

## **COLOMBIA: CHALLENGE YOUR KNOWLEDGE**

### **哥伦比亚 - 挑战您的知识**

The twenty first Century arrived with many demanding situations for humanity: communication issues, urban expansion and its environmental effects, protection of natural resources, public health, among many others. As part of the global community, Colombia is engaging in the process of seeking solutions to those situations, using human capital, science and technology. In other words, the country is applying mankind's most powerful tool: knowledge.

Since these topics are vital, we are inviting key global players to join us in this challenge and adventure, a challenge that has become interdisciplinary, interinstitutional but above all, international. This is the reason why the best Colombian universities, awarded with institutional accreditation for their high academic levels and recognized for their international academic and research standards, have joint efforts and created the *Colombia: Challenge your Knowledge* initiative.

With this proposal we are trying to enrich the active and ongoing process of global contact. We want to show our potential and successful experiences in three specific areas in which we can cooperate, and also show our awareness of the clear symbiosis needed between man and society, progress and responsibility.

- The first one is language and communication skills, inasmuch as overall human development is a prerequisite for sustainable development.
- The second is the use and protection of natural resources, in order to keep the synergy between men and planet, and because we all can benefit from our biodiversity while protecting it at the same time. We all leave footprints on earth and it is our duty to make the right ones as we interact with our environment.
- Finally we want to share our progress in medicine, as we are a creative and resourceful society which looks for the wellness of mankind.

On the other hand, with this initiative we are trying observe and learn from our partner's achievements in two areas.

- One is the interaction between public, private and academic actors, in order to achieve and maintain harmonious relations among them, enhance all the spiritual elements that have always driven human progress and built a shared national and international dream for a better future.
- And two, we want to explore and observe your technological parks and industrial poles, as a way to create more exciting economies, more organized urban settlements and learn from your wisdom in innovation and harmony.

**COME AND SEE WHAT WE HAVE**

## **1. COLOMBIA AS A CAMPUS TO LEARN SPANISH**

哥伦比亚作为一个学习西班牙语的课堂

### ***EXPERIENCE the quality of our education***

体验我们的教育素质

- For centuries, our country has had a teaching and pedagogic tradition, giving it many, and especially, very good teachers.
- Teachers make emphasis in explanations and working with examples.
- Normal Institutions have endured during time, showing the importance of teachers and teaching as a job.
- Literature and Law have been mainstream areas of knowledge in our country, being all of them intimately linked to Spanish language.

### ***LIVE the warmth of our people***

感受哥伦比亚人的热情

- Colombians are great hosts, tolerant and patient, key features when it comes to teaching, guiding and travelling.
- Immerse yourself in Colombian cities, towns and families and you will find friendship and kindness.
- Share our charisma and energy using Spanish Language.

### ***DISCOVER our traditions and the advantages of our language***

发现我们的传统和语言优势

- Because of its historic process, Colombia speaks a very particular style of Spanish language.
- Most of the colonizers who came to our country spoke Spanish in a very simple and paused way, with a neutral accent.
- So, the Spanish language spoken by Colombians has turned to be clearer for foreigners, which is something essential for teaching and learning.
- Traditionally, mothers teach their sons and daughters to speak proper Spanish, making us more aware, elegant and eloquent.
- Since we are aware of our language, we can correct our own mistakes and the ones from others.
- We tend to speak a more standard style of Spanish, with less slangs but richer expressions.

Why is Gabriel Garcia Marquez, Nobel Price in Literature, a universal writer, even though he writes about the very particular Colombian Caribbean Region? Because he does it a standard Spanish, that EVERYONE understands.

Spanish from Colombia is:

- Easier to pronounce and listen.
- Understood in every Spanish-speaking country.
- Welcomed in many areas such as news broadcasting or audio-books narrations.
- Easier to learn and imitate. You make less effort to understand a Colombian teacher.

- NOT the best Spanish in the World. No country speaks the best or worst Spanish. But we are confident that we speak the clearest.

ALL THESE TRADITIONS AND FEATURES GIVE COLOMBIANS THE ABILITY  
TO TEACH OUR OWN LANGUAGE TO OTHERS

## **2. COLOMBIA AND THE POTENTIALITY OF ITS BIODIVERSITY**

哥伦比亚及其生物多样性的潜力

### ***DISCOVER the richness of our biodiversity***

发现我们生物多样性的丰沃

- We are located in a very privileged area of the world, full of natural resources which are vital for the future of mankind, such as water and rain forests.
- We can show you our advantages in classification of species and we can develop joint work in identifying more.
- Come and explore our discoveries in medicine and genetics, originated from our biodiversity. Let us begin complementary work in those fields, with great perspectives in the pharmaceutical area.
- We use but we also protect the richness of our nature. We have many natural reserves and have created tools and mechanisms to protect these areas.
- Colombia is considered the second nation in the world in biodiversity, being the first one in birds and amphibian diversity, the second one in flora, the third one in reptile and the fifth one in mammal diversity as well.
- A total of 3,357 species of fish, amphibians, reptiles, birds and mammals, and near 41,000 species of flora have been registered for Colombia.
- This diversity varies according to the natural regions and distinctive ecosystems that form our country, being the Andes Mountains and the Amazon Rainforest the ones with the most biodiversity.
- Not only Colombia has 10 percent of the world's biodiversity, but also 18 percent of our birds, amphibians, mammals, reptiles and fish are unique from our country and you will not find them anywhere else.
- This situation is even greater in flora: approximately 30 percent of our plants are exclusive native species.

***OUR WATER RESOURCES AR UNIQUE IN THE WORLD. LET'S TAKE CAR  
OF THEM TOGETHER!***

**让我们一起保护独一无二的水资源！**

- Colombia's water resources availability per capita was about 45,488 cubic meters by 2007, 5.5 times the world's average (8,209 cubic meters) and three times the Latin American average.
- Our country has a high level of rainfall: approximately 3,000 millimetres average per year, of which 1,850 millimetres can be used after natural evaporation processes.
- There is a lot of potential in underground water sources, with more than 100 Colombian towns using them nowadays.

- We have a very unique eco-system named “Paramo” (moor), of high altitude, prominent level of organic material and neo-tropical characteristics.
- The “Paramos” (moors) absorb huge amounts of water, keep them for a specific cycle, and then release them towards further places and regions, acting as natural regulators of water,
- Our concern in water resources has led us to develop interesting legislation on their protection and use.
- On the other hand, our research groups are working on new technologies related to water.

### ***ENJOY the beauty of our landscape***

享受我们土地的美丽

- Our diverse climates, landscapes and eco-systems offer good opportunities for many types of tourism, which can go from adventure to relaxation.
- The Amazon Rain Forest offers wild experiences to any visitor. The Caribbean and Pacific beaches need to be seen to be believed. The Eastern Plains and its sunsets are spectacular.
- Come and learn from our business experiences but more important, come and get the pleasure to admire nature.

TOGETHER WE CAN CREATE A HARMONIOUS WORLD AND BETTER LIVES,  
WITHOUT PUTTING OUR PLANET AND ENVIRONMENT IN RISK

### **3. COLOMBIA'S MEDICAL RESEARCH ADVANTAGES**

哥伦比亚医疗研究的优势

#### ***EXPLORE our ability to innovate***

探索我们革新的能力

- Our country has a very strong medical tradition, which comes from the ancient colonizers, and medicine is one of the most respected professions.
- This tradition is the source of our surgical innovations and novelties in medical treatments.
- Our country is famous for the efficiency and effectiveness of its medical processes: they have excellent quality and still keep a low cost.

#### ***SHARE the passion for our talent***

和我们的人才分享你的热诚

- Our doctors are instructed in a relatively shorter time and tuition fees are lower than in other countries.
- Our doctors have a lot of experience. They perform more surgeries than the average.
- Also, they have regional and international recognition for their high quality and creativity.
- Coming to Colombia to learn from our doctors is exposing yourself to western medicine but in the reality of a developing country.

- Colombian doctors face daily challenges and work under tougher conditions than in countries such as the United States. Their skills and knowledge are very valuable.
- Come and enjoy our services and facilities in health and medical tourism: see how it works and what you can learn from us.

***BRING TOGETHER tradition and modernity***

集合传统与现代性

- Our indigenous groups have developed and protected their own medicines during the course of centuries.
- Popular traditions can be mixed with western medicine. Some universities in our country have started to develop studies in areas such as neural therapy and bioenergetics.
- Colombian traditional medicine and Chinese traditional medicine can learn from each other

HEALTH AND WELLNESS. BODY AND SOUL. EAST AND WEST. WE CAN SHARE OUR KNOWLEDGE AND ACHIEVE SCIENTIFIC TRANSFORMATION.

**HELP US TO EVOLVE, LET'S MAKE ALLIANCES**

**1. THE TRIPLE RELATION BETWEEN UNIVERSITY, PRIVATE SECTOR AND STATE IN YOUR COUNTRY**

你国家的大学、私人领域和州的三重关系

***LET'S GO BEYOND***

让我们跨越

- Modern universities must have social commitment. However, this commitment has to be paired with innovation and a continuous transfer of knowledge to the industrial and entrepreneurial sectors, creating students, businessmen and governors with a new and more comprehensive mentality.
- The triple relation between academia, private sector and state is now considered a “catalyst” for innovation processes, leading to a better and faster technological development, and an overall enhancement in competitive qualities.
- A harmonious work and direct dialogue between universities, private enterprises and local, regional and national governments has been the key of the success of many Asian countries.
- We would like to watch and learn from your know-how and have a better understanding of the dynamics between these three actors, in order to promote and develop applied research projects which can offer solutions to the increasing needs and requirements of our national productive sectors and help us to improve our social and economic development.

- Our goal is to develop true cooperation and association between actors, using for instance your Joint-Venture experiences and lessons.

## **2. YOUR SUCCESSFUL MODEL OF TECHNOLOGICAL PARKS AND INDUSTRIAL POLES**

你的科技公园和工业杆的成功模范

### ***BUILD WITH US better industries and cities***

和我们一起打造更好的工业和城市

- It is our desire to develop in a much more efficient and effective way the model of technological parks and industrial poles, with the general purposes of sharing new ideas among us and launching new companies, both Colombian and Chinese.
- By following your processes and thriving cases, we want to develop parks and poles as physical spaces which help us to promote economic development based primarily on technology and the service sector.
- Observing your footsteps and working together will lead us to promote the creation and development of more innovative industries.
- Hence, it is our desire to create planned and organized settlements with:
  - o An integral vision of economics, politics and society.
  - o A sustainable and *green* spirit.
  - o A visible profile, both domestically and internationally.
  - o A growing influence in the public and private decision making processes.
  - o The capacity to use them as bridges between academia and industry.
  - o The tools to protect and market its own products and services.
- These parks and poles are the perfect environment for a direct collaboration between universities, research centers and other higher education institutions, with economic actors such as funding agencies or political institutions.
- They are also the ideal place to find all the tools and personnel needed when transfer of technology is required, marketing expertise is needed and business skills are wanted from and for the firms that use the parks and poles.

**ULTIMATELY, WE WANT TO MAKE COLOMBIAN TECHNOLOGICAL PARKS AND INDUSTRIAL POLES BIG HUBS FOR LONG TERM NATIONAL PLANS AND A GOOD EXAMPLE OF BETTER MANAGEMENT PRACTICES.**