



18th ANNUAL INTERNATIONAL CONFERENCE ON REAL OPTIONS: THEORY MEETS PRACTICE

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2014

Medellín - Colombia
Host City



Welcome to Medellin,

A city with a unique contrast of a vital and rapidly developing metropolis and vibrant nature, and spring like weather all year round, an industrial, technology, educating and sport capital of Colombia.

Between tradition and transformation it becomes a center for big business under schemes of innovation and entrepreneurship. Medellin boasts an excellent tourism platform for congress and conferences: a geo-strategic location in the Americas, an international airport with easy flight connections to the world, a wide variety of large, medium and small hotels suitable for different budgets, an integrated mass transit system.

Medellin is now one of the safest cities in Colombia and Latin America, and it is a worldwide referent of an urbanism that was transformed into social possibilities, due to its rebuilding of social tissue. It is the place where development reconciles and coexists with education, culture and recreation.

Be surprised in Medellín! The city offers an entire array of entertainment activities to enjoy: maestro Fernando Botero 23-sculptures plaza, the largest freshwater aquarium in Latin America, architecturally astonishing buildings, a thriving nightlife, and of course, friendly smiles in a million cheery, vivacious, hospitable faces.

We are all hosts and look forward to welcoming you!



Why Medellín?

- It is an ecologically-minded city surrounded by nature and mountains.
- It is a medium sized city with easy mobility due to its integrated transportation system.
- Medellín has excellent infrastructure with a modern and functional convention center and professional tourism service providers.
- Competitive costs.
- Because of its social, cultural and urban transformation.
- Medellín is a city of opportunities; It is prosperous, safe and reliable for doing business.
- Medellín guarantees security for its citizens and visitors.
- Entertainment and amusement: City Tours, Shopping Tours, Gastronomic Tours, nightlife, day trips to surrounding regions of Antioquia.
- Friendly and dynamic people, committed to providing excellent service.



Medellín's awards

- 2013, Best Business Destination in South America, Business Destinations Travel Awards
- 2013, City of The Year, Citi Group, Urban Land Institute and Wall Street Journal
- 2011, AHCIET, Ibero American Digital Cities Award
- 2010, UN Habitat, Scroll of Honour Award

Over the past years, the following meetings stand out:

- XXXVIII Regular Session of the Organization of American States (OAS) General Assembly (2008)
- 50th Annual Meeting of Governors of the Inter-American Development Bank (IDB) (2009)
- IX South American Games (2010)
- Ibero-American Congress of Culture (2010)

Some events for the next years:

- Assembly of the Latin American Banking Federation FELABAN 2014
- World Urban Forum 2014
- Latin American Congress of Neuropsychology 2015

1 The "paisas's" best introduction is their warmth and hospitality

3 Architecture that is proof of the development and social transformation of Medellín: the Botanical Garden and its Orquideorama, the Explora Park and its Aquarium, the Library Parks, Parque de los Pies Descalzos, Parque de los Deseos and Planetarium

5 The Fashion Capital of the region; a Latin American epicenter of the textiles and apparel industry

7 Green landscapes surrounding the city, which merge with a clean and modern city

9 Nearby sub-regions; real ecosystems with delicious gastronomy

10

Reasons to be amazed by MEDELLIN



2 An integrated transport system SIT, formed by the Metrocable, the Metro and the Metroplús that optimizes mobility and shortens distances

4 The most complete collection of the Works by Fernando Botero, with 177 paintings in the Museum of Antioquia and 23 sculptures in the Plaza Botero (Botero Square)

6 Unforgettable landscapes and sightseeing from different parts of the city

8 Spring weather; home of colorful flowers and luscious tropical fruits

10 Santa Elena, a refuge for wildlife, flora and the culture of flower craftsmanship "the silleteros"





Medellin: Development over the past 20 years

Medellin was once burdened with the title of one of Colombia's most dangerous cities. Homicides were high, and the wealth stratification between the rich and the poor was too intense to even illustrate. With the well-to-do living in the hi-rises of the cities above, and the impoverished trapped in the slums some 30 stories below, simply getting to the city was an unconquerable obstacle for much of the lower class.

But no longer. Between the slums and metropolitan center of Medellin operates a piece of infrastructure that often requires a double-take. This 1,300 ft. \$7 million outdoor escalator has had a momentous impact on the working and lower classes of Medellin. Where approximately 12,000 residents once had to trudge up a 30-story climb to make it into the city, now they enjoy a 5-minute escalator ride.

Once you make it to the top of the escalator, you'll be greeted with pictorial hi-rise buildings, appealing Spanish colonial architecture, and everything in between. City planners have done a commendable job in incorporating the area's natural landscaping into the mix. Many parks, gardens, and tree-line streets can be found in Medellin.

Some other notable additions to Medellin include one of Colombia's most efficient metro and cable car systems. These methods of transportation have made it increasingly easier for people of all demographic incomes to get around. Countless numbers of people are now able to make it to work or school who wouldn't have been able to make the trip before.

With its days of crime as a thing of the past, tourism in Medellin, Colombia is beginning to take off. In fact, many foreigners live or regularly travel to Medellin, perceived as one of Colombia's "best-kept secrets".



Medellin: The Most Innovative City in the World - 2012!

On March 1st, 2013 Medellin was awarded by Citibank, Wall Street Journal and the Urban Land Institute as the most innovative city in the world 2012, out of 199 cities including New York and Tel Aviv.

It is a recognition to the innovative formulas and the creative and accurate attempts to design comprehensive and inclusive solutions for its inhabitants. This award was given thanks to the transformation Medellin underwent as of the 90's, where its society and public and private institutions promoted a cultural transformation process and a covenant for the future, optimizing their technical capacities for a long-term projection of the city. This unleashed a political process that included empowering its citizens for making Medellin's transformation a reality.





EAFIT University

EAFIT was born in a decade marked by constant change. It was the dawning of the 1960s when a group of 19 regional business leaders– in tune with the cultural, social and economic transformations on the horizon globally – founded an institution to serve as a training ground for their companies’ future managers and administrators.

The University was founded in Medellin-Antioquia as response to the increasing need for labor force in technical and professional occupations in the region. Now-a-days, EAFIT is an important component of Medellin and Colombia’s academical, social and economic dynamic.

Medellin’s campus is EAFIT’s headquartes; thus being the biggest with over 29 acres area, 6 of them being green areas. This location has an important offer for Meetings and Events: six (6) auditoriums propuse built, and over 150 class rooms with capacities ranging between 25-50 people.

- **Auditoriums:** “fundadores” (664 people), “bloque 38-125” (150 people), “Fabricato” (100 people), “Inextra” (50 people), and “Estela Gaviria” (37 people).





Some Venues for social events:

Museo de Antioquia:

It has permanent and temporary collections, that can be a part of any meeting as a novel way to promote art and culture.

Visitors will have an encounter with arts at a place where artistic heritage of Antioquia comes together with an outstanding service for holding events.

Botanical Garden of Medellin: Located at the north of the city, makes up a refuge for flora and fauna of 14 hectare (34.59 acres). The Garden counts with four (4) meeting rooms and some other events areas. Capacities starting from 20 until 4000 people.

“Orquideorama” at the Botanical Garden: an astonishing and huge structure built under an extraordinary architectural style (bee hive form), an immense green house of 5,000 square meters (53,820 square ft²).



Orquideorama – Botanical Garden



Plaza Botero



Some Venues for social events:

Museo de Arte Moderno de Medellín: Located within a renovated steel plant, the MAMM (Spanish acronym) offers a vibrant contrast between antiquity and modernity. The venue is often used as a meeting place for social events.

Parks Library:

Library Network of Medellín, offers several of its facilities in optimal spaces for academic and social meetings.

Museo el castillo

With a medieval Gothic architecture, surrounded by fountains and gardens renovated, it is a magical setting that features exclusive space set aside for social receptions, corporate events, seminars and conventions. Capacity up to 250 people.





Tourism Attractions

Parque Explora (Explora Park): is an interactive center for the appropriation and dissemination of science and technology with 22 thousand square meters of internal area and 15,000 public squares. It offers More than 300 interactive experiences... learn while you play! Parque Explora also has several rooms for events and the largest fresh water aquarium in Latin America.

Parque de los Deseos (Wishes Park): is an urban park created in order to relate the universe with people. Within its perimeter are located the Planetarium, the House of Music, Universidad de Antioquia, the Botanical Gardens, Parque Explora (interactive museum), Parque Norte (amusement park) and the Metro University Station

Parque de los Pies Descalzos (Barefoot Park): a public space created by Public Enterprises of Medellín in the administrative area of the city, The idea is to spend a nice time there while you are barefoot, walking around the different paths.

Medellin Botanical Garden Joaquin Antonio Uribe: is about 14 hectares. It has a large collection of orchids preserved in a scenario called Orquideorama, The Garden has the status of being a center of culture, environmental education and botany.



Acuario Explora



Parque de los Deseos



Local transportation System

METRO

Medellin is the only city in Colombia with integrated transportation system, in place since 1995. It runs from north to south and from the center to the west of the city and vice-versa, transporting more than 480,000 passengers per day. Service hours are from 4:00 a.m. to 11:00 p.m.

METROCABLE

The city has two lines of metro cable, a cable propelled transit system, connected to the Metro. One of the lines is located in the northeastern part of the city and the second in the west. This transport system moves about 12,000 to 14,000 passengers per day.

TAXIS

There is a report of 22,000 registered vehicles. The hourly cost of a taxi service in Medellin is USD 12.00 and the minimum fare is USD 2.50.

METROPLUS

Integrated to the Metro through 21 stations, it transports 164,000 passengers daily.



Metro



Metrocable



MetroPlus



Airports

Jose Maria Cordova (JMC): The International Airport located in the municipality of Rionegro in eastern Antioquia, 40 km (15 Miles) away, and 45 minutes outside of Medellín and its metropolitan area.

Several airlines offer their services to the city of Medellín: American Airlines, Copa Airlines Colombia, Avianca, LAN, ADA, Satena, Spirit Airlines, and Insel Air.

Jose Maria Cordova has 87 frequencies per week, direct international flights to Panamá, Miami, Quito, Caracas, Ft. Lauderdale, San José de Costa Rica, San Salvador, Lima, Madrid, Curacao y New York. Also, in average 34 direct daily flights to and from Bogotá, the capital of Colombia.

Medellín has three hubs for international air connections:

- Panama
- Bogotá
- Lima

Olaya Herrera Airport (OH): located within the

city, is dedicated to regional domestic flights and some national flights.



Our connectivity

Medellín has two airports that make access friendlier to all of our visitors. We have 87 international weekly frequencies with 11 cities around the world and more than 450 domestic weekly frequencies.



Hotels:

The city and the metropolitan area have a wide variety of large, medium and small hotels suitable for different budgets, for an approximate offer of 5.647 rooms with 9.113 beds.¹

Medellin has 3 main areas where you can find hotels for all interests and budgets, hotels with comfortable infrastructure and excellent service.

Area	Category (★)	Average Rate
Downtown	2 to 3	35 USD
Laureles	3 to 5	60 USD
Poblado	4 to 5	120 USD

HOTEL VENUE

Sheraton Four points

Adjacent to El Poblado, the most exclusive area of Medellin, close to shopping centers and restaurants.

The hotel has a total of 123 rooms, with spaces designed for the guest's comfort, it offers its guest 24-hour room service and a business center. Other amenities include a sauna and Turkish bath, international television and High Speed Internet Access. It is just one minute's walk from Oviedo Mall, which features 100 shops and three movie theaters. The area offers numerous restaurants at which you can sample Colombia's native cuisine.



¹ SITUR. <http://situr.gov.co/>



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