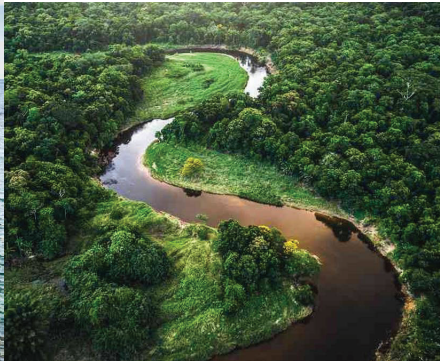




# COLOMBIA



# COLOMBIA IS LOCATED IN SOUTH AMERICA



# COLOMBIAN FLAG

Yellow represents the richness of the country, the wealth of the Colombian soil, the gold, sovereignty, harmony, justice and agriculture, as well as the Sun, the source of light.

Blue represents the sky above, the Pacific and Atlantic Oceans on Colombia's shores, as well as the abundance of rivers.

Red represents the blood spilled for Colombia's independence from the Spain.

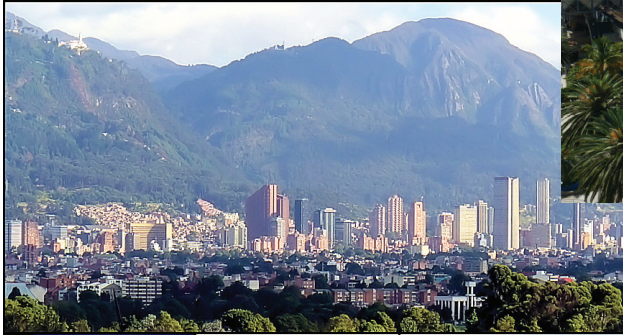




Colombia's Population is  
50 million people



Medellín is the  
second biggest City



The Capital  
is Bogotá with 8  
million population.

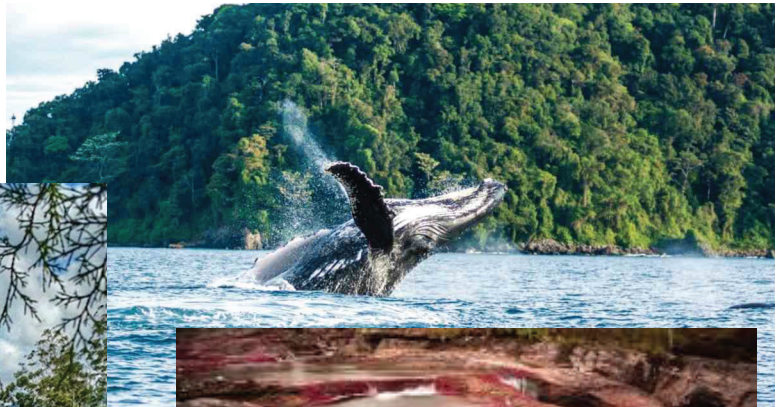


Cartagena is a city  
on the Caribbean Coast, known for its  
historic walled remains, castles, culture  
and colourful colonial houses with  
beautiful balconies.



# A COUNTRY OF CONTRASTS



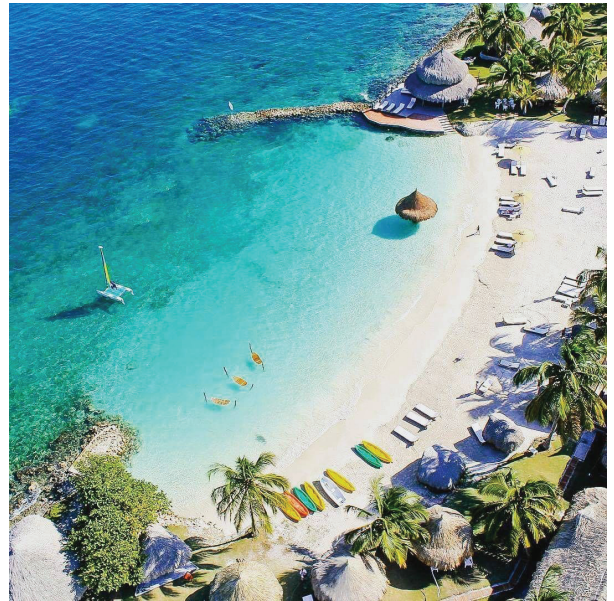


It is the fifth largest country in Latin America and home to the world's second largest population of Spanish-speaking people.

Colombia is a land of extremes. Through its center run the towering, snow-covered volcanoes and mountains of the Andes. Tropical beaches line the north and west. With dramatically beautiful rainforests, mountains and beaches, lovely cities and enchanting people, Colombia should be among the most attractive and amazing destinations in the world



# SOME COLOMBIAN BEACHES





# COLOMBIAN BIRDS & FLOWERS



## COLOMBIA *Tierra de Flores*





# CAFE DE COLOMBIA



In 1927, Colombian coffee growers came together to create an organization that would represent them nationally and internationally, and that would ensure their well-being and the improvement of their quality of life. Thus was born the National Federation of Coffee Growers of Colombia (FNC), considered today as one of the largest rural NGOs in the world.

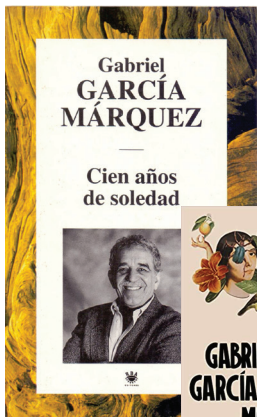
THE FNC has been diversifying its institutional work from seed to cup, not only optimizing logistics or adding value to Colombian coffee, but by making programs, schemes and tools available to all producers that facilitate their work as much as possible and help them reduce costs to improve their profitability.





# SOME COLOMBIAN FAMOUS PEOPLE ...DO YOU RECOGNIZE ANY?

LITERATURE  
NOBEL PRIZE WINNER



FERNANDO  
BOTERO



JUANES



SHAKIRA



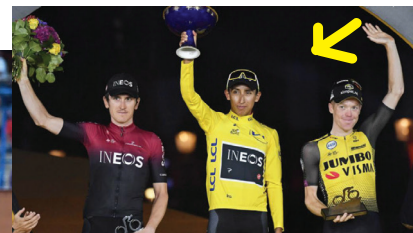
J. BALVIN



HUIGUITA



EGAN BERNAL



JAMES



PIBE  
VALDERRAMA



JOHN  
LEGUIZAMO



MALUMA

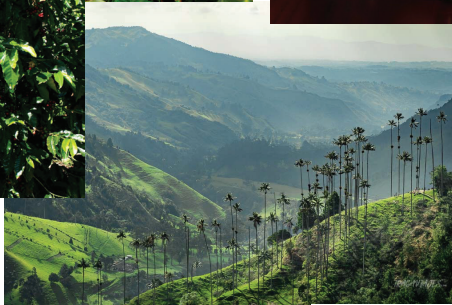


SOFIA  
VERGARA





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TRADITIONS  
&  
PRODUCTS



# MOCHILAS (BACKPACKS) OF THE WAYUU & ARHUACO INDIGENOUS

“Mochilas” (Backpacks) are one of the most representative fabrics of this two indigenous cultures from the Northern part of Colombia. All of this products are made manually.

Thanks to the hard work of these indigenous women, not only are “Mochilas” being positioned throughout the national territory, but also throughout the world, since for many people these pieces have become a traditional Colombian handicraft.

The Wayuú “Mochilas” are easily recognized by the colors and designs. The Arhuaca “Mochila” usually displays a limited palette of neutral colors obtained from natural dyes.

## WAYUÚ MOCHILAS



## ARHUACA MOCHILAS



For the Arhuacos, the “Mochila” is one of the freest symbols of the creation of life, since it represents the womb of the universal mother and their ultimate commitment and responsibility as guardians of the world, whose job it is to maintain balance, peace and fertility of the earth. For Wayyus, Mochilas combine aspects of the indigenous and the imported and perhaps for this reason have been more popular among tourists.

# WAYUÚ & ARHUACO INDIGENOUS

The **Wayuú** are an indigenous people that inhabit the Guajira peninsula, the most northeastern part of Colombia.



The **Arhuacos** inhabit the mountainous areas of the north of Colombia, in the Sierra Nevada de Santa Marta. They are a deeply spiritual indigenous people.





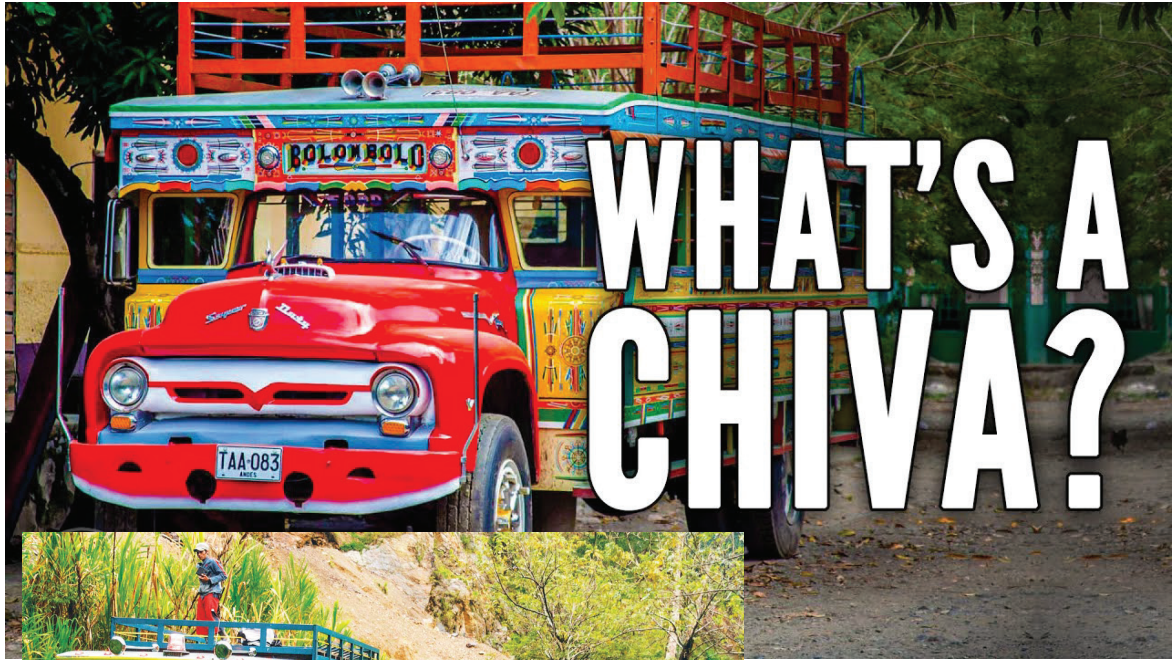
# AÑO VIEJO OR OLD YEAR RITUAL



The old year ritual is one of the oldest traditions in Colombia. The burning of a doll at midnight, just on December 31, is a ritual that symbolizes purification and the removal of bad luck or negative energies from the period of the year that ends, in order to make the change of energy and receive a new stage in a clean and safe way.

The above, because the fire ritual represents the suppression of the past to allow a regeneration of time and energies.

A good gift could be to look for some of the Colombian enterprises that send boxes with dolls of various old year designs, so that one can calmly light up in some corner of the house. But the best way to perform the ritual is to create your own and burn it with all those things that need to be forgotten.

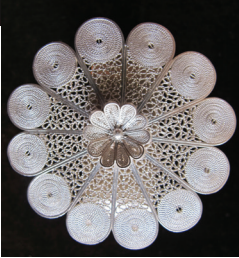
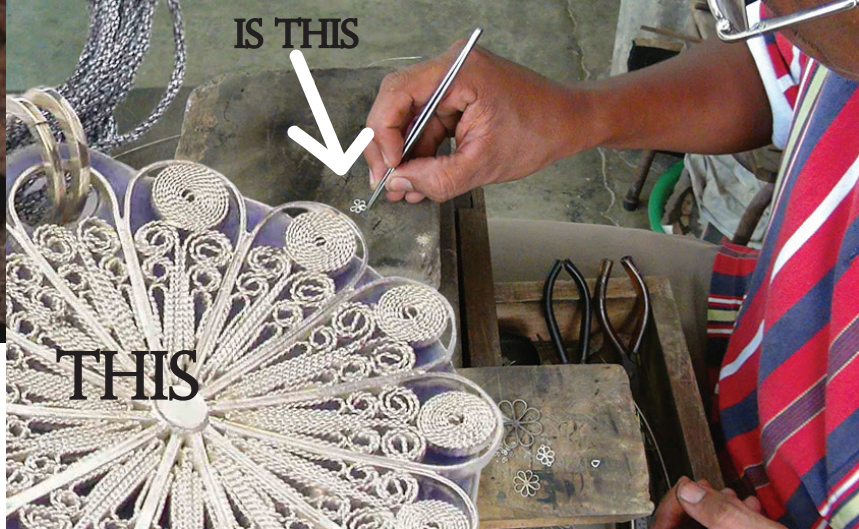


A Chiva is an artisan rustic bus still used in some rural parts of Colombia. They are used for public transportation and tourist attractions.





# FILIGRANA DE MOMPOS JEWELRY



The filigree that is made in Mompox brings together all the indigenous heritage in the treatment of gold and silver. It brings all the indigenous heritage in the treatment of gold and silver. Santa Cruz de Mompox, was elevated by UNESCO as a cultural heritage of humanity and is considered the main goldsmith center in the country, its filigree being the artisan jewelry technique of great admiration throughout the world.

AND PLEASE REMEMBER ALWAYS...

**IT'S**  
**COLOMBIA**  
**NOT**  
**COLUMBIA**



The image is a graphic representation of the Colombian flag, consisting of three horizontal stripes of yellow, blue, and red. The word "COLOMBIA" is centered in the blue stripe.

COLOMBIA