



# EXPOARTESANO

MIAMI 2024

OCTOBER 18 TO 20

PLACE: DORAL CULTURAL ARTS CENTER  
8363 NW 53RD ST, DORAL, FL 33166,  
ESTADOS UNIDOS

INAUGURATION OCTOBER 17

SUPPORT

Betochef



ALLIES



ORGANIZE

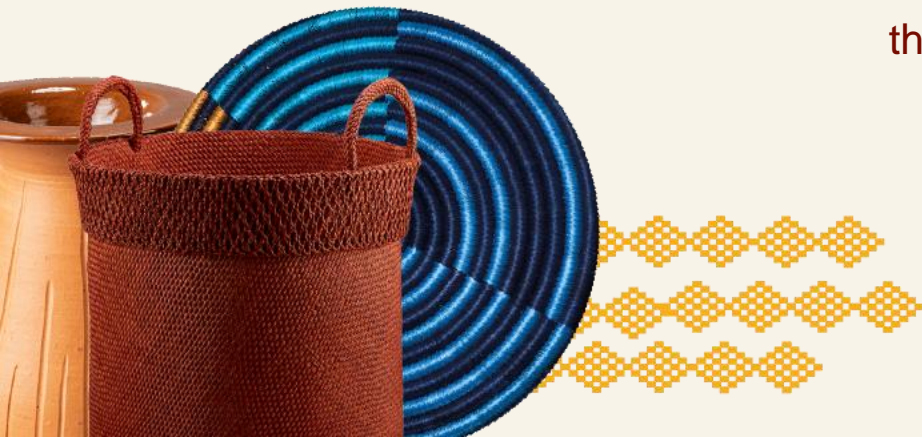




# EXPOARTESANO, THE MEMORY

Second International Edition

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 our country.



# OUR ALLIES

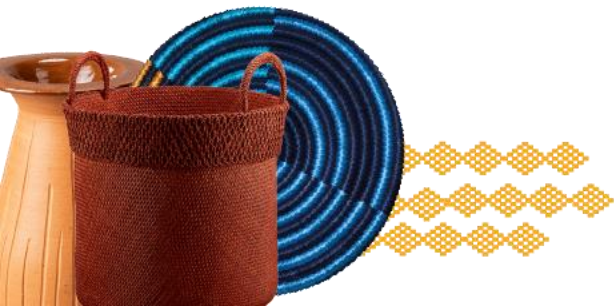
## ORGANIZAN



## ALIADOS



## APOYA



# What is our impact?



## ECO-EFFICIENCY PROMOTION:

Utilizing natural raw materials and employing artisanal transformation processes with minimal environmental impact.



## DYNAMIZE THE ECONOMY:

Support artisans by establishing local, national, and international commercial connections.



## THE ARTISAN

serves as a guardian of ancestral techniques that enable the sustainable use and preservation of resources.



## CONSERVATION

and transmission of Colombian culture and traditions

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EXPOLOGY

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Link commercial

FLIC MEDIA

COLOMBIA CO  
THE COUNTRY OF BEAUTY

PROCOLOMBIA  
EXPORTS TOURISM PROMOTION CULTURE BRAND

Colombian American  
Chamber of Commerce  
MIAMI

Comisariado General de  
Colombia  
MIAMI - FLORIDA

Medellin

Alcaldía de Medellín  
Ciencia, Tecnología e Innovación

Comercio,  
Industria y Turismo

ORGANIZE

artesanías  
de colombia

PLAZA  
MAYOR  
MEDELLIN  
CONVENIOES Y EXPOSICIONES

# Components:



## 3 DAYS OF TRADE FAIR:

1 day for specialized buyers and 2 days for retail sales.



## HANDICRAFTS

SALE



## COLOMBIAN

GASTRONOMY



## SHOWROOM

With representative products from the 32 departments of Colombia.



## DEMONSTRATIONS

of craftsmanship with the artisans attending the event.



## PERSONALIZED ATTENTION

for specialized buyers

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## Visitor profile:

- Buyers who specialize in interior design or decoration.
- Buyers who specialize in fashion and accessories.
- Wholesale buyers and distributors.
- Managers of restaurants, hotels, or other establishments.
- General public interested in culture.



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# BENEFITS

## FOR THE CITY OF DORAL



### Attract

tourists and business travelers to the City of Doral.



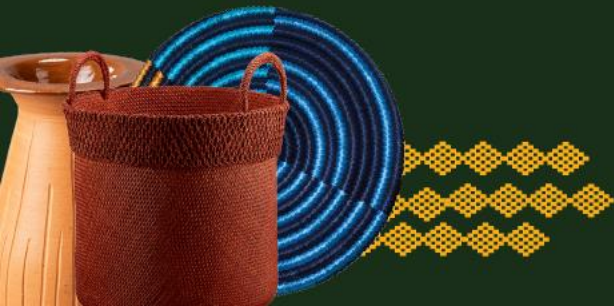
### Expose

the City of Doral to approximately 10 million people through the event's multiple promotional campaigns.



### Stimulate

the entire Downtown Doral entertainment ecosystem.





# BENEFITS

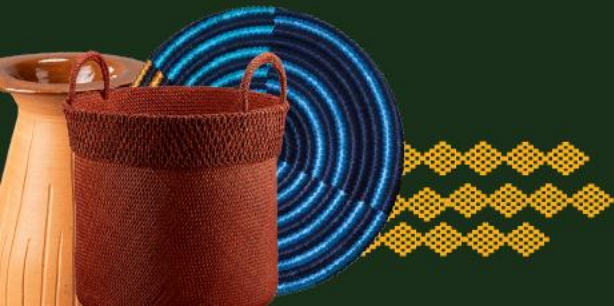
## FOR THE CITY OF DORAL



**Promote**  
the city's vision  
as a multicultural  
and diverse city.

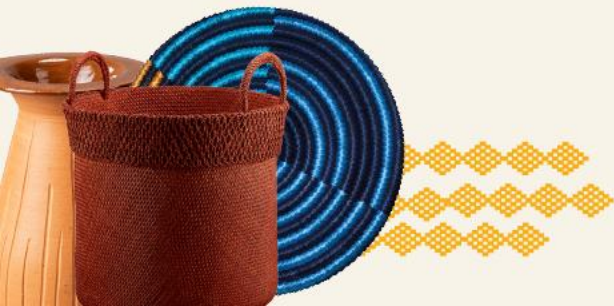


**Strengthen**  
the cultural and  
economic agenda  
of the City of Doral.



# DORAL CULTURAL ARTS CENTER:

EXPOARTESANO  
MIAMI 2024



# EVENT MAP:





RESULTS OF  
**EXPOARTESANO**  
**MIAMI 2023**

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ORGANIZAN:



# Expoartesano Miami







# Results of Expoartesano Miami 2023

EXPOARTESANO  
MIAMI 2024

- **Venue:** Miami Internacional Fine Arts – MIFA. Handcrafted products of 68 artisans from the 32 states of Colombia.
- **Visitors:** 4.132 (209% compliance)
- **Sales:** USD \$70.586 (128% compliance)
- **International buyers:** 32
- With the presence of the Mayor of Miami-Dade County **Daniella Levine Cana** and the Ambassador of Colombia to the United States **Luis Gilberto Murillo** in the opening ceremony.



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ALIADOS





# Mass Media and Free Press report

- **Over 10 million people** were impacted by the communication strategy and influencers.
- **Mass Media Impacted in the United States:** 553 included NBC, CBS, ABS, FOX, and more.
- **Free Press:** USD \$276.500



## ORGANIZAN



## ALIADOS



**Remember to follow us on our social networks and website to keep up to date with the news of the event.**

**@expoartesano**



**[www.expoartesano.com.co](http://www.expoartesano.com.co)**





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