mayores.

**4.598** visitors      **43** exhibitors

## BARRANQUILLA

**3.000** visitors  
**25** exhibitors



**10.000** visitors  
**68** exhibitors  
**500** copies



**9.000** visitors  
**38** exhibitors



**1.600** visitors  
**46** exhibitors



**25.000** visitors  
**154** exhibitors  
**32** presentations



**10.000** visitors  
**28** exhibitors  
**20** tests with experts



**20** academic  
activities  
**56** exhibitors



**68** exhibitors  
**9** designers  
**9** walkways



# DIGITAL, HYBRID AND FACE-TO-FACE EVENTS CORFERIAS

**More than 150 events**

We work with integral and versatile solutions to be "Business, **“Civic, Social and Cultural Platforms”**

**Américas Pavilion Corferias**

The event had a good dynamic with more than 17 events that accounted **for an occupancy of 55%**

**Barranquilla**

**Hosted 50 events** consolidating the city as a competitive alternative for the development of MICE events.

Revenue strategies at the Fairgrounds, the Americas Pavilion, the Puerta de Oro Pavilion and the Crystal Pavilion in the city of Barranquilla played an important role in calendar management, as well as the packaging of services in order to have a competitive offer to meet the needs of customers, enabling the optimization of resources and revenues.

More than **10 digital events** were held, including the 2022 Comicon Digital Launch, the BBVA Digital Presidents Tour, 3 Econexia Webinars, Colombia 4.0, Polygon CONNECT 2022 and the 134th Session OIC Cafeteros, among others.

More than **100 face-to-face events** were held, including Omnilife's Extravaganza 2022 Convention, the BAUM Festival, the Ecopetrol Shareholders' Assembly, the Secretary of Education's Teachers' Day, Expovinos, the Ecopetrol Shareholders' Assembly, and the Expovinos Expo; among which the following stand out: Omnilife's Extravaganza 2022 Convention, the BAUM Festival, Ecopetrol's Shareholders' Assembly, the Secretary of Education's Teacher's Day, Expovinos 2022, the Secretary of Health's X Epidemiological Health Day, 6 concerts with a capacity of more than 4000 people, the Secretary of Education's Management Closing, the Ganoexcel 2022 Convention and more than 10 corporate end-of-year parties, among others.

# B2B PLATFORM FOR CONSOLIDATION AND SCALING ECONEXIA

The connections and business platform is consolidated as the digital alternative that has created opportunities for Colombian entrepreneurs in the last three years. Through the five ecosystems, micro, small, medium and large companies have boosted their businesses by connecting 365 days a year with investors, decision makers, suppliers and national and international entrepreneurs.

Over 3,200 companies generating an additional virtual channel that allows interaction 365 days a year, with the participation of exhibitors from FILBo, Interzum, Alimentec, Meditech, Feria Internacional de Seguridad, Createx, Feria Internacional de Bogotá, ColombiaPlast, Belleza y Salud, Cafés de Colombia Expo, Expopet, BiciGO, among others.



# FAIRS SATISFACTION

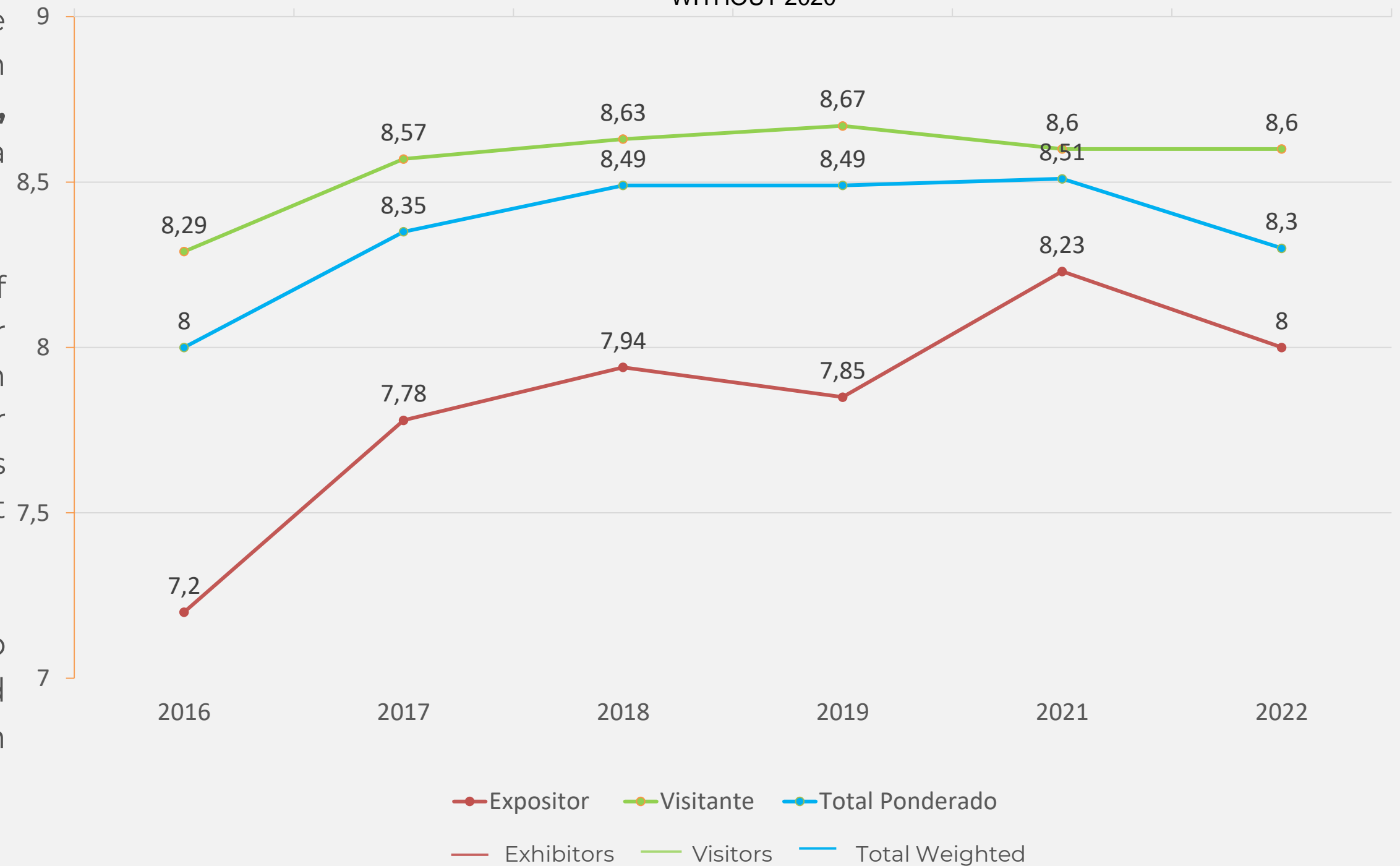
As part of the trade show portfolio, 4,671 surveys were conducted with participating exhibitors and 13,236 surveys were conducted with visitors to our own and partner trade shows during the year. As a result of this evaluation, an overall **satisfaction range of exhibitors was maintained, achieving a weighted score of 8.0**, a positive result in a period of interest rate hikes and inflation.

The satisfaction results by region show that in the cities of Bogotá and Medellín, the satisfaction score was 8.42. As for Barranquilla, the overall satisfaction score was 8.05, with opportunities for improvement in terms of visitor attendance at the fairs and the generation of business opportunities due to the macroeconomic conditions that affect demand decisions.

Within the portfolio of services is the integral attention to the exhibitor by PLUS, which in 2022 attended approximately 13,000 shifts, with an overall satisfaction score of 8.72 (on a scale of 1 to 10).

SATISFACTION EVOLUTION ANNUAL FAIRS

\*WITHOUT 2020



# OPERATION ÁGORA BOGOTÁ

## (FACE-TO-FACE, HYBRID AND VIRTUAL EVENTS)

A strategy was developed, with a special emphasis on the months of lower demand, which included market research of new niches, positioning of the Convention Center on social networks and the web, and a digital campaign that generated RFPs and new leads that could be converted into events developed at Agora Bogotá, especially in the corporate sector, complementing the high impact events held over from previous years, such as the World Congress of Neurosurgery and the Devcon 6 Convention, which were scheduled to be held in 2020.

Of the 111 events held, (58)% corresponded to the corporate segment, (14)% to the associative segment, (6)% to SMERF and (22)% to the government segment; as expected, the corporate segment continues to have the greatest weight in the holding of events, showing a determined intention to return to face-to-face meetings and to resume their strategies for holding events, especially in the technology, services and trade sectors, with a tendency to show figures similar to those of the pre-pandemic period.



**Over 60.000 Visitors**  
**attended** the different events

**11.500 visitors** were  
international

We continue with the exclusive work of attracting ICCA events for subsequent years, for which we have **13 applications in early stages and 6 more in active process**

A strategy, with market research of new niches, **positioning of the Convention Center** on social media and web, and an aggressive digital campaign to generate RFPs and new leads..

## STRENGTHENING COMMERCIAL ACTIONS, **MARKETING AND COMMUNICATIONS**

Our objective for 2022 was framed in the design and delivery of value offers according to each customer, seeking to generate rational and emotional bonds, focused on the trust and credibility of customers in Corferias. In this manner, we defined a strategy that led us to focus on three main lines: from the structure, we emphasized the attention to our customers through communities to strengthen our relationship model, designing participation packages transversal to our different fairs and granting different benefits to entrepreneurs. At the tactical level, we have focused on strengthening the return rates, attracting new customers, defining collective spaces for entrepreneurs within the fairs, and all this added to a strict process of control, monitoring and follow-up on the fulfillment of objectives and budget projections.

On the other hand, the guidelines of the internal and external communications strategy were implemented based on the Corporation's strategic objectives. This was performed in order to publicize the future projection of Corferias, where the priority is to generate actions that contribute to sustainability, economic development, and carbon neutrality.



## Communication focused on building trust

The communications strategy focused on showing audiences how each of the fairs was experienced: academic and cultural components, trade shows, and how visitors to the fairs enjoyed the experiences offered. Among other things, this helped build consumer confidence to return to the venue in person, conduct business, and enjoy experiences with friends and family at major fairs in a safe manner.

## Economic recovery and sustainability as the focal points of communication

During the course of 2022, the messages focused on inviting our exhibitors, visitors, allies, partners, guilds, neighboring communities and other interested parties to contribute to economic reactivation by reconnecting with business, entrepreneurship and knowledge, living memorable experiences at the fairs and complementing these meetings in spaces such as Econexia, which allow the business community to stay connected throughout the year, update, exchange knowledge and generate new contacts.

## Enablers as sustainability ambassadors

In 2022, sustainability occupied an important place in corporate communications, so that, together with other areas, activities and initiatives were carried out in order to invite the enablers to be an active part and become spokespersons for the sustainable vision of Corferias.

**Conoce**  
algunas de las historias del equipo que hace posible las ferias

Los posibilitadores nos cuentan en el marco del #GED22, la importancia de pertenecer a esta industria y el aporte a sus vidas profesionales y personales.

**Te esperamos en el conversatorio**  
**Corferias: Ejemplo de Actitud BIC**

Jueves 7 Abril | 8:30 a.m. a 9:30 a.m.  
Lugar: Auditorio Principal Corferias

En este espacio podrás conocer las **#AccionesSostenibles** que nos convierten en una empresa con propósito y la importancia de promover una **Actitud BIC**.

EXPO BIC | EL VALOR DE SER SOSTENIBLE | 5 al 7 de abril de 2022 en AGORA Bogotá

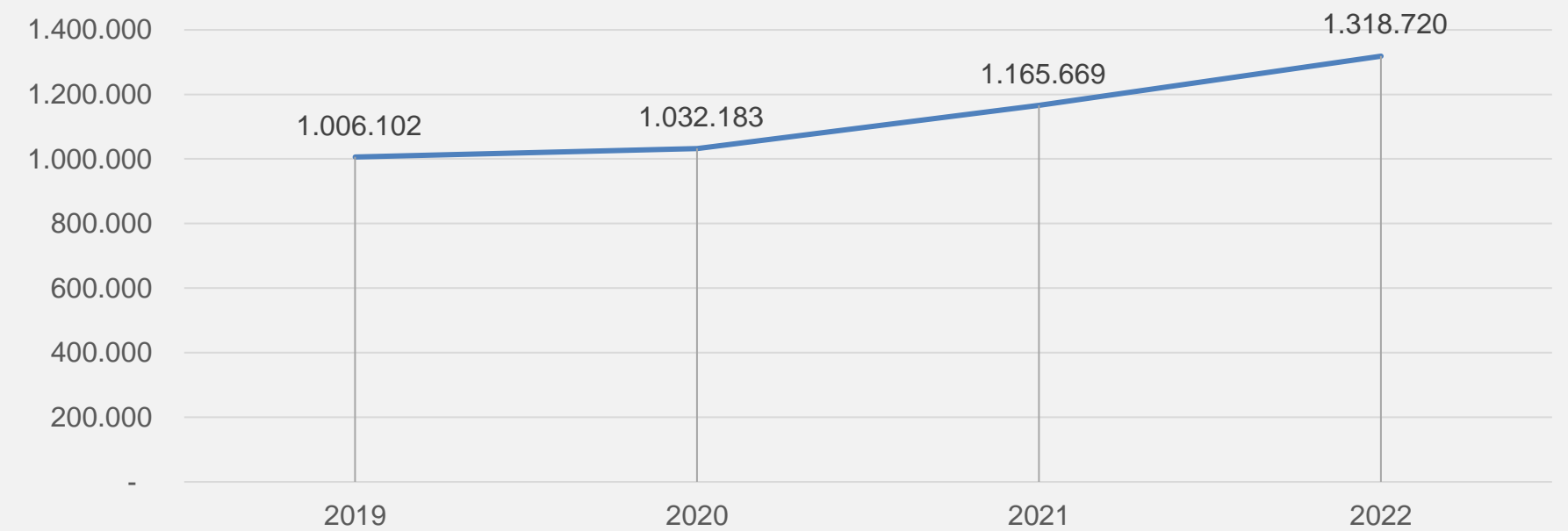
The digital strategy in 2022 was supported by the analysis of data collected in the pre-pandemic period, and reinforced by consumer behavior in 2020 (pandemic) and 2021 (post-pandemic).

Some of the conclusions of the analysis were that one of the content formats that generated the most interaction with users in social networks was video, which resulted in 1,276 videos with 8,188,801 reproductions for the fairs during 2022. Another conclusion was that Tik Tok was the social network that showed the highest growth in recent years. Therefore, a Corferias account on this social network was created with the purpose of reaching over 11 thousand organic followers by 2022.

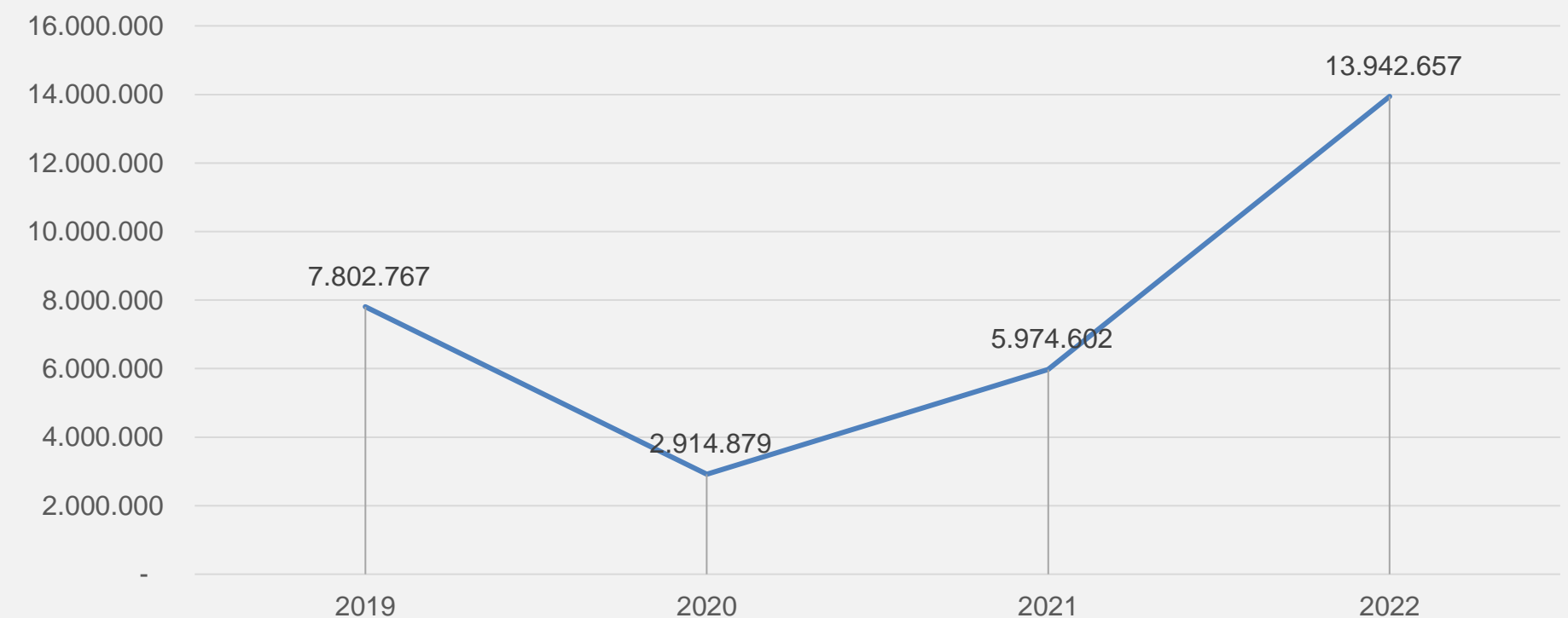
Based on the knowledge of users who interact with Corferias' digital media and communities, segmented content has been developed by geolocation, tastes and interests through social networks, which represents a 31% growth in the number of followers in 2022 compared to 2019.

# DIGITAL COMMUNICATION

## SOCIAL NETWORKS FOLLOWERS



## # WEBSITE VISITS



## EXHIBITOR AND VISITOR SERVICES MODEL AND PORTFOLIO

**10.688**  
service requests

**193**  
managed chats

**1.417** requests related  
to electronic invoicing

**302** Acknowledgements,  
Suggestions and  
Complaints handled

**+2.000**  
Companies serviced  
through the Rental Portfolio

**30%** correspond to  
telecommunications services

**29%** correspond to  
electric energy services.

During 2022 the new version of **Corferias Conecta** was launched as a web app, facilitating access to the tool from any browser using any device, additionally an automatic synchronization process was included.

## SUSTAINABLE PURCHASING OUR BIC COMMITMENT

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Acquire goods or contract services, implementing fair trade practices, equity and care for the environment, prioritizing minorities and local commerce.

# SUPPLIERS EVALUATION

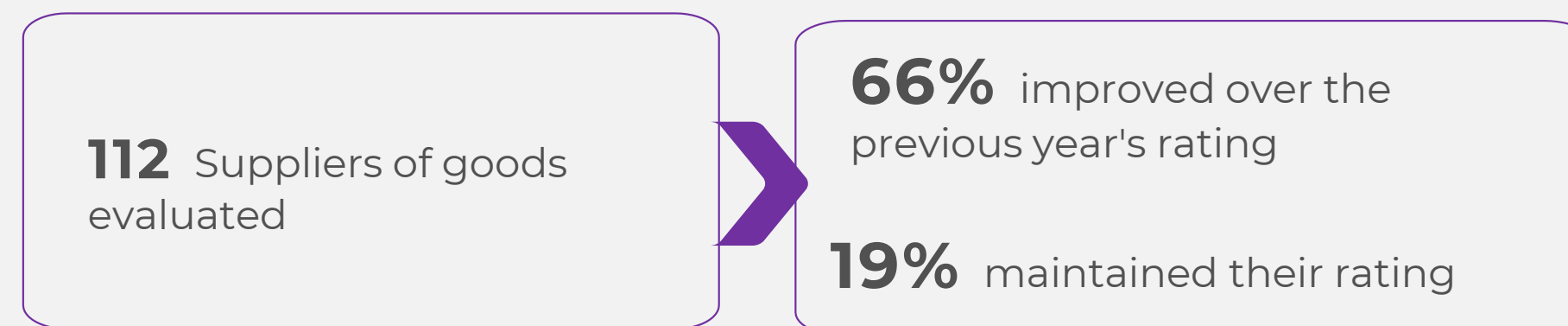
The commitment to purchase under the premise of "fair trade" requires measuring the performance of our suppliers, so for the year 2022, the organization developed the tool "**Sustainability Self-Assessment**" in order to know the status of our suppliers in this area and thus be able to define strategies that allow the accompaniment and development of our suppliers. As a result, Corferias invited its suppliers to fill it out during the second half of the year 2022.

In addition, supplier quality evaluations were updated to assess their financial, operational/technical and service capacity, with the following results:

## Sustainability Self-Assessment Results



## Quality Assessment Results



# DESARROLLO DE PROVEEDORES



In addition, in order to strengthen the organization's supplier network, **Corferias joined the program "Development and Relationship Building of Supply Chain Capacities for Anchor Companies and their Suppliers"** of the Bogotá Chamber of Commerce (CCB) with the support of the Ideas For Peace Foundation, linking six suppliers to the CER (Responsible Business Behavior) project, an initiative that seeks to help SMEs develop capabilities and strengths that will enable them to establish better business standards under four pillars: (i) environmental, (ii) business risks, (iii) social and (iv) shared value. The project will be developed in 5 stages, 3 of which were developed in 2022 (call for proposals, segmentation and diagnosis). The latter was developed under a self-diagnosis comprising **142 indicators distributed in 4 pillars: "environmental sustainability", "social", "business risks", and shared value"**.

As a result of the initial diagnosis, the Environmental Sustainability Pillar is the most advanced among the six companies analyzed, with an average of 38% of the indicators in this pillar being met. The second most advanced pillar is business risk, where companies on average comply with 24% of the indicators, followed by the social pillar with 22% progress and the shared value pillar with 21%.



# CHAPTER 3

## LABOR PRACTICES



GENERADORES DE OPORTUNIDADES Y PROGRESO  
**CORFERIAS.COM**



# OUR BIC COMMITMENT

---

Offer employment options that enable workers to have flexibility in the **workday with reasonable pay and equity standards.**

To have wellness and training programs for its employees and to design strategies for nutrition, mental and physical health, **promoting a balance between the work and private lives of its employees.**

## PRINCIPLE 3

Businesses should uphold **freedom of association** and the effective recognition of the **right to collective bargaining**.

## PRINCIPLE 4

Businesses should **support the elimination of all forms of forced and compulsory labor**.

## PRINCIPLE 5

Businesses should support the **elimination of child labor**.

## PRINCIPLE 6

Businesses should uphold the **elimination of discrimination** in respect of employment and occupation.

# OUR COMMITMENT TO GOOD LABOR PRACTICES

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We are **committed to the labor relationship that respects the rights of workers.** We do not allow our enablers to be exposed to work that is accepted by coercion or tasks that are considered as forced labor. **We also reject child labor and any kind of discrimination.**










# Strategic Human Resource Management

<b>Organizational Dynamics</b>	<b>Motivation, Development and Recognition</b>
--------------------------------	--

<b>1</b>		
<b>Structure, Development and Competencies</b>	<b>2</b>	<b>Resilience to meet challenges</b> Corporate values, strategic vision and leaders managing challenges, change management and innovation.
Considering the gradual return to normality, CFE has the need to manage talent and strengthen the competencies of the teams to face the new challenges of face-to-face and digital. Likewise, it is projected to have a staff of 295 enablers by 2022, prioritizing internal potentials and reinforcements in new strategic challenges (data science, AI).	<b>3</b>	<b>Health and Biosafety</b> Follow-up and accompaniment of enablers in health and wellness programs.
	<b>4</b>	<b>Acknowledgements</b> Community welfare, work-life balance and emotional and economic recognition for projects, corporate values, performance and fulfillment of objectives.

As one of the challenges prioritized for 2022 and in response to the post-pandemic recovery process, the strategic management of human talent has become a focus of the company's management, addressing the motivation, development and recognition of human talent, with the organizational culture component as a competitive advantage.

The organizational structure of Corferias for 2022 continued to be about 43% of 2019, due to the impact of the pandemic and the uncertainty and gradualness that the organization has carried out, based on the importance of the role played by all enablers in their positions and roles, the organization at the level of structure prioritized considering the technical characteristics, specific and specialized skills of the MICE industry, which are those who have the know-how of the organization. By the end of 2022, the corporation ended with 278 employees, which represented a reorganization of functions and responsibilities, and in some cases took on new challenges of learning and professional growth, demonstrating their commitment as "enablers" with values of greater resilience and versatility.

Enablers		Genders		Vulnerability	
 <b>Corferias Bogotá</b>	<b>220</b>	 <b>Men</b>	<b>46%</b>	<b>Low employability staff</b>	
 <b>Corferias Barranquilla</b>	<b>30</b>	 <b>Women</b>	<b>54%</b>	<b>Women Head of Household and Over 50 years old</b>	<b>33</b>
 <b>Ágora Bogotá</b>	<b>28</b>	 <b>LGBT community</b>	<b>10%</b>	 <b>Youth (18 -21 years old)</b>	<b>15</b>

Managers	Middle Management	Technicians	Base
<b>4,2%</b>	<b>10,6%</b>	<b>60,6%</b>	<b>25%</b>

Where **57%** of the total positions are **held by women**.

## Structure, internal mobility and retention

In 2022, 114 personnel requests were managed, of which 85% were covered by the internal mobility and talent recovery process, which implies the motivation and retention of our human capital, so that 19 enablers were horizontally promoted between flexible positions, 18 enablers were promoted from flexible positions to key positions, 7 enablers were promoted from key positions to specialized positions, and finally more than 50 enablers were recovered within the talent recovery tactic; this indicates that it was only necessary to recruit 15 completely new enablers to integrate into our culture.

In the reactivation process, the organization considers it necessary to review and strengthen the structure of the Corporation, focusing on the development of enablers and the recovery of talent.

**59**

**Enablers**

**linked to key areas of the business**

**18**

**Enablers**

**promoted from flexible to key positions**

**7**

**Enablers**

**promoted from key positions to specialized positions**

**19**

**Enablers**

**promoted from flexible to flexible positions**

**55**

**Recovered enablers**



# Resilience to deal with the remains, development of competences

Regarding the competency development process, the company works within its training plan in the following areas: corporate training, business and technical development, external training and knowledge sessions of general interest, where more than **2.400 hours of training** were achieved for the defined population groups, highlighting that in training processes nearly 1,500 hours were developed and that the most relevant topics in cultural and business issues were such as developing the BIC culture, strengthening the value of innovation and resilience, developing 360° influence and development sessions through individual coaching.



**Kick off 2022** meeting with presidency for presentation of results 2021 and challenges 2022.



**BIC culture management**, participation in EXPOBIC 2022 and Corferias objective



Launch of certification challenges in **Power BI and Power apps creator** to optimize processes and reporting.



**16** induction and training sessions with **100%** coverage of the target population. Corporate re-induction process with coverage of **85%**.



**Tuning out fear with Zapata** tenor strengthening innovation, resilience to face challenges and changes through self-management and self-motivation

The following actions have been developed during 2022, recognizing that health and biosafety are essential to the development of activities:

- **Health promotion and prevention programs:** in conjunction with the ARL, the CCF, the EPS and private agreements, more than 22 hours of health and wellness days were organized to promote services such as dentistry, visual health, stress management, quantum screening, breast cancer prevention and PAS. participation **obtained was 92% of the population with a satisfaction rate of 95%.**
- **Biosafety and Emergency Plans:** In accordance with the biosafety standards defined in our International Safeguard Certification and National Check-In Seal, training on biosafety protocols and updating of regulatory guidelines, updating of our emergency plan, certification of our fire department and updating of first aid, and active participation in evacuation and response drills were conducted in 2022, **with an average participation of 87% of the population and a satisfaction rate of 97%.**



# Health and Biosafety

- **Comprehensive Mental Health and Psychological Support Service:** A service implemented due to the high demand for mental health as a result of the COVID 19 pandemic, this program has been maintained since 2021 and improves the quality of life of our enablers by allowing them free access to professional sessions of life coaching, psychology, couples therapy, sexual counseling, domestic violence counseling, nutrition, sports counseling, financial counseling, among others. During 2022, **more than 230 sessions were generated with a usability of 68% of the population.**

To accompany the health process of the enablers, the company has provided prepaid and home-based medical services, reaching more than 180 beneficiaries and making it easier for the enablers and their families to access medical services that make a difference, especially at times when their health is compromised

STABILITY

Agendar Cita Registro

corferias  
Generadores de Oportunidades y Progreso

corferias  
Generadores de Oportunidades y Progreso

**BIENVENIDO POSIBILITADOR**

## Déjate Abrazar

Somos líderes en Asesorías de Bienestar

*En los espacios que fomentan la calidad de vida y el bienestar de nuestros posibilitadores y sus familias. ¡Ahí, también estamos!*

- ASESORÍAS PSICOLÓGICAS
- COACHING DE VIDA
- NUTRICIÓN Y ALIMENTACIÓN
- EJERCICIO Y DEPORTE
- ASESORÍA FINANCIERA
- ASESORÍA DE IMAGEN

# Recognition and Work / Life Balance

- **Recognition for the achievement of defined goals:** through the process led by the executive presidency and the steering committee, social and tangible recognition sessions are held for the achievement of goals and the development of the corporation's most challenging projects.
- **Recognition for track record and performance:** The corporation has traditionally held recognition sessions for the development and performance of our enablers, sessions led by the Executive Presidency and the Steering Committee and extended to the entire company and, in some cases, with the participation of members of the enabler's family, this is how we have recognized in a social and tangible way more than 70 enablers around this category by 2022.



# Recognition and Work / Life Balance

- **Recognition for participation in corporate culture activities and special dates:** BIC culture is positioned in our organization and that is why we encourage and recognize our Enablers for generating their BIC commitment, during 2022 we developed activities that leverage our sustainable movement highlighting Sustainable Mobility Days, BIC Strategy Dissemination Days and Ecological Walking Days that increase our awareness of sustainability, achieving an average satisfaction rate of 95%, more than 16 hours of training and granting more than 90 hours of free time to our Enablers.





## Occupational safety and health management system

For the year 2022, the implementation of the management system will continue in accordance with the strategic axes of the Corporation and the international standards for fairs and events as set forth in Guide G of the International Union of Fairs and Exhibitions (UFI). From this perspective, the following axes will be managed: Risk Reduction for the Development of Work Activities, Inspection, Operational Control, Healthy and Safe Work Environment, Training and Education, Strengthening of Emergency Response.

As part of the reactivation process, the organization believes it is necessary to review and strengthen the structure of the company, focusing on the development of enablers and the recovery of talent.

### Risk Reduction for the Development of Labor Activity

**Accident rate:** There were 3 accidents of occupational origin, of which two (2) were male and one (1) female, **indicating a significant reduction in the number of accidents in the last 5 years.**

Year	Number of Events	Work-Related Disability Days
2018	12	26
2019	17	10
2020	5	13
2021	1	0
2022	3	3

The actions taken in relation to accident prevention, the use of personal protective equipment, as well as those implemented in terms of inspection and follow-up in the field, added **to the culture of self-care, have allowed us to comply with safety standards.**



## Occupational safety and health management system

### Absenteeism Vs Incapacity Non-work-related Origin:

So far this year, **thirty-seven (37) women** have reported absence due to non-work-related medical reasons, compared to **twenty-four (24) cases** for men, representing an average of 7 days of incapacity, related to viral diseases and medical treatments of common origin **not related to work activities.**

### Inspection, Operational Control, Healthy and Safe Work Environments

The monitoring and control activities seek to implement the operating standards defined in the management programs for the development of high-risk tasks such as: work at heights, electrical work, use and handling of chemical substances, work that is part of our activities of operation and maintenance of spaces and facilities, as well as the control of risks resulting from the activities carried out by the contractors

**The following is a list of the inspected areas and the periodicity of monitoring:**

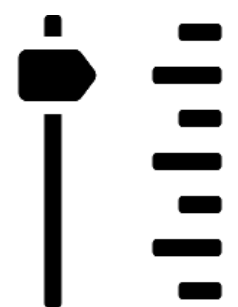
Operational Areas	Periodicity
Food and Beverages	Semestral
Work at Heights	Monthly
Carpentry and Signage	Trimestral
Camps Maintenance Contractors	Semestral
Warehouse	Semestral
Machinery and Equipment	Trimestral
Personal Protective Equipment	Semestral
Order and Cleanliness	Trimestral
Offices	Semestral
Pavilions	Semestral
Management System	Semestral



# Occupational safety and health management system

## Training and Safety Talks:

The Occupational Health and Safety Training processes seek to enable people involved in the operation to identify the risks to which they are exposed and how to prevent them in the different processes and work areas. In the year 2022, **417 people** participated in the various training topics.



In relation to work environments, **occupational noise** measurements were taken in the different operating areas of the Corporation.

Subject	No. of Participants
Back Coaching	32
Work at Heights - Electrical Risk - Use of PPE - Electrical Permit	7
Strengthening with Elastic Bands	17
Evacuation Leader Training	14
Office Risk Socialization	60
Emergency Plan	84
Ergo Hand Spa	33
OSH Contractors Guidelines Manual - Biosafety - Risk Management - Sustainability	14
Resistance Circuit	27
Ergo yoga in a chair	23

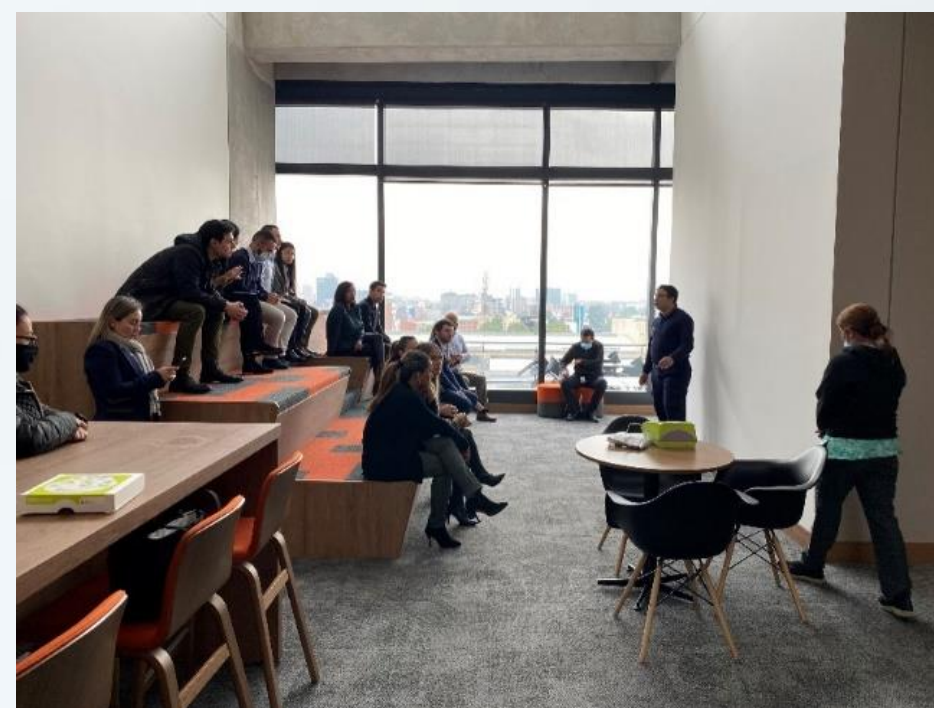
Subject	No. of Participants
Training of the Joint Committee on Occupational Safety and Health Copasst	10
Training in Occupational Health and Safety Management System	8
Effective and Assertive Communication	3
TSA Training (Regulatory Changes) Comparative Res 1409 and Res 4272	8
Emotional and Mental Wellness Training	60
Chemical Risk Training (signage and carpentry)	9
Work at Heights Training (signaling)	8



# Occupational safety and health management system

## Strengthening in Emergency Care

The administrative emergency brigade is made up of Facilitators whose vocation and function is to attend to any situation that may arise with direct employees of Corferias or its facilities, who have the technical support of the emergency brigades hired for our fairs and events, as well as the control entities in emergency response such as the official Fire Department.



For the year 2022 the brigade was structured as follows:



**Twenty-three (23) evacuation leaders**, whose function is to direct people to the meeting points according to the declared emergency.



**Twenty-five (25) brigadiers** with knowledge in Basic First Aid Care.



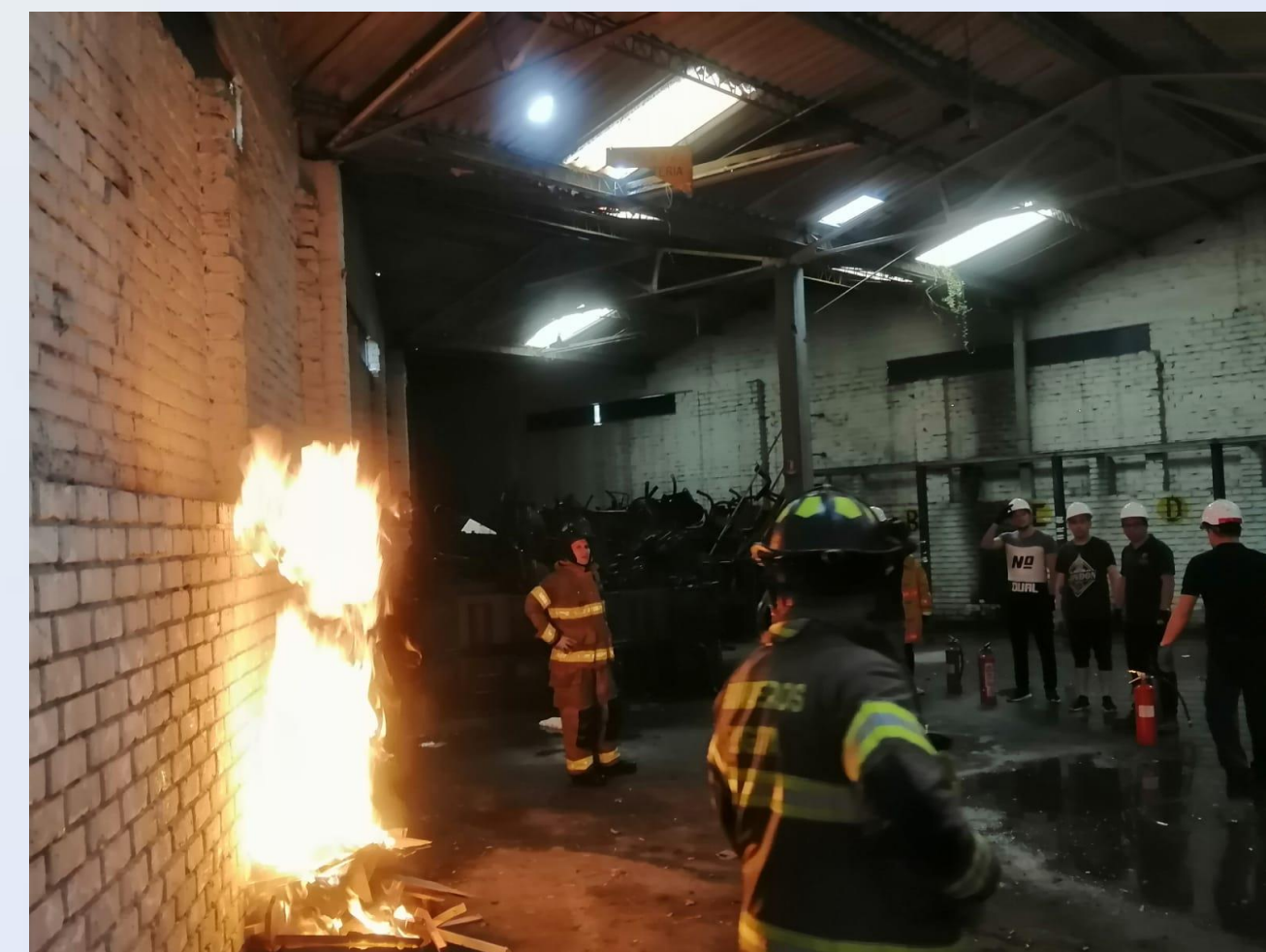
**Thirteen (13) brigadiers** with knowledge in fire control.



# Occupational safety and health management system

## Emergency Brigade Formation

The Corporation's emergency plan has identified, through the vulnerability analysis methodology, the likelihood of being affected by natural hazards, the conditions that have been evaluated and monitored during the months of greatest impact, taking into account vulnerability and hazard variables, as well as the training and response processes for emergency personnel, available resources, and systems and procedures.





# CHAPTER

# 4

## ENVIRONMENTAL PRACTICES



GENERADORES DE OPORTUNIDADES Y PROGRESO  
**CORFERIAS.COM**



# OUR BIC COMMITMENT

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To have recycling programs, efficient use of water and energy, monitoring of greenhouse gas emissions, periodic follow-up and dissemination of results to the general public.

Train employees in the company's social and environmental mission and provide incentives for using environmentally sustainable means of transportation, **as well as encourage suppliers to conduct their own environmental assessments and audits.**



## PRINCIPLE

Businesses should support a precautionary approach to **environmental challenges.**

## PRINCIPLE

# 8

Businesses should encourage initiatives that **promote greater environmental responsibility.**

## PRINCIPLE

# 9

Businesses should encourage the development and **diffusion of environmentally friendly technologies.**

# OUR COMMITMENT TO THE ENVIRONMENT

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**We are committed to implementing strategies aimed at reducing the impact of our operations on the environment through the conscious use of resources,** proper waste management, actions to measure, reduce and offset our carbon footprint, sustainable infrastructure management, and communicating best environmental practices to our stakeholders to contribute to the care of the planet.

In accordance with our environmental policy, actions are taken in five strategic areas to achieve the **reduction or elimination of the negative impact that the organization may have on the environment. This is described below:**





## Waste Management

Committed to a waste management policy focused on the concept of the circular economy (understood as the action that allows us to guarantee the reinsertion of recovered materials in productive processes), we continue to join efforts not only to increase our material recovery volumes, but also to raise awareness among a greater number of stakeholders, so that in 2022 we maintained our alliance with the ANDI Vision 30/30 program, the company for integrated waste management Ecopositiva, among others, to continue improving our waste recovery and recycling percentages. A total of 184,096.3 kg of recyclable waste was recovered for incorporation into production processes. In addition, 23,582.2 kg of special waste was sent for disposal, of which 22,853.0 kg was "non-hazardous liquid waste" sludge from the cleaning of drains, sumps and grease traps, which was used in the final disposal for the production of fertilizers and/or organic liquid fertilizers.

**Therefore, the discrimination by type of waste generated in the year 2022 is listed below:**

Recycled Material (Recovered and Reincorporated into Production Processes)			
Paper (Files - Newspapers)	4.313,5 Kg	2.3%	Raw materials for production of new materials
Cardboard	62.821,6 Kg	34.1%	Raw materials for production of new materials
Glass	18.237,0 Kg	9.9%	Raw materials for production of new materials
Styrofoam	4.854,0 Kg	2.6%	Raw materials for production of new materials
Paraffined paper	3.943,0 Kg	2.1%	Raw materials for production of new materials
Plastic	27.825,7 Kg	15.1%	Raw materials for production of new materials
Polyboard	2.437,0 Kg	1.3%	Raw materials for production of new materials
Aluminum	1.702,9 Kg	0.9%	Raw materials for production of new materials
Tetrapack	803.2 Kg	0.4%	Raw materials for production of new materials
Ferrous Material (Scrap)	3.983.5 Kg	2.2%	Raw materials for production of new materials
Wood	2.674.4 Kg	1.5%	Raw materials for production of new materials
Used Cooking Oil	400.5 Kg	0.2%	Biofuel Production (Biodiesel)
Organic Waste	50.100.0 Kg	27.2%	Composters for Organic Fertilizer Production
<b>Total Waste Recovered</b>	<b>184,096.3 Kg</b>	<b>100%</b>	

Special Waste	Gestor Destination Final Disposal		
Batteries	9.5 Kg	0,04%	Retorna Group Agreement
Ink Waste	49.5 Kg	0.21%	Ecopositiva
Luminaires	533.5 Kg	2.26%	Lúmina
Electronic Ballasts	120.5 Kg	0.51%	Lúmina
Contaminated Containers	8.0 Kg	0.03%	Ecopositiva
Biological and/or Biosanitary	8.2 Kg	0.03%	Ecocapital
Sludge	22,853.0 Kg	96.91%	Samsa - Eco Bojacá /BIOH2O S.A.S
<b>Total Special Waste</b>	<b>23,582.2 Kg</b>	<b>100%</b>	

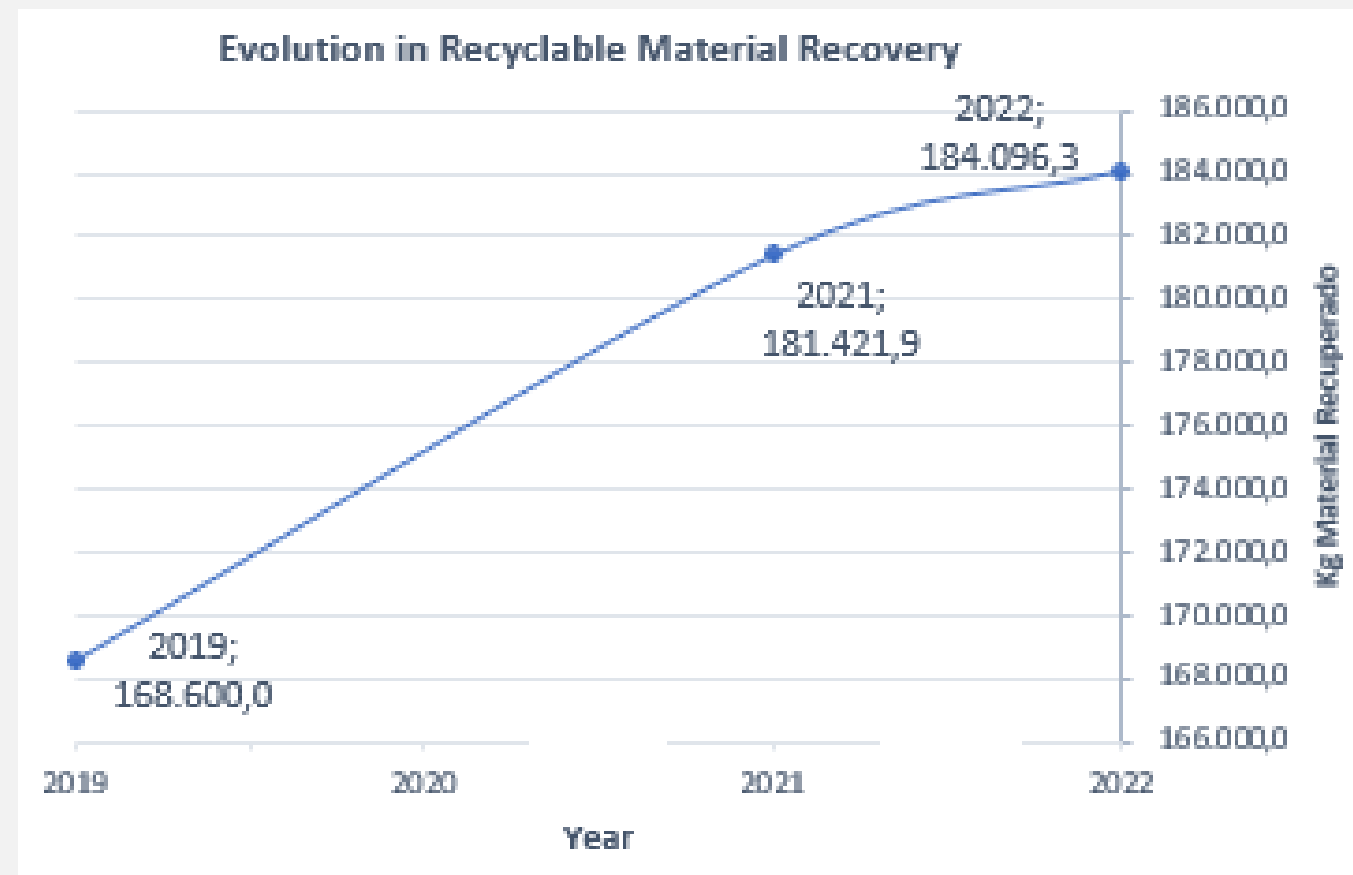


# Waste Management

Reviewing the volumes of recycled material recovered in 2019, 2021 and 2022, with the exception of 2020, which was atypical due to pandemic issues, and without taking into account the volumes of wood disposed of in 2021, due to an exceptional scenario.

Finally, in the second half of the year, the measurement of ordinary waste sent to landfills was implemented, allowing a baseline to be established for proper monitoring and control by the end of 2022.

On the other hand, in terms of waste management education, as part of the alliance with ANDI's Vision 30/30 program and the new alliance formalized with Grupo Retorna, we carried out dissemination and awareness activities on circular economy, recycling and hazardous waste management in different fairs such as the Book Fair, Alimentec, International Fair, Home Fair and SOFA.

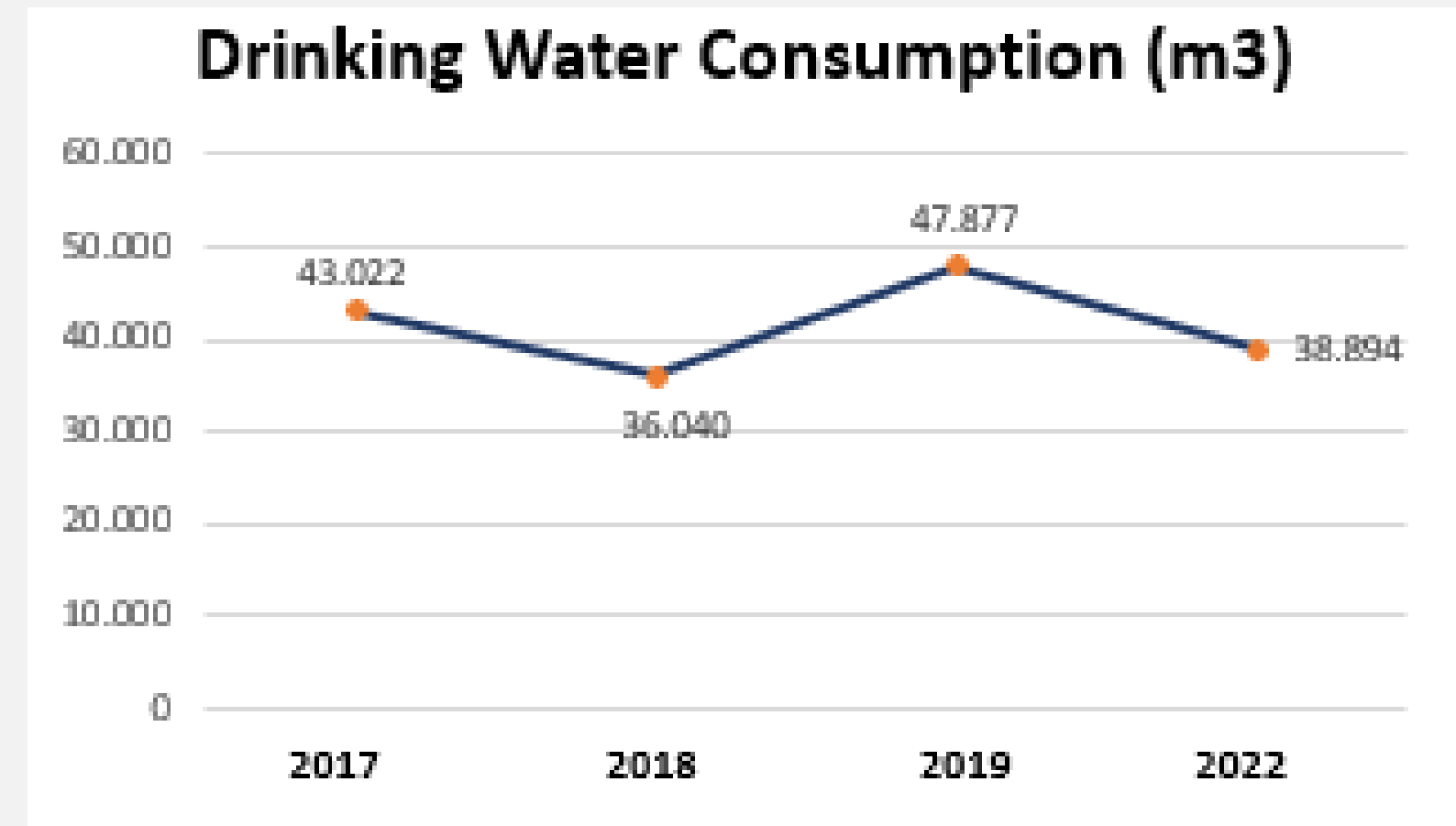




## Water Management

In the case of water consumption at the fairgrounds, the year 2022 allowed us to verify the results in terms of consumption reduction compared to years of similar fairs, this was achieved during 2022 due to the recovery of a full calendar of activities, since the years 2020 and 2021 were affected by the pandemic.

According to the above we see how the results of the comparative analysis of consumption for the years 2017, 2018, 2019 and 2022, show that the year 2022 was the second lowest consumption of the years compared, with 38,894 M3/year and is 7% below the average consumption of the 4 years compared, which corresponds to 41,458 M3/year, as shown in the graph below:



On the other hand, with the implementation of consumption meters in the rainwater storage tanks in 2022, during 2023 the construction of a database of water consumption from these storage tanks will begin, which will provide clear and reliable data on the impact and real dimensions of this use.

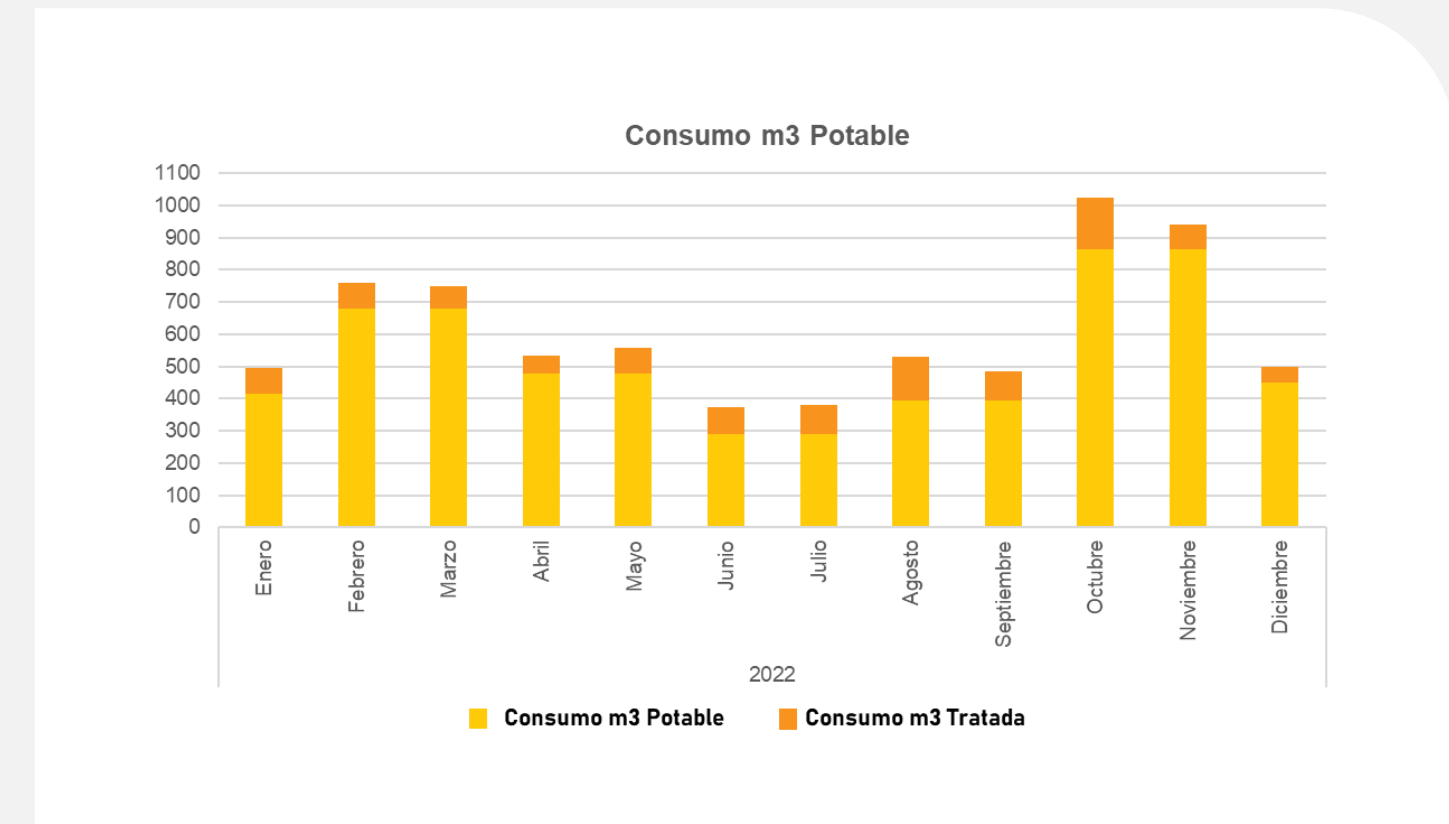
Similarly, in 2023, the extension of the water distribution network from the rainwater storage tanks, which will be used in the first phase to irrigate the gardens of the central corridor of the campus, will not only reduce internal consumption of potable water, but also contribute to the message of environmental responsibility and sustainability to which the organization is committed at the corporate level.



## Water Management

On the other hand, with regard to the management of this **resource in the facilities of Agora Bogotá**, the following is a list of consumption and percentages of water savings generated month by month.

It should be noted that the venue has rainwater storage tanks with meters that allowed us to monitor the behavior; the variation in percentages depends on the size, number of events held, number of attendees, spaces set up and amount of rainfall in the period evaluated.



Consumo Agua					
Año	mes	Consumo m3 Potable	Consumo m3 Tratada	Consumo Total m3	% ahorro Agua
2022	Enero	414	80	494	16%
	Febrero	681	80	761	11%
	Marzo	681	70	751	9%
	Abril	478	55	533	10%
	Mayo	478	80	558	14%
	Junio	291	85	376	23%
	Julio	291	90	381	24%
	Agosto	396	136	532	26%
	Septiembre	396	90	486	19%
	Octubre	863	162	1025	16%
	Noviembre	863	77	940	8%
	Diciembre	450	50	500	10%

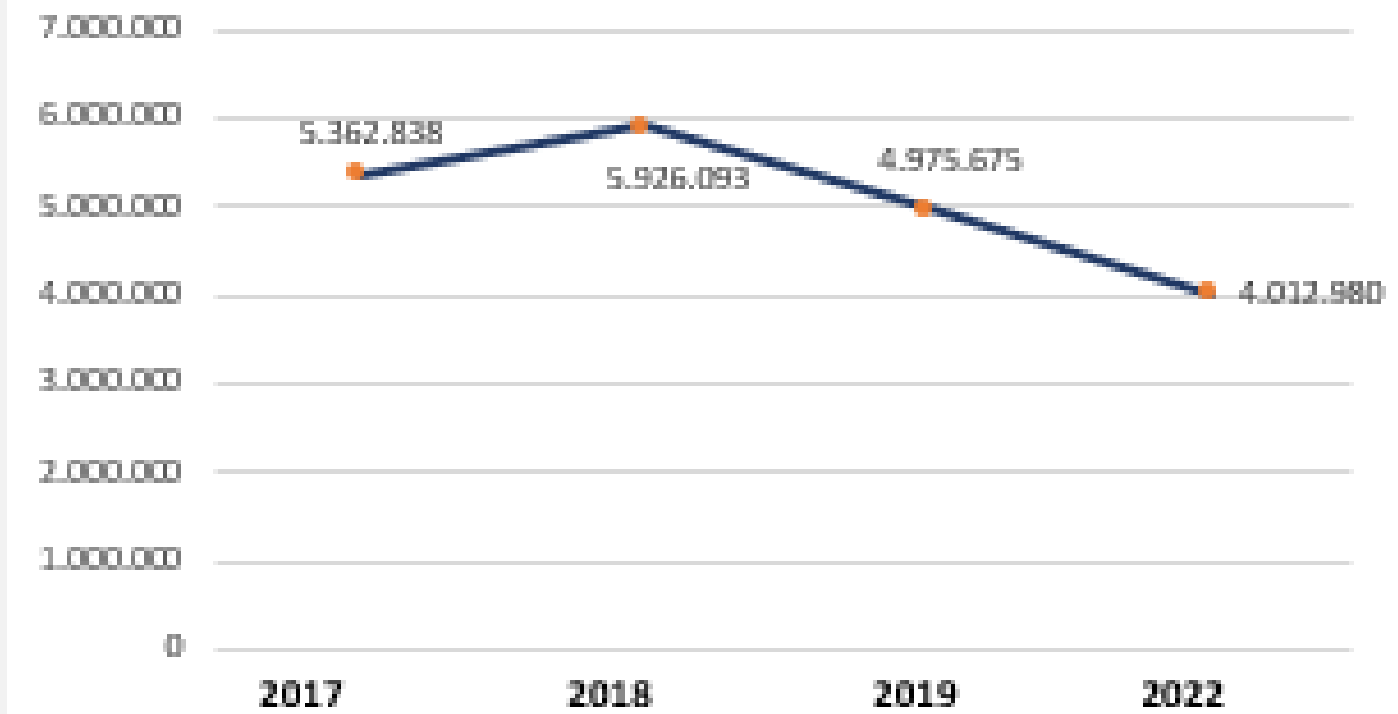


## Energy Management

As a result of the optimization plan - gradual migration of the lighting system to LED technology added to various solutions to control losses and waste in energy consumption, the results in the year 2022 allow to achieve a saving of 20% over the comparable years of 2017, 2019 with an average consumption of 5,069,397 Kw/year.

This indicates that the energy saving plans implemented, such as the switch to more efficient lighting systems, the modernization of the internal electrical distribution networks and the campaigns to accompany and advise exhibitors on responsible consumption, are bearing fruit. The behavior of the evaluated years in comparison with 2022 is as follows.

### Energy Consumption Kwh



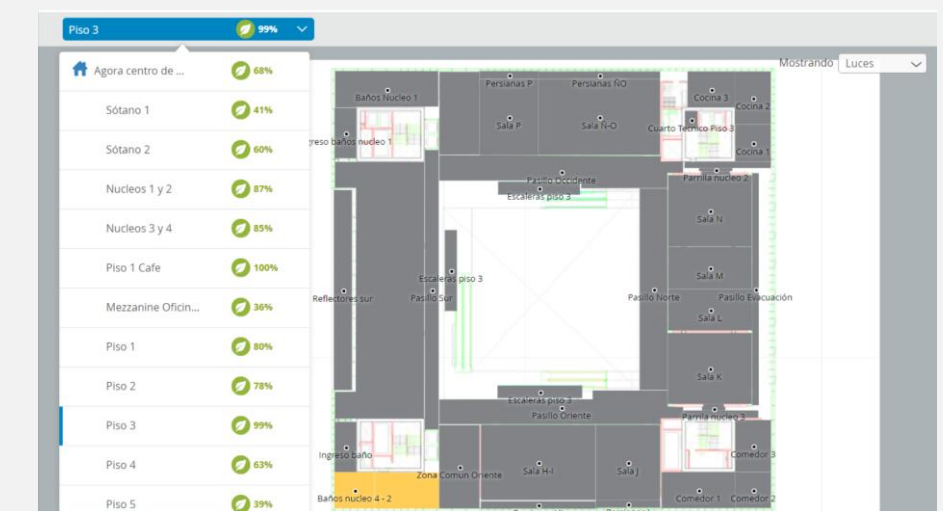
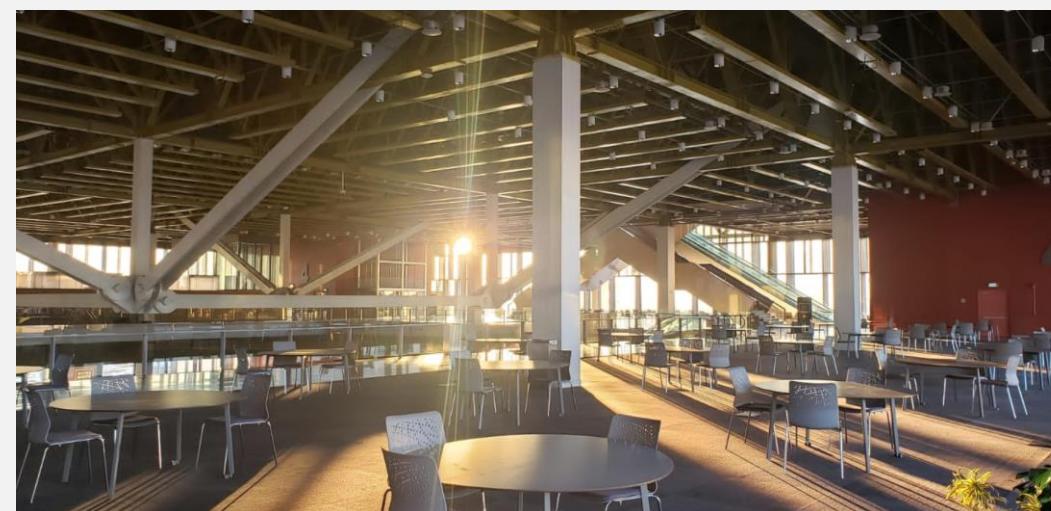
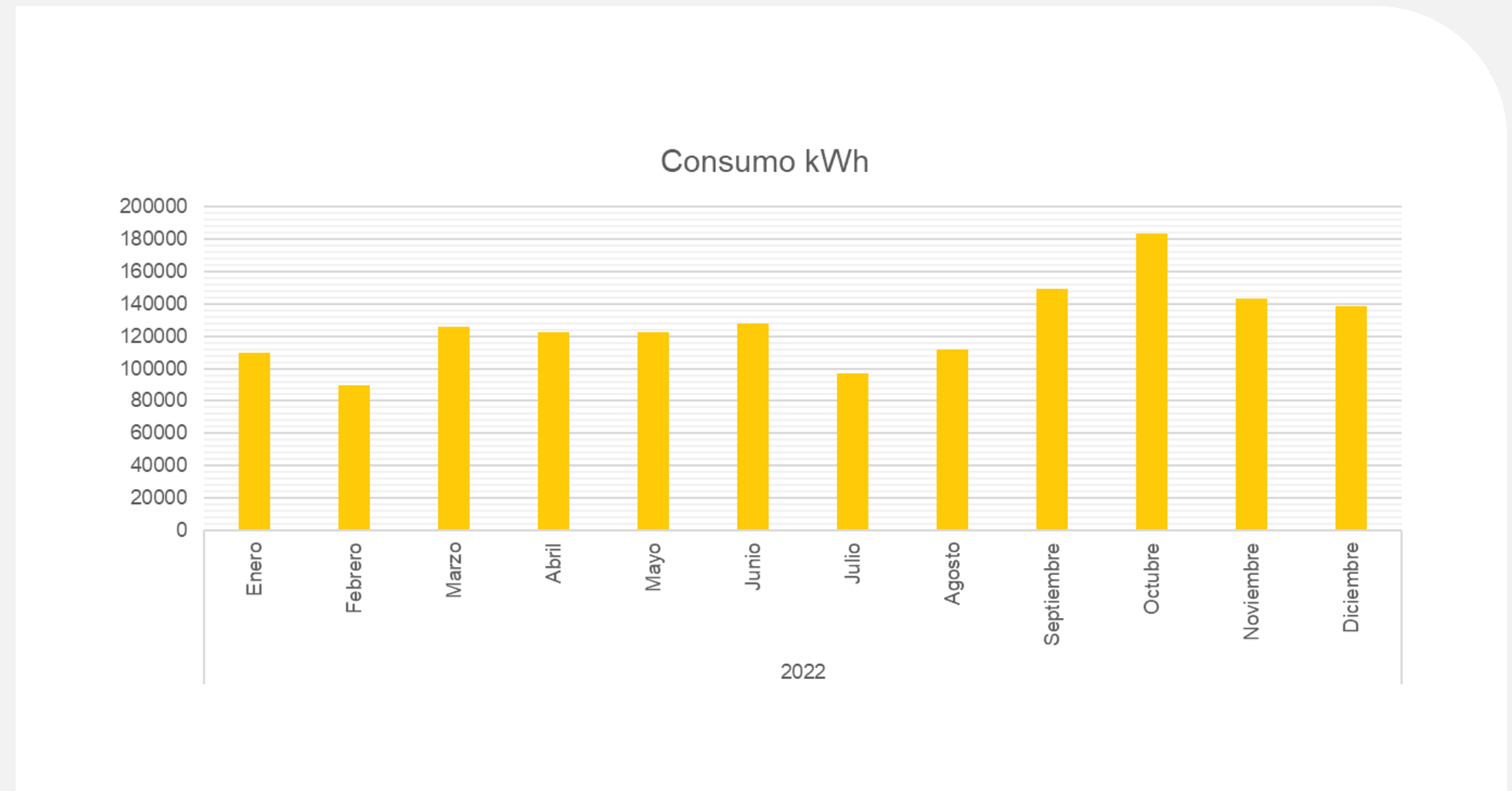


## Energy Management

On the other hand, with regard to the management **of energy consumption in Agora Bogotá**, we work with a model that plans the hours of operation of the building according to its use and maintains the required levels of lighting in the areas that are used.

In addition, the building has staircases with energy accumulators and elevators with low power consumption and seeks to make intensive use of natural lighting in as many spaces as possible.

Thus, the consumption ratio was 1,522,150 Kw/year, which under full consumption conditions represents a 21% saving.





## Climate Change

As part of our commitment to climate change and to implement actions to mitigate the impact of our operations, in 2022 we participated in the initiative of the Bogotá Chamber of Commerce and the Corporación Ambiental Empresarial CAEM, with the aim of conducting an inventory of greenhouse gases (GHG) of Corferias, in order to identify the GHG emitted by the organization and to seek alternatives to mitigate the impact, for this purpose the period from January to December 2021 was taken as the basis for calculation.

"This exercise is now part of the sustainability actions and directly responds to the objectives of the Sustainable Development Goals (SDGs) included in the UN 2030 Agenda, in addition to being in line with the recent National Climate Change Policy." \*

This measurement was conducted in accordance with the guidelines of the Colombian Technical Standard ISO NTC-ISO 14064-1:2020 and in addition to the Corporate Greenhouse Gas Protocol.

The report presented by CAEM shows the following results for the Corferias and Agora Bogotá fairgrounds, respectively.

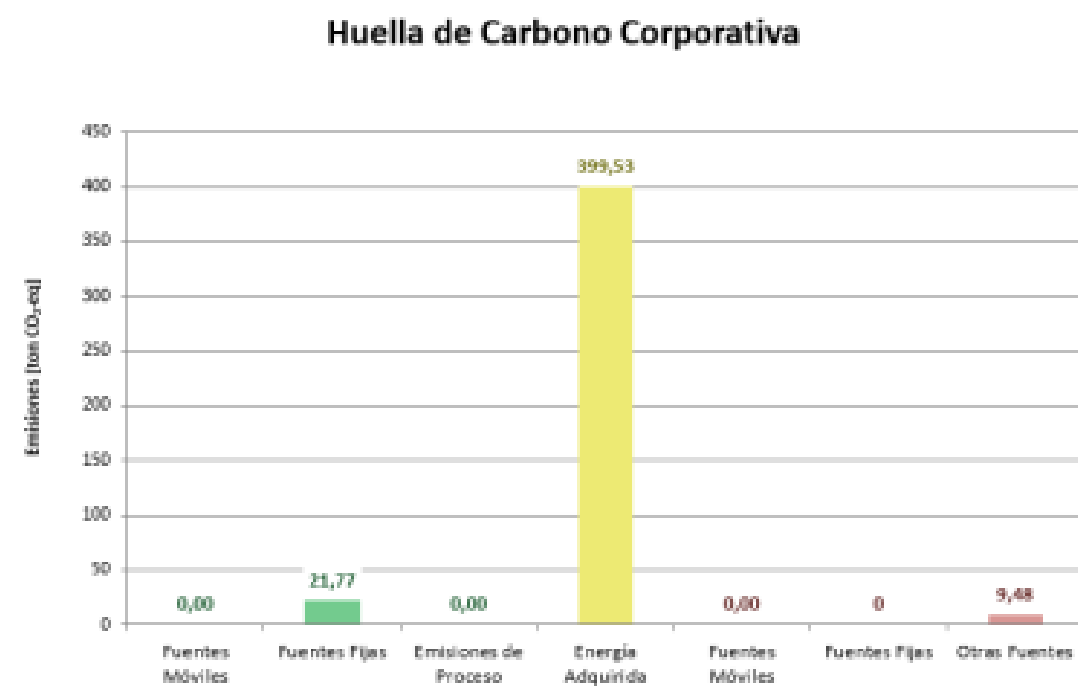
Informe CAEM - Inventario GEI Corferias Diciembre 2022

- **Carbon Footprint Fairgrounds**

The total result of **GHG emissions from the Fairgrounds for the base period was 430.78 t CO2e**, with an uncertainty of +/- 16.67 % which is considered a "favorable (fair)" inventory according to the GHG Protocol's uncertainty assessment guidelines.

- The largest contribution to the carbon footprint comes from indirect emissions related to electricity consumption, which account for 92.75% of the company's total emissions.

**Figura 8 Distribución de la huella de carbono por fuentes - Recinto Ferial**



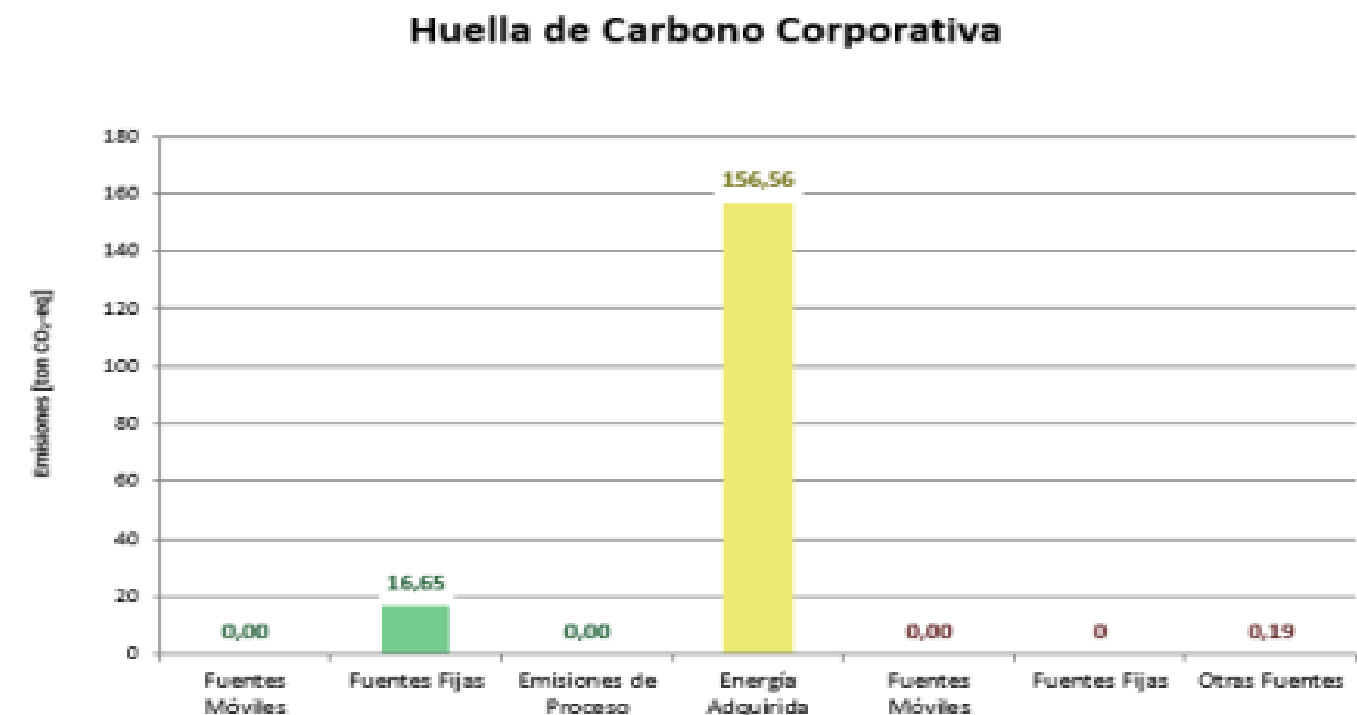
Fuente: Herramienta de cálculo HCC CAEM – CORFERIAS., 2022.

- **Ágora Carbon Footprint**

The total result of the **GHG emissions of Agora Bogotá for the base period was 173.41 t CO2e**, with an uncertainty of +/- 16.86 % which, according to the GHG Protocol guidance on uncertainty assessment, is considered an inventory with a "Favorable (Fair)" accuracy.

The largest contribution to the carbon footprint is related to indirect emissions, associated with electricity consumption, which represent 90.28% of the company's total emissions.

**Figura 10 Distribución de la huella de carbono por fuentes – Ágora.**



Fuente: Herramienta de cálculo HCC CAEM – CORFERIAS., 2022.

# PUBLIC SPACE - MOBILITY AND SUSTAINABLE ENCLOSURES



## Strengthening of the Venues

During the year 2022, Corferias continued to work on strengthening its premises through the development of projects, designs, construction and maintenance of different scales. At the city level, it focused on the development of the PPRU (Partial Plan for Urban Renewal Corferias + EAAB-ESP), obtaining a feasibility resolution, which allows the issuance of the adoption decree with the regulation that enables the materialization of the District of Science, Technology and Innovation of Bogotá - Region (DCTIB), which in the future will complement the current District of Fairs, Events and Conventions, consisting mainly of the fairgrounds, the International Convention Center (Agora Bogotá) and the Hilton Corferias Hotel, with its public spaces.

We have worked in a committed manner with our two partners, the Secretariat of Economic Development of the District (SDDE) and the Chamber of Commerce of Bogotá (CCB), to contract and develop the feasibility of the DCTIB project, with Corferias being responsible, among other things, for inviting and contracting the designs for the Master Conceptual Plan of the DCTIB (DNA No. 12 Orange Development Area, Science, Technology and Innovation - Creative District). This point will be developed in more detail in the following chapter, SCIENCE, INNOVATION AND TECHNOLOGY DISTRICT.

# PARTIAL URBAN RENEWAL PLAN (PPRU)

As a result of the efforts made with different entities, the following achievements were obtained:

- In March, the Ministry of Culture gave a favorable technical opinion on the PPRU, regarding compliance with the conditions necessary to avoid affecting the Antonio Nariño Urban Center (CUAN), since the proposed project is close to the CUAN, which is considered a national asset of cultural interest.
- In June, the second PPRU socialization meeting was held virtually, called by the Planning Secretariat, with the participation of EAAB, Corferias, owners of the properties within the PPRU, neighbors and representatives of the JALs of the area.

- In September, the Mobility Secretariat submitted to the PPRU promoter, Corferias + E.A.A.B. - E.S.P., the Protocol of Commitment of the ET (Traffic Study) and the final version of the same - At the end of September, the Mobility Secretariat issued the official letter of approval of the Traffic Study, which was sent to the Planning Secretariat.
- On September 28 Resolution 1585 of 2022 was issued by the SDP with the viability of the PPRU Corferias + EAAB-ESP.



Finally, during the months of November and December, several working groups were held with the District Planning Secretariat (SDP) to define and adjust the draft regulatory decree of the PPRU, which is expected to obtain the adoption decree in the first half of 2023.

The DCTIB is a city project that aims to create synergies between companies, academia, the public sector and citizens by linking their needs with specialized science, technology and innovation services, allowing an articulation between the entire CTel ecosystem. This project will provide a multifunctional environment with elements that will be a driver and facilitator of business performance and quality of life in the city and the region.

**Value Offering**

- Strengthen the entrepreneurship and innovation ecosystem.
- Promote the attraction and training of high-level human capital.
- Offer specialized and shared innovation support services.
- Provide opportunities for companies and entrepreneurs to access investment capital.
- To become a space endowed with differentiating services that facilitate the promotion of business around STI.
- Generate a process of urban transformation to improve people's quality of life.
- To position the Bogotá Region as an R&D&I hub at the international level.

In addition, and thanks to the opportunities that Bogotá offers, we are looking for:

- Promote the DCTIB as a platform for generating synergies between academia, the business sector and the public sector.
- Revitalize the entrepreneurship and innovation ecosystem based on science and technology.



**Venture Landing**



**Knowledge transfer and training center**



**Minimum viable product laboratory**



**Coworking and Networking Spaces**



**Center for understanding the environment**



**Showroom auditorium for the dissemination of CTI initiatives**



**Development of TEC 4.0 Laboratory**



**Data Center**

## Management for the extension, modification, addition and expansion of the Corferias special permanent free trade zone

In 2021, MINCIT issued Decree 278 of March 15, 2021, which amended Decree 2147 of 2016, regulatory framework that regulates the free zones regime, having among the most significant changes: (i) the concept of free zones 4.0, (ii) extension of the extension term of free zones for a term of up to 30 years, (iii) possibility of expanding or adding geographical areas to existing free zones, (iv) preservation of the dual quality of Operator User and Industrial User held in this case by Corferias, (v) reaffirms the possibility of developing future partnerships with public entities and/or Chambers of Commerce, and (vi) the possibility of transforming special permanent free zones to permanent multi-user free zones.

In view of the aforementioned regulatory changes, we analyzed the different alternatives for the operation of the Special Permanent Free Trade Zone of Corferias, which would allow the ZFPE to be a strategic axis in the future vision of the 4.0 fairs and events, as well as a central pillar of the Corporation's projects to invigorate the urban environment.

The change in the nature of the Free Trade Zone is accompanied by a real estate management that will allow Corferias to maximize the physical capacity of the Fairgrounds, as well as to have a new area to develop the Permanent Free Trade Zone Exclusively Dedicated to the Provision of Services through the settlement of industries or companies of the science, technology and innovation ecosystem, Thus, the District of Science, Technology and Innovation of Bogotá "DCTIB" emerges as a project of the city, region and country, which intertwines efforts of the public and private sectors for the creation of a project of innovative characteristics not only for its purpose but also because it will be a milestone in the urban and architectural design of Bogotá.

Having gone through the pertinent stages before the MINCIT, having accredited the regulatory requirements and having obtained the authorizations and approvals from the entities indicated in Decree 278 of 2021 , **on August 4, 2022, the Ministry of Commerce, Industry and Tourism issued Resolution No. 1213 through which it authorized the extension, modification, addition and expansion of the Free Trade Zone of Corferias.** Authorization that implies, on the part of Corferias, the planning, verification and compliance with the requirements approved by the MINCIT, which served as a basis for the achievement of all the procedures presented by Corferias before said entity.



## ¡ESTAMOS FELICES!

*El Borde Activo de Corferias fue premiado en La II Bienal Espacio Público de Bogotá en la categoría de Espacios Privados Afectos al Uso Público.*

Nos llena de orgullo promover el progreso y la sostenibilidad de la ciudad con una experiencia, enfocada en el peatón y los visitantes de las ferias, que transformó la cara de nuestro recinto y localidad.



**#EnCorferiasJuntos** trabajamos por el desarrollo de Bogotá.

## Best city public space award

In February 2022, the public space that Corferias has been developing in its immediate surroundings in order to activate the area, located on Avenida La Esperanza between Carreras 37 and 39, was awarded in the II Biennial of Public Space in Bogotá. This event by the Mayor's Office recognizes and publicizes the works and management projects for the generation, recovery and sustainability of public space in the capital of the country.

**Corferias received merit in the following categories: "Private Spaces Subject to Public Use " and received the top prize of the day "Fernando Jiménez Mantilla".** The award was granted by the Office of the Mayor of Bogotá represented by the Administrative Department of the Public Space Ombudsman (DADEP), its Public Space Observatory and the Colombian Society of Architects Bogotá and Cundinamarca region (SCA BC).

On the other hand, it should be noted that Corferias has been leading this project, which is governed by the architectural principles of its Master Development Plan in which it seeks to better relate to the environment, activating the edges of the enclosure through spaces that function outwards and inwards, thus allowing visual and spatial permeability, significantly expanding the green areas and trees, creating a perimeter walkway and a unique management of a green slope, which has undoubtedly transformed the face of the sector and the public's experience. \*

\* [https://Corferias.com/es/noticia/4856/el\\_borde\\_activo\\_de\\_Corferias\\_galardonado\\_en\\_la\\_II\\_bienal\\_de\\_espacio\\_publico\\_de\\_Bogotá](https://Corferias.com/es/noticia/4856/el_borde_activo_de_Corferias_galardonado_en_la_II_bienal_de_espacio_publico_de_Bogotá).



Reconocemos  
a los posibilitadores que promovieron la  
**ACTITUD SOSTENIBLE**  
en el día sin carro y moto



Durante la jornada del día sin carro y sin moto, la ciudad presentó una **reducción de 51 % en la emisión de CO2.**

El 10% de nuestros posibilitadores se movilizaron en algún medio alternativo de transporte (Bicicleta, Patineta eléctrica, patines, entre otros)

¡Gracias por hacer parte de la  
**#MovidaSostenibleCorferias**



En el cuidado del medio ambiente  
¡Ahí, también estamos!



## Promoting sustainable mobility

The Corporation continues to carry out actions aimed at promoting sustainable mobility in the enablers and in the community, so that during 2022, in addition to maintaining available and free bicycle parking in the Green, Tower and Agora parking lots, recognized and encouraged enablers who use alternative means of transportation, such recognition to their sustainable actions was made during the day without a car in September, showing that 10% of our enablers were mobilized by bicycle, electric skateboard, roller skates, among other alternative means.

In the second half of the year, a new version of the BiciGo fair was held, a space designed to encourage environmental care, the use of sustainable transportation in cities and sports, bringing together in the same space users and entrepreneurs of the bicycle sector, accessories and complements of the cycling industry in Colombia and Latin America.



# CHAPTER 5

## COMMUNITY INTERNSHIPS



GENERADORES DE OPORTUNIDADES Y PROGRESO  
**CORFERIAS.COM**



# OUR BIC COMMITMENT

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Encourage volunteer activities and create alliances with foundations that support social works in the interest of the community.

Create job options for the structurally unemployed population, such as: At-risk youth, homeless individuals, reintegrated persons or persons who have been released from prison



# Community relations



## Community Outreach Program:

During 2022, through the community relations program Buen Vecino which ended the year with **8,218 members**, 3 workshops were coordinated with topics of interest to the community and 9 films were shown as part of the general film series

As usual, the members of the program attended, free of charge, **12 fairs of general interest** organized by the Corporation, with the participation of **4,724 members** in the following fairs: International Book Fair, Home Fair, NextCar, Gran Salón Inmobiliario, Cafés de Colombia, Silverexpo, SOFA, Beauty and Health, ExpoPet, Chocoshow, Bicigo and Expo Artesanías.

The activities of the C-Buen Vecino program culminated with the New Year's Eve Event, in the main auditorium of Corferias, with the accompaniment of the professional orchestra FERNANDOCH together with the dancers of the Cochaviva Dance Company.

In order to keep our communication channels with the community active, we maintained the bimonthly publication of **5,000 physical copies and the digital version of the enlaC newspaper**, which allowed us to keep the community informed of the projects in which the Corporation made progress, projects in the Municipality of Teusaquillo and current national issues. Regarding the digital version available on the website [www.enlac-Corferias.com](http://www.enlac-Corferias.com), design improvements have been made and will be made public in 2023.

Similarly, meetings are held with the local mayor's office of Teusaquillo and various county entities prior to the large fairs to coordinate activities to ensure that the neighboring community receives sufficient support from the authorities during times of major congestion, especially in terms of mobility generated by the fair operation.

In addition, the offices of the local mayors of Teusaquillo and Puente Aranda collaborated and coordinated a plan to clean up the improvised dwellings of street people near the railroad corridor adjacent to the Américas property and in the dividers in the middle of Avenida de las Américas.

Finally, a satisfaction survey was conducted among the participants of the "C-Buen Vecino" program, which showed an acceptance rate of 88.2% and an expressed will to continue participating in the program.

## Solidarity Assignments

We continue our commitment to serve as a stage to publicize the actions carried out by non-profit organizations, foundations and some government agencies that work for the benefit of the most vulnerable actors of society and the environment itself.

In accordance with this organizational purpose, we continue with our program of Solidarity Assignments, with which we provide spaces for the location of stands, free of charge, under this figure, **in 2022 we assigned a total of 41 spaces each of 9 m2, in 13 of our fairs**, within the organizations that were benefited from this figure are: Un Techo Para Mi País, Aldeas Infantiles SOS Colombia, Banco Distrital de Sangre, Ediciones Paulinas, Doctors Without Borders, Colombian Hematological Foundation, UNICEF, Dr. Clown, Ayuda en Acción, Narcóticos Anónimos, Corporación Matamoros, Fundación Ecológica Amazonía de Colombia, Artesanías Juan Sebastián, Armada Nacional de Colombia, World Vision, among others.

# TOGETHER WE GENERATE OPPORTUNITIES AND PROGRESS

