

Tech Bogotá Advocates
Columbia

Lead: [Álvaro Carrizosa](#), CEO of BICTIA

Market Overview

Bogotá is emerging as a major tech hub in Latin America, offering significant opportunities for startups. The city boasts a growing ecosystem of entrepreneurs, investors, and support organisations. (source 1,2)

Cultural Considerations

- **Business Etiquette:** Colombians value personal relationships in business. Take time to build rapport and trust before diving into business discussions.
- **Communication Style:** Indirect communication is common. Pay attention to non-verbal cues and context.
- **Time Management:** While punctuality is appreciated, be prepared for a more relaxed approach to time in social settings.
- **Language:** While English is increasingly common in the tech sector, learning some Spanish will be highly beneficial.

Business Practices

- **Networking:** Attend industry events and join local business associations to build connections.
- **Local Partnerships:** Consider partnering with established local companies to navigate the market more effectively.
- **Adaptability:** Be prepared to adapt your product or service to local needs and preferences.
- **Legal Considerations:** Familiarise yourself with local workforce laws, tax regulations, and business registration processes.

What to Watch Out For

- **Bureaucracy:** Be prepared for potentially lengthy administrative processes.
- **Security:** While Bogotá has made significant improvements, remain aware of your surroundings, especially in unfamiliar areas.
- **Intellectual Property:** Ensure your IP is properly protected under Colombian law. (sources 3,4)

Free Resources and Support

1. Tech Bogotá Advocates: Led by Álvaro Carrizosa, CEO of BICTIA, this organisation supports tech companies entering the Bogotá market. [Tech Bogotá Advocates](#)
2. BICTIA (Bogotá Institute of Technology and Innovation): Offers mentorship, networking opportunities, and workspace for tech startups. [BICTIA](#)
3. ProColombia: Government agency providing free market intelligence, legal advice, and connection to potential partners. [ProColombia](#)
4. Invest in Bogota: Offers free information and support for companies looking to establish operations in Bogotá. [Invest in Bogota](#)
5. Colombia Startup: Annual event connecting startups with investors and mentors. [Colombia Startup](#)
6. eXporta.online: A free digital platform sponsored by Google that helps prepare companies for cross-border electronic commerce. [eXporta.online](#)
7. Colombian Chamber of Electronic Commerce (CCCE): Offers asynchronous courses to guide business owners in constructing internationalisation plans. [CCCE](#)

Key Steps for Internationalisation

1. Market Research: Conduct thorough research on the Bogotá tech market, including competitor analysis and consumer behaviour studies.
2. Legal Setup: Register your company with the Chamber of Commerce and obtain the necessary permits and licenses.
3. Talent Acquisition: Tap into Bogotá's pool of skilled tech professionals. Consider partnering with local universities.
4. Localisation: Adapt your product or service to the local market, including language and cultural preferences.
5. Funding: Explore local funding options, including venture capital firms and government incentives for tech startups.
6. Networking: Attend key events like the Colombia Investment Summit and Bogota Startup Week to build connections.
7. Cultural Training: Invest in cultural training for your team to ensure smooth interactions with local partners and customers.
8. Digital Presence: Leverage Colombia's growing e-commerce sector, with 34 million internet users and 22 million regular online shoppers.
9. Join Industry Associations: Organisations like ANDI and ACOPI offer valuable resources and networking opportunities.
10. Utilise International Support: Consider partnering with organisations like Enterprise Europe Network Colombia for additional support and connections.

By leveraging these resources and following best practices, your tech startup can successfully navigate the Bogotá market and tap into Colombia's growing digital economy. Remember to stay flexible, build strong local relationships, and continuously adapt to the evolving business landscape.

Ket Events: <https://www.oisummit.co/>

Sources

1. [Colombia's startup culture, opportunities in Latam - Gutiérrez Group](#)
2. [Colombian Startup Ecosystem: You May Never Want to Leave | CIC](#)
3. [Single Business and Social Register - RUES](#)
4. [What Are The Necessary Licenses And Permits To Start A Business](#)
5. [Software development in Colombia: industry overview, hubs, and more](#)
6. [Everything you need to know about Colombia's startup scene](#)