



## Memorandum

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Date: October 9, 2024

To: Mayor Christi Fraga  
Vice Mayor Oscar Puig-Corve  
Councilwoman Digna Cabral  
Councilwoman Maureen Porras

From: Councilman Rafael Pineyro

Subject: **ExpoArtesano Presentation**

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### **Introduction**

Expoartesano La Memoria is a cultural movement that has been promoting and preserving Colombian handicraft tradition for fifteen years. After the first international edition in 2023, Expoartesano will return to Miami in 2024, showcasing the vibrant colors and textures of Colombian handicrafts. The event aims to connect artisans with new markets and continue to celebrate the traditions and customs of Colombia.

### *WHAT THEY OFFER*

Support Colombia artisans by establishing local, national, and international commercial connections. By Utilizing natural raw materials and employing artisanal transformation processes with minimal environmental impact. To serves as a guardian of ancestral techniques that enable the sustainable use and preservation of resources and transmission of Colombian culture and traditions.

This is done through a three-day Trade Fair, day one for specialized buyers and 2 days for retail sales. This years Showroom will be set up in the Doral Cultural Center with representative products from the 32 departments of Colombia. Demonstrations of craftsmanship with the artisans attending the event as well as Colombian gastronomy vendors.

## *DIVERSITY*

Expoartesano welcomes and respects diversity. The Event is designed for all cultural and ethnic backgrounds and provide a rich exposure to culturally diverse populations through the exposition of indigenous, rural, urban and other ethnic artisan work from different regions of Colombia.

## **CITY OF DORAL PRESENTATION**

The presentation slides will include:

- *Who we are* –Expoartesano is a partnership between Artesanías de Colombia and Plaza Mayor Medellín. Artesanías de Colombia is a state-owned commercial and industrial enterprise that is part of the National Government and, more specifically, the Ministry of Commerce, Industry, and Tourism. This organization aims to increase the participation of artisans in the national productive sector.
- *What we do* -Plaza Mayor Medellín is a mixed-economy entity with 53 years of experience as a venue for conventions and exhibitions. It facilitates, creates, and operates events not only in Medellín but throughout Colombia. As a convention and exhibition center, Plaza Mayor has established itself as one of the most important event venues in Latin America, hosting events such as Colombiamoda, AMWC, and Expobelleza, which are major industry benchmarks in the region. Plaza Mayor has also hosted global events such as the World Economic Forum Latam, the annual UN Tourism meeting, and the BID Assembly, among others.
- *Where we are*- The event will take place in the Doral Cultural Center. showcasing the vibrant colors and textures of Colombian handicrafts. The event aims to connect artisans with new markets and continue to celebrate the traditions and customs of Colombia.