

PRESIDENT  
**SANTOS**  
ON HIS  
STATE VISIT



# A JOURNEY TO THE HEART OF THE UNITED KINGDOM

An in-depth analysis of the  
great nation that today is closer  
to Colombia than ever before.



**TWELVE TUSSLING BRITS** BY RICARDO SILVA ROMERO

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Happisburgh Lighthouse, England.





Salisbury Cathedral, England.







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# **POMP AND** **CIRCUMSTANCE**



**MAURICIO BONNETT**  
*London-based Colombian writer and scriptwriter*

Coaches, 5,500 pieces of silverware at the banquet and accommodation at Buckingham Palace are just some of the details of President Juan Manuel Santos's state visit to the United Kingdom, the most important honour the Crown can bestow on a foreign ruler.



PHOTO: VISTENGLAND/DIANA JARVIS

←  
Around 200  
cavalry troopers  
will welcome  
President Santos  
in the parade  
down the Mall,  
on the way to  
Buckingham  
Palace.

ly homogenised world, they are not prepared to preserve their ceremonies, many of which demand that one “dress up and parade around”.

This is perhaps why a medieval law that allows wool producers to drive their flocks across Central London has never been abolished, such that members of the Worshipful Company of Woolmen, along with a handful of sheep, brave the traffic in full ceremonial dress once every year.

But many of these traditions do not only respond to an eccentric love of ritual; some are also charged with political meaning, none more so than the state visits, in which the Queen personally invites—on the advisement of her government—a head of state to pay tribute to and with whom ties between the two countries can be consolidated.

In the case of President Juan Manuel Santos, the visit was planned to coincide with the signing of the Colombian peace agreement. In spite of the insalubrious surprise of the Brexit, very few people in Great Britain suspected that a country that had been at war for half a century would be capable of disregarding such an opportunity. After all, the British government signed the Good Friday Agreement that brought definitive peace to Northern Ireland, making difficult but necessary concessions to Sinn Féin, the political arm of the IRA. The hope now, thanks to the Nobel Prize’s injection of energy, is that the visit will become another platform for reviving the peace process.

A state visit is the most important honour that the Crown can bestow on a foreign leader, and is much more significant than an official visit, such as the one President Santos made in 2011, which is essentially political. The former lasts only three days, but the program is intense and combines ceremonial elements with diplomatic

**“Y**ou know that we British like to dress up and parade around,” Julian Evans tells me with an enormous smile. He is Director of Protocol and Vice-Marshal of the Diplomatic Corps, a sturdy man with a ruddy complexion who is alive with energy. He says it with the caustic tone that the English use to laugh at themselves, but it is true. And the fact that the English refuse to take themselves seriously—one of their greatest virtues—does not mean that, in this increasing-

### WHY LIVE IN LONDON?

“I’M NOT SURE IF IT’S BECAUSE OF its parks; or because more than 300 languages are spoken here; or for its museums; or because there’s a pub on every corner; or for its music; or for its red buses; or for the traffic, which was faster when people got around in carriages; or for its fragrances, its colours, or the pound sterling coins that

depict the Queen forever young; or for the metro, called the tube; or for the food, the lighting, or the monument to Diana in Harrods; or for the Thames; or because you always have to carry an umbrella with you; or because people drive on the left-hand side of the road; or for everything they say happens at night; or for the changing of the guard; or for the socks that the

men sport; or because at 11 pm everyone is flushed or drunk; or for the helmets and everything else the police wear; or for the accent of the few Londoners who still live in London; or for the taxis ... In all truth, I’m not sure why London fascinates me, but I think it has something to do with the fact that no one knows why it’s the most fascinating city in the world.”



←  
**MÓNICA  
LOPERA**  
*Actress*



PHOTO: VISITENGLAND/DIANA JARVIS

← Some of the Band of the Household Cavalry's instruments arrive at the parade escorted by the Police, due to their value.

work, which, discreet though it may be, is no less important.

Many dignitaries are accommodated at their embassies or a hotel, but President Santos and his wife have been invited to stay at Buckingham Palace. They will be transported from the airport in a burgundy-coloured Bentley draped with the national flag to Horse Guards Parade, formerly the headquarters of the British Army, where the Queen and the Duke of Edinburgh will bid them welcome.

The Queen and Duke will be accompanied by around 200 cavalry troopers (including Carlos Flórez Serna, a Colombian) with their scarlet and indigo uniforms, silver armour, burnished helmets crowned with plumes of yak hair, and—in the musicians' case—golden-thread jackets. The most striking regalia are the kettledrums, cast in solid silver. As their mould was destroyed many years ago to impede replicas, their value is such that they have to be transported to each parade in the company of a police escort.

The splendid black horses, a mix of Irish Sport Horse and English Thoroughbred, are trained at the Hyde Park Barracks, where they lead a pampered existence in the care of a bright-eyed veterinarian and a battalion of farriers that fit them with orthopaedic horseshoes at the slightest injury.

But it is the palace horses, dappled greys bred at Windsor since Victoria's reign, that will pull the carriage carrying President Santos and the Queen to Buckingham Palace.

When Toby Browne, Crown Equerry (a man with an aristocratic bearing who blushes like a teenager when his telephone interrupts us with the Mission Impossible theme) tells me that the carriage chosen for the Queen was constructed in 2014, I am unable to hide my disappointment. But while it truly is a pastiche, its design is ingenious.

What makes it unique is its interior, the marquetry of which is a mosaic of relics from the history of Great Britain: fragments of Newton's apple tree, Robert Scott's Antarctic sled, the Mayflower, the cabin of a Spitfire fighter jet, timber segments from all the cathedrals and castles of the island, a musket ball used in the Battle of Waterloo ... Of course, when one discovers that the door handles are adorned with 130 sapphires and 24 diamonds, it is difficult not to sympathise with the republican spirit, even when knowing that donations, and not public taxes, paid for the coach.

That carriage will be the centre of attention of the lavish parade that will travel down the Mall—the famous avenue paved with rose asphalt and decorated on the day with the flags of both countries—until arriving at Buckingham Palace. The first lady and Duke of Edinburgh will follow in a somewhat more modest coach, though the term “modest” is relative in this context.

The president and his wife—so tells me Vice-Admiral Tony Johnstone-Burt, Master of the Royal Household (not a butler, not by a long

chalk, but rather the chief operations officer of Buckingham Palace)—will stay in the Belgium Suite, named in honour of King Leopold II of Belgium, favourite uncle of Queen Victoria (and, curiously, also of her husband Albert), who failed to have a restful sleep in any of the other 51 guest rooms of the palace. Leopoldo may have been a lovely uncle, but today he is remembered as the “Butcher of Congo”, the genocidal satrap who enslaved, mutilated and murdered around 8 million Congolese. The suite has to be very comfortable for someone with such a profile to sleep in peace. But, in addition, not only did Barack Obama stay there, but princes Andrew and Edward were born there too.

Johnstone-Burt, an affable and cheerful ex-marine who has all the ways of a noble and few of a sailor, is in charge of organising the State Banquet for 150 guests, at which the men will dress in tails and top hats and the women will wear tiaras. The Queen chooses the menu two weeks in advance, but Johnstone-Burt knows that he will need 5,500 silverware pieces from the Grand Service, designed by George IV in 1811, which includes 4,000 cutlery items and 1,000 glasses for the five types of wine that accompany the different dishes.

**Compared with those of the first day, the rest of the events will lack the same pomp and circumstance.**



PHOTO: COURTESY OF THE CITY OF LONDON CORPORATION

↑ The wait staff take three days to set the table to the liking of the Queen, who chooses the menu two weeks in advance.

There will also be dozens of flower vases, some of them fitted with camouflaged microphones to record conversations between the Queen and the president. The individual invitations require banqueters to declare their food allergies and aversions so that the head chef can make the necessary adjustments. A battalion of 200 people, from cooks to servers, participate in the banquet preparation, and the wait staff take three days to set the table to Her Majesty's liking.

Compared with those of the first day, the rest of the events will lack the same pomp and circumstance but, with the possible exception of the visit to Clarence House, residence of the Prince of Wales and Camilla Parker-Bowles, they will be of greater political substance. The dinner organised by the mayor of London's financial district in Guildhall is much larger and almost as lavish as Buckingham's, but once the banqueters are seated—they are chosen from the fields of banking, commerce and industry—the conversation will revolve around business relations between Colombia and the United Kingdom.

In Westminster Palace, President Santos will make a speech before the members of the House of Commons and the House of Lords, dur-

ing which he will most probably set forth his strategy to rescue the peace process. And, finally, he will have a private audience on Downing Street with Prime Minister Theresa May. But if we take into account our last half century of war and desolation, a very simple act will perhaps provide the greatest symbolic significance. In Westminster Abbey, where the United Kingdom's greatest kings, ministers, poets, artists, musicians and scientists are entombed, the president will place a funeral wreath on the only tomb on which it is forbidden to walk: that of The Unknown Warrior. 🇬🇧

During the visit, Santos will meet with Prince Charles, Prime Minister Theresa May, Chancellor Boris Johnson and City of London Mayor, Lord Jeffrey Evans.



PHOTO: BENA. PRUCHNIE/GETTY

PHOTO: CARL COURT/GETTY

PHOTO: CARL COURT/GETTY

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# LESSONS LEARNED

## FROM IRELAND

The chief peace negotiator on Northern Ireland is hopeful about future peace negotiations in Colombia after the plebiscite and affirms that the most difficult aspect of an agreement is implementing it.

**J**onathan Powell was chief negotiator during Northern Ireland's peace process, which culminated in the Good Friday Agreement at the end of the 1990s. More recently, and from the beginning, he has advised the Juan Manuel Santos government in their negotiations with the FARC. These are his lessons for Colombia.

**SEMANA:** What has been your role in Colombia's peace process?

**JONATHAN POWELL:** I'm very happy that President Santos is going to Northern Ireland and spending a day in Belfast during his next visit to the United Kingdom. It's interesting because he knows what happened there. He lived in England and an IRA bomb that went off in a club in Piccadilly, London, knocked him to the ground. I came to see him when he became President, when he was assembling his Cabinet, and he started to ask me about Northern Ireland and what we had done. He was always very interested in what happened there.

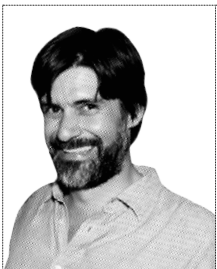
Later he asked me to come back, and I sat down with Sergio Jaramillo, his National Security Advisor and Peace Commissioner, to talk about the lessons learned from Northern Ireland. One of the interesting things about how President Santos tackled this peace process was the way he tried not to make the same mistakes as Caguán did, not to repeat what Pastrana had done. We made a detailed analysis of this process and tried to avoid making the same blunders, such as having 100 items on the agenda, including the end

of capitalism, things that weren't likely to happen in a serious negotiation. Instead of that, an agenda with five items was put together.

They also took note of lessons learned in other processes, such as that in the Middle East, with the help of Shlomo Ben-Ami, ex-Foreign Minister for Israel during the Camp David Summit in 2000 between Bill Clinton, Israeli Prime Minister Ehud Barak and Palestinian Leader Yasser Arafat, and the case of El Salvador, with Joaquín Villabos, ex-guerrilla leader and signatory of the peace accord. I think that was very important for this peace process.

**SEMANA:** What lessons could Northern Ireland's experience offer Colombia?

**J.P.:** The first is that we had a referendum on the agreement. I suggested that Santos do the same, because that gave the agreement a demonstrable popular support. Later, when there is the need to legislate and do difficult things to implement the peace agreement, one can count on public support. Now, it's difficult to win a referendum. In Northern Ireland we almost lost the unionist (the Protestants, supporters of ties with the United Kingdom)



### ANDRÉS SCHIPANNI

*Andes correspondent for the Financial Times. Based in Bogotá, he covers Colombia, Venezuela, Perú, Ecuador and Bolivia. Born in Buenos Aires, but educated in London, Cardiff, Oxford and New York, he was also the recipient of a scholarship to study Finance and Economics at Columbia University.*

→ Jonathan Powell, chief negotiator during Northern Ireland peace process has advised president Juan Manuel Santos.



PHOTO: CHARLES MCCOJILLAN/GETTY



## What of Great Britain is there in Systema Solar?

"WHEN I LIVED IN IRELAND in the nineties, the community found its greatest expression over the radio and a movement that was decisive for the British music culture of the era emerged: rave. Through celebrating it, young people started adopting sounds such as techno and house, embracing electronic music as a community mantra in which tribal dance and collective release broke down barriers and opened people up to cultural exchange. The influence of that spirit came to Bogota and I had the opportunity to be part of it through several electronic music projects. In System Solar, three diverse musical and cultural strengths are combined, all of which find affinity in liberation, dance and communion: the spirit of rave, the richness of hip hop and the Afro-Caribbean legacy."



**DANIEL BRODERICK**  
(DANIBOOM)  
DJ  
SYSTEMA SOLAR



↑  
Mural on a street in Belfast in 2009, before the peace deal was signed in Northern Ireland.

PHOTO: JEFF MITCHELL/GETTY

vote, and in the final weeks we had to work very hard to get 50 per cent of the vote.

Afterwards, it was the referendum that allowed us to do some of the most difficult things during the implementation.

The other lesson is that the implementation of the agreement should be the focus. What of

ten happens is that when people are assured a grand peace accord, they celebrate by tossing their hats in the air and not doing anything about it. Think about the 1993 Oslo Agreements between the Israeli government and the Palestine Liberation Organisation, which were signed, but no one did anything to follow up

on them. There were huge celebrations, especially on the Palestinian side, and when the implementation failed, everything collapsed into violence once more. Many agreements fail during that phase.

The lesson I take from this, thinking about Northern Ireland, is that if, when we lifted off in the helicopters from Stormont (Northern Ireland Parliament), we thought that we had remedied the problem, we were very wrong. It took another nine years to implement what had been agreed on and much of that was negotiation, trying to ensure people did what they had promised to do. And that is usually the case. I think that here, people underestimate how difficult the implementation will be in a very violent and geographically challenging country, where there are criminal bands roving around, without mentioning the National Liberation Army (ELN).

**SEMANA: Why do you think No won?**

**J.P.:** I think the No vote won as a result of the low participation rate in the plebiscite and the real worries that many Colombians have after 52 years of a bitter war. It was hard for them to place their trust in the FARC after everything that has happened. And just as we discovered in Great Britain with the Brexit referendum in the midst of a government term, often the results can be surprising and can turn the tables on the opinion polls.

I don't think this result means the peace process has ended. On the contrary, I think that it offers an opportunity to construct a broader coalition of political support for the agreement than what existed previously, support that will make the difficult task of implementing the agreement much more solid. I think President Santos has done the right thing, maintaining the ceasefire, sending the negotiating team to Havana, Cuba again and extending his hand to all political parties in Colombia to ensure a national dialogue on peace. His challenge is to unite the country again when it is split down the middle due to the plebiscite result.

**SEMANA: A critical point here is political participation. In Northern Ireland eight members of Parliament are Sinn Féin (a Republican party historically associated with the IRA).**

**J.P.:** In the cases of Northern Ireland and the Basque Country, that's what's wanted, that these people go into politics. If they bring an end to terrorism and successfully pursue their political ideas, that's good. I'm not sure that it

will be the same in Colombia, in fact I doubt that there is that kind of support, looking at the surveys. When looking at the surveys undertaken in Northern Ireland, it's clear that Sinn Féin maintained popular support of more or less one-third of the Catholic population throughout their troubles, they never lost that. And when they stopped the violence, obviously that popularity increased. The same happened in the Basque

Country with the Euskal Herria Bildu (Basque Country Unite) party.

I doubt something similar will happen here. If the FARC plan on going into politics, they should learn to speak to a broader public. Something similar happened in Northern Ireland with the IRA and the Republicans, who had lived a long time in their own physical and metaphorical ghetto, talking among themselves. There, the only people they needed to convince were themselves. It took a long time for them to come out and realise that they had to speak to a broader audience. It was only when Sinn Féin leader Gerry Adams realised that he didn't only need to win over those who were on his side, but that he also had to persuade the unionists that we managed to implement the agreement in 2005. That was the moment when they truly became politicians. 🇮🇪

**Just as we discovered in Great Britain with the Brexit referendum in the midst of a government term, often the results can be surprising.**

**NORMA NIVIA**  
*Actress and model*



**HOW DOES ONE LOSE ONE-SELF IN THE CHARM OF CAMDEN TOWN?**

**“I'M A GREAT ADMIRER AND LOVER OF the English punk rock aesthetic and culture. That's why I've always, always**

**wanted to live in Camden Town. It's the punk neighbourhood par excellence. It's a place where you literally open the door and have a whole world of freedom and expression before your eyes. It offers more than you can imagine.”**

PHOTO: STRINGER/GETTY



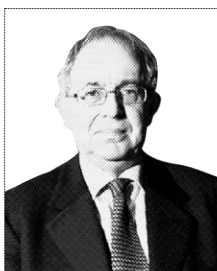
Belfast, Northern Ireland

→  
Traveler Henry Price's 1847 illustration of the Quinta de Bolívar.



PHOTO: VISTA PANORAMICA DE BOGOTA - QUINTA DE BOLIVAR - BANCO DE LA REPUBLICA ART COLLECTION

# LET US BEGIN WITH PIRATES



**MALCOLM DEAS**  
*British writer.*  
Oxford University graduate and expert on Colombia.

The relationship between Colombia and the United Kingdom is age old and has been marked more by English influence than by English presence.

**JUAN ESTEBAN CONSTAÍN**  
*Writer*



## WHAT OF THE UNITED KINGDOM IS THERE IN POPAYAN?

“THE MOST ENGLISH THING ABOUT POPAYAN IS PERHAPS THE SUNSETS, SOMETIMES it's as if they've been painted by J. M. W. Turner. It's enough to see them, they look like they're made of bronze. I also think a surprising and absurd connection exists between the two superficially (and not only superficially) different worlds. I'm talking about humour, irony, the capacity that only a very solemn society can have to laugh

**L**et us begin with pirates, or with some of our naval heroes from the distant past. Sir Francis Drake may have been the first famed Englishman to show up in Colombia: he sacked Cartagena and later died on the coast, and his bones rest in the depths of Nombre de Dios Bay, now Panamanian waters. For the sake of good Anglo-Colombian relations, I should say that we English were not the only pirates—there were notorious French and Dutch ones, too—and the few English seafarers who, cast adrift, fell into the hands of the Inquisition in Cartagena were very well treated: these heretics switched faith without putting up a fuss.

After the pirates came the puritans. A group of merchants from London, critics of King Charles I's timid stance towards the Spanish empire, formed the Providence Island Company, taking and fortifying Providence Island as a base for their ventures. The company was a nest of conspiracies that culminated in the English Civil War and the King's decapitation. The Spanish Crown retook the island in 1641.

After the puritans arrived the Scots: at the end of the 17th century Scotland suffered the speculative folly that was the so-called Darien Scheme when they established the short-lived colony of Caledonia on the Isthmus of Panama. Their failure and the generalised bankruptcy resulted in the union of England and Scotland in 1707.

At the beginning of the 18th century, the first non-illegal Englishmen arrived: agents of the South Sea Company, who established themselves in Cartagena with the Asiento, the monopoly on selling African slaves conferred on the English by the Treaty of Utrecht in

**For the sake of good Anglo-Colombian relations, I should say that we English were not the only pirates—there were notorious French and Dutch ones, too**

1713. They took part in a great deal of smuggling, but on at least one occasion the Jesuits swindled them. Their presence was interrupted by a series of Anglo-Spanish wars in the 18th century. The English recall the most memorable of these by the evocative name of the War of Jenkins' Ear, termed as such because a coastguard captain relieved an English mariner of the abovementioned appendage. Colombians remember it for the heroic defence of Cartagena led by Blas de Lezo against Admiral Veron's fleet: an empire in decline versus an empire on the rise, and this time the former won. Notwithstanding the wars, over the course of the century, England became the viceroyalty's biggest supplier, more or less legally via Spanish intermediaries in Cadiz, or illegally through smuggling with Jamaica.

After Independence, the Anglo-Colombian relationship grew closer and for a time more intense. The British Legion participated in the War of Independence with volunteers and mercenaries of varying usefulness, among them many Irishmen, and a minority of competent militants fiercely loyal to Simon Bolivar. The most graphic survivor's account is the autobiography of soldier Alexander Alexander, and the main contribution to its historiography are the memoirs and documents published by General Daniel Florencio O'Leary.

English merchants and profiteers responded to the opportunity: they sold arms and military equipment; guaranteed loans to Colombia with unrealistic optimism at the start of the 19th century's second decade; and invested in mines, convinced that the more advanced English methods would be successful where those of the Spaniards had failed.

☞ Sir Francis Drake, the famous English pirate who sacked Cartagena.



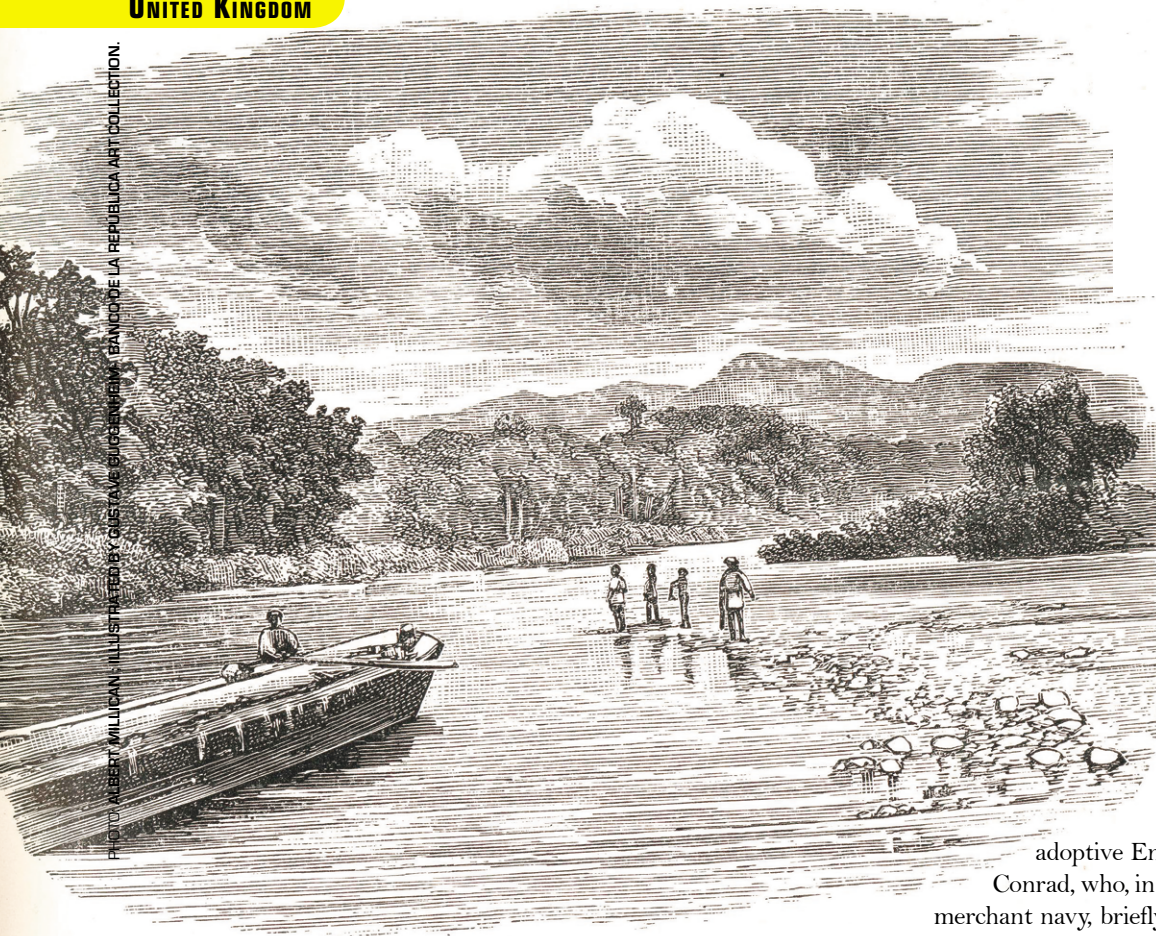
PHOTO: GETTY IMAGES ARCHIVE

at itself and its miseries or essential characteristics. Nothing else occurs to me. Or, well, yes: A man from England, although I can't remember if he was actually from Scotland, came to

Popayan and made Popayan great because he painted it like no one before or since, Peter Walton: a very tall, very handsome man who lived in a tent and went about with a turban on his head, and who came to the city to paint its

skies in watercolour and ended up staying under them forever. I'm also told, though I have no idea if it's true or not, that Anthony Hopkins's wife is from Popayan. But of course, Hopkins is Welsh. Or, rather: he's the one who's from Popayan."

PHOTO: ALBERT MILLICAN. ILLUSTRATED BY GUSTAVO SUAREZ VILLA. BANCO DE LA REPUBLICA ART COLLECTION.



← Albert Millican, in his 1891 book *Travels and Adventures of an Orchid Hunter*, depicted Colombian people and landscapes of the era. Here, the Lebrija River.

Alas, their wishful thinking did not last: The Viceroyalty of New Granada was significantly poorer than expected and produced little of interest to the rest of the world. English products, principally textiles, maintained their predominance among Colombia's imports until the First World War, but for that commerce an English presence was unnecessary: it stayed for the most part in Colombian hands.

There was never a large English immigration; their numbers were never significant enough to form an ethnic community within Colombian society. British and Irish emigrants, and there were many in the 19th century, went elsewhere: to The United States, Canada, Australia and, in what had been Spanish America previously, mostly Argentina. Colombia did not need nor attract a foreign labour force. A few individuals came to Colombia and stayed, some of them distinguished: Doctor Cheyne, Guillermo Wills, engineers Moore and White, O'Leary, who

**Colombia's democratic aspirations and traditions are profoundly respected in English eyes.**

became a diplomat on his return ... but the number was so small that there are still spare plots in the small English cemetery in Bogota, the country's oldest. Of those who had occasion to pass through, we must mention the marvellous watercolourist Edward Mark. And an adoptive Englishman, the Polish Joseph Conrad, who, in his youth, had a career in the merchant navy, briefly sailed along the coast and, in *Nostromo*, wrote the greatest novel about this part of the world.

In Colombia the English influence has been stronger than the English presence. It was very present, even predominant, in 19th-century liberalism, from Bentham to John Stuart Mill and Herbert Spencer. It is evident in the thinking of Florentino González, Mill's translator. Rafael Núñez was a diligent scholar of English politics and institutions during his long sojourn there as a consul. There are also English traces in the thinking of Miguel Antonio Caro, notwithstanding his Catholicism.

In recent years important if not exceptional ties have formed: Colombia's democratic aspirations and traditions are profoundly respected in English eyes, and there has been a practical solidarity in different disputes of the past decades. Margaret Thatcher offered President Virgilio Barco prompt and effective assistance when he faced the Medellín cartel. The British government also appreciated the clear-headed and firm stand taken by Julio César Turbay's government over the Falklands War: supporting the Argentine claim did not imply resorting to force.

Two further observations: a relative novelty is the significant and hard-working community of Colombians in England, perhaps the largest community from Hispanic America. Here is a quote from someone very high up in the Metropolitan Police, who answered one of my questions with the following: "They don't bother me and I don't bother them." And he emphasised our best investment: the many Colombians who have come through our universities and returned home to work for the good of their country. 🇬🇧



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# COME TOGETHER

A state visit is a moment of great symbolism—of pageantry and parades and the giving of speeches.



**SIR CIARAN  
DEVANE**  
*General Director  
of the British Council*

**E**ach state visit has its own special quality, but the visit of President Santos to the United Kingdom at the start of November comes at a particularly significant time for Colombia and the Colombian people.

Beyond the colour and the ceremonial, the visit makes a very important statement about Colombia's place in the world, and its moment in history.

The Colombian people are facing the challenges and opportunities of peace.

After half a century of conflict, building a lasting peace will take a long time—particularly when so many people have strong reservations about the terms of the treaty.

At the same time as he is pursuing peace in his own country, President Santos is reaching out a hand of friendship and cooperation to the United Kingdom at a particular juncture in our own history.

Following the decision to leave the European Union, the UK is facing questions of national identity and national destiny, including finding new ways of building connections with friends and partners across the globe.



PHOTO: @VISITBRITAIN / JAMES MCCORMICK

↖  
London view from the top of Victoria Tower, which allows to see the the Thames River, the Big Ben and the London Eye.



## How do you recommend taking tea?

“I’LL TELL YOU FIVE THINGS:

1. I prefer coffee over tea and it’s in Colombia’s interest that this preference prevails.
2. The English know how to take tea, but, for it to be good, preferably it should be from India.
3. The ritual has a very important aspect to it, which is that it invites conversation.
4. To make a good tea, you have to heat the cup and teapot with hot water before serving it.
5. In contrast to coffee, which is good at any time, tea runs on a schedule. In England teatime falls between 3 pm and 5 pm, depending on the season.”



**NOEMÍ SANÍN**  
Ex-ambassador for  
Colombia to the  
United Kingdom

I believe—as does the British government—that our national future is “out there”, and that we can best do business, and do good, by being open to the world, curious about other peoples and nations, and generous in our approach.

As Chief Executive of the British Council, I believe that Colombia has an important part to play in that future. In fact, I believe that the present moment offers an exceptional opportunity to build a shared future between our countries.

Links between us are already excellent: Colombia has doubled its trade with the UK over the last two years, and the UK is now the second-largest foreign investor after the United States. The UK is also the top study destination for Colombian post-graduates.

The British Council has long recognised Colombia as a significant partner for the UK.

We were established in Colombia in 1939, and have offices in Bogotá and Medellín, employing around 400 UK and local staff. We work with the Colombian education system to help students learn about life in the UK and develop the skills of global citizenship; and we are engaged in projects to help Colombia strengthen its already dynamic creative industries. We also work to boost English-language teaching in Colombia, and we are a delivery partner of the Newton Caldas Fund, which allocates around four million pounds to Colombia each year to encourage science collaboration.

The moves towards a peaceful future in Colombia, and the President’s state visit to the United Kingdom, offer a chance to give that longstanding commitment an increased depth and focus. But as the recent referendum in Colombia showed, the signing of a peace treaty is only the start of the peace-making process.

A “peace dividend” will only come about after much hard work from all sides in the former conflict, and from all sectors of society. As someone born in Ireland, I know this to be true.

The shadow of conflict lay over the Ireland I grew up in, as it has over generations of Colombians. And as in Colombia, there were symbolic moments on the road to peace—speeches and agreements and moments of solidarity. But the work of peace-making goes on for much longer, undertaken by people of goodwill on both sides.

And the benefits of peace in Ireland, North and South, are there for everybody, in terms of increased prosperity, and have brought about a different approach to life, the world, and each other.

From my knowledge of the British Council, an organisation with operations in

over 100 countries, I know that in any long and continuous process of change, the best tools are cultural. They are the connecting arts of education, language, creative activity and community-building. I know that these are things the people of Colombia have in great abundance.

The key to the future is putting the arts of peace at the heart of Colombian national life, and I know that there is a keen understanding of the value of art and culture in the work of social transformation and peace building.

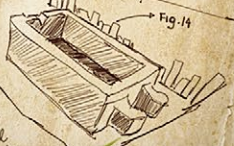
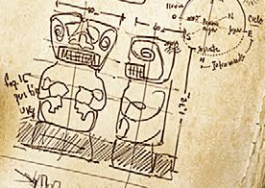
I am especially pleased that President Santos has stated his ambition for Colombia to be the most educated country in the region, and has committed the financial resources to make that aim a reality.

So where does Colombia go from here? I am certain the answer to that question will be: Out into the world, reaching out a hand to her friends, as she has reached out a hand to her enemies.

I am very pleased to have this opportunity to say to the Colombian people that the people of the United Kingdom are ready and willing to help them in that task. 🇬🇧



Fig. 12  
Cereos de San Agustín  
el punto de origen según  
los fogos. (Maya 1987: 68)



alto de  
San Agustín  
Juzepentas

En un grupo  
de cerros de San Agustín  
se encuentran  
cerros de  
"Cereos"  
que son  
cerros de  
"Cereos"  
que son  
cerros de  
"Cereos"

# San Agustín

Fig. 13

Iconografía  
Prehispanica

"fueyo"  
de San  
Agustín

con la totalidad  
de las piezas  
muestran esta  
característica

"Plumia"



Este símbolo se lo autoriza desde un soporte plano  
y repentinamente a pleno desarrollo!

# COLOMBIA IS MAGICAL REALISM

San Agustin, Huila.



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COLOMBIA



**TODOS POR UN  
NUEVO PAÍS**  
PAZ EQUIDAD EDUCACIÓN

# DREAM LANDSCAPES

The United Kingdom has majestic sites hidden among its islands. Some of these have witnessed history while others, like Stonehenge, are the sites of still unsolved mysteries.

PHOTO: © VISTIBLAIN / ROD EDWARDS

**Latrigg** is one of the lowest fells in the Lakes District in the North of England. However, it and surrounding fells have become popular among climbers because they overlook the village of Keswick in Cumbria County.



PHOTO: @VISITBRITAIN / ROD EDWARDS

**Hadrian's Wall**, named the "most important monument built by the Romans in Great Britain". It is a defensive fortification built in the ancient Roman province of Britannia in the year 122 along a distance of 177.5 kilometres. The Romans' exact reason for building the wall is still unknown, but it is believed to have been a simple expression of Emperor Hadrian's power. North of England.

**The Isle of Skye** is the second-largest island in Scotland and has some of the most mountainous territory in the country, famous for its climbers. It is a popular tourist destination and grand monuments and castles as well as whisky distillation are on offer. Skye, Scotland (public domain image)



PHOTO: FRANK WINKLER

The Giant's Causeway has more than 40,000 basalt columns, the result of rapid cooling of volcanic lava 60 million years ago, which fashioned the geometric shapes. County Antrim, Northern Ireland.



PHOTO: ©VISITBRITAIN / STEPHEN SPRAGGO



PHOTO: ©VISITBRITAIN / CRAIG EASTON



**Stonehenge** is a prehistoric monument and one of the United Kingdom's most iconic sites. It was declared a World Heritage Site by UNESCO. It is believed to have been constructed around the year 3000 BCE. Many myths surround it, from how the stones were raised, to why they form concentric circles. It is believed to have been a cemetery or an astronomical observatory. Amesbury, England.

**Conwy** is a quiet valley, bordered by a river of the same name, with very fertile soil. It is surrounded by moors and craggy peaks, which keep its people isolated and leading a traditional way of life. Conwy, Wales.





PHOTO: © VISITBRITAIN / LEE BEEL



**Caernarfon Castle**, in Wales, one of the United Kingdom's most surprising, was built by King Edward I. It symbolises the British defeat of Wales and today houses an art gallery. It was declared a World Heritage Site by UNESCO.

# FOREVER GENTLEMEN

**Mauricio Rodríguez, former Ambassador of Colombia to the United Kingdom, explains the values that make the British so unique.**



**MAURICIO  
RODRÍGUEZ  
MÚNERA**  
*Former Ambassador  
of Colombia to the  
United Kingdom.*

I had the privilege of serving as Ambassador of Colombia to the United Kingdom for four years. During this time, I learnt about the way of being, thinking and behaving in that great nation composed of four countries (England, Scotland, Northern Ireland and Wales). While it is true that there are marked differences between, and within, the cultures of these four societies, it is also certain that they share three common characteristics, which I will describe here.

## A great love for education

It is no accident that four of the ten best universities in the world are British (Oxford, Cambridge, LSE, UCL).

Dating back centuries and in recent years, the quality of education has been a great social priority and the quality is high in most cases. Most importantly, all Brits have guaranteed access to free education in the case of public universities.

This love for education is present in many forms: in the hundreds upon hundreds of marvellous public libraries, the thousands of open public conferences about the human and the divine, the forums for free debate (always respectful, with solid arguments and about very interesting topics), the bookstores every-


where and the excellent educational journalism (the mission of which is to form, rather than inform). Everyone has an insatiable intellectual and emotional curiosity that spans from their early years through to their last days, which makes London the cultural capital of the world.

## Pragmatism

I believed, based on my accumulated professional and personal experiences, that the United States of America was the most pragmatic society on the planet, but after four years of working in the United Kingdom I have no doubt whatsoever that the gold medal belongs to the Brits. This is because they never get wrapped up in pointless arguments, they avoid talking excessively, they always have the final goal in mind, they set their sights on real results, they are eclectic when it comes to finding solutions and they know that a vision that does not become reality is a worthless pipe-dream.

## Decency

What I most admire about British society is how people conduct themselves. For the British, what is most important about people is not their academic background, nor is it their power, prestige, money, or physical appearance. It is their behaviour. What is valued in a person is his or her respect for others, integrity, adherence to the truth, word of honour, punctuality, good manners and transparency.

This equal treatment, with no discrimination based on race, gender, age, religious or political beliefs, country of origin or economic status, is an example for the rest of the world to follow. 

## Oxford or Cambridge?

“THESE TWO UNIVERSITIES are characterised by their extremely high academic standards and the rivalry between them, which began when some professors abandoned Oxford to found Cambridge. When Oliver Cromwell wanted to put an end to the English monarchy and establish a republic, Oxford aligned with the monarchy and Cambridge aligned with the Republican project. Whenever a student enrolls in one of them, she is unable to enrol in the other. By carefully reading the QS World University Rankings, we can see that there are no significant differences. In some subjects, Oxford rates slightly above Cambridge; in other subjects, the opposite is the case. As a consequence, the choice a student makes is not based on quality, which both have in abundance, but on personal considerations: At which university is the particular subject matter that interests me most developed, and which professor (or professors) do I hope to study under?”



**JORGE HUMBERTO  
PELÁEZ  
PIEDRAHÍTA**  
*Rector of the Pontifical  
Javerian University*

# London

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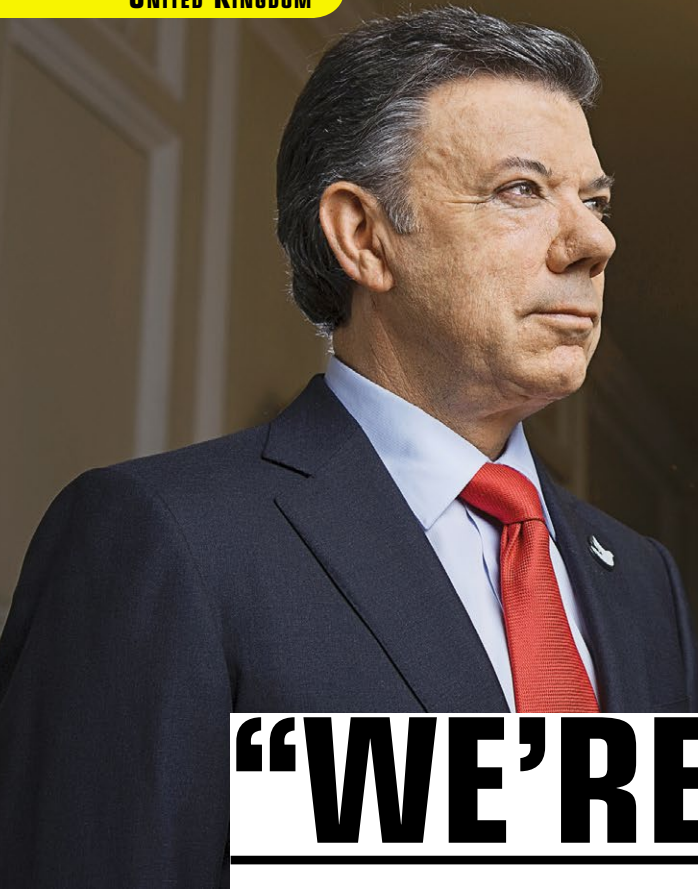
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Juan Manuel Santos is the only president to have been invited to a state visit by the British Crown this year. The event honours more than 200 years of cooperation between the two nations and celebrates the continuity and strengthening of their links.





London



←  
Juan Manuel Santos is the first Colombian head of state to be invited by the United Kingdom to a state visit.

PHOTO: JUAN CARLOS SIERRA / REVISTA SEMANA

# “WE’RE GOING TO MOVE FORWARD WITH PEACE”

That is what President Juan Manuel Santos will say to Queen Elizabeth II when the time comes to explain the peace-talks process in Colombia.



**CATALINA GALLO**  
*Journalist*

**SEMANA:** What does it mean for Colombia that you are the only head of state invited this year to Buckingham Palace for a state visit?

**JUAN MANUEL SANTOS:** Without a doubt it’s a great honour for Colombia, not only because, due to the cancellation of King Felipe VI’s visit, it will be the only state visit this year, but also because I am the first Colombian head of state in close to two centuries of diplomatic relations to be granted this honour. This symbolises the extraordinary moment in the relations between our country and the United Kingdom.

**SEMANA:** What are the reasons for this special visit?

**J.M.S.:** We have perhaps never had such a broad and deep agenda with the United Kingdom, above all in the three areas of security, prosperity and sustainable development, to which we can add the global struggle against corruption, the strengthening of justice and education. Added to this, it is a country that has followed very closely and has profoundly supported our peace process, and this state visit is a way of demonstrating that support.

**SEMANA:** What will Colombia gain from this visit?

**J.M.S.:** We will consolidate our position as one of the main strategic partners of the United Kingdom, which is nothing less than the fifth largest economy

in the world and one of the five great world powers, in Latin America.

**SEMANA:** How will you explain the moment that Colombia is going through in relation to peace to the Queen?

**J.M.S.:** As we have explained to the entire international community, which has offered so much support for our process, I will tell her that the plebiscite result has obliged us to postpone the peace agreement implementation for a few weeks while diverse positions are heard and taken into account, but I will also assure her that we will not let this, the only opportunity to bring an end to the armed conflict with the FARC (Revolutionary Armed Forces of Colombia) once and for all, pass us by. I will reiterate that all of us are going to move forward with peace.

**SEMANA:** The main lesson from Ireland's peace process.

**J.M.S.:** The conflict in Northern Ireland, which had deep historical and religious roots, was much longer than Colombia's, given it was counted in centuries, not decades. Despite that, they had the capacity and the creativity to achieve innovative solutions to bring the confrontation to an end and work together to overcome the violence. As the economic rise of Ireland after the signing of the agreement attests, peace brings prosperity. In Ireland they did not eradicate differences, but learned to live with them. That is the lesson.

**SEMANA:** The relations between Colombia and the United Kingdom are carried out on many fronts, among them, education, infrastructure and mining. Which of these have the greatest potential, and which will have priority?

**J.M.S.:** All of them are priorities. We have a lot to gain thanks to investment and cooperation. In the present climate, the support the United Kingdom has offered for the post-conflict stage is vital. They announced support of 4.2 million pounds sterling for the United Nations Peacebuilding Fund and 1.5 million for the European Union post-conflict trust fund for Colombia. The United Kingdom will support the Senior Presidential Advisor for Post-conflict Office's Rapid Response Strategy, the Clearance Plan, the Special Jurisdiction for Peace, and will support health and justice projects in the most affected areas.

**SEMANA:** What news do you hope to bring Colombian entrepreneurs from the United Kingdom?

**J.M.S.:** With the United Kingdom we have a free-trade agreement that links us with the European Union and we hope to maintain the agreed-upon benefits once their exit from the EU is realised. In the new climate that the Brexit entails, Colombia can be a bridge to Latin America for the United Kingdom's trade and investment in the region, so they keep trusting and investing in our soil. The Double

Taxation Agreement is in line with this. It will stimulate investment and employment.

**SEMANA:** What is English about you after living so many years in London?

**J.M.S.:** I think my obsession with punctuality. When my government took office in 2010, we made a pact with the ministers and the government team to be punctual, as a mark of respect to each other and to Colombians. We exercise that discipline every day, in spite of the hectic daily pace.

**SEMANA:** The most pleasant memory of your life in London?

**J.M.S.:** In my younger years in London, in the 1970s, I loved going to concerts and the theatre. I really enjoyed, and learned from, debates in Parliament. And, of course, my time at university, the London School of Economics, was immensely beneficial.

**SEMANA:** Churchill is one of the historical figures you most admire. Which of his ideas has most guided you in your governance?

**J.M.S.:** Churchill symbolises tenacity and perseverance with a dose of realism in politics. He never hid the truth from his people and for that reason he led them in the war against Nazism, when many refused to see the threat it represented.

He promised blood, sweat and tears to the British who resisted German attacks, without minimising the sacrifice they would have to make. In other words, he was a great leader for difficult times, aware that the fate of the nation is more important than one's own popularity. I have tried to apply the same principles in my case.

**SEMANA:** The main piece of advice Tony Blair gave you.

**J.M.S.:** Along with Tony Blair and Anthony Giddens, the then director of the London School of Economics, I discovered and adapted for Colombia la Tercera Vía ("Colombia the Third Way"), a form of governance that allows for the combination of the best of the private sector

with the cohesion of society and government measures towards the less fortunate.

**SEMANA:** The most important thing you talked about with David Cameron.

**J.M.S.:** David Cameron graciously invited me to co-chair the Anti-Corruption Summit by his side a few months ago. We also worked together to think up and design the Sustainable Development Goals.

**SEMANA:** The Beatles or the Stones?

**J.M.S.:** The Beatles, always. No other musicians come close.

**SEMANA:** Peter Pan or Harry Potter?

**J.M.S.:** Peter Pan, because I read it as a child.

**SEMANA:** After the situation Colombia went through following the triumph of the No vote in the plebiscite, did you at any stage consider cancelling your visit to the United Kingdom?

**J.M.S.:** No. The government agenda and the international agenda are forging ahead, as is our commitment to peace.

**SEMANA:** You said you would work for peace the rest of your life with the Nobel. How do you intend to do so once you are no longer president?

**J.M.S.:** I have always said I want to teach, and the Nobel will open many spaces for me to teach and keep learning about peace and the challenges of governing. 🇨🇴

**"During the post-conflict period, the United Kingdom will support health and justice projects in the zones affected by war".**

# A FULL AGENDA

**Peace, trade, the environment, education, research and innovation will be some of the main topics to be discussed during the state visit.**

**“F**or us, a state visit is a pivotal event that celebrates the strength of the relationship between the United Kingdom and another nation,” affirms Peter Tibber, British ambassador to Colombia. “We don’t normally extend many invitations. In fact, this year we have only offered one and it’s to receive Juan Manuel Santos”, he adds.

Colombia and the United Kingdom work together in commercial and economic exchange; the fostering of bilingual education, innovation, the environment, research and technology; the fight against drug trafficking, organised crime and corruption; and peace for Colombians. These are the topics that will

be discussed by her Majesty the Queen and President Santos during their meeting.

Tibber believes that, “peace is of significant importance, not only for Colombia but also for the United Kingdom. Peace in the region should involve us too.” Accordingly, the United Kingdom’s support has been fundamental to ending the Colombian conflict. Matthew Rycroft, the British diplomat who is Permanent Representative to the

United Nations, for example, was in charge of writing up the Security Council resolution that provides for the establishment of a special mission to monitor and verify the ceasefire, bilateral hostilities and definitive agreement, as well as the laying down of arms that the Colombian Government and the FARC (Revolutionary Armed Forces of Colombia) agreed upon in Havana, Cuba.

Likewise, commercial and economic exchange is fundamental to both countries as it supports national growth and job creation. This is also, at the same time, related to peace “because it implies prosperity for those regions of Colombia that have suffered throughout the conflict,” affirms the ambassador.

Moreover, talking about the fight against drug trafficking, organised crime and corruption is relevant to formulating strategies that guarantee the safety and wellbeing of both countries’ citizens. “The relationship between Colombia and the United Kingdom is already well developed, but it’s always worth taking stock and moving forward. This visit will further strengthen the work between the two countries”, claims Tibber. 🇬🇧





# SYMBOL OF A NATION

Queen Elizabeth II has been on the throne longer than any other monarch in the history of Britain and has dedicated her already long life to serving her country.

**Q**ueen Elizabeth II celebrated her 90th birthday last April, and has spent 64 of her years heading the world's most important monarchy. Her long time on the throne makes her the longest-lived queen in British history, longer lived than Queen Victoria, whom she surpassed in 2015.

For this and many other reasons, it is safe to conclude that Elizabeth II is one of the most important sovereigns in the lengthy history of her country, and that future generations will refer to these years as the new Elizabethan era in the same way they conjure the Victorian era.

In effect, and as was the case for her illustrious great-great-grandmother, during Elizabeth II's reign the United Kingdom and the world have experienced extraordinary change. But she has remained a constant, stable and reliable presence in the life of generations of royal subjects, not only from the British Isles, but also from around the world in the Commonwealth, the multinational entity that in 1960 replaced the dissolved British Empire. Indeed, Elizabeth II is Head of State not only of the United Kingdom, but of Canada, Australia and New Zealand, as well as of 12 other countries that were granted independence during her reign.

In spite of the palaces and luxuries that come with being a royal, her life has not been an easy one. For starters, Elizabeth the adorable child, the eldest of the Duke and Duch-

ess of York's two daughters, was not supposed to become queen. Her father, King George VI, acceded to the throne only because his brother, Edward VIII, swiftly abdicated to marry the divorced North-American Wallis Simpson. From one moment to the next, at ten years of age, Elizabeth became heiress presumptive to the throne of the last remaining empire in the world, only able to be displaced if her parents produced a son, which never came to pass.

During the war, Elizabeth served as a volunteer in the Women's Auxiliary Territorial Service in the capacity of driver and mechanic, a role that saw her start to win the affection of her subjects. Married not without controversy to Prince Phillip Mountbatten in 1947, she had already had her first child, Prince Charles, when in February of 1952 George VI finally succumbed to his illness and Elizabeth, at only 25 years of age, ascended to the throne.

Her biographers recount that from the moment her destiny began to take shape, it was with honour and mettle that she faced up to the fact that she would have to dedicate her life to serving as a symbol of unity for a country with a presence in all corners of the world. She accepted the separation of territories that became independent after the Second World War with dignity, and poured all her effort into the birth of the Commonwealth, the entity that literally brings together those territories that lie to the four cardinal points.

Formal and discreet, she has never granted an interview and, as the constitutional monarch that she is, has never expressed her political convictions in public. Rising above the scandals that have afflicted her family, particularly in the infamous 1992, her *annus horribilis*, she has always known how to successfully steer the monarchy even as voices from many corners have demanded its abolition. Today, in her golden years, she is enjoying enormous popularity. 🇬🇧



**Mauricio Sáenz**  
Editor in Chief at  
SEMANA MAGAZINE

What are its dimensions?

24 metres high



108 metres wide

188 service bedrooms

775 bedrooms

760 windows

19 state rooms

92 offices

78 bathrooms

What does the flag on top of the palace mean?

If the official flag on top of the palace is flown at full height **it means that the Queen is there.** When a member of the royal family dies, the flag is flown at half-mast.



Buckingham Palace is a symbol of the United Kingdom's history. How much do you know about the royal residence?

# THE PALACE OF A

**45** THIS IS HOW LONG THE CHANGING OF THE GUARD CEREMONY LASTS **MINUTES** It has been going since the 17th century. There are no interruptions to the ceremony and it is accompanied by a military band.

The Royal Guard's iconic hat is called a **Busby or Bearskin**, as it is made of black-bear skin and it was originally used by the Garde Impériale (Napoleon's Imperial Guard). The British took the hat as their own symbol following their victory in the Battle of Waterloo.

The palace was previously known as **Buckingham House** and it was the Duke of Buckingham's residence. Architect John Nash converted it into a palace. It now has a chapel, swimming pool, post office and more than 16 hectares of park.

How much does it cost to go inside?



**20.80 POUNDS**

It costs around 80,000 Colombian pesos to take the royal tour, which includes a visit to the State Rooms, the Royal Mews and the Queen's Gallery.

**TWO HOURS** 

is how long the tour takes.

The history behind the stories

**Queen Elizabeth II** gave birth to Prince Charles and Prince Andrew in the Palace.

The Prince of Wales, the Princess Royal Anne, the Duke of York and Prince William were all baptised there. It has been the venue for royal weddings, the last of which was between the Duke and Duchess of Cambridge.



In February 1981, the Queen's son, **Charles, Prince of Wales,** proposed to **Diana Spencer**

in the palace. The wedding banquet, with 120 guests, was held there. He was 32 years of age and she was 20.



On the first anniversary of Princess Diana's death, Queen Elizabeth II and the Duke of Edinburgh went to the door of the palace dressed in mourning clothes and stood amongst the countless floral arrangements that had been left in commemoration of the "People's Princess".

# TRUE KINGDOM

## State Visits

The Diplomatic Reception is the event of the year at Buckingham Palace, the main avenue of which is decorated with British flags and those of the guest country. Past attendees of the event include Xi Jinping, from China, and **BARACK OBAMA**, from the United States.



The State Banquet, held by the Queen on the first day of foreign government visits, is the most majestic event celebrated in the Palace's ballroom.

**BUCKINGHAM PALACE IS ONE OF THE FEW WORKING ROYAL PALACES IN THE WORLD**



# WHAT WILL COME WI

**DR PETER  
TIBBER**  
*British Ambassador  
to Colombia*



**I** joined the British diplomatic service to make a difference, in the belief that diplomacy is better than war and convinced that the United Kingdom had the experience, the global reach, the soft power and the tools to make the world a better place and to further UK interests.

I have worked in eight different countries during a diplomatic career of over 30 years. I have had success in achieving this ambition in some countries more than in others. But in no country have the prospects for making a difference been more promising than in Colombia.

Why is this? Partly because of the historic moment Colombia is passing through with the peace negotiations with the FARC. Partly because of the historic strength of the UK–Colombia bilateral relationship which dates back

200 years and which has grown in strength and dimension to cover a range of issues crucial to both countries: UK support for the peace process, economic and commercial links, collaboration in scientific research, biodiversity and educational exchanges, cooperation on regional and international issues such as counter narcotics and climate change.

The state visit will be an opportunity to move forward on all these fronts. For me and the British Embassy in Colombia this is a huge and exciting opportunity. It has been the focus of our work, in close collaboration with our Colombian colleagues, for months. Our ambition is that not only will the three days of the visit be a huge success with a number of important contracts and agreements signed, but that those three days will set our agenda for the next three months, three years and beyond. It will open the way to extended and more intense cooperation in the core areas of our relationship.

This isn't just, or even principally, about governments. It is about people: Colombians and Brits. We want the state visit to make a difference to ordinary lives. We are proud of the support we have been able to bring to the peace process, and which President Santos has generously acknowledged. There can be no greater impact than delivering peace. We will help too in the construction of peace, bringing infrastructure, growth and jobs to conflict areas. The state visit will help create conditions and enthusiasm for more British trade and investment, delivering prosperity in Colombia and the United Kingdom. It will be the occasion to reinforce our commitment to working together to help ordinary people study, do business, and visit in our two countries. We will together continue to tackle human rights abuses in Colombia. And we will have some fun!

Colombia is the first country I have worked in during a state visit. It offers a unique opportunity to make a difference to ordinary lives, to a great, historic and flourishing bilateral relationship and to UK interests. It is for opportunities like this that I chose a diplomatic career. 🇬🇧

# TH THE VISIT

Colombia offers promising prospects and the three-day state visit can open the way for closer relations with the United Kingdom.

**P**resident Juan Manuel Santos will be Colombia's first leader to make a state visit to the United Kingdom. This recognition, reserved for strategic partners, reflects the excellent relationship that for some time has united our two nations.

Colombia and the United Kingdom have put into practice extensive content-rich cooperation. From the backing of security efforts, to the protection of our biodiversity, to the support for Colombian students to access one of the best university education systems in the world, our alliance with the United Kingdom has brought tangible benefits to millions of compatriots.

The historical moment in which the first state visit to the United Kingdom is taking place, at a time when we Colombians are close to consolidating peace, presents a unique opportunity to take up what has been achieved and map out a common agenda that will guide bilateral cooperation in the coming years. To this end, and in close coordination with the British government, we have sketched a roadmap around seven

strategic priorities, which can be grouped into three fundamental areas:

*Support for the peace agreement and implementation of post-conflict strategies.* The United Kingdom has backed our efforts to seek peace and engage in future peacebuilding with concrete post-conflict strategies in terms of security, justice, health and infrastructure.

*Prosperity, education and transparency.* Colombia and the United Kingdom will work to establish a better business environment that will allow for a bilateral increase in trade, investment and tourism. With British support, higher and technical education students will continue to further their studies at British universities and education centres in capabilities required by the new global economy.

*Joint sustainable development and scientific production.* By being one of the most biodiverse countries in the world, and at the same time one of the most sensitive to climate change, Colombia will bolster its alliance with the United Kingdom to protect vulnerable ecosystems and develop scientific potential based on new insights into and a harnessing of biodiversity.

Through the state visit, Colombia and the United Kingdom will consolidate their position as strategic partners and define the terms of the bilateral relationship for the next decade. 🇬🇧

**NÉSTOR OSORIO  
LONDOÑO**  
*Ambassador of Colombia to the  
United Kingdom*



# NEWS FROM A CORRESPONDENT



PHOTO: NATALIA REY

**Natalio Cosoy is a journalist whose mission it is to keep the United Kingdom informed about Colombian news. He writes about his experience reporting on the Colombian peace process.**



**NATALIO  
COSOY**

BBC Mundo and BBC  
Correspondent

**W**hen I arrived in Colombia to start work as the BBC and BBC Mundo correspondent, my predecessor, Arturo Wallace, welcomed me to the country that had become his home in the four years he had spent here. He gave me words of encouragement and said he would be overcome with jealousy when I got to cover the fulfilment of the peace process between the government and the FARC (Revolutionary Armed Forces of Colombia).

Then came the tug-of-war in the negotiations; the death of soldiers in a guerrilla attack in Buenos Aires, Cauca; the re-

sumption of bombings; and the suspicion that the talks might be aborted. Finally, the process gathered speed and in recent weeks it has become a rollercoaster ride: the final agreement was announced in Havana, Cuba; the agreement was signed; and then the No vote was victorious in the peace plebiscite. And now, to top it off, the Nobel Peace Prize has been awarded to Colombian president Juan Manuel Santos.

Arturo: four of your years and one and a half of mine have gone by and still, what we both came to report on has not come to pass. If we believed in the goddess Fortuna, we would think this were a plot of her invention in which she trifles with the fate of humanity for her own enjoyment.

Colombia's history is not an easy one for the international public to understand. Nor is it easy to explain. It is not binary, the state and the FARC are not the only players, sometimes the perpetrators are victims, and saying "no" to an agreement is not necessarily saying "no" to peace.

As a foreigner who has come to Colombia from elsewhere, in order to explain the process I have had to grasp its subtleties and complexities. Little by little I realised that I needed to look for and talk about the shades of grey: those spaces that are not headline-grabbing and cannot be reduced to soundbites, but in fact make up the majority and best describe the facts.

There was the discovery that while some victims were ready for peace, others could not forgive; that some people in the countryside, in the most affected zones, would vote against the agreement and some people in the cities would vote "yes". That if life itself is complicated then it is even more complicated when there is war.

In a little over a year and a half I have talked with dozens of victims, active and demobilised FARC members, security forces, government officials, experts and international specialists.

There are questions that, while I have tried to unravel them, do not have, for me, a clear answer. More than any other question, there is this one: Why is it so hard for Colombia to avoid entering a new cycle of violence such a short time after leaving an old one behind? The question is relevant and worrying. And it is profoundly pertinent now: Will Colombia be able to avoid a new spiral of violence after almost completely extinguishing 52 years of conflict with the FARC? 🇵🇸

**I**nSight Crime, commissioned by the British Embassy in Bogota, has been looking at the criminal economies that have sustained the FARC for more than 50 years. These economies unfortunately have not disappeared with the flourish of a pen in Cartagena. The three key sources of FARC finances—the drug trade, extortion and illegal mining—remain intact. They form a criminal booty worth well over a billion dollars a year, a booty that criminal groups across Colombia are now looking to acquire.

Over the last year we have visited more than 60 municipalities across the country where much of the FARC's earnings are concentrated. We have sought to measure these economies. We have provided the Colombian government and the international community with concrete recommendations on the kind of investments that could undermine these illegal economies and strengthen the legal economy. We continue to do so. These criminal economies present perhaps the biggest challenge to peace in Colombia. They have already funded decades of conflict, and if they remain intact they could fund decades more.

At all costs Colombia must prevent a recycling of these criminal economies and a repetition of history. It was these economies that gave birth to the BaCrim ("Criminal Bands") after the demobilization of the United Self-Defenders of Colombia (AUC). They could now fund the birth of a new generation of criminal actors, the FAR-Crim; or strengthen the National Liberation Army (ELN) and BaCrim.

Previous peace processes in Colombia have seen a percentage of fighters remain in the field. In the 1991 case of the Pop-

# TOGETHER AGAINST CRIME

**If a definite peace treaty were signed with the FARC, illicit economies would reduce considerably.**

ular Liberation Army (EPL) it was 20 per cent, with a last outpost still intact in Norte de Santander, deeply involved in the drug trade. In the case of the AUC after 2006, at least 20 per cent of their members went on to form the BaCrim. We must expect a similar number of the FARC to do the same, and the dissidents of the First Front are but the initial example of this. However, this is inevitable and does not mean that the peace agreement is flawed. The lure of a billion dollars provides incredible temptation.

The solution to the problem of these criminal economies is not one of simple repression. The long-term solution lies in the state occupying the space left behind by the FARC: offering citizens in the remotest stretches of the country access to justice, health and education and ensuring them a dignified livelihood. This would be an opportunity to permanently undermine the criminal economies that have fed violence here and claimed the lives of hundreds of thousands of Colombians. If this opportunity is seized with both hands, Colombia will truly see a peace dividend and the new chapter of criminality will be one of inexorable decline. 🏠



**JEREMY  
MCDERMOTT**  
*Executive Director  
and co-founder of  
InSight Crime*



Demobilisation  
of the AUC in  
Magdalena Medio, 7<sup>th</sup>  
of February 2006.

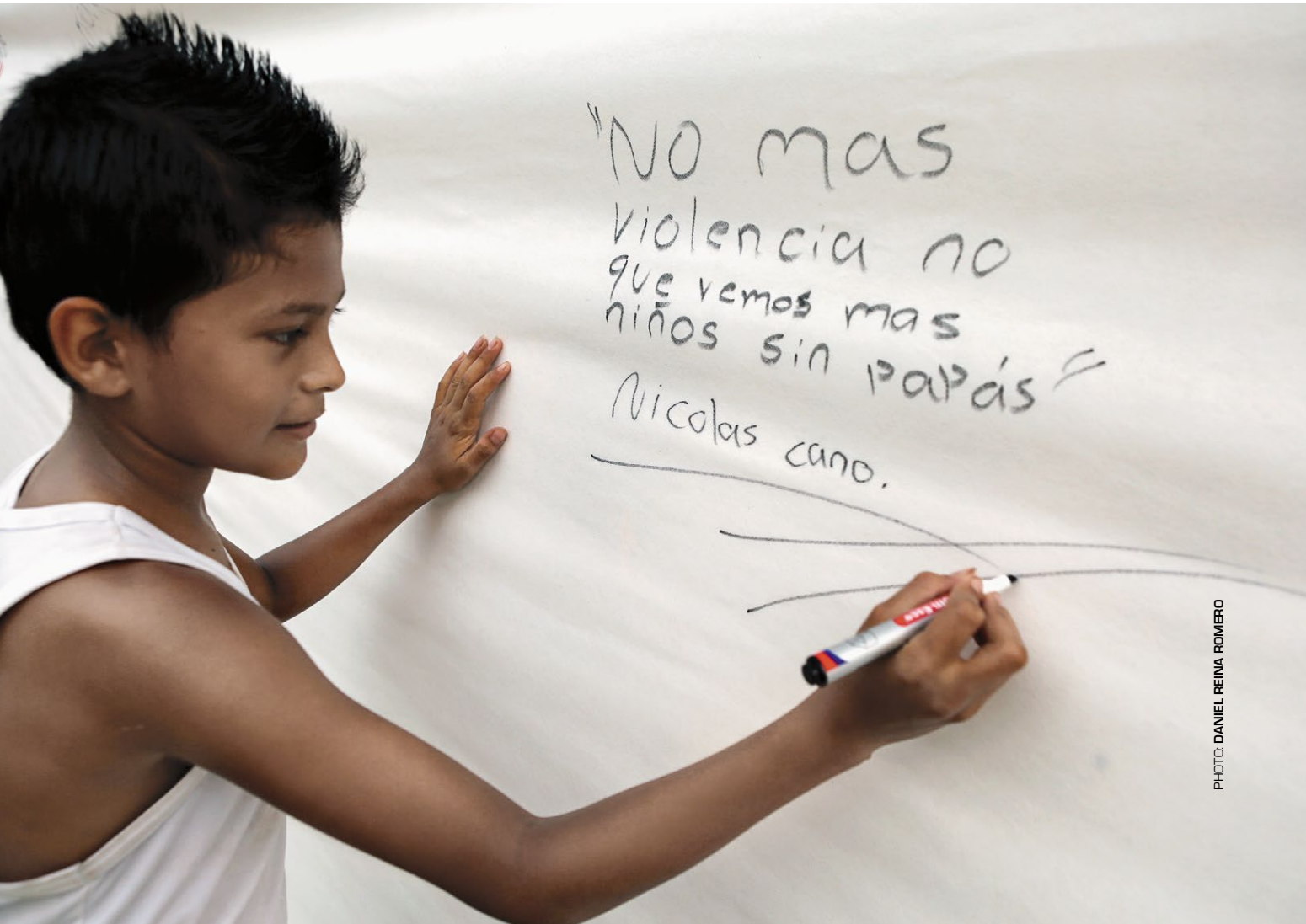


PHOTO: DANIEL REINA ROMERO

# SUPPORT CONTINUES

The United Nations will remain side by side with the Colombian government in search of peace.



**MATTHEW RYCROFT**  
Ambassador, UK  
Permanent Representative  
to the United Nations

**“M**aking peace is much harder than making war.” That is what President Santos told the United Nations Security Council when he handed over Colombia’s Peace Agreement last month. As one of the five permanent members of the Security Council, the United Kingdom knows just

how accurate President Santos’s words are. On a daily basis, my team at the UK Mission to the UN works hard to solve many of the world’s conflicts—in Syria, in Yemen, in South Sudan, and more. Sadly, peace remains elusive in too many places.

Which is what makes Colombia’s peace process so special. I offer heartfelt congratulations to President Santos and his government as well as to the FARC for the bravery and great leadership they have demonstrated in their commitment to delivering a historic peace agreement for Colombia.



## What does JLT do in Colombia?

We have of course seen the outcome of the plebiscite on the 2nd of October in which the Colombian people narrowly rejected the agreement put to them. We respect that outcome. We also commend the Government and the FARC for their pledge to uphold the ceasefire and for continuing to work to deliver a stable and lasting peace. After over four years of negotiations, their commitment to delivering peace for the people of Colombia is not in doubt and the United Kingdom will continue to stand shoulder to shoulder with them in their efforts to build on the solid foundations already achieved.

I am delighted that the United Kingdom has been able to play a special role in New York to support the peace process. We have been a steadfast partner of Colombia behind the scenes for many years, including sharing some of the experience we gained from our own peace process in Northern Ireland. So when President Santos took the bold step in approaching the Security Council for support, I was honoured that he asked me and my team to lead on this issue in the Security Council. Through that work we established a UN Mission to help monitor and verify the ceasefire, the cessation of hostilities and the laying down of arms. In short, to help make sure that the peace holds.

It was a special moment in the Security Council when the resolution authorising the Mission was agreed in January. The resolution was adopted unanimously and all 15 members of the Security Council sponsored it. That might sound like something routine to those who do not follow the UN but, in truth, resolutions have only been sponsored unanimously a handful of times in the UN's entire history. So it was really fitting that the historic resolution on Colombia was one of them. And, if I am honest, it made a welcome change from our normal routine. To have a positive issue to be dealing with in the Security Council—an issue where a country has

come to us, rather than us going to them—is sadly a rarity in today's world. The Government of Colombia should be applauded for the leadership—and bravery—it showed in taking this rare step.

Since January, the UN Department of Political Affairs and Department of Field Support had been working hard to put in place the necessary preparations for the UN Mission to start its work. They have also established a good relationship with the large UN Country Team which has, of course, had a long and important presence in Colombia.

So what comes next? Well, following the referendum, the head of the Mission, the Special Representative of the UN Secretary-General, Mr Jean Arnault, has returned to Havana with the parties and will be on hand to provide advice on their next steps. As the United Nations Secretary-General, Ban Ki-moon, said on the 3rd of September,

the United Nations remains firmly supportive of efforts for peace in Colombia. Nothing has changed in terms of the UN's readiness to help make sure that peace holds in the end. The Security Council will wait to hear from the parties about how they now feel the UN Mission can best do that.

Whatever the future holds, after over 50 years of conflict, achieving lasting peace will take time and require patience and commitment. I saw for myself when I visited Colombia the huge challenge presented by landmine clearance, for example. That is why the United Kingdom is committed to playing its part over the long term, along with the rest of the international community. 🇬🇧

**To have a positive issue to be dealing with in the Security Council is sadly a rarity in today's world. It made a welcome change from our normal routine.**

**“JARDINE LLOYD THOMPSON (JLT) has been present in Colombia since 2004 and currently has in excess of 370 employees across insurance broking, employee benefits management and reinsurance broking. We have place insurance for 60% of the electricity generating capacity in Colombia and we are a leading provider of insurance and benefit consulting services to Colombia's public sector.**

**JLT is one of the world's leading providers of insurance, reinsurance and employee benefits related advice, brokerage and associated services. JLT is quoted on the London Stock Exchange and owns offices in 41 countries with more than 10,600 employees. Supported by the JLT International Network, it offers risk management and employee benefit solutions in 135 countries. It has a very significant presence across Latin America with in excess of 1000 people employed in Colombia, Brazil, Argentina, Chile and Peru.**

**JLT recognize the historic moment that Colombia is living and ratifies its commitment to continue endorsing it's transformation process to a better country without violence”.**



**MIKE METHLEY**  
Director of  
JLT LATIN AMERICA

# FAIR PLAY

**Drug trafficking is the main challenge that Colombia and the United Kingdom come up against in their fight against crime.**

In the United Kingdom, they have been labelled the “British FBI”. The National Crime Agency, or NCA, has celebrated 20 years of collaborating with Colombia’s National Police and the Office of the Attorney General of Colombia in the fight against organised crime. We interviewed Steven Reynolds, deputy director for international affairs of the agency responsible for combatting drug trafficking in his country and around the world.

**SEMANA:** How is the NCA different from the Metropolitan Police or Scotland Yard?

**STEVEN REYNOLDS:** In the United Kingdom we have 45 different territorial police forces across the islands. The London Metropolitan Police and Scotland Yard are police forces that basically operate in London. The NCA, in contrast, is an agency with national authority and an international scope. We are responsible for investigating issues such as drug trafficking, cybercrime, money laundering, sexual abuse of minors and arms trafficking.

**SEMANA:** In what way do you collaborate with the Colombian authorities?

**S.R.:** We have a shared responsibility of more than 20 years of working together with local authorities (the agency was previously called the Serious Organised Crime Agency [SOCA]). For starters, we have NCA agents in the British embassy in Bogota working with Colombia’s National Police and the Office of the Attorney General of Colombia. In general terms, the collaboration is focused on

two things. The first is the exchange of intelligence. We work cases and compare and analyse drug trafficking issues. On the other hand, we also collaborate in terms of financial resources, training in intelligence handling, operations monitoring and technical support to strengthen the capacity of the Police or Attorney General’s Office in catching and tackling criminal activities that are doing harm in Colombia as well as in the United Kingdom.

**SEMANA:** In what way does the NCA’s work enrich Colombia?

**S.R.:** The Colombian Police and Attorney General’s Office are the world’s greatest experts in the techniques and tactics of detecting and seizing drug shipments. Nowadays, traffickers hide cocaine in fruit, cement, plastic or fabric, and the Colombian authorities are experts at detection. While we give some training, we have also learned a lot. I worked in Colombia for years and the courage and dedication of my Colombian colleagues had an enormous impact on me. In these issues, Colombia is a leader in the region and is training its neighbours.

**SEMANA:** What are the most significant challenges that the NCA is facing right now?

**S.R.:** With regards to our work with Colombia, the most significant challenge is drug trafficking. Both our countries are part of the same problem. The United Kingdom as a consumer, and Colombia as a producer. I would like to emphasise the importance of transnational cooperation. Criminal organisations take advantage of borders to commit crimes, which is why we need to work together. These are global issues and the United Kingdom takes its responsibilities very seriously and, because of this, our partnership with the Colombian authorities are fundamental for us. 🇬🇧



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→  
 “Our aim is to develop and implement technology-enabled solutions that bolster democracy and have a positive impact on peoples’ lives”, says Mark Malloch-Brown.

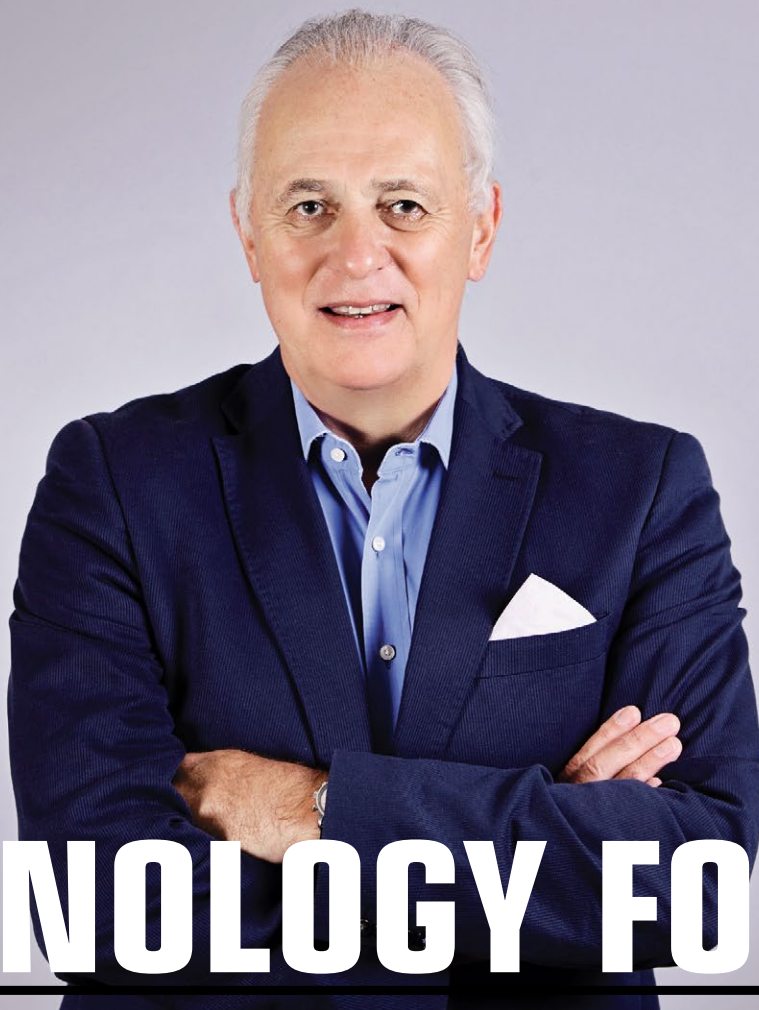


PHOTO: COURTESY OF SMARTMATIC

# TECHNOLOGY FOR DEMOCRACY

Smartmatic, a company with headquarters in the United Kingdom, is the world leader of the electronic voting industry. Chairman Lord Mark Malloch-Brown explains how they did it.

**SEMANA:** What was your first project as Chairman?  
**MARK MALLOCH-BROWN:** As Chairman my project was exactly the same as when I served as number two in the United Nations or in the British Foreign Office: to contribute to solving the most pressing challenges societies are facing.

At Smartmatic, I’m having a unique opportunity to tackle similar challenges from a new angle. I believe that encouraging fair elections, improving transportation systems, or helping an emerging nation build a robust national registry are all good ways to fulfil solid, measurable development goals.

One of the main challenges that modern 21st democracies face is the wide gap between citizens and those who make the decisions that shape their future. The technology Smartmatic has deployed around the world enables a more fluid and transparent dialogue between constituents and representatives.

For instance, in 2015 and 2016 we have helped the citizens of two communities in Chile to allocate public resources using electronic voting, both in polls and online. This is the kind of empowerment we strive to bolster. The future of elections and democracy is digital, and I am delighted to be part of that future.

In a sense, my first project at Smartmatic is to continue pursuing my lifelong objectives.

**SEMANA:** How did Smartmatic become the leader of the electronic voting industry?

**M.M.B.:** Our growth has been built around three pillars that complement

each other: innovation, customer focus and sound project management.

For the last seven years we have invested in research and development more than the rest of our competitors combined. Being aware that innovation is not a target per se, the work of our five research and development centres in Sweden, Estonia, Taiwan, Panama and Venezuela has been guided at all times by the needs of our customers. Working alongside governments on five continents, we have developed and implemented purpose-specific solutions that have had a positive impact thanks to our determination to deliver according to our planning.

By aligning innovation with our unique project management methodology, we have managed to successfully complete each one of our projects, maintaining an immaculate track record that invites us to be very optimistic about the future.

**SEMANA:** How does electronic voting work?

**M.M.B.:** Although electronic voting is a major portion of our business, it is by no means our sole goal as a company. We are committed to a broader mission. Our aim is to develop and implement technology-enabled solutions that bolster democracy and have a positive impact on peoples' lives.

I am proud that our voting machines and systems have simplified voting for disabled voters, allowed for faster results delivery and made counting more accurate and secure. But I'm also proud that our work has enabled people from even the most isolated rural communities in Haiti to be recognised as citizens, for example, or that today denizens of Cartagena are reaping the benefits of a more efficient transportation system.

**SEMANA:** What election projects have you completed this year?

**M.M.B.:** This year, Zambia and Uganda used our technology to update their biometric voter registers and facilitate voter authentication at the polls. In the Philippines we provided technology and services to run the world's largest electronic

counting exercise. More than 92,000 of our optical scanners were deployed to process the votes of 54 million Filipinos.

In the United States we provided an online voting solution to help the Utah Republican Party enfranchise voters from 45 countries. Three cities of the Los Angeles County piloted our innovative technology to streamline vote count.

2016 has been an interesting year for us.

**SEMANA:** How are you working to prevent hacking?

**M.M.B.:** Our research and development teams around the world are constantly working to guarantee that our systems have the most cutting-edge security mechanisms available.

To minimise the possibility of a hacking attempt, we have combined the following tools as part of the architecture of our systems: security fragmentation, security layering, encryption, device identity assurance, multi-key combination and opposing-party auditing. The outcome of course has been tamper-proof, impregnable voting solutions.

One important aspect that needs to be emphasised is that, when it comes to elections, having a secure system is crucial, but not enough. All participating stakeholders need to be able to effectively verify that the results reflect the will of the voters. Therefore, it is crucial for authorities to perform extensive auditing at will, with ease and convenience.

**SEMANA:** How can technology improve people's participation at elections?

**M.M.B.:** Technology can be used to improve each phase of an election. For instance, portable biometric devices can help authorities reach rural areas to make sure those are included in voter registers and at the same time guarantee that there is no voter impersonation when Election Day comes. Social media and smartphones are transforming the way candidates communicate with the electorate. A better-informed electorate can feel more engaged to participate.

Touchscreen voting machines make for a faster and user-friendly voting experience at the poll stations. Internet voting has proven to be extremely useful for enfranchising voters who live abroad.

There are plenty of ways in which technology can improve participation, both in terms of turnout and the quality of the experience. 🏰

**"One of the main challenges that modern democracies face is the wide gap between citizens and those who make the decisions that shape their future".**



PHOTO: CENTRAL PRESS/GETTY

## What would you ask Churchill today?

**"HOW, IN YOUR TIME, WERE you able to be so politically incorrect without those you targeted even noticing? Or, at least, not straight away. The art of lambasting and insulting others is one of the most delicate delights of life, and now it's absolutely impossible to do without falling into coarseness. Churchill was not only a master of policy coherence, common sense and fearlessness, but also had a wicked sarcasm that penetrated to the essence of humour and revealed the essence of thought. These ways of thinking and acting not only are uncommon nowadays, but are also overshadowed by the furious and ominous outrages of rudeness and uncouthness."**



PHOTO: DANIEL REINA ROMERO

**ENRIQUE SERRANO**

*Writer and historian*

# THE GUARDIAN OF RIGHTS



The British Embassy in Bogota is committed to the comprehensive development of the country and, as such, it dedicates resources to protecting human rights in rural areas.

**C**olombia is not alone on its path to peace. International cooperation has been key in the creation of mechanisms to guarantee an end to violence via democracy, transparency and social wellbeing.

The United Kingdom is, without a doubt, one of the most important actors in this process. Since 2011, the British Embassy in Colombia has invested more than 2 million pounds sterling in the defence of human rights, and its programs have focused on three main fronts: the protection of human rights advocates; companies

and their role within the peace process; and the prevention of sexual violence.

### Safeguarding Civil Society

Colombia is one of the most dangerous countries in the world when it comes to defending human rights. According to the Office of the United Nations High Commissioner for Human Rights and the Somos Defensores (“We are Defenders”) program, 63 defenders were murdered, 295 were attacked, there were 20 homicide attempts and 151 individual and group death threats in 2015. María Paula Calvo, an official in the embassy’s Human Rights Program, claims that, now more than ever, it is essential to protect human rights and the civil society space. “Defenders are looking out for communities and their rights



**ADELAIDA  
GNECCO**  
*Journalist at  
REVISTA SEMANA*

in territories, they are teaching and making it easier for peace to be implemented”, she says.

Faced with an alarming situation, the embassy is pursuing the National Round Table on Guarantees, a legitimate space for dialogue between civil society organisations and the state in which risks are analysed and solutions to defenders’ problems are sought.

The Ministry of the Interior presides over the round table sessions. Guillermo Rivera López, Deputy Minister of the portfolio, highlights the importance of this program in the post-conflict framework. “To a large degree, peace means guaranteeing human rights for all Colombians and, as such, protecting defenders is fundamental to achieving this.”

The United Nations Development Programme (UNDP) accompanies the ministry in its labour as technical secretary of the round table sessions, which is to say, it is in charge of coordinating, organising and managing the meeting logistics. “We decided to fund the program with the UNDP to have seven regional round tables. In this way, the needs of local defenders are transmitted to institutions, including to the National Protection Unit, because while the unit is robust, often the measures taken are not the most appropriate,” claims Calvo.

The goal here is to install all of these spaces by March 2017 in the departments of Northern Santander, Chocó, Cauca, Nariño, Sucre, Antioquia and Valle del Cauca. The embassy’s resources are not only directed towards supporting the UNDP in its round table mission but are also transferred to three social platforms dedicated to the defence of human rights: Techo Común, Coordinación Europa-Colombia-Estados Unidos and Sisma Mujer.

### Beyond Corporate Social Responsibility

In 2011 the United Nations Human Rights Council adopted the United Nations Guiding Principles on

Business and Human Rights, which aim to spark state commitment to protecting the rights of communities impacted by company activities. In this respect, the United Kingdom seeks to ensure that its companies comply with international standards to protect and respect human rights.

For its part, the Colombian government, conscious of the fact that the private sector will play a key role in the consolidation of peace in regional areas, has also expressed its interest in adhering to these principles, integrating them into its public policy. “These principles are defined by three pillars,” explains María Paula Calvo, “protection, respect and reparation. The main function of the State is to protect. Respect applies in all institutions, but especially in businesses. And the third is the right that communities have to receive reparations for the negative consequences that they have suffered as a result of business activities”.

Focused on the pillar of reparation, the embassy supports some Regional Company and Responsible Start Up Centre (CREER) projects. For example, last year, CREER undertook an analysis, co-funded by the United Kingdom, of the conflicts surrounding gold and coal mining and construction materials. They also analysed how these conflicts are resolved. “We found that in many situations that occur in territories important for consolidating peace, especially those involving gold, the resolution of conflicts was being taken on by non-state actors: armed organisations and organised crime groups,” explains Luis Fernando de Angulo, director of the organisation.

Based on conclusions like this, specific recommendations were communicated to the government so that state–business–community dialogues could be more effective. Additionally, the strengthening of non-legal conflict resolution mechanisms was proposed. The results have been so well received that this year the embassy is supporting a new CREER strategy to advise the Office of the Presidential Counsellor for Human Rights in the process of creating a National Remedy System that will be part of the National Action Plan.

**The United Kingdom  
is pursuing  
the National  
Round Table on  
Guarantees, a  
legitimate space  
for dialogue  
between civil society  
organisations and  
the state .**

**MANOLO  
BELLÓN**  
music presenter



**WHAT BRITISH SONG WOULD YOU DEDICATE TO COLOMBIA?**  
“WITHOUT A DOUBT IT WOULD BE JOHN LENNON’S “GIVE PEACE A CHANCE”. IN 1969 Lennon spoke about giving peace a chance at the peak of the Vietnam War protests. The Colombian situation is perfectly suited to Lennon’s hope that the song would become a lasting hymn to peace among brothers.”

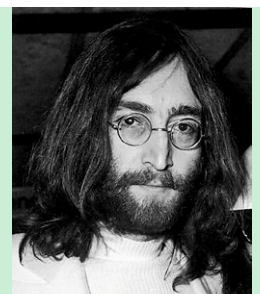




PHOTO: CORPORACIÓN MUJER SIGUE MIS PASOS

↳ To bring the tragedy of rape to light, photos, accompanied by literary tales, were exhibited.

**They are not alone**

It is estimated that, in Colombia, in 2014 close to 35 women were sexually abused every day and in 2015 this figure rose to 38 per day. Nonetheless, this number may be much higher, as sexual violence is one of the least reported crimes in Colombia: close to 80 per cent of aggressions are not reported. “There will be no peace if sexual violence doesn’t disappear”, warns Ángela María Escobar, a victim of this crime and one of the leaders of the Corporación Mujer Sigue mis Pasos (“Woman Follow my Steps Corporation”), a movement founded by survivors of sexual crimes that seeks to recognise and report sexual violence.

The corporation has had support from the British Embassy since 2015 and they work together on a program called Red de Mujeres Víctimas y Profesionales (“Network of Female Victims and Professionals”), which has outreach services in

regional areas to support victims of this scourge, helps them to report the crime and participates in their recovery and development.

Group report days are carried out within the program. “As victims of rape, we know how complicated it is to report a crime in Colombia.

**The British Embassy supports the Network of Female Victims and Professionals program, which helps victims report cases of sexual violence in Colombia.**

What we do on these days is bring female victims together in one spot, safe and private, where different institutions involved in the process—the Attorney General’s Office, the Victims Unit, the Colombian Institute for Family Wellbeing (ICBF), and the Ombudsman’s Office—also participate,” states Escobar.

These events have been carried out in 12 regions within the country and, in total, 1,200 reports have been made. In addition, the leaders of the corporation are running sexual violence prevention days at schools via their school community committees.

Recently, Baroness Joyce Anelay, British Minister for Human Rights and the Prime Minister’s representative for sexual violence, launched a campaign at the United Nations General Assembly to eliminate

the stigma that victims face. Now, the British Embassy’s challenge in Colombia consists of making a contribution at the national level. For this reason, the Embassy and journalist Jineth Bedoya are seeking to provide training and raise consciousness, especially in the media, to responsibly transmit messages about the topic. 🙌





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# GROWING TO GROW

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Investors in the United Kingdom see Colombia as a land of opportunity and the gateway to Latin America.

The Angel of the North,  
sculpture by Antony Gormley,  
located in Gateshead, England.



PHOTO: © VIST ENGLAND

# A COMPLICATED DECISION

The future of the Brexit faces significant challenges, among these are election results in other European countries.

**T**he Brexit, the referendum that saw the majority of voters deciding to support the United Kingdom's exit from the European Union (EU), upended Francisco Maturana's philosophy that to lose is to win a little. Those who endorsed the Yes vote are now scrambling to manage the triumph. They sought defeat by the smallest difference, a result that would allow them to enhance their influence within the Conservative Party while remaining free of the weight of responsibility. Four months later, it is clear they lacked a detailed plan of how to carry out their main campaign promise. They only recently set a date for invoking article 50, which allows a country to withdraw from the EU within two years.

Before the end of March 2017, Theresa May, who succeeded David Cameron as prime minister, will begin negotiations with the 27 members, each with veto power. It will not be easy. In democratic Europe, Germany's vote is worth the same as Slovenia's vote; France's, as Latvia. Friends of the Britexit dream of a deal that will allow them to benefit from the free movement of goods, capital and services, while withdrawing the obligation towards the free movement of people. There is little sympathy in

Continental Europe for this alternative. According to Chancellor of Germany Angela Merkel, granting the United Kingdom an exception would represent "a systemic challenge for the entire European Union".

The prime minister of Slovakia, who holds EU presidency, wants the exit to be "as painful" as possible. This stance is shared by Hungary, Poland and the Czech Republic, many of whose citizens currently reside and work in London.

It is becoming increasingly clear that advocates of the Brexit ignored the warning allegedly issued by past US Secretary of State, Colin Powell, to US President George W. Bush about the invasion of Iraq. He said the Pottery Barn rule applied: You break it, you own it.

According to a report by the daily Financial Times, published on the 13th of October, UK debts to the EU exceed 20 billion euros. This figure became known the same week that the value of the pound sterling fell in relation to other currencies, even lower than in December. Thanks to the Brexit, the British are poorer and will have to live with higher prices.



**ALFONSO  
CUÉLLAR**

*President of Hill+Knowlton Strategies consultancy. Ex-editor-in-chief of SEMANA y ex-Minister Plenipotentiary at the Embassy of Colombia in Washington. Columnist at Semana.com.*





←  
A man waving United Kingdom and European Union flags during protests against the Brexit in June earlier this year.

PHOTO: AFP

The most serious thing, however, is the uncertainty the vote has occasioned. The EU will have to navigate uncharted waters as voices doubting the economic bloc's survival over the long term grow louder. It especially gives rise to concerns about what stance

will be taken by France, which will hold presidential elections on the 4th of May 2017. All eyes are on leader of the far-right anti-immigration National Front, Marine Le Pen. Should she win, she has promised to call a referendum on France's future in the European Union.

The experts—the same ones who ruled out the Brexit—consider a Le Pen victory unlikely. They predict that, if Le Pen goes to the second round, she will suffer the same outcome as her father, who was easily defeated by a coalition of socialists and conservatives in 2002. The problem with that prediction is that the France of almost 15 years ago has little resemblance to the France of 2016.

**Marine Le Pen has promised to call a referendum on France's future in the European Union.**

Whether she wins or loses, a high number of votes for Marine Le Pen would affect the position the French government takes in the Brexit negotiations.

In Germany, where elections will be held in October 2017, issues such as Euroscepticism and migration also carry weight. According to pollster YouGov, 66 per cent of Germans are opposed to Merkel's open-door policy towards refugees. The anti-immigrant party Alternative für Deutschland obtained 11 per cent of votes in local elections. While there is consensus that Merkel's Christian Democrat Union is the favourite in national elections, her attitude towards the United Kingdom could change that.

With such volatility across the 2017 political map of Europe, Prime Minister Theresa May's decision to formally invoke the exit from the European Union does not appear auspicious. The British media blame her party's most fanatical parliamentarians. Yet more proof of the rashness of the Brexit instigators. 🇬🇧

Trains are in the DNA of British culture and Holdtrade Atlántico is working to pass this on to Colombia. This is Holdtrade's experience.

# TRAINS WITH A FUTURE

**DIEGO MARTÍNEZ**  
*President of HOLDTRADE ATLÁNTICO*



**T**here is no country in the world with more railroad experience than the United Kingdom, where the locomotive was invented in 1814. These 200 years of experience have imprinted trains onto British cultural DNA. Trains are to the United Kingdom what growing the best coffee in the world is to Colombia.

Planning for Holdtrade's arrival in Colombia began in November 2011, when the Colombian president, Juan Manuel Santos, visited London and presented the opportunities that the Colombian rail sector has to offer. He invited British companies to be part of these projects and we accepted the challenge. We started to study Colombia,

its legal framework, its cargo potential and the condition of the railway line that runs between the La Dorada municipality in the country's interior and the Santa Marta port on the Caribbean Sea.

We found a disused and weather-damaged stretch of track that was nevertheless appealing and showed great promise. The Colombian National Agency of Infrastructure (ANI) was a highly suitable technical body that inspired great faith and the first steps were taken to rebuild the train line.

At the same time, with support from the British Embassy in Bogota, we approached the main authorities and actors in the rail, port, shipping and logistics sectors in Colombia. We made advances towards banks and cargo shippers to structure and endorse the agreements necessary for us to get the train underway.

During our four years in Colombia, we have travelled the length of the railway line and studied it inch by inch. Local communities regard us fondly and many stories, a lot of work, travel, and joint efforts between Colombians, Englishmen, and North Americans have brought Holdtrade Atlántico's train to life and put it to the service of national and international industry and commerce. We seek to take multiple cargo loads from industry facilities to every city in Colombia using bimodal train and truck transport, which we will be able to do thanks to our alliance with Opl Carga.

We hope to begin commercial operations in 2017 once the Colombian government defines the right of third parties to enter the train line under competitive international terms, and once we finalise the request process that we have initiated with the Fenoco concession holder for the right to use the railway line. Dialogue and understanding between different economic sectors are the only way to generate development and equality with regard to socially useful projects. 🇨🇴



Holdtrade supports Colombian government work on the railroad.

PHOTO: COURTESY OF HOLDTRADE



# CARTAGENA: ALWAYS ON THE MOVE

The city's new Integrated Mass Transport System has technological backing from the United Kingdom.

**PEDRO MUGICA**  
President of  
SMARTMATIC  
IN  
LATIN AMERICA



**W**ith its colonial walled centre declared a World Heritage Site by UNESCO, Cartagena is one of the most fascinating Colombian cities on the Caribbean coast. Furthermore, its lively citizens, delicious gastronomy and booming trade, together with its tourist activity and bustling cargo port, make the city's transport a vital necessity. In this context, the search for economic, social and environmental sustainability represents an ongoing challenge for the city administrators and has led to the design of the Integrated Mass Transport System (SITM).

Transcribe, the governing entity of public transport in Cartagena, is in charge of coordinating infrastructure projects to make the SITM a reality, offering the city a network of 658 buses along 43 routes over the next three years. From March 2016, the ColCard partnership, out of which came Smartmatic, a company with its head office in the United Kingdom, is collaborating to implement the new public transport system.

All the system's necessary computing devices are supplied by ColCard, which acts as collections operator, safeguarding fares collected through passengers' chip cards. ColCard is also responsible for operating the fleet, managing the bus circulation and streamlining the bus routes and, most importantly, it provides users with information system devices.

At present, the public transport system is an integral part of the city's rhythm and its users are its first advocates. This is in large part due to reduced travel time and the benefits provided across the board by the automated systems for passengers, citizens, the public and private operator and the regulatory bodies. Yet at Smartmatic, we like to think that it is also due to the prosperity and modernity that permeate the city air nowadays and are perceptible in the safe and well-ventilated stations, in the punctual buses, and in the fact that the always kind and cordial Cartagena citizens enjoy air-conditioned units and can check timetables, routes and changes to the public transport system over the internet.

Local authorities are working hard to grow the fleet and reach, by 2017, the full number of buses anticipated for the system. ColCard, and Smartmatic, for their part, will continue to provide the fleet with innovative products and services, with the objective of satisfying the city's growing transport needs to ensure it is always on the move. 🇺🇰

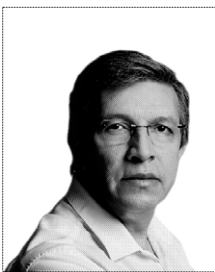
# TO TAKE A NAP ON MARS

Multimillionaire Richard Branson, 66 years of age and owner of the Virgin empire, is one of the greatest visionaries on the planet.



PHOTO: ROSIE GREENWAY/GETTY

← Branson claims that his company's name is due to the fact that "at the end of the day, we're all virgins in business".



**ARMANDO NEIRA**  
Journalist

**D**uring their tea breaks or upon leaving work completely exhausted, all Brits have surely stopped at one time or another, taken a deep breath and thought: "Even if only for a short while, I'd love to be Richard Branson." Why not? How wonderful it would be not to have to study, not to have to get up and go to work on Mondays, to set the work routine to one side and, even better, to be the owner of "an idyllic island where you could go party with your nearest and dearest.

This, for example, a couple of years back, was the social-page star and philanthropist's surprising idea. The famous owner of the commercial Virgin empire and one of the richest men in the United Kingdom announced like it was no great thing that he had bought the heart-shaped Makepeace island, which has an area of some ten hectares and is situated in the north of Australia, for the enjoyment of his employees who are spread around the world. "The island will be a marvellous retreat for our employees and also a great place for them to spend time together and get to know each other better outside work," he said. "I'd love to get there more often and share this fantastic island with our team."



## What does Anglo Latino Corredores de Reaseguros offer?

**“ ENGLISH REINSURANCE broker Butcher, Robinson & Staples International Limited (BRS), with headquarters in London and a presence in Latin America for the last 40 years, reaffirmed its commitment to and credibility in the region when it opened its regional office, Anglo Latino Corredores de Reaseguros, in Bogota in the second semester of 2015. Our teams of specialists in London and Bogota offer financial line coverage solutions (global banking, fidelity and financial risk, cybernetic risk, and director and administrator civil liability policies), as well as other reinsurance lines such as all material risk, construction, sabotage and terrorism, civil liability, maritime, policy risk, professional risk, life and health policies, among others.”**

**DARÍO PACANCHIQUE**  
*President,*  
 Anglo Latino  
 Corredores de  
 Reaseguros Limitada



**NICOLÁS OLARTE**  
*Vice president*



At the time, Branson announced that he would invest around 3 million dollars in building three houses, promenades, tennis courts and an aquatic centre for sporting practice. For who? “For our people. They make our company special,” he stated.

Branson was speaking particularly of the employees who work at the famed Virgin music stores. The brand propelled Branson to universal fame and the name came from a pleasant confession that is today a topic of study in the world’s most prestigious economics faculties: “It’s called Virgin because, at the end of the day, we’re all virgins at business.”

Almost half a century has passed since Branson had the vision of founding the record label that catapulted him to the exclusive realm of the world’s most successful businesspeople. It was a decision as uncompromising as it was risky. Branson was still a shy 16-year-old who became uneasy when he tried to speak to girls of his age, not only because he suffered from acne but also because of the marked dyslexia that prevented him from communicating naturally.

At the beginning, Branson’s closest circle supported him unreservedly, although his actions did provoke more than one bout of fright, as his fanciful initiative went hand in hand with a touch of irresponsibility: he left school forever. Since then, risk has been a constant feature of his lifestyle. It was in 1971 that Branson opened his store on Oxford Street, which would become the first brick in the empire that is Virgin Group, responsible for his fortune of more than 4 billion euros.

“An addict to risk in business and in life [Branson has been on the brink of death several times, traversing the world on a sailboat and in a hot-air balloon], public relations master, celebrated for his blithe sense that nothing is too ridiculous, Branson and his shock of blond hair are the Virgin brand’s best ambassadors. He tends to appear regularly in Virgin’s advertisements, whether it is to promote his planes, trains, hotels, travel agencies, mobile phone provider, banks or gyms. He even dressed

**He has not only made the whole world identify Virgin with him and with Great Britain, but he is also determined to make his fortune a multiplier of wellbeing.**

as a bride to promote Virgin Brides [a failed company] and had the courage to become godfather to a child born after a Mate condom broke, Mate being one of the 400 companies he has founded,” wrote journalist Barbara Celis in the international edition of the El País de Madrid newspaper.

She reminds us that Branson’s imagination has no limits. He has not only made the whole world identify Virgin with him and with Great Britain—it is the eighth most well-known brand on the planet—and generated 50,000 direct jobs, but he is also determined to make his fortune a multiplier of wellbeing for everyone else.

It is for this reason that he practises what he calls “philanthropic capitalism”: he directs all of his personal income to his NGO, Virgin Unite, which funds business with humanitarian ends. Additionally, Branson works non-stop with former Democratic candidate to the White House, Al Gore, to confront the dangers of climate change. Consequently, he hands over vast sums of money to develop alternative energy and created an 18-million-euro reward

for the person who discovers a way to bring an end to the greenhouse effect without forcing people to change their lives.

But, is such a creative, bold mind really without limits? Might he allow himself, like any mortal, to spend the occasional afternoon dozing and dreaming? “Of course,” he answers during his conferences. And then he talks about his work at Virgin Galactic. This is a company that seeks to take tourists into space—Branson himself, his wife, and his two children are on the waiting list—on missions that will take off from the Mojave Desert in New Mexico where another sir like Branson, architect Norman Foster, designed the first airport for commercial flights of this scale. In theory, the flights will last almost three hours and passengers will be able to see the Earth from space without ever leaving the Earth’s orbit. Travellers will be able to experience the absence of gravity for six minutes, 110 kilometres above the ground and they will then return to terra firma, promises Branson.

That is not all. He says that the best is yet to come, because he wants to “democratise trips to space” and that in the future we will be able sleep in hotels, obviously Virgin ones, on Mars. There, at last, Richard Branson will take a nap like any other British worker who, upon leaving work, sighs with exhaustion and says, “Oh to be Richard Branson”. 🐼

# FRUITFUL SUPPORT

Thanks to the work done by the Department for International Trade (DIT), business worth more than 3.2 trillion Colombian pesos has been carried out between 2014 and 2016. These are the figures.



**£19,654,500**  
Education

Around  
**\$75,000**  
million pesos\*

**£11,702,516**  
Infrastructure

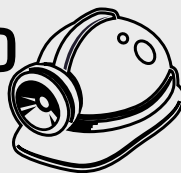
Close to  
**\$44,000**  
million pesos\*



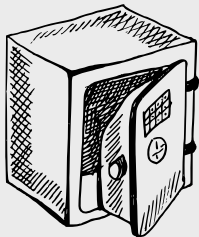
Mining

**£747,000,000**

Close to  
**\$2.8** trillion pesos\*



Financial  
services



**£24,000,000**

**\$90,000**  
million pesos\*

Transport

**£54,500,000**

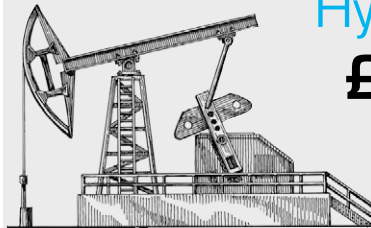
A little more than  
**\$206,000** million pesos\*



Hydrocarbons

**£580,000**

A little more than  
**\$2,000**  
million pesos\*



Technology

More than  
**£1,000,000**

Around  
**\$3,000**  
million pesos\*



**£3,130,828**

Defence Almost **\$12,000**  
million pesos\*

**TOTAL**

**£861,567,844**

**\$3.2 trillion pesos\***

Do business with the United Kingdom.  
Contact us: bogota.uktimail@fco.gov.uk

\* Exchange rate, October 2016

The Department of International Trade (DIT) supports diverse sectors in the Colombian economy via experts who facilitate project structuring and relationships with suitable interest groups for decision making.

DIT Colombia wants to continue to expand its support through its British companies with their Colombian partners.

Projects implemented with the support of the Department of International Trade (DIT) have had a positive impact on Colombia's development.



# CRYSTAL CLEAR ACCOUNTS

**Baker Tilly came to Colombia in the hands of a Colombian dreamer and now offers a full suite of accounting, auditing and consulting services.**


**T**wenty-two years ago public accountant Luis Alfredo Caicedo founded the firm LAC y Asociados with the aim of offering professional accounting and auditing services. His dream was to grow a strong and reputable local company that enjoyed the standing of a firm of international stature.

The dream took ten years to come to fruition. In 2004, after a rigorous quality control process, Baker Tilly International, which occupies the number eight spot among the world's leading firms, gave Caicedo the go ahead to represent them in Colombia. LAC y Asociados became the Colombian face of the British company and went from employing 30 people in 2004 to 300 today; from operating solely in Bogota to having offices in Medellin, Barranquilla, Santa Marta and

Bucaramanga. The firm's exceptional partners complement Caicedo's work thanks to a multidisciplinary team of professionals who minimise risk and respond to client needs.

At present, Baker Tilly Colombia is a reputable and responsible independent firm that has seen sustained growth. The firm also offers a broader range of services including insurance, outsourcing, business consulting, legal services, prevention of money laundering (PML), revenue services and health consultancy. They advise public- and private-sector organisations in financial, commercial, industrial, service, trade, health and other sectors, as well as public-interest entities.

For Edgar Villamizar, auditing partner, Baker Tilly Colombia's greatest advantage is the peace of mind it provides clients: "Selling advice or hours is not for us, what we offer is confidence," he says.

The efforts of public accounting firms such as Baker Tilly are fundamental to guaranteeing financial transparency of public and private companies, and in Colombia this is achieved through the professionalism and quality of their staff. Added to this, due to the current crossroads at which Colombia finds itself, but with the certainty that a peace agreement is close at hand, they are committed more than ever to providing services of the highest calibre, guaranteeing national and international companies the rendering of transparent accounts in each and every business transaction. 

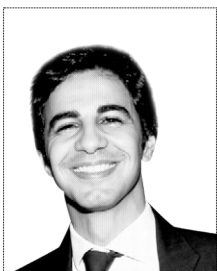
← A panoramic shot of London taken from the Greenwich Observatory.



PHOTO: DANI KITWOOD/GETTY

# CULTIVATED TRADE

When we interpret societies' real needs and aspirations, we make the best commercial trades.



**Ramin Hassan**  
 Director,  
 DEPARTMENT FOR  
 INTERNATIONAL  
 TRADE AND  
 COMMERCIAL  
 COUNSELLOR, UK  
 EMBASSY, BOGOTA

**T**he wealth of the merchant, of the industrialist, of the financier, is aesthetically inferior to wealth in land and flocks” wrote the famous Colombian epigrammist, Nicolás Gómez Dávila (Don Colacho), in his 1977 *Escolios a un texto implícito* (Scholia on the Margin of an Implicit Text). The belief that commerce and industry are ugly, as I am sure the self-confessed reactionary Dávila would have agreed, is nothing new.

In many parts of Europe, before the Enlightenment, nobles were forbidden from practising “lowly” commerce. At the beginning of the 19th century, William Blake, the great English poet, painter and designer imagined England as a “green and pleasant land” before the “dark Satanic [cotton] mills” of the world’s first industrialised country were built. And, around eighty years later, William Morris, another famous English polymath, went so far as to claim that the competitive pressures of trade would result in the death of art and, thus, of civilisation!

Historically, the idea that commerce and materialism are the antithesis of culture, identity, art and beauty belonged to elites of many political persuasions.

## What does UK Colombia Trade do?

**“UK COLOMBIA TRADE IS A NOT-FOR-PROFIT ORGANISATION DEDICATED TO SUPPORTING, ADVISING AND CREATING BUSINESS FOR BRITISH COMPANIES INTERESTED IN EXPORTING TO COLOMBIA AS WELL AS FOR BRITISH COMPANIES ALREADY ESTABLISHED IN THE COUNTRY. WE HAVE A STRATEGIC RELATIONSHIP WITH THE BRITISH EMBASSY, IN PARTICULAR WITH THE DEPARTMENT FOR INTERNATIONAL TRADE. THE LOCAL ORGANISATION UK COLOMBIA TRADE IS ACCREDITED BY THE BRITISH CHAMBERS OF COMMERCE. SOME OF THE MAIN SERVICES WE OFFER ARE: SECTORIAL AND MARKET REPORTS, IDENTIFICATION OF POTENTIAL LOCAL PARTNERS FOR BRITISH EXPORTERS AND THE DEVELOPMENT OF PERSONALISED SERVICES FOR OUR CLIENTS. WE HAVE ALSO PLAYED AN IMPORTANT ROLE IN THE ARRIVAL OF NEW BRITISH COMPANIES TO COLOMBIA, THE MOST RECENT EXAMPLE BEING LLOYDS IN THE INSURANCE SECTOR.”**

**ALEJANDRO MC ALLISTER**  
CEO  
UK COLOMBIA TRADE



trade better. At its core, commerce is about supplying customers with what they want. Good trade does not impose products or solutions and the best companies make understanding the client a passion. Achieving such understanding in a global economy is literally to become more cultured.

Trade promotion, whether performed by ProColombia or our UK Department of International Trade, is often described as the correction of “market failures”, addressing, for example, a lack of market information or challenging a non-tariff barrier. Our best moments, though, are those in which we help businesses interpret the true needs and aspirations of people and societies far, far away. In those moments, exchanges that were previously impossible become a reality; in those moments, our knowledge of others’ circumstances and culture adds to the beauty of trade and, perhaps, to that of the world.

To quote Don Colacho again, this time in agreement: “Only goodness and beauty do not require limits. Nothing is too beautiful or too good.” 🙌

sions. However, in an era of open information, globalisation, human rights law and environmental anxiety, this idea has found wider resonance. A clear example in Colombia is public caution over the impact of industrialised production on cultural diversity and indigenous rights; this is related to, but remains distinct from, legitimate public concern about ecology and equality.

That economic activity has, at times and in certain respects, constrained or impeded cultural development seems inevitable. Equally, it appears likely that over the centuries history has delivered merchants (and even aristocrats) without much taste. But, this tension between trade and culture appears to me as simply a difficult aspect of a marriage that is as much productive as it is a work in progress, like all marriages.

At the dinner party, before the unhappy couple’s friends, the easier argument to make justifying the marriage between trade and culture would be that in times of wealth the arts and learning have flourished; one could speak of ancient Greece or Egypt, the magnificent fertility of pre-Colombian pottery or the Italian states during the early Renaissance. This argument suggests that culture, particularly high culture, exists because of trade ... that trade makes culture better.

Nonetheless, this argument is not the one that keeps the turbulent couple together; it is not the essence that sustains pioneering trade’s devotion to the more familiar culture. This essence consists, rather, in the fact that culture makes

**English people who turn 100 are eligible to receive a personalised letter from Queen Elizabeth II. They can apply in person three weeks before celebrating their 100th birthday, or via internet five weeks before the big day. If they forget to apply, they can do so up to six months after the fact.**



**It is considered an act of treason if a stamp of the Queen is placed upside-down on an envelope.**



# PROSPERITY ABOVE ALL

PHOTO: 123RF

This year, the British government allocated 1 million pounds, a little more than 3.5 billion Colombian pesos, to infrastructure and engineering programs.

**W**ith the objective of promoting economic reforms and contributing to poverty alleviation in member countries comes the British Prosperity Fund. In Colombia, it gives rise to international business opportunities in which UK companies are included.

Through the Official Development Assistance, the Fund fosters the United Kingdom's commitment, with investments that reach 0.7 % of the country's GNP. It is a joint endeavour with the British Department of International Development, which encourages development in countries that receive the aforementioned official support.

These programs and projects are framed within a transparency strategy where the UK government complies with the laws of the OECD International Development Act, and plays a key role in the development of the Sustainable Development Goals.

In this, the fund's first year (2016–2017), a competitive process for proposals was carried out, assigning more than a million pounds to finance ten projects—presently in the implementation phase—in the infrastructure and energy sectors.

Colombia is a priority country for the Fund, which is why it supports activities tied to economic growth and an increase in investments in the country. To leverage the nec-

essary resources, it is hoped that the program will continue until the 2021 and reach areas affected by the conflict. There, the development of agriculture, urban planning and transport will be supported.

The Fund's priorities for Colombia are governance, competitiveness, infrastructure and energy. These areas are bolstered by the work undertaken by the Presidential Advisor for Competitiveness and Innovation System Office, which has as a goal to receive, process and share out the project proposals aligned with the United Kingdom's objectives in those areas.

In the medium term, the British embassy aims for the Fund to engender large-scale bilateral options in Colombia within four years. Analysis, innovation, policy reform and knowledge transfer are aspects to back, so the United Kingdom's social task will be complete. 🇬🇧

TECHNOLOGY AND INNOVATION  
IN COLOMBIA



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WORLDWIDE IS A JCB**



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RESPALDA Y GARANTIZA



# A CULTURAL CENTRE FOR CARTAGENA

**La Serrezuela is an innovative project that will attract tourism and trade to Cartagena. The firm Savills Colombia, part of the multinational company of the same name, will choose the brands that will be represented.**

**A**ll around the world, the real estate market is a key investment focus. Five percent of all global transactions are concentrated in this sector, which is consid-

ered safe, given that property, in contrast to stocks, is a palpable asset. This focus is also due to the fact that there has been a longstanding perception that land does not lose its value. Nonetheless, few people understand the depth of the variables implicated in real estate transactions. Will the building serve as an office, a warehouse, a hotel or a shopping centre? Where will it be located? What kind of market exists



↳ La Serrezuela, a tourism and architectural icon, is under construction in Cartagena.



PHOTO: COURTESY OF SAVILLS

Savills is recognised for its transactions related to iconic residential buildings, offering consultation for transactions that surpass 15 million dollars, approximately 45 billion pesos. “Our aim is to become the benchmark real-estate consulting company in each of the markets we work in. The goal isn’t to be the biggest company, but to contribute the greatest value,” says Javier Katz, general manager of Savills Mexico.

### A Colombian branch

The real estate market in Colombia works differently from elsewhere. Due to the crisis that occurred in the 1990s, which affected the property market, the trust company model was created, which protected investors and guaranteed cheap capital for property developers and project-structuring agents. This was reflected in the fact that property developers adopted the breakeven point as a requirement to move forward with construction. That is to say, work

could begin only after the the units necessary to guarantee that a project could be finished and would be profitable had been sold.

This strategy enabled myriad investors with different motivations to participate in large properties, which are attractive to international investors. “Now, it’s almost impossible to carry out transactions in the institutional market with these properties,” argues Claudia Robledo, general manager of Savills Colombia. Almost 20 years later Crea Management, a company that focused on how the property market operated in the rest of the world to innovate in terms of its transnational approach, arose.

Crea Management drew the attention of Savills Colombia and in 2015,

**Savills has a network of more than 700 offices around the world, offering consultation for transactions that surpass 15 million dollars.**

in the area? What purpose will the building serve and who will it be aimed at? The ultimate goal of transactions for this type of asset is one alone: to equally benefit buyers, sellers and tenants and to create sustainable long term business.

### Laying the first foundations

The property market has been evolving along with changes in consumer needs and one factor that has boosted this evolution has been investment funds, which make the acquisition of buildings, shopping centres and large-scale projects possible.

One company has been taking care of these market transactions on a large scale since 1855. Alfred Savill, its pioneer, established a company in London that would serve as a mediator in land transactions among British nobility in the 19th century. More than 100 years later, and through market evolution, the company adopted the name Savills and it became one of the world’s main property consulting companies following its listing on the London Stock Market.

In 1990, already having opened 15 offices in the United Kingdom, Savills decided to consolidate its presence in Europe and Asia and to enter markets in the Americas. In 2006, Savills arrived in Mexico and in 2007 they entered the United States with the purchase of Granite Partners LLC. In 2014, Savills acquired 100 per cent of Studley Inc., a North-American firm specialised in representation corporate occupants.

Today, Savills has a network of more than 700 offices in Europe, America, Asia, the Pacific, Africa and the Middle East. In each of these markets

→  
 Claudia Robledo (left), general manager at Savills Colombia, and Angélica Mejía, transactions manager.



the two companies merged to establish the first of the multinational's offices in Colombia. According to the transactions manager at Savills Colombia, Angélica Mejía, "they chose us because of trust, our more than 20 years' experience in the sector, and our comprehensive understanding of how projects work and of assets in the international market."

Headed by Robledo and Mejía, Savills realised that in Colombia it was not necessary to offer all the lines of business that they offer in the rest of the world, but rather that it was important to take advantage of the moment that the country's market was experiencing: a maturation process in which consulting services were needed for transactions, buying and selling, and obtaining capital.

This is Savills Colombia's main goal: to act as an investment bank focused on the real estate market. Their projects are mostly shopping centres, in which Savills is involved in defining the product, positioning the building and choosing the brands that will participate in the same.

**An icon for the city of Cartagena, La Heroica**

La Serrezuela provides a good example of the work that Savills Colom-

bia does in the structuring of projects, as, in Robledo's opinion, "it will be an architectural and tourist icon of Cartagena." The city is the country's number-one tourist destination. It receives more than 4 million tourists per year, 300,000 of whom are foreigners. In 2015, of these 4 million, 466,000 arrived on cruise ships. Moreover, in the last five years, annual tourism growth in La Heroica has been at 10 per cent, four points higher than the national rate.

**The old Plaza de Toros in Cartagena will become a modern shopping centre with spaces for gastronomy, culture and commerce.**

Nonetheless, up until now Cartagena has not had a space bringing together gastronomy, culture and commerce. Hence, La Serrezuela was born and at its heart lies the old Plaza de Toros, which opened in 1972 and has been renovated three times. The original architecture of the circus-theatre, one of the city's main icons, will be preserved to give locals and foreigners a new entertainment, culture, recreation and commerce space that will boost the city's development and broaden its tourism offerings.

The project will be constructed over an area of some 21,500 square metres, of which around 64 per cent (15,040 square metres) will be leasable retail areas, divided into stores and commercial stands; 13 per cent will be for gastronomy in the gourmet food court (200 square metres); terraces (2,300 square metres); and 23 per cent for events in the majestic Plaza La Serrezuela (2,900 square metres), where art, handcraft markets, events, concerts and entertainment will all come together.

Savills will take charge of spreading news about the product, offering consultation for its positioning, and selecting and organising contracts for those brands that participate in the project in order to offer the best possible experience to those who visit the centre. La Serrezuela seeks to reflect Cartagena's historical identity and in order to do so, it will open a space for markets and local artisans who work with their hands that will enable visitors to connect with the joyful, diverse and traditional essence of the city. 🏰

# BIG-TIME INSURANCE

**Arthur J. Gallagher offers insurance and reinsurance brokering services to businesses in the oil, mining, energy and infrastructure sectors.**

**W**hile 89 years ago the founder of the Arthur J. Gallagher (AJG) company laid the first foundation stone in Chicago, the City of London Walbrook building is where the international operation is headquartered, with more than 20,000 employees in close to 500 offices in 140 countries.

AJG's high professional standards have seen them grow into the fourth-largest insurance broker in the world. In addition, the Ethisphere Institute, recognised for the reputable ratings it awards for good business practice, has spotlighted AJG as one of the most ethical companies in the world for the fifth consecutive year, making it the only company in the sector included on this important list.

This is the mark the company hopes to make on Latin America with its investments. Its first steps towards Colombia were with the acquisition of the reinsurance broker ARM in an operation finalised in 2015 on

the heels of authorisation from the Superintendence of Finance. Afterwards, the company bought out the Colombian insurance broker Guianza S.A.

For Carlos Rodríguez, Country Manager and President of reinsurance brokerage operations, "AJG's philosophy can be summarised in its vision of business without barriers. We use a distinct business model and our commitment is to understand our clients' business, to help them grow and protect their dreams." While AJG's global specialisations coincide with the sectors that stimulate the Colombian economy, such as energy, oil, construction, finance and industry, they aspire to introduce practices to the local market, leveraging the areas in which they lead the way in the United States, such as climate risk, agriculture, cybernetic risk and personal insurance.

For Adolfo Urdaneta, President of the insurance brokerage operation, the greatest challenge is winning Colombians' confidence. He is proud to say he has the most talented team on the market, as is recognised by the competition. "We pride ourselves on the fact that in the short time we've been in the market we have depended on a team that is absolutely focused on serving clients and has more than 200 years' worth of experience." AJG challenges its employees to design simple products and service models that are affordable and transparent for those who need them.

According to the Colombian Association of Insurers (Fasecolda), the firm arrived in the country at a time when the penetration of the insurance sector in total GDP grew from 1.9 per cent in 2005 to 2.7 per cent in 2015. With these figures, Colombia is approaching the Latin-American average of 3.1 per cent and hopes to reach the level of countries such as Chile, where the penetration of the sector is at 4.2 per cent.

Arthur J. Gallagher considers such growth from the present level of penetration to be possible, and for that reason will look to open four additional offices in the rest of the country, and surpass the target of USD\$100 million in broker premiums for the year 2017. It is through innovative solutions, services and products that they hope to attract new clients, conquer new markets and increase their penetration in existing ones. Without a doubt, Arthur J. Gallagher is the gutsiest start-up in the industry. 🏰

Adolfo Urdaneta (left) and Carlos Rodríguez, Arthur J. Gallagher directors.



# TRANSPORT

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# GURUS

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**Steer Davies Gleave designs and creates strategies to improve transport around the world with solutions such as the TransMilenio system in Bogota or tree planting to encourage bike riding in Monteria.**

**T**he words of Germán Lleras, regional director of Steer Davies Gleave for Latin America, perfectly illustrate the concept behind the company's work, with which the firm contributes to making people's lives better: *"We believe that transport can change the world"*, he sustains. Transport is so essential that employees become more productive and students learn more when they can easily reach their places of work or schools, says Lleras.

Steer Davies Gleave is an international British company that offers consulting services in the transport sector. It has a presence on four continents, operates in 17 different offices and has executed projects in more than 150 countries. The company came to Colombia in 1999, when it won the competition organised by the World Bank to organise TransMilenio's first phase (Avenida Caracas-Calle 80-Autopista Norte).

Seeing the transport challenges and opportunities in Colombia, the company stayed in the country and today its Bogota office is its second biggest after London. The firm's work consists of providing consultation, which is backed up by experience, research, analysis, simulations and investigations. Steer Davies Gleave works with governments, public and private companies and

communities to find the best way to build, operate and organise transport systems to guarantee optimal operation. *"While we don't build, as such, we help cities' dreams come true,"* says Lleras.

The company participates in transport-related projects, from improving conditions for pedestrians and cyclists, to getting around in trains, boats and aeroplanes. Its work consists of designing the present, diagnosing the past and visualising the future. Steer Davies Gleave has

**"While we don't  
build, as such, we  
help cities' dreams  
come true," says  
Germán Lleras,  
regional director of  
the firm.**

carried out surveys on the impact of existing transport systems in different communities (for example, the MIO system in Cali) and was responsible for coming up with TransMilenio, one of the most important transport systems in Colombia and, for Lleras, *"the most complex bus system in the world"*. TransMilenio was conceived as a system that would transform the chaotic transport situation in Bogota at the end of the 1990s and *"while improvements could be made, it's still much better than what existed before,"* adds Lleras.

In 1989, the mayor of Bogota, Andrés Pastrana Arango, built the backbone of Avenida Caracas, with stations where it was compulsory for buses to stop and separators to prevent pedestrians from risking their lives by inappropriately crossing the street. However, drivers did not respect these stops and they became hotspots of vulnerability. During current mayor Enrique Peñalosa's first term, radical transformation of this route and of the city's transport came about.

Currently, 48 TransMilenio routes go down Caracas Avenue and cover roughly 29 kilometres of road, which makes this the most important artery in the transport system. At peak hour, around 50,000 passengers travel along this street in each direction. *"The transformation that came about with the design of this system meant that Colombia had to develop a public transport policy guided by what was being done with TransMilenio at the time. People didn't realise that they could demand a better transport system,"* explains Lleras.



← Countries such as Mexico, Peru and Chile used TransMilenio as the inspiration for the development of their own transport systems.

This transformation did not only occur in Bogota, Medellin, Cali, Pereira, Barranquilla, Bucaramanga and Cartagena, in Colombia. Countries such as Mexico, Peru and Chile used TransMilenio as the inspiration for the development of their own transport systems.

### The road to prosperity


Steer Davies Gleave's international experience has also contributed to the technical structuring of highways, starting off in Colombia with the Ruta del Sol: a roughly 1000-kilometre project stretching from Bogota to Ciénaga (Magdalena). In this instance, the company advised the Colombian government on traffic for the structuring of the concession. Following studies and analysis, Steer Davies Gleave showed the government results concerning the number of vehicles that used the road, how many lanes should be built, how many toll points should be installed, how far apart these should be and how much to charge at each point.

Currently, the company is successfully participating in supporting the majority of 4G projects led by the National Infrastructure Agency and is collaborating with the national government in the planning projects that should continue to connect Colombia in the future.

Additionally, the firm has designed transport plans for Monteria and Popayan. In the specific case of the Monterian capital of Cordoba, in response to the plans to build paths that the city had already devised so that Monteria locals would walk and ride their bikes more, Steer Davies Gleave suggested planting trees along the roads. *"Solutions don't necessar-*

*ily involve cement. In Monteria, we incorporated knowledge about how native trees decrease a city's temperature into the transport plans. Trees create shade and generate microclimates around themselves,"* explains Luis Fernando Garzón, the company's head consultant.

### Better for workers too

Steer Davies Gleave's ultimate goal is to think about people's wellbeing as they move around cities and this commitment is also evident in the way they treat their employees. The multinational's years of working in Colombia and in projects around the world have created a wealth of experience and opportunities for employees to grow and develop. German Lleras aspires to take advantage of these opportunities and to make it possible *"that the best professionals in Latin America work here and that the best students in the region look to build their careers with us."* 



# DILIGENTLY

Juan Picón, global co-chairman of DLA Piper, and Camilo Martínez, partner at DLA Piper Martínez Beltrán Abogados, explain how a good partnership enables them to offer quality legal services to clients in Europe, Asia and Colombia.

**SEMANA:** When he found out about DLA Piper’s partnership with Colombian firm Martínez Beltrán Abogados (Martínez Beltrán Lawyers), Roger Meltzer, global co-chairman of the company, said that Colombia was a key jurisdiction for you. Why?

**JUAN PICÓN:** Colombia has very important companies that are expanding internationally and DLA Piper wants to accompany them during this process. Colombia and Latin America are important to us because our clients are going there and because Colombian and Latin-American companies are expanding there and we want to accompany them during their expansion.

**SEMANA:** Spain has a very good trade relationship with Colombia. Now, one year after DLA Piper’s agreement with Martínez Beltrán, in which sectors have you encountered the best opportunities?

**J.P.:** Spanish companies have always been very active in Colombia and investments have been seen in various industries. Nonetheless, I believe that where we see the greatest presence of Spanish investors is in services and infrastructure, as well as in media, and in recent years in information technology, a sector in which Spain has very important developments.

**SEMANA:** Why Colombia and not another country in the region?

**J.P.:** For various reasons, but the main ones are: (1.) the constant and stable growth of the Colombian economy in recent years; (2.) the legal and political stability that the country has historically had; (3.) its geographical location—it is the gateway to Latin America and (4.) many of our clients are present in or interested in entering Colombia and we go where our clients are.

**SEMANA:** What are the most significant advances that have been made after one year of working together?

**J.P.:** The integration has been incredible, bringing working groups together from companies with different cultures is very complicated but the process with Martínez Beltrán has been easy. With regards to our clients, the greatest advance has been the ability to offer them our services in this jurisdiction. Several of our clients who have operations in Colombia are already working with the Bogota office and they are very satisfied.

**SEMANA:** When DLA Piper’s arrival in Colombia was made public, you referred to certain “synergies” that could be created based on collaboration between your European office and the Bogota office. What were you referring to?

**J.P.:** I was talking about how DLA’s global offices and the Colombian office were going to be of benefit to each other, because we were going to provide a service that not many firms were able to offer. We combined our global platform with local experience and our clients now receive an integrated service without needing firms in each country.



FOTO: Mauricio Skrycky



PHOTO: CHRIS JACKSON / GETTY

## How remarkable can English supporters be?

**“I HAD THE OPPORTUNITY to play in a lot of places outside of Colombia and what I most remember about Newcastle are its supporters. From the first moment I arrived they treated me superbly. They made me feel at home and for that reason I always endeavoured to give my all, and I enjoyed celebrating with them.**

**The afternoon that many remember, when I scored three goals against Barcelona in the Champions League, was even more unforgettable for the joy people exhibited in Newcastle. That game was a one of a kind for them and, of course, for me. Everything was wonderful then”.**



**FAUSTINO ASPRILLA**

*Former football player, he played for Newcastle United from 1996 to 1998.*

**SEMANA:** Martínez Beltrán Abogados advises the most prominent economic conglomerates in the country and works on mergers, acquisitions, banking, capital markets and litigation. What mark will DLA Piper make?

**CAMILO MARTÍNEZ:** DLA Piper is a leading firm at the global level. It is present in almost every country in Europe, Asia, some countries in Africa, and in Australia, as well as in all-important Canadian and North-American cities. It has more than 4,200 lawyers and bills more than 2.4 billion dollars per year. The mark that DLA Piper makes for our clients is that we can accompany them for all of their legal needs in each of more than 33 jurisdictions where DLA Piper is present, something which no other legal firm in Colombia is able to do.

**SEMANA:** When he found out about DLA Piper’s partnership with Colombian firm Martínez Beltrán Abogados (Martínez Beltrán Lawyers), Roger Meltzer, global co-chairman of the company, said that Colombia was a key jurisdiction for you. Why?

**C.M.:** The legal services market in Colombia moves more than 700 billion pesos per year. In a market of this size, which, moreover, is in full development, we believe that growth in the legal market for 2016 will reach 30 per cent, which, undoubtedly, is attractive to any firm. If we add the strategic geographic location of Colombia within Latin America and take into account that this is a region that many multinationals have their eyes on, this is a market in which we need to have a strong presence. There is no reason not to be enthusiastic with regards to the growth that we are seeing.

**SEMANA:** How did DLA Piper come to Colombia?

**C.M.:** As Martínez Beltrán grew,


various international firms started to call us to merge with them, but we only wanted to take that step if we found a firm with which we shared ethical and professional values and if we had the right working chemistry. We found all of these elements with DLA Piper and that is why we made the decision.

**SEMANA:** DLA Piper hopes that Colombia will be a strategic point in fulfilling the company’s intention of becoming the most important legal firm in Latin America. Has this expectation been satisfied?

**C.M.:** Yes, we are working strongly on the firm’s regional growth. Latin American is a very important region for DLA Piper and the plans that we have are very ambitious. Internally we have seen very important results and they will soon be made public.

**SEMANA:** With regards to the agreement with DLA Piper, you said that the firm’s arrival contributed to commercial activity in Colombia with the United States, Canada, Spain and Asia. Has this been the case for your first year of partnership?

**C.M.:** Of course we have made a contribution. We have helped foreign companies to become familiar with the Colombian regulatory environment, and of course, we have helped give them legal security in their investments. Our main goal is for our clients not to have to worry at all about their legal affairs and to be able to dedicate one hundred percent of their worries and their time to their business. When global DLA

Piper clients think of Colombia and know that we are here, they come to make investments a lot more calmly. Various global clients of DLA Piper have begun operations in the country since the firm has had a presence in Colombia. 



# FLOURISHING RELATIONSHIPS

The United Kingdom cooperates with Colombia in science, education and the environment, areas in which the former nation, made up of four countries, is a world leader.





Sutton Bank, North Yorkshire, England.

# THE KNIGHT OF KNOWLEDGE

Sir David King is one of the greatest researchers in the world and his most important work centres on climate change, which he considers more harmful than terrorism.

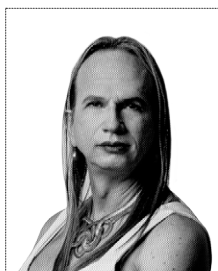
**W**hen scientists are willing to risk their reputation in political debates prompted by day-to-day living in modern society, they have grasped that the limitations inherent in human knowledge are no excuse for letting the few making decisions for the many. That is the political nature of their condition as citizens. Perhaps it is a privilege, perhaps a burden. Indigenous Caquetá elders say those who question the nature of the world must assume responsibility for the consequences of any answer. For this reason, we should never seek in vain.

Scientists' social responsibility in the modern life of nations has proved to be an obsession of Sir David King, South African by birth, British to the world and chemist by training. Academic and Central Advisor to his government on issues as diverse as diet and obesity, the use of genetically modified food, nuclear energy and global warming, at 76 years of age he maintains an ongoing campaign to adopt a "Hippocratic Oath for scientists", which would operate as a self-regulating system in a community that frequently excuses its work's lethal effects in the name of freedom to innovate, more closely resembling the cult of the ego than the quest for collective wellbeing. The oath questions the personal agendas of those

who would confuse empirical data with their passions and ideological commitments, and interpret findings influenced by the same.

King's life, dispatched from which are freely available on social networks, is characterised by his commitment to generating ideas unambiguously geared towards benefitting the many, not only a select few. Nevertheless, defending the public nature of knowledge does not prevent him from endorsing alliances with entrepreneurs, which he does with a clarity of vision that acknowledges that in many cases they alone have the power or diligence to build the devices society needs for its progression. These are all reasons he has found himself in the eye of the storm, but have never led him to doubt the relevance and appropriateness of his actions; on the contrary, they have allowed him to make fundamental contributions to the epistemological debate of contemporary science.

It is important to note that of all the issues he has grappled with in his long and prosperous life, climate change has caused the greatest impact on King's thinking—he does not hesitate to class it as the foremost threat to humanity, even worse than terrorism. It has led him to defend, at least for his country, the peaceful use of nuclear energy and to debate the use of bio- and agrofuels. This issue is central to sustainable development perspectives in countries such as Colombia, where it is often said that planting sugarcane, palm or cassava for energy competes with food production, an assertion that must be empirically tested, given that we lack water and land



**BRIGITTE  
BAPTISTE**

*Visiting researcher from  
The Earth Institute  
COLUMBIA  
UNIVERSITY  
-HUMBOLDT  
INSTITUTE*



← Climate change has caused the greatest impact on King's thinking. It has led him to defend the peaceful use of nuclear energy and to debate the use of bio- and agrifuels.



PHOTO: OLI SCARFF/GETTY

restrictions to guarantee our food sovereignty but do have an important opportunity to generate energy through biomass. Despite this, King recommends the biotechnological production of synthetic fuel from cellulose, setting aside the starches for sugar and food production: the path humanity would have taken had we not found oil. Often controversial, he argues that organic production, for example, is no healthier than industrial production and, on the contrary, has a greater carbon footprint ... King leads by way of example in his call to carefully document any programmatic approach to strategic issues, openly and calmly debating all options from every angle: exactly what we fail to do in Colombia, where we attack people for their ideas rather than discussing the results of their work.

Some elements of his ethical approach to critically reviewing researchers' behaviour are especially relevant when at a crossroads, such as where Colombia finds itself

**King's vision  
firmly advocates  
that researchers  
participate in  
scientific and  
political issues that  
impact society.**

at present. For example, declaring conflicts of interest, often overlooked; ensuring greater transparency around the research's funding sources; and scrutinising the tendency to minimise and justify any adverse effects of scientific work (especially experimental) on people, animals and natural environments.

King's refined vision, after decades of work with governments, universities and multilateral organisations, firmly advocates that researchers participate in scientific and political issues that impact society, listen to the aspirations and concerns of others, and undertake in-depth re-

views of messages, intentional or not, that can distort knowledge. As can be verified, Sir David King is every bit the gentleman. 🐾

→  
Sir David King, South African by birth, British to the world and chemist by training.



PHOTO: MATTHEW LLOYD/GETTY

# FOREST FOR THE TREES

The more Colombia reduces deforestation, the more resources will come from the United Kingdom, Norway and Germany to recuperate the Amazonia.



**JOSÉ YUNIS  
MEBARAK**  
*Coordinator of the  
VISIÓN AMAZONIA  
PROJECT*

**T**he Colombian Amazonia covers 45.8 million hectares, which is somewhere around 40 per cent of Colombia's total national territory. 1.2 million people live in the region, which suffers from extremely high poverty levels and contributes just 1 per cent of national GDP.

The Amazonia's main ecosystem is the forest, a fundamental player in glob-

al and national climate regulation. A good part of our water sources in the Andean and Caribbean regions are regulated by forest rainfall. Nonetheless, of the 124,035 hectares that were deforested in Colombia in 2015, almost half, 56,942 hectares, were lost in the Amazon region, which includes 169 indigenous reserves with 57 ethnic groups and 11 protected areas, and which constitutes a Colombian cultural and natural treasure.

The federal government, via the Ministry of the Environment, proposes a distinct model of development for this region, aimed at improving living con-



PHOTO: BRENT STIRTON/GETTY

← The Colombian Amazonia covers around 40 per cent of Colombia's total national territory. 1.2 million people live in the region.

ditions and productivity while protecting the forests and the extraordinary biodiversity. This has been designated Visión Amazonia (“Amazonia Vision”).

The United Kingdom, Norway and Germany joined forces to help Colombia in this vision with a conceptually simple proposal: the more the country reduces deforestation in the Amazon rainforest, the more contributions it will receive from international partners. This reduction in deforestation implies no purchases, market transactions or commercial agreements. Nobody can sell, trade or perform business transactions with the reductions that are achieved. There are no strange or shady deals going on here. This is cooperation between countries where one has forests to offer while the other has capital or knowledge. The parties come together with the goal of reducing greenhouse gases to avoid deforestation. It is good for us, it is good for them, it is good for the world.

The contribution made by these partners in Visión Amazonia should be aimed at supporting environmentally friendly production systems, such as the establishment of agroforestry crops. At least 60 per cent of these contributions should be invested directly to benefit local, indigenous and rural communities, in associative or collective agreements, and 40 per cent should go towards improving the administration of forest resources, cross-sectional planning in the region, forest monitoring and inventory, and territorial legislation. This direct investment in communities, as well as strategic investments in certain sectors, will serve to generate structural changes or reforms that will take us to scale.

Development with decreased deforestation, such as that envisioned in the proposal, contributes to sustainable development, prosperity and peace. Getting the Ministry of Agriculture to develop a specific institutional offer for the region, tailored to its lands’ needs and purpose, while respecting forests—and with financial incentives that reward the latter’s protection, productive chains free of deforestation, technical assistance adapted to the region’s conditions and allocation of titles where appli-

able—is one part of what will take us to the level of effort that needs to be made. All of this without even mentioning negotiations with other actors such as the transport sector when it comes to road design, or the mining and energy sectors to address the matters of mining and hydrocarbons. These efforts, with the clear goal of sustainable development, will together make a winning combination to reduce deforestation without sacrificing productivity.

As this is an initiative that is based on recognition for results, the investment of resources in coming years are not written in stone, nor are they defined from the top down, and the investment strategy should be decided upon via dialogue between partners and actors to ensure strategic, effective and transformative investments. This year we will begin to carry out Visión Amazonia, which has just received its first payment of 6 million dollars.

In what remains of this year, we will be making some of these investments, which will increase dramatically between 2017 and 2020, until 100 million dollars of cooperation funds have been invested. With these investments we hope to unleash national resources that underpin a vision of the Amazon that is both productive and forest friendly.

The United Kingdom has been linked to the protection of Colombia’s forests for several

years via important contributions, whether in the form of strengthening silvopastoral projects with stockbreeders in different parts of the country or, more recently, with its substantial support of Visión Amazonia. Great Britain’s commitment as a country to Colombia has been demonstrated on every level: from support provided by its government via its ministries of climate change and environment, to the Prince of Wales’s backing of the protection of tropical forests around the world. 🏰

**The United Kingdom has been linked to the protection of Colombia’s forests for several years via important contributions, in the form of strengthening silvopastoral projects and with its support of Visión Amazonia.**

## What would you say to a Colombian preparing for a long stay in London?

**“I WOULD SAY TO STOP thinking in pesos and start thinking in pounds because the conversion drives you crazy. Be very open to making the most of mind-blowing cultural offerings, the likes of which only exist in very few places in the world. You have to work out a way to find out about everything, because there are so many incredible events going on that are free of charge.**

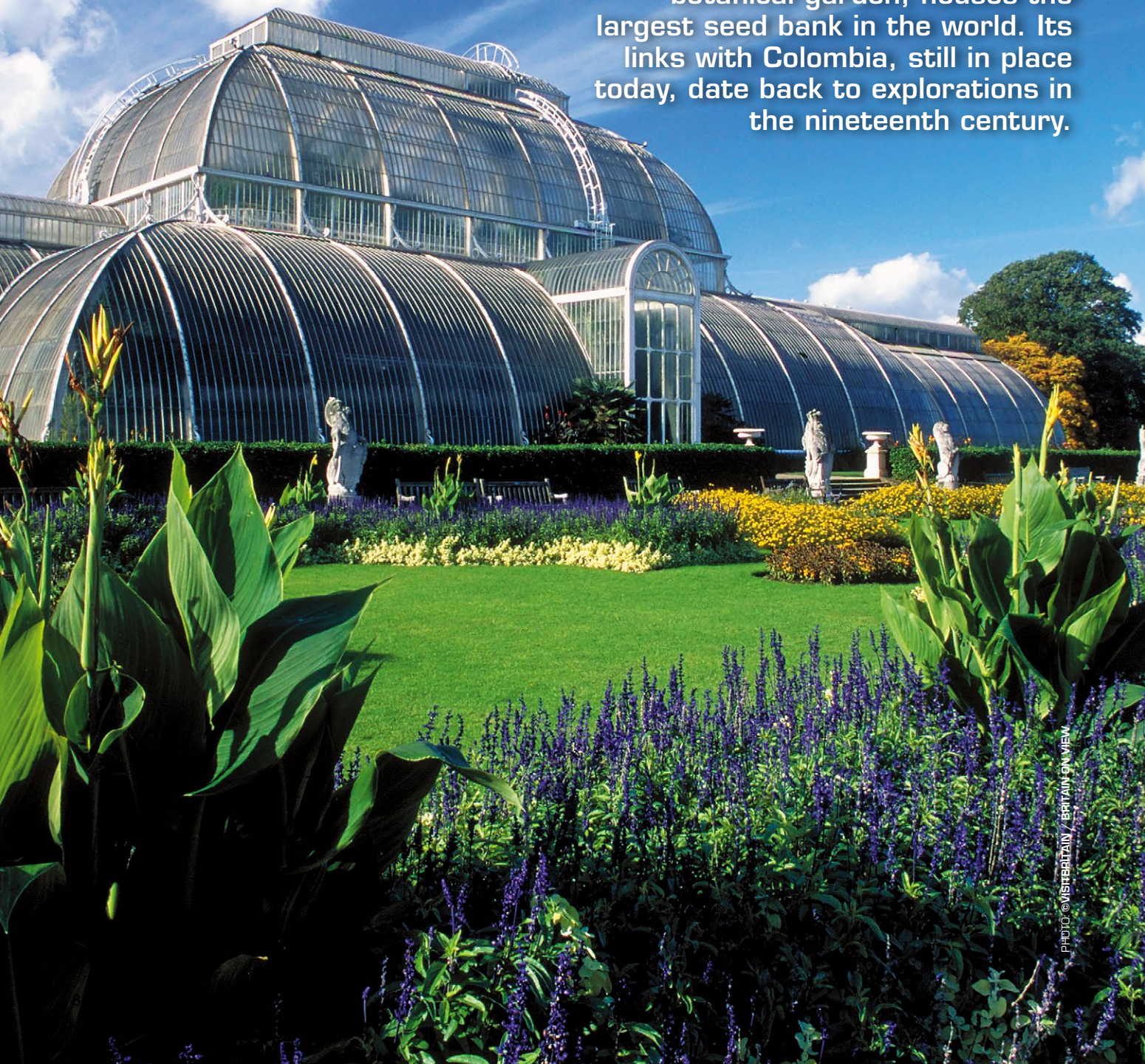
**I would also suggest getting a bike. I don’t think there’s a better way to get to know a magnificent city such as London, and with a bike you can make the most of its parks, its wonderful architecture, its summers and springs, its very special Sundays ... But you have to be prepared for all seasons because it rains a lot and no umbrella will do the job. A raincoat is important, as is making friends; they are vital in a city that’s always moving at a million miles a minute.”**



**NATALIA PONCE DE LEÓN**  
Activist

# THE NOAH'S ARK OF PLANTS

The Royal Botanic Gardens, Kew, England's most important botanical garden, houses the largest seed bank in the world. Its links with Colombia, still in place today, date back to explorations in the nineteenth century.





**CAMILO SÁNCHEZ**  
*Journalist and political scientist*

**R**ichard Spruce was a pioneering British explorer of the ever-wild Amazon. He forged his way into the jungle via the waters of the Rio Negro in Vaupés. Today, what remains of those explorations are duly labelled samples of vegetation, as well as blunt instruments that include half a dozen Maupe arrows tipped with the lethal venom curare, which date from 1851. A visit to the exhibits of the Royal Botanic Gardens, Kew, the most important botanical garden in the United Kingdom, allows us to retrace the steps of more than a century of explorations in search of Colombia's natural riches.

William Milliken, research leader in diversity and livelihoods at the London botanical garden, relates that the institution's herbarium houses around 100,000 Colombian plant species. He also notes that the collection is of seminal importance because it has served as a basis for the description of new species. In the Millennium Seed Bank, the largest ex situ seed bank in the world, located within Kew gardens, examples of Colombian seeds collected in the seventies are preserved. For this project, described as a contemporary Noah's ark, scientists from both countries work to collect and study wild varieties of domesticated species through a global program.

For Milliken, the high levels of endemic plants and fungi—species that are only found in specific regions—in Colombia, together with the country's megadiversity, make Colombia an "important [centre] for the investigation and conservation of world biodiversity". And this is where the program Colombia Bio, an initiative launched by Colciencias to research and explore the botanical riches of unexplored parts of Colombia, has a role to play. "We are interested in many aspects of the project and are grateful for the opportunity we have in Colombia to delve into areas such as sustainable development and the study of plant and fungi life forms that could have finan-

cial benefit, as well scientific development and training in the region and in botanical gardens with a view to fostering an awareness of the enormous diversity and richness surrounding us," he says.

So confirms Luis Calzadilla, director of the Newton-Caldas Fund at the British Council, one of the institutions in charge of distributing British government assistance for Colombia Bio. He explains that the project has three fundamental components: "Bio-expeditions are the first part of the project and are very much connected to what is happening in this country. Over time, as areas previously dominated by conflict start opening up—areas that have been paradoxically preserved in an almost virgin state on an environmental level—science is discovering species it

wasn't previously aware of. So on a taxonomic level, interesting things are happening.

"The second stage, when the Council comes on board, is called research for development, which consists of opening the doors to botanists and scientists so they can carry out research on fronts related to everything being discovered. This leads us to a third stage, which has to do with bioproducts, which is to say, what derives from the two previous stages: how to use all this knowledge to strengthen the productive chain. Out of that might come cosmetic products, ecotourism, bio-prospecting or medicines. That's what the Colombian State has in its sights."

More than a century ago an intrepid Richard Spruce plunged into the thick of the jungle on expeditions that left him with as many scars as insights. A century later, the institution that safeguards part of his legacy is still drawn to a country that abounds in a flora and fauna of unbridled richness, which has prompted studies of species such as the palm or yam. "The idea of this program," concludes Felipe García, researcher at and director of Colombia Bio, "is to strengthen diverse Colombian institutions with the expertise of Kew Gardens in areas such as the use of plants and fungi, as well as the conservation of different threatened species. We are working on an arrangement that also includes fortifying the processing and storing of information related to Colombia's diversity. It's not only about discovering a new plant, but also about the process of naming it, including its characteristics in a database, digitising the information and contributing to consolidating this country's genomic library. In all this the royal botanical garden's expertise represents an unprecedented collaboration." 🏰

**The herbarium  
of the London  
botanical garden  
houses around  
100,000 Colombian  
plant species.**

# FINDING SCIENCE IN UNITY

The Newton-Caldas Fund will inject some 4 million pounds sterling into Colombia each year until 2021 to drive research and development. It is a co-funding initiative that strengthens exchange between the United Kingdom and Colombia.

**A** mobile X-ray device that can be taken to the most far-flung corners of Colombia. Projects to recoup renewable energies in Chocó. A system to make better use of bamboo as a sustainable building material.

The above are just some of the results of projects that are underway within the framework of the Newton-Caldas Research Fund, a social enterprise promoted by the UK government to encourage development in areas of the world where the economic or socio-political conditions merit support.

Colombia is the 16th nation to join this network, which marries the mission to find solutions to global and local problems with the idea of forming a network of researchers who work as a team, with the United Kingdom and the recipient country engaging in mutual exchange. To achieve this mission, the project has distributed 4 million pounds sterling each year since 2014, the year the fund was approved. At the beginning of this year the project announced that the financial support will be extended until 2021.

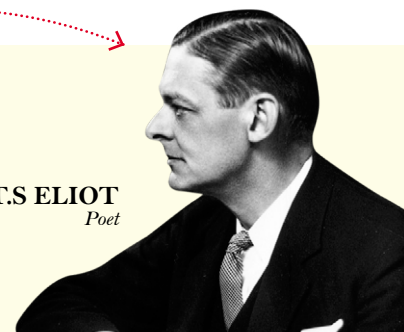
Work carried out by the Newton-Caldas Fund is distinct from other international contributions in that it is a co-funding model. So points out Doctor Christopher Banahan, Science and Innovation Secretary of the British Embassy in Bogota. "The ideal would be if for each project the Colombian side could

PHOTO: GUILLERMO TORRES SIERRA

## THE UNITED KINGDOM HAS RECEIVED 83 NOBEL PRIZES.

It is the country with the second-highest number of Nobel Laureates, after the United States. The categories in which it has won most prizes are medicine and chemistry, with 29 prizes in each. Some of the most famous recipients of the prize are Winston Churchill, Rudyard Kipling, T. S. Elliot and Bertrand Russell.

**T.S. ELIOT**  
*Poet*





## How has the Fund been of use to Colombia?

**“SCIENTIFIC DEVELOPMENT in Colombia starts with the regions, but we don’t go it alone. It is important to count on strategic allies such as the Newton-Caldas Fund. Through this initiative, resources that focus on building relevant skills for scientific development in each of Colombia’s regions have been marked out.”**



**YANETH GIHA**  
Director  
COLCIENCIAS

contribute more or less the same amount of money as what comes from the Newton-Caldas Fund. History and experiences in other countries indicate that, if the commitment comes from both sides, the programs function better, last longer and have a greater impact,” the diplomat clarifies.

One of the strongest programs is called Colombia Bio. It is a Colciencias initiative that seeks to harness Colombia’s biodiversity, which is surpassed only by Brazil’s. “The idea is to foster a bio-economy”, explains Luis Calzadilla, director of the fund for the British Council. “This year 500,000 pounds sterling were approved for the 2016–17 fiscal year, with the aim of encouraging study and sustainable development of Colombia’s yet-to-be-explored biodiversity,” he adds.

Christopher Banahan notes that the current government seeks to derive economic benefit from the country’s “megadiversity” in a balanced and respectful way. The Newton-Caldas Fund has deep roots in a British school of thought linked to the concept of public commitment. It is inspired by a model that also seeks to connect research carried out at an altitude of 30,000 feet, or in the innermost recesses of the Amazon, with the needs of a woman on the other side of the country. “In the United Kingdom,” the British diplomat states, “for a project to be financed it has to have real and tangible results among the population. In the same way, with the projects that apply for as-

sistance in Colombia, the first thing we look at is if the proposal will have a significant impact on social wellbeing and if it will help with economic development.”

One of the factors that scientific research promotes in today’s world is transnational work. For this reason, the possibility of Colombian scientists or scholars from diverse disciplines engaging with peers in the United Kingdom serves to enrich the body of knowledge and open the spectrum on both sides of the Atlantic through workshops, joint projects and exchanges. To facilitate this, areas of work have been narrowed down to where Colombia is likely to be in greatest need: urban and rural development, agricultural competitiveness, business incentives, climate change, health, and institutional strengthening in public policies, science and innovation.

Within the remit of the funding there has been resource allocation to doctoral studies. Banahan explains that they hope to refocus the strategy a little. According to him, it is not that Colombia does not have PhD holders, but that they are left out. For this reason, he wants to encourage the private sector to offer attractive and well-paid programs for these doctors. “The private sector in Colombia doesn’t understand the added value that an individual with a PhD has. And I think that with this comes an interesting challenge: ensuring that industry and academia work hand in hand to achieve the best results and better opportunities in Colombia,” he concludes. 🙌

**WHAT IS THE GREATEST IMPACT THAT ALFRED HITCHCOCK’S WORK HAS HAD ON YOU?** **“HITCHCOCK IS THE MASTER OF SUSPENSE AND IN his work he carried out an incredible study of human emotions. In terms of personal experience, I was really impressed by the way that Rear Window was able to change the way viewers saw the world by immersing them in this overlap of realities that become a small sample of the universe, with all its goodness and perversions.”**



**PAULA VILLEGAS**  
Director of the  
DISTRICT  
CINEMATHEQUE-  
MANAGER OF  
AUDIOVISUAL ARTS  
AT THE DISTRICT  
INSTITUTE OF THE ARTS

1

**THE LIGHT BULB** In pop culture it is widely believed that North-American Thomas Edison invented the light bulb but in fact it was created by Joseph Swan at his home in Gateshead, English. Swan's light bulbs barely lasted 12 hours but they were a superior option to gas lamps because they did not represent a fire hazard or produce chemical gases. The first fully electrically lit building was the Savoy Theatre in London, which used Swan's light bulbs. (1880)



**THE TOOTHBRUSH**

Businessman William Addis participated in a protest and ended up in jail. With plenty of time on his hands to think, he realised that the way that people were brushing their teeth, using a rag to scrub them with soot and salt, left a lot to be desired. One day, he saved a bone that was left over from lunch, made some holes in it and attached some bristles to it. After leaving prison he created his own company, Wisdom Toothbrushes, which still exists to this day. (1770)



3

**THE INTERNET**

The global World Wide Web (www.) network is perhaps the most famous and probably the most important invention today. The World Wide Web differs from the internet, which already existed. Tim Berners Lee found a way for hypertext—the links we use today—to be used by scientists to share information. The first webpage was published on the 6th of August 1991 to explain how you could create your own page and how to share others. Berners Lee gave his invention, free of patents and royalties, to the world. (1989)

**THE STEAM ENGINE**

This may be the most important invention ever because it brought the Industrial Revolution to the world. In Richard Trevithick's time, wind and hydroelectricity were used on a mass scale but they were insufficient. Trevithick managed to convert thermic energy—in this case, from coal—to use it in moving industry. Thanks to this change, the world changed forever. (1801)

10

**Inventions that Changed the World**

The British revolutionised the world with steam engines and the Internet, and also brought us the useful toothbrush and the delicious chocolate bar.

**E**ngland, a land of inventions, innovations and discoveries. Isaac Newton discovered gravity, Alan Turing invented a machine to decode German cryptography during the Second World War and Henry Fox Talbot perfected photography with his chemical process of transforming negatives into positive prints. The United Kingdom is in third place in the 2016 Global Innovation Index and, throughout history, has produced some of the world's most beloved inventions essential to life as we know it today.



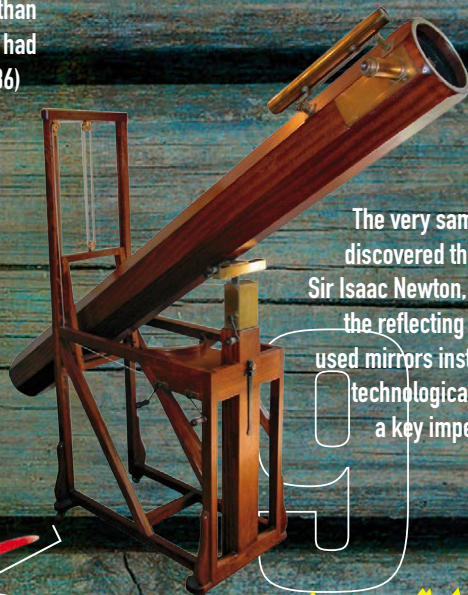
## THE TELEPHONE

Scotsman Alexander Graham Bell patented the telephone just hours before his rival attempted to do so in 1886. In 1887, Bell created the Bell Telephone Company and within less than a decade, more than 150,000 homes had telephones installed in them. (1886)



## THE TANK

In 1914, official British war correspondent Ernest Swinton saw the British Army using a Caterpillar Tractor to transport artillery, but he supposed that the same system could be used to create a combat vehicle. The first tanks were used in Cambrai, France in 1917 when 400 units went into battle. The First World War was very advanced by this stage and, as such, tanks failed to have a significant impact. (1914)



## THE REFLECTING TELESCOPE

The very same Englishman who discovered the effects of gravity, Sir Isaac Newton, originally invented the reflecting telescope when he used mirrors instead of lenses. This technological advance provided a key impetus for astronomic observation.



## THE TELEGRAPH

In 1835, physicist Charles Wheatstone and his apprentice, engineer William Cooke, created the predecessor to the text message with an invention that revolutionised world communication. The first telegraph was extremely slow and was not widely used. In 1845, a man murdered a woman, fled from the scene of the crime and boarded a train. By virtue of the telegraph, the Police arrested the criminal as he alighted. After that, thanks to Morse Code, technology became efficient and the first transatlantic telegraph cable was installed in 1858. (1835)



## THE FIRE EXTINGUISHER

Londoner Ambrose Godfrey patented the first fire extinguisher in 1723. Ironically, it is believed that gunpowder was used in this prototype. Nonetheless, Godfrey's fellow countryman George William Manby invented the modern fire extinguisher in 1818 when he decided to put three litres of potassium carbonate into a metallic vessel upon seeing how much work firefighters had to do to put out blazes. (1818)



# A LEGACY OF INNOVATION

An original engagement model and a robust social responsibility program have made GlaxoSmithKline one of the companies that best represents the United Kingdom. All its work is based on two core elements: innovation and access.

**T**he indelible mark that GlaxoSmithKline (GSK) has left on Colombia has led to many happy stories about research and benefits for GSK's patients and consumers. With more than six decades in the country, the company has directed its investments towards developing new medications, which today generate robust growth for GSK.

In 300 years of history, GSK has transformed the lives of millions of people around the world. The company has won five Nobel prizes and was a pioneer in the development of the first drug to treat HIV/AIDS. Moreover, it has the largest vaccine portfolio in the pharmaceutical industry and supports the eradication of poliomyelitis.

Recently, a procedure that promises to revolutionise contemporary medicine was approved: genetic therapy. Additionally, and in line with its commitment to innovation, GSK announced a partnership with Google to create the company Galvani Bioelectronics, which will work on the research, development and commercialisation of bioelectronic drugs. They have high hopes for developing miniature implantable devices to modify the



PHOTO: CÉSAR DAVID MARTÍNEZ

↳ GSK makes important decisions to improve access to drugs for people who live in countries with limited resources.

**Having decided to democratise information, GSK leads industry changes by empowering doctors in their decision-making process.**



↶ The firm has been supporting the eradication of poliomyelitis.

electric signals that travel along the body's nerves and, in doing so, to eventually treat illnesses such as arthritis, diabetes and asthma.

Innovation is not all GSK has to offer; it is also concerned with making sure that innovations reach the patients who need them, regardless of where they live or their ability to pay. GSK has made decisions about intellectual property to increase access to drugs for people who live in countries with limited resources. These and other decisions have taken the company to top position on the Access to Medicine Index for the fourth year running.

In an increasingly digital world, GSK has transformed its model of engagement with health professionals. Doctors expect information and knowledge to be packaged in innovative, attractive and flexible guises. In addition, GSK's presentation of information is supremely clear and transparent, which is to say that doctors are able to independently decide on the best option for their patients. To ensure the continuity of its educational programs, GSK works with medical experts who share their knowledge in digital and traditional formats, enabling GSK to have improved reach among health specialists. Having decided to democratise information, the pharmaceutical company leads industry changes by empowering doctors in their decision-making process.

The decision to innovate and to reach remote areas is such that, in 2016, Fortune magazine gave GSK top spot on its Change the World list. This is due not only to GSK's efforts with regards to access and innovation, but also due to its partnership with Save the Children. Proof of this can be seen in GSK and Save the Children's Health Innovation Award, which annually distributes 1 million dollars among the most original ideas in the sector. In 2013, the first year of the prize, the Colombian Fundación Canguro ("Kangaroo Foundation") was awarded USD \$250,000 for having made it easier to replicate their method of caring for premature babies in other countries.

### **In the day to day**

Few people realise that they have a little piece of GSK in their homes. In Colombia, Dolex is counted among families' favourite products. The Scott vitamin supplement, Sensodyne, Corega, Voltaren and Mebucaina

are some of GSK's most emblematic products on the Colombia market.

This commercial impact would be meaningless if the company did not concurrently make a social contribution. GSK's program "Palabras que acompañan" ("Word that Accompany You") brings together 26 humanities teachers who visit 38 hospitals around the country using reading as a tool to encourage hospitalised children to get better. For Rodrigo DaCunha, head of communications at GSK, the idea is that these professors bring theatre and music workshops to the children to stimulate their creativity: "words in all their possible expressions come to life in this program," he affirms.

"Palabras que acompañan" has benefitted 5,000 children per month for the past four years. This playful space creates a favourable environment for patients to get better: "we have seen improved recovery rates among the children and have testimonials from doctors about how this has made their jobs easier," explains DaCunha. If the company's intention was to make a scientific contribution to the medical community for the benefit of patients and consumers, it is clear that this has been achieved. The new model, focused on democratising information and building social bridges, is a huge advance in the British contribution to Colombia. 🇬🇧

Antiques market  
in the suburb  
of Portobello in  
London. ↓



# WITHOUT HESITATION

**A British government initiative mixes psychology and economics to improve citizens' decision-making and community life.**

In the United Kingdom it has been termed “the nudge unit”. The group’s real name is the Behavioural Insights Team (BIT), an initiative founded in July 2010 by former British Prime Minister David Cameron’s govern-

ment and charged with the task of using behavioural economics and psychology tools to find out how people make decisions. The goal: to improve citizens’ behaviour in many areas, from smoking to paying taxes on time.

The latter is one of the most illustrative cases in the United Kingdom. With a little turn of the screw



**CARLOS BENJUMEA**  
Actor and  
comedian

**WHAT WAS CHARLES CHAPLIN'S GENIUS BASED ON? "HIS HUMOUR WAS A REFLECTION of the era, the Charleston, the Second World War, the great dictator . . . He managed to critique his time, and afterwards they accused him of being a communist—the perfect excuse to bring down a critic! It always happens. Chaplin fashioned humour that was repetitive and surprising, offering spectators tender, fun and critical stories. He worked in silent film, converting a technical defect into a quality that today the world remembers and imitates."**



in the language used on tax bills—people were informed that nine out of ten individuals in a particular zone had already paid up—tax collection was accelerated. In 23 days there was a 15 per cent increase in collections and in one year an additional 200 million sterling pounds were taken in compared to previous years.

The BIT's ownership is now split between the public sector, private sector and a low level of participation from the team's employees. The organisation has opened offices in New York, Australia and Singapore and in mid-2016 the team rolled out pilot programs in Argentina, Mexico and

Colombia to apply behavioural sciences to the fight against corruption. In the case of Colombia, the BIT has worked with the National Planning Department and the Secretariat of Transparency.

One of the areas in which the possibility of working with the project has been sounded out is the case of the corruption seen in Colombian school food programs, where money intended for students' snacks and lunches has been stolen. "We are still in a very early research stage," affirms Mónica Silva, who is from Bogota and works in London as a consultant in the internal affairs and international projects department.

Silva speaks of how they participated in the World Leaders' Summit in Bogota in a workshop with Dutch NGO Bernard Van Leer, where the relationship between urban design and early childhood was discussed.


"Our role was to expose participants to behavioural science principles because these are relevant to public policy and to how urban space can incentivise specific behaviours or decision-making." She then explains how the relationships between psychology, urbanism and economics have been studied in Germany since the 1970s.

From the data collected in Germany, there is the classic case of motorcycle theft indexes dropping dramatically when a law was passed on the use of helmets for motorcycle riders. The explanation is that thieves, upon seeing that they would have to walk around with a helmet, and that the helmets would be marked with the motorcycles' license plate numbers, started to desist in their thieving.

Some key texts of this line of reasoning are those written by 2002 Nobel Memorial Prize in Economics winner Daniel Kahneman, author of the bestseller *Thinking, Fast and Slow*, as well as the theories of University of Chicago's Richard Thaler, who is part of the BIT's academic panel. In 2010, it was Thaler himself who proposed to the British Premier that condensed behavioural theories be applied to public policy, in his book *Nudge: Improving Decisions about Health, Wealth, and Happiness*.

**People were informed on their tax bills how many other people had already paid up, which accelerated tax collection.**

Improving Decisions about Health, Wealth, and Happiness.

Since then, these initiatives have not ceased to surprise the British public. Cindy Parker, prosperity advisor at the British Embassy in Bogota, explains the impact this revolution has had on public opinion in her country, noting that while as humans we feel that we are "independent and individual beings, in the end we're not. We do many things based on what the majority does. Based on this premise, the BIT encourages people to make decisions that benefit their communities. It's about, in the end, directing policies in favour of the greater good." 

## What services does Willis Towers Watson offer?

**"WILLIS TOWERS WATSON IS A leading global advisory, broking and solutions company that helps clients around the world turn risk into a path for growth. We design and deliver solutions that manage risk, optimise benefits, cultivate talent, and expand the power of capital to protect and strengthen our clients.**

**Our perspective allows us to see the connection between talent, experience and knowledge—a dynamic formula that boosts results and future business growth.**

**We have offices in Bogota, Medellin, Barranquilla and Cartagena, as well as a team specialised in financial risk, energy, aviation and cars.**

**We manage three lines of business: Real Estate, Benefits and Affinity, and we have complementary risk consulting, placement and claims."**



**HÉCTOR MARTÍNEZ**

*Country Head – Colombia*  
WILLIS TOWERS WATSON



The Scottish Highland Games, made up of different events that celebrate the Celtic and Scottish cultures, include bagpipers and the caber toss.

PHOTO: ANDY SEWELL/VISITBRITAIN





Fisherman in northern England.

← Tom Miscioscia, British Council director in Colombia.

# A HOUSE FULL OF CULTURE

**The British Council in Colombia is the biggest on the continent and its contributions to the country run deeper than second-language instruction.**

In its first year of opening, the British Council attracted 425 students, who enrolled in a not-for-profit organisation that came to Colombia in 1939 to dedicate itself to cultural exchange. Today, 29,000 students benefit each year from its English programs. What is less well known is that the British Council offers much more than language instruction, making a positive impact on Colombians' lives in the following key areas: art, English, education and society.

The arts program seeks to inspire and transform, offering artists, participants and audiences across the world experiences that will change their lives. The arts

contribute directly to societal wellbeing and development, and strengthen relationships of trust between countries through cultural relations and inspiration. This is reflected in successful projects such as the Bogota Music Market, at which the United Kingdom was the country of honour. A delegation of music festival directors and promoters from the United Kingdom came to Colombia with the aim of establishing exchanges between the two countries. In this way the British Council has seen to it that the creative industries of both countries connect and strengthen one another.

The British Council has forged a reputation as an expert in English instruction thanks to their courses and the quality of their teaching for children, young adults and adults. They work with the federal government to strengthen the linguistic competence of Colombians through developing projects with Education Ministries and Secretariats. Their work in education focuses on internationalisation in order to share the United Kingdom's innovation and global experience. In addition, the British Council's social work helps citizens and institutions to work together on issues of inclusion, social

entrepreneurship, empowerment of women and children, sport, justice and conflict resolution, among others.

In 77 years of working in Colombia, the British Council has ensured that British values such as equality, diversity and inclusion have made an impression on society through a policy that governs the organisation's activities. So said ex-Education Minister Cecilia Vélez: "I very much admire the English capacity to resolve problems, their pragmatism, their inventiveness. I think they, too, have learnt from our diversity, our culture, our inventiveness. Bringing together these two distinct cultures has been very important for our country."

Of course, it would be remiss not to mention the British Council's evaluation work with certifications such as IELTS, Aptis and the University of Cambridge tests. The IELTS exam (International English Language Testing System) has broad international recognition and is a prerequisite for many universities in the United Kingdom, United States and another 120 countries around the world. It is also accepted by many Colombian universities as a language certification on graduation. To a large extent, the British Council has garnered prestige not only for teaching English to children, young adults and adults, but also because of its reputation as an assessor, trainer and evaluator.

Their teacher and student training has led them to establish alliances with more than 200 technical and technological institutes and public and private universities across the country. Father Luis Duravia, rector of José Allamano College in Bogota, states that "without the backing of the British Council, our school's confidence and soundness in teaching English language would not have been possible."

The institution's growth and impact in this country allowed it to open a new branch in Bogota's El Salitre neighbourhood. The Council's new director in Colombia, Tom Miscioscia, also makes mention of the cultural connection between both countries: "I always wished to work here because of what the connection between the British Council and Colombia represents, and because this country has a unique dynamism. My post as Director is a dream come true and I am going to dedicate all my energy into continuing the history of cooperation and commitment that has characterised this very special relationship." 🏠



→ This year's Bogota Music Market brings together local artists with British festival directors and promoters.

PHOTO: COURTESY OF THE BRITISH COUNCIL



PHOTO: VISITENGLAND

## Allied through education

ONE OF THE BRITISH COUNCIL'S strongest alliances is with Cambridge International Examinations (CIE), which form part of the University of Cambridge. Recognised by the best universities and institutions in the world, it impacts approximately one million students each year, as explains Janet Morris, director of the CIE International Network: "Our programs serve schools around the world with students from 5 to 19 years of age. We work with 10,000 schools in 160 countries by means of a curriculum that guides its teachers as much as its students.

"Exams are also carried out at the end of each program to see students' progress and understand their strengths and weaknesses." In Colombia, 34 colleges implement the international curriculum, which is developed across four stages linked to the educational pathway from primary to undergraduate level, and impacts children's ability to think outside the box, resolve problems and increase their access to the best universities in the world. But above all, it offers them a globalised vision. Present in 140 countries, the British Council serves as a bridge between Cambridge and affiliated schools in Colombia in four aspects: consulting, training, evaluation and support to implement the curriculum. Richard Gilby, regional director of Cambridge for Latin America, explains that "it is a very flexible program, it can be implemented in whole or in part, it adapts to local needs and is an international qualification."

# REAL MASTERS

**The Chevening scholarship program covers costs for one year of postgraduate study in the the United Kingdom.**

**A**t 28 years of age, having studied Law, Alina Cárdenas searched for a master's program in social policy in an English-speaking country. She had heard about Chevening, the main British scholarship program funded by the Home Office, and decided to investigate further.

Chevening offers scholarships that cover one year of master's studies in any university in the United Kingdom, including living costs, transport subsidies and a return plane ticket. In Colombia, more than 300 young people, all of them potential leaders, have benefited from the program and Alina Cárdenas is now one of them. She applied to the program in November of 2013 and less than a year later, in September of 2014, she was on a plane headed for the university where she would make her next professional dream come true: she would complete a Master's in Political Science at the London School of Economics.

Cárdenas recognises that "the best thing about the Chevening experience are the people you meet". Due to the strong relationship that exist between Colombia and the United Kingdom, the British Ministry of Foreign Affairs tends to invite scholarship recipients to



→ Alina Cárdenas studied in London with a Chevening scholarship.

PHOTO: COURTESY OF ALINA CÁRDENAS

events and settings which afford them the opportunity to experience the richness of English culture. Cárdenas spent a spell living in Goodenough College. The stay was sponsored by Queen Elizabeth II and is open to master's students from all around the world. "To live there you have to submit an application that's almost like a university application, but Chevening scholarship recipients are given priority," she shares.

In December of 2015, Cárdenas returned to Colombia convinced that her experience in England had enriched her. "If you're looking for a master's program, think of the Chevening program, without a doubt. Obviously, it's great financially, but the best part of it are the connections you can make", she sustains. Also, in her opinion, studying overseas offers students a knowledge of the world that it is not possible to attain if they never leave Colombia. 🇬🇧

## This is how to do it

**Among the main prerequisites to apply to the Chevening program, you must have at least two years of professional experience, have a professional degree and be proficient in the English language.**

# CREATIVITY IS

# GREAT

BRITAIN & NORTHERN IRELAND



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*Game of Thrones*

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# COLOMBIA

# SPEAKS ENGLISH

**Children and adults from across Colombia learn English thanks to Pearson, an English company that offers learning services.**

In the midst of colours, crayons, cardboard, paint and a lot of smiles, prep students from the San Gabriel District Education Institution (IED), Carlos Lleras de Cajicá branch, learn English. They stand when the teacher says “stand up” and sit when the teacher says “sit down,” a game that elicits laughs and means the English class has begun.

“It’s lovely to see how they greet you and get excited when class starts, it’s a positive connection and necessary for optimising the learning process,” says Paola Andrea Ñañez, English teacher appointed to the program led by Pearson. “The children are very willing to learn with activities and scenarios that enable them discover and explore their interests, abilities and skills,” the educator explains. Her small students provide evidence of the same: “I like the classes because learning to speak in English is fun. Learning through playing games is really cool,” five-year-old María Fernanda Polanco confirms.

The English classes, which are delivered after school 56 hours per year, two hours a week for 28 weeks, are part of the Cajicá Speaks English program, designed by the Municipal Council’s Education Department

and Pearson through a commitment to the quality of the children’s education, with their learning carried out through images, songs, games and videos.

The alliance between these two entities has been in place for the past four years. They develop workshops that foster bilingualism and motivate reading in Spanish through the “Leo y Comprendo en Cajicá” (“I Read and Understand in Cajicá”) program. From 2013 to 2015, 4,400 students in years five and six attended English classes and 4,068 in years one and two participated in reading workshops.

In recent years the percentage of students in English classes at A1 level (Lower Beginner) fell and those in A.2.1 (Lower Intermediate) rose, according to the Pearson English Placement Test (for Young Learners) PEPTYL, which responds to National Education Ministry standards and evaluates reading comprehension, listening comprehension, vocabulary and grammar.

For Julián Bernal, student of the Pompilio Martínez IED, who is in year 7 and took English classes in the program for three years, “the classes have opened up many doors for me, in the last three years I have learnt unfathomable things in writing,

pronunciation and, above all, in my knowledge of English”.

Due to the results obtained, the municipal government decided to continue the workshops and to make a simple but substantial change: they will start teaching, from square one, the 1,200 children in prep and year one. For Iván Tavera, Pearson innovation and service provision coordinator, they came to this decision because it made it

possible to impact the entire education system: “The idea is to start this year with prep and year one, so that in 2017 we can include year two and so on and so forth, until we get to middle-school education”.

**From 2013 to 2015, 4,400 students in years five and six attended English classes and 4,068 in years one and two participated in reading workshops.**



**LUISA FERNANDA GÓMEZ**  
Journalist at SEMANA MAGAZINE



PHOTOS: CHRISTINA GÓMEZ ECHEGARRIA





Children at the IED San Gabriel school in Cajicá have English classes every Friday.

The bilingual workshops and reading classes have been made possible thanks to the support that Pearson has offered through providing materials—a book and dictionary—and through its selection of educators, on top of its knowledge of language teaching methodologies, devised with their international experience in mind. “We chose Pearson to form part of the program because it’s a business with national and international renown. They have the best English education materials and experience to handle educational issues,” states Andrea Medina, Education Director of the Cajicá Council.

Today, the company is internationally recognised for its Education Ecosystem, based on teaching materials, professional development, technological tools and tests that measure progress, impacting on lives from childhood to adulthood. The firm has a global impact, thanks to the fact that learning is the centre of all its activities. “We don’t just make books,” argues Mónica Rodríguez, Academic Coordinator for Colombia.

“Despite the millions of dollars spent around the world, education does not consistently obtain the expected results,” she adds. For that reason, the multinational considers it fundamental to measure how much learners’ results are improving and to stay with them so they reach their objectives. Specialists have baptised their strategy “Efficiency”: it came out of an analysis of how the education products were made, how they were managed and people’s commitment to quantifying the results. “What do you want to achieve and what is Pearson doing to achieve this?” is asked every day to create more and better education tools so that students, of all ages and backgrounds, achieve their goals beyond obtaining good years. Through this system, Pearson has managed to impact education around Colombia and the world.

In 2008, for example, Pearson formed part of the government program “Colombia Speaks English”, with the objective of training provincial teachers from Tolima, Atlántico, Antioquia and Cundinamarca, including, in 2013, in language and methodology for English instruction in their respective communities. “We realised that many provincial teachers were not qualified in English, but taught the subject as one more among Spanish, science and maths,” the Pearson team explained. “The goal was to take English to distant places,” they add.

In the same way, they have hosted conventions with the National Training Service (SENA) and technical, technological and professional degree institutions in Colombia to lead the way with English training programs that enhance the communicative and conversational competencies of all their students, because Pearson’s mission around the world is to help people achieve quantifiable progress in their lives through learning. Which brings us to their motto: “Always learning”. 🏆

### HIGH QUALITY INSTITUTIONS OPERATE IN THE ENGLISH-LANGUAGE ECOSYSTEM



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PHOTO: DANIEL REINA ROMERO

# SIR, YES SIR

British government projects contribute to standardising teaching, learning and English-language certification in the Armed Forces and the National Police.

In 2008, the “Peace Keeping English Project” was rolled out to develop teachers’ skills and to prevent and resolve conflicts. Since then, cooperative projects for English learning between the Ministry of Defence and the British Embassy have not stopped.

The most important result of this joint effort came in May of 2015 when a cooperation agreement was signed with the British Council. The premise of this was to design a policy that incorporated English as a foreign language into Armed Forces and National Police training in order to contribute to the institutions’ professional and human progress.

The strategy that was created to strengthen servicemen’s aptitudes with a view to have them participate in international efforts became a battle horse for the Ministry of Defence, the British Council and the United States Defense Language Institute Foreign Language Center (DLIEC) to optimise the Colombian public forces’ knowledge of English.

Currently, public policy is aimed at preparing servicemen for national and international missions where language is vital for teamwork with servicemen from other countries.

This policy covers matters related to the mastery of English in accordance with determined ranks and forces, and the considerations required to facilitate the transit of Colombian Military Forces into international peace efforts, including training in the basic principles of National Humanitarian Law.

Chris Rawlings, who was director of the British Council when the agreement

was made public in 2014, said that language plays an important role in peace and international security: *“In UN missions, having linguistic abilities facilitates more effective operations between international forces and also enables better communication with the civil population.”*

Members of the public forces interested in the program look to be more efficient in jobs that require immediate rapport at borders or with foreign citizens. Additionally, with a command of English, program participants can have an international outlook, which enables them to easily work in diplomatic positions.

In 2015, the Ministries of Education and of Defence created the “Soldados Heridos en Combate” (“Soldiers Injured in Combat”) program with the presence of five native-speaking foreigners who supported 75 non-commissioned officers in their learning process. In 2016, five foreigners arrived to teach in the North Canton, the Medical Battalion and the Ministry of Defence.

Initiatives such as this guarantee education for members of the public forces who are looking for an opportunity to study and practise English with instructors who work to improve servicemen’s quality of life. The Ministry of Defence hopes that by 2022 all graduates of the Military Forces and Police Training Schools have a good level of English that will enable them to interact in daily situations; and in 2022 the Ministry of Defence wants 50 per cent of uniformed personnel to be able to effectively integrate into the global community with regard to cooperation and knowledge exchange. 🇺🇸

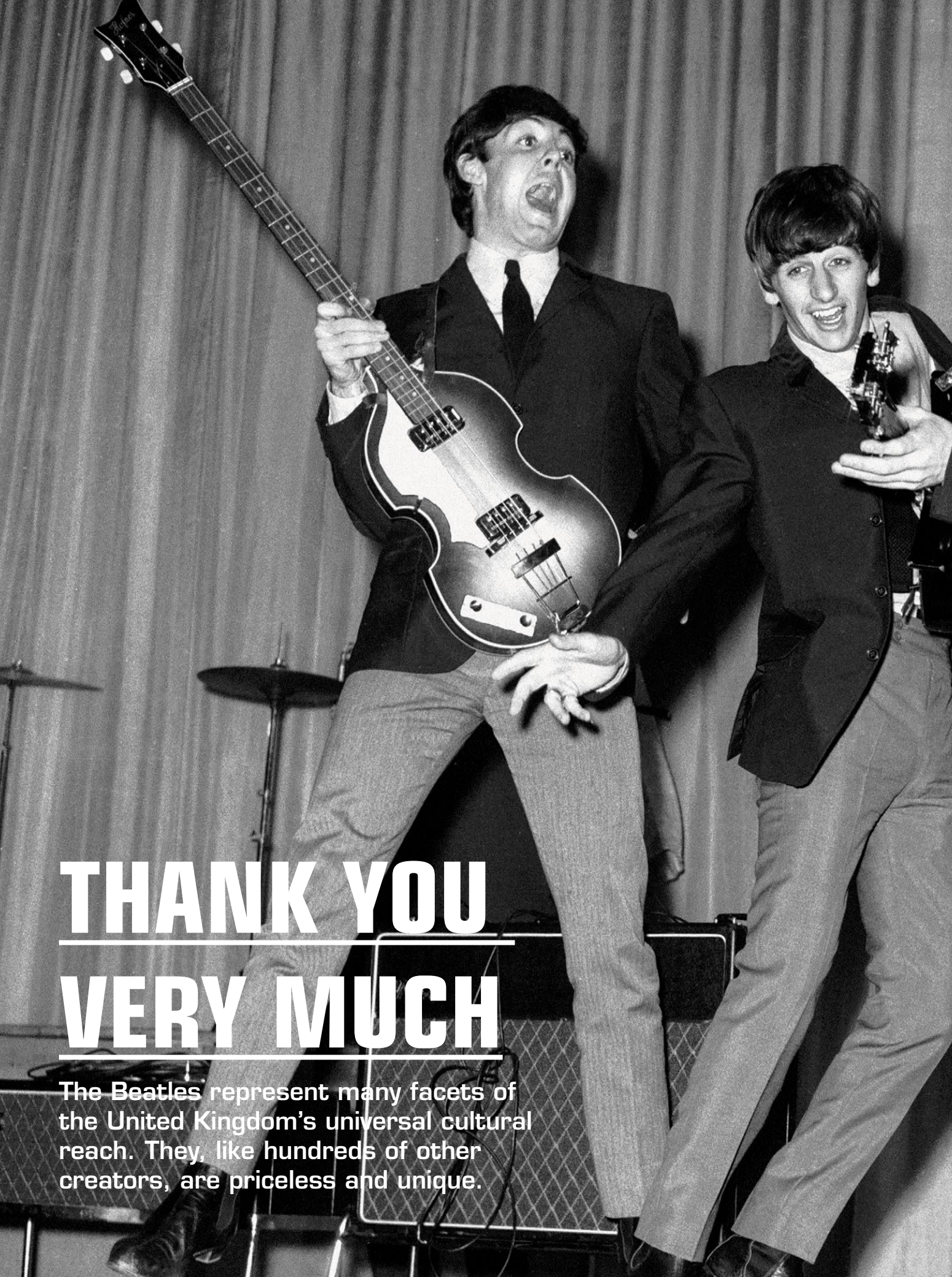
**“In UN missions, having linguistic abilities facilitates more effective operations between international forces and also enables better communication with the civil population”.**

## Who from the United Kingdom would you like to dress?

**“WHO WOULDN’T LIKE TO dress Catherine, Duchess of Cambridge? She’s an icon of English royalty and of style generally, because as well as being a modern woman, she is beautiful. Usually we design creations to inspire people to dream and in that sense, she’s the perfect choice. On the other hand, I would also like to dress the United Kingdom’s new prime minister, Theresa May, because she epitomises another side of women. Her dress sense shows us she is someone who places a lot of importance on her femininity and, at the same time, on the power she holds.”**



**MARÍA  
LUISA ORTÍZ**  
Fashion designer



# THANK YOU VERY MUCH

The Beatles represent many facets of the United Kingdom's universal cultural reach. They, like hundreds of other creators, are priceless and unique.



# NEVER IRRELEVANT

A teacher who studied Shakespeare at Oxford and has taught in several schools around the world explains how she makes her students fall in love with The Bard in the 21st century.



**DANIELLE  
CATHERINE  
COSTA**

*English teacher with a  
Masters degree in Early  
Modern English from  
Oxford University.*

I have been an English teacher for nearly eight years, teaching at private and public schools in three different countries, and, in that time, I have never once omitted Shakespeare from my syllabus—even when I was teaching primary classes. The Bard has become so culturally embedded that we do not even have to use his name to refer to him, and it would be truly neglectful to allow children to remain ignorant of his work. In fact, it might even be impossible. Shakespeare turns up everywhere, from advertisements to toys, from Hollywood to Bollywood. He is even on Netflix, in the Lady Macbeth doppelgänger Claire Underwood from *House of Cards*, or the Iago-like Moriarty in *Sherlock*. Clearly he is, as Ben Jonson said, “not of an age, but for all time.” The funny thing is, I did not initially want to like him.

As a young student, I had heard so much about the plays

and sonnets before ever coming to read them that I came to distrust the hype. My (arrogant and cynical) impression was that people whose books fly off the store shelves tend to be better at marketing and crowd-pleasing than they are at writing, like Dan Brown or Stephanie Meyer. Because he was such a popular writer, I assumed he must have been a hack who stole material from others and played upon the small-mindedness of his audiences to become an early modern sensation.

In part, I was right. Shakespeare was hardly original: there is not a single play for which we cannot identify source material of some kind. He filled his scenes with bawdy jokes, blood-spattered fights, and insider references to contemporary events in order to get a chuckle or a cheer from his audience. He even played on local prejudices and rewrote historical figures as caricatures with exaggerated faults.

And yet ... from my very first interaction with his language, I had to admit (albeit begrudgingly) that he was not only a good storyteller, with a sense of timing and rising action born of the theatre, but also a brilliantly eloquent wordsmith. His rhythms and sounds, his careful word choices, and his perfect metaphors struck me as true artistry. Through Shakespeare, I came to appreciate that craft, not content, was the defining factor of good writing: that is, not just what is said, but how it is said.

For this reason, I will never use No Fear Shakespeare or other modernised translations or summa-

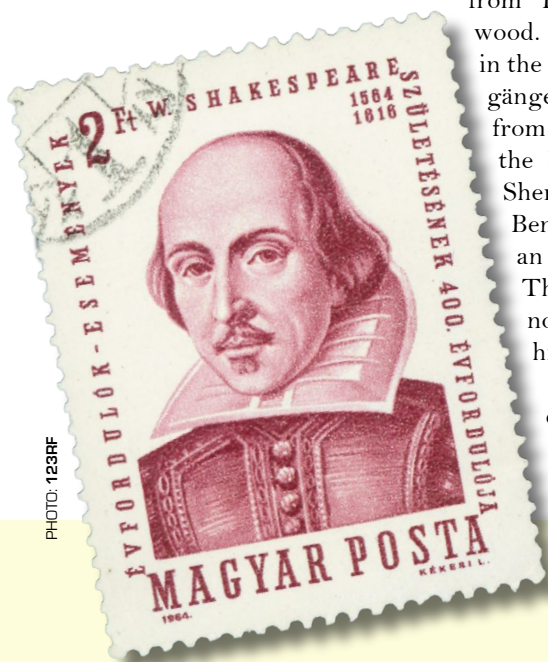


PHOTO: 123RF

**IN MAY OF 2015, ACCORDING TO THE BBC,** there were 9,400 red telephone booths across the United Kingdom. Those that are no longer in use are on the market for prices ranging from US \$3,000 to US \$15,000. In 2002 there were 9,200 public telephones and in 2015, 5,750 were left.



ries in my classes. Shakespeare's superpower is his language, and students should be immersed in it as often as possible. I have taught Colombian 10-year-olds about iambic pentameter by having them hobble around the room like pirates with peg legs as we recited lines from Shakespeare's sonnets. (Shall I compare thee to a summer's day?) I took a class of low-level British 13-year-olds with tough family circumstances and a history of anger management issues and convinced them to bite their thumbs at one another and shout insults in Shakespearean language ("thou art a villain!" "thou art a lump of foul deformity!"). I have made 15-year-olds in New Jersey comb the text of Macbeth for references to blood until they were "stepp'd in so far that should [they] wade no more, returning were as tedious as go o'er."

Later, those same students performed a Reader's Theatre of *The Merchant of Venice*, in which the passionate cry of the oppressed was brought starkly to life: "Hath not a Jew eyes? Hath not a Jew hands, organs, dimensions, senses, affections, passions? ... If you prick us, do we not bleed? If you tickle us, do we not laugh? If you poison us, do we not die?" It is through

this powerful language that, four hundred years after his death, Shakespeare can still reach to stab blindly through the arras of Hamlet's angst and inertia, piercing the hearts of those living in the haunted corridors of their own Elsinore.

What is it that keeps us returning to this one author over and over? Shakespeare is always relevant. The stories are endlessly adaptable, open to thou-

**Shakespeare will never go out of fashion: he inspires Netflix scriptwriters, children can learn rhythms through his sonnets and teenagers can express their ire with his dialogues.**

PHOTO: EDWARD GOOCH/GETTY



sands of interpretations and reinterpretations. Their timeless themes lend them easily to audiences of all ages and backgrounds, and their universality means that they are recognisable in almost every form they take. Never merely "words, words, words," Shakespeare's beautiful writings have a lasting power that will take them into "tomorrow and tomorrow and tomorrow." 🏰

↑  
William Shakespeare's eternal value lies in his powerful language.

**GABRIEL SÁNCHEZ**  
President of the  
COLOMBIAN  
TENNIS  
FEDERATION



### Why is Wimbledon so distinctive among the Grand Slams?

“BECAUSE IT ALWAYS RECEIVES THE BEST PROFESSIONAL MALE AND FEMALE PLAYERS IN THE WORLD, and for practically all of these players, competing at Wimbledon represents their most important professional achievement. Wimbledon is the most traditional tournament of all because its organisers have always been aware of the smallest details to ensure that the experience is an unbeatable one. Everything in Wimbledon is very, very well done: the on-court ceremonies, the gala night, the restaurants, the floral art and the treatment given to international tennis' leaders is the best”.

# GREAT is Great



←  
A typical double-decker bus from London visited Colombia as part of the GREAT campaign. Here it is in Cartagena.

PHOTO: COURTESY OF THE GREAT CAMPAIGN

The campaign to promote the UK around the world has received 38 awards, it is present in 144 countries and last year it led 1,100 events.



**CONRAD BIRD**  
GREAT Director

**T**he GREAT Britain campaign (“GREAT”) is the UK Government’s most ambitious international marketing campaign ever and inspires the world to think differently about Britain in order to encourage more people to visit, study, invest in and do business with the UK.

GREAT unifies the marketing efforts of 21 international-facing ministries and governmental organisations to maximise economic returns from the global mar-

kets of tourism, trade, investment and education—within a single high-impact brand.

The campaign operates in over 144 countries, with a focus on 14 key markets capable of delivering the highest return on investment. In 2015 alone, GREAT led over 1,100 economic events and programmes worldwide.

The GREAT Britain campaign launched in 2012, when the eyes of the world were on Britain for the Queen’s Diamond Jubilee and the London Olympic and Paralympic Games—the opportunity to maximise the economic benefits from unprecedented levels of global attention could not be missed.



The campaign began with advertising blitzes in target cities and international airports. Advertising was supported by high-profile, celebrity-led GREAT events in New York, Los Angeles, Rio de Janeiro, Mumbai, Melbourne, Tokyo, Shanghai, Toronto and Vancouver, Hong Kong and Paris.

As the Olympics approached in July 2012, 100 Olympic and GREAT events were held around the world leveraging the Government's investment and the legacy beyond by increasing positive perceptions of the UK.

GREAT has also been seen right across Colombia to build even stronger links between our two countries. In 2013, a GREAT red double-decker bus—one of the most recognisable icons of London—visited Colombia. The bus travelled over 2000 miles including visits to Cartagena, Barranquilla, Santa Marta, Bogotá, Medellín and Cali for the World Games. Its mission was to promote British expertise in infrastructure, design, innovation and sport, but also to build yet stronger commercial, political and people-to-people connections between the UK and Colombia.

GREAT capitalises on major UK and global events such as the Rio 2016 Olympics and Paralympic Games, the 400th anniversary of William Shakespeare's death in 2016, the 2015 Rugby World Cup, and annual events such as British Fashion Week, the Oscars ceremony in LA and the Clipper Round the World Yacht Race. As well as these highlights, the campaign runs monthly programmes around the world that promote the full range of British excellence: from trade missions in energy, infrastructure and automotive industries, to food, fashion and film, as well as digital and face-to-face tourism and education campaigns.

To maximise GREAT's global impact and reach, the campaign's leadership has created partnerships with high-profile UK businesses and globally recognised iconic UK individuals. Partnerships have been established with internationally famous British film and TV productions, such as James Bond (both Skyfall and Spectre), Downton Abbey, Dr Who and


Sherlock. The willingness of all of these iconic and valuable British brands to be positioned alongside and in association with the GREAT brand reflects its strength and reputation. Indeed, over 500 businesses and high-profile individuals now back the brand through active support, joint funding and sponsored activities. They have contributed nearly £100 million of support in cash and kind to date.

With government investment of £160 million from its launch in 2012 to March 2016, GREAT has already secured independently confirmed economic returns of £2.1 billion for the UK, with a further £2.2 billion currently being appraised and a strong pipeline of future returns being generated. This is providing an economic return on government investment of over 20:1.

Crucially, recent research shows that the campaign has had a positive impact on the buying actions of the UK's international target customers, with 10–15% uplifts across all major markets in intention to visit, invest and study in the UK, as well as to buy UK products and services.

GREAT is also used domestically to encourage and support businesses to export for the first time through the 'Exporting is GREAT' campaign (where over 35,000 UK companies have already applied for export opportunities), and to encourage UK citizens to take 'staycation' holidays.

The campaign has received 38 awards and commendations to date and the brand itself has a current value of £217 million (up 37% on last year), with the potential, within five years, to be worth £2.1 billion, which would make it one of the UK's top 50 brands. The National Audit Office "commended the campaign" in 2015, while the effectiveness of GREAT is admired by academics and countries around the world.

The campaign has a powerful role to play in sustaining positive perceptions of the UK following the EU Referendum by reinforcing the country's strengths as a welcoming, globally connected nation that is open for business. Five major campaigns will launch this autumn covering tourism, education, inward investment, trade and exporting with a range of Ministerial and private sector support which will underline our determination to promote jobs and growth for Britain. 

**The campaign  
has established  
partnerships with  
internationally  
famous British films  
and TV productions  
like James Bond,  
'Downton Abbey',  
'Doctor Who' and  
Sherlock Holmes.**

Few people know these places that the United Kingdom has to offer visitors.

# HIDDEN



**Ruins of Whitby Abbey, in Whitby, England.** Whitby Abbey is full of history: it inspired, for example, Bram Stoker to write "Dracula". The ruins, located in North Yorkshire, hint at their former greatness.



**The Eden Project, in Cornwall, England.** This greenhouse is made up of domes that generate different climates. The largest of these are the tropical and mediterranean biomes, which cover more than 30 hectares of land. More than 2 million plants and 5,000 plant varieties can be found there.

PHOTO: VISITENGLAND / EDEN PROJECT

# TOURISM



**The Garden of Cosmic Speculation**, in Dumfries, Scotland. This garden, designed by landscape architect Charles Jencks, is based on theories of modern cosmology. Jencks worked on the garden until 2007, when he decided to open it to the public for one day each year.

PHOTO: BADER ALDURAI



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→ The recent mass nude gathering in Plaza Bolívar in Bogotá for Spencer Tunick's camera lens gathered together more than 6,000 people from all around the world to show that without clothes there are no labels to divide us.

# THE BEST WALKER

British multinational Diageo, known for brands such as Old Parr and Johnnie Walker, is banking on innovation and education in Colombia.

**A** leader in the international premium drinks market, with operations in 180 countries and owner of some of the best-loved and most memorable brands, multinational Diageo has come to Colombia to explore a world of opportunities focused on constant brand innovation, multiple occasions to celebrate and changing lives through education with its Learning for Life program.

The latter is one of the fundamental pillars in Diageo's corporate social responsibility program.

Diageo is known in Colombia for brands such as Old Parr, Buchanan's, Johnnie Walker, Baileys, Ron Zacapa, Vodka Ciroc and Tequila Don Julio, among others. As a company, it constantly demonstrates its capacity to innovate, great human talent and high standards.

Proof of the above was seen in the recent mass nude gathering in Plaza Bolívar in Bogotá for Spencer Tunick's camera lens, with more than 6,000 people from all around the world coming together in the same place to show that without clothes there are no labels to divide us as citizens and that progress begins with accepting each other. And when progress is mentioned, Johnny Walker whisky comes to mind because it is branded

with the figure of a man walking. The idea of the mass nude event was brought to life as a consequence of the cutting-edge thinking that characterises Johnny Walker, and we are completely convinced that the best way to reach consumers is through inspiring relevant content that can be generate around a brand.

The hope was to paralyse Colombia with a huge clash of opinions, to find a great idea that would make the whole country look towards the same spot, even if only for an instant. Accordingly, Diageo found that Spencer Tunick's work said what we wanted to say symbolically: enjoy the path to a better future and let go of the prejudices, descriptions and labels that divide humanity. Keep Walking Colombia.

This is how Johnny Walker and Spencer Tunick came to break down paradigms, demonstrating, as the brand indicates, that if you enjoy the journey, you go further. Through Tunick's work this metaphor was able to inspire Colombians to progress together and to be optimistic about a better future for the country. The viral premise on social networks was, "If the past divides us, the future unites us."

As such—and with a strong belief in the Colombian market, in people's talent and in their capacity to grow—upon finding, in Colombia, authentic optimism about the future, an incomparable confidence in the country's potential and an overwhelmingly positive external image, Diageo is wagering on transforming lives through education with help from the globally successful platform Diageo Learning for Life. In Colombia, the platform offers educational programs in entrepreneurship and employability in communities, inspiring and transforming the lives of people who have limited means. With 90 educational programs in 40 countries, 120,000 individuals of limited means have been benefited around the world, 5,600 them from Colombia.

Another example of the importance that Colombia holds for the multinational is the popularity of its important whisky brand, Old Parr. Colombia is the only country in the world that has a malt whiskey inspired by the spirit of the Colombian consumer; Old Parr Tribute, Old Parr's new version of the whisky, has been released after a careful preparation in which experts, in the interest of satisfying Colombian consumers' needs, bring together malts from the four corners of Scotland. Old Parr Tribute achieves the perfect blend that invites people to celebrate, reviving the spirit of creator Thomas Parr, whose love for life has become legendary; the legacy of a life well lived has inspired hordes of people on innumerable celebratory occasions.

This is how the British company has fostered a history of achievements and successes in Colombia. All of this

**The platform Diageo Learning for Life offers educational programs in entrepreneurship and employability in communities.**

has been built on a foundation of distinguishing attributes of excellence in quality, promotion of responsible consumption, innovation, human talent and commitment to communities. This legacy, like the multinational's brands, will last hundreds of years. Rich in diversity and character, with exceptionally talented individuals at all levels and representatives from almost all nationalities, Diageo is passionate about celebrating the leaders of today and creating the giants of tomorrow. 🏆

PHOTO: DIAGEO



↓ In Colombia the Learning for Life program has benefited 5,600 individuals of limited means.

# WHAT DOES THE UK TASTE LIKE?

North-American chef Ken Hom, one of the most world renowned and a GREAT ambassador, talks about British gastronomy and his tie to this nation.

**H**is life is a sum of ingredients from different cultures: a little Cantonese from his father, a bit of Chinese from his mother, a lot from the United States, where he was born, and countless flavours thanks to the places he has travelled. Hom lives between France and Thailand, he writes cook books, he opens restaurants in different countries and he is an ambassador for the GREAT campaign, which promotes the United Kingdom around the world. His first book about the techniques for Chinese cuisine, his specialty, sold 1.5 million copies around the world and he has published 35 more books. His TV series at BBC made him famous and in March 2015 his restaurant MEE in Rio de Janeiro received one Michelin star. He arrived in the United Kingdom in the early 1970s and fell in love with this place, where he lived for years and where he spends most of his days.

**SEMANA: What is your favourite British dish?**

**KEN HOM:** Fish and chips. It was one of the first dishes I had when I set foot in London in 1971 and I instantly fell in love with it.

**SEMANA: What is the best version that you have created of a British dish?**

**K.H:** A good stir-fried dish using British beef, some of the best in the world.

**SEMANA: What is the most valuable lesson you have learned about British gastronomy?**

**K.H:** How adaptable it can be, just like the country, incorporating all the cultures that have enriched British life. It is able to take from Chinese, Indian, Af-

ghan, Turkish, Italian, French, Spanish, Singaporean, Vietnamese, Syrian, literally the world. That is what makes food in Britain so interesting.

**SEMANA: What is the secret to having an interesting cooking program on TV?**

**K.H:** Be yourself and try to convey your passion to your audience.

**SEMANA: What meal would you prepare for James Bond?**

**K.H:** My version of fish and chips with a very dry gin martini, shaken not stirred.

**SEMANA: How did you conquer the British people with your food?**

**K.H:** By showing everyone how simple and delicious it is to cook Chinese food.

**SEMANA: Why do you think it is still important to write cookbooks?**

**K.H:** Because it's all about sharing your food culture.

**SEMANA: What does it mean to you to be a GREAT campaign ambassador?**

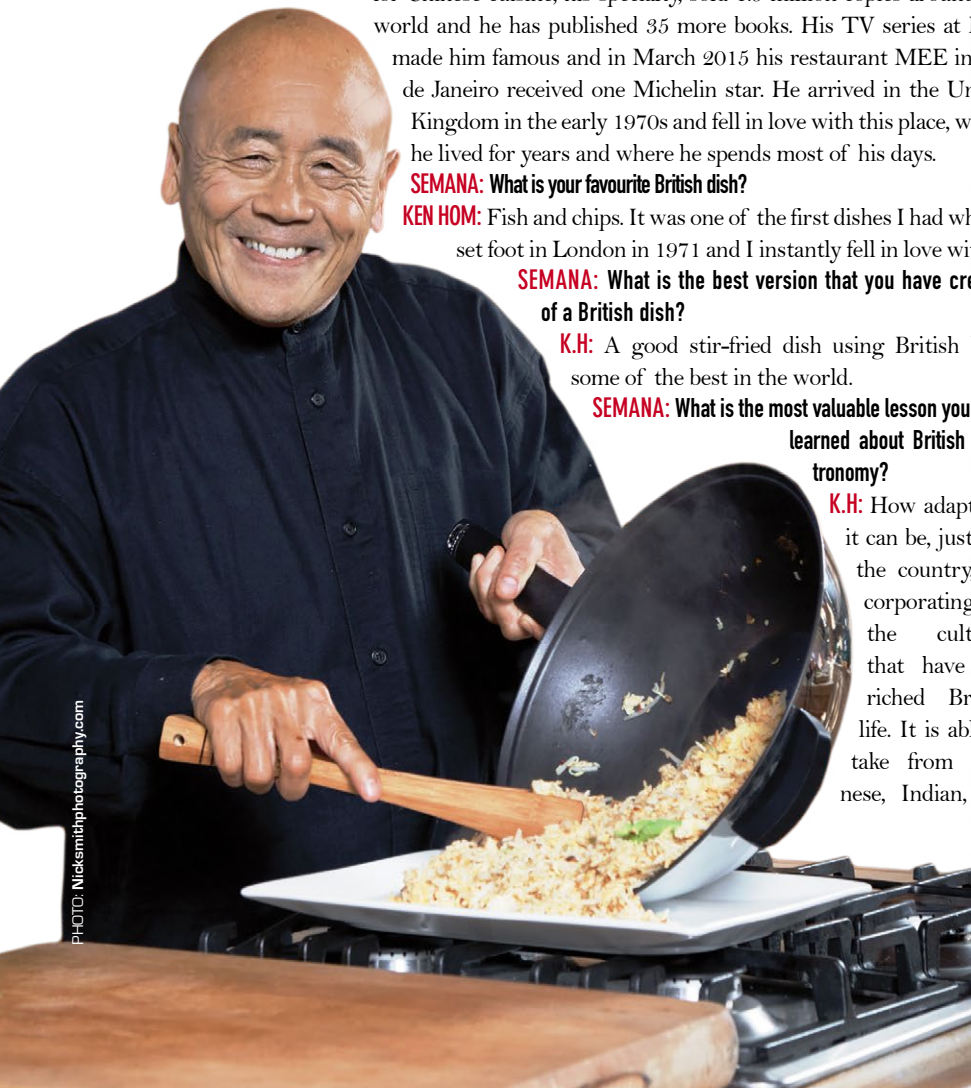
**K.H:** To be able to share what is GREAT about Great Britain: its ability to adapt to different cultures and to be positive about integrating other cultures to enrich your own.

**SEMANA: What made you passionate about the UK?**

**K.H:** Their humour, it is the best in the world. They know how to laugh at themselves. We can all learn a lot from them!

**SEMANA: What dish represents British culture and why?**

**K.H:** Fish and chips. Wonderful fresh fish simply cooked in a crispy batter and paired with hearty, plump potato chips, what could be better than that? A match made in heaven. 🇬🇧



# FROM BRITISH STOVES

English cuisine includes dishes for all hours of the day, original combinations and a lot of calories.



Originally from Scotland, this teatime favourite is traditionally served with clotted cream and jam.

Scones



Chicken tikka masala

This soufflé of eggs, flour and milk is a traditional accompaniment to an English beef roast, which is usually eaten on Sundays. The pudding's name comes from the region of Yorkshire.

Yorkshire Pudding

The traditional English breakfast usually includes bacon, sausage, eggs with various accompaniments. Each region has its own style of traditional breakfast, which on average contains 807 calories.

English breakfast



Pork Pies

A pie filled with minced pork, seasoned simply with salt and pepper, and topped with meat jelly. Pork pies are served at room temperature and can be paired with a good mustard and salad.



While its origins are disputed, there is no doubt that this is one of the UK's most popular dishes. Chicken tikka masala consists of chunks of chicken marinated in spices and yogurt that are baked in a tandoor oven and then served in a masala sauce.

Cornish Pasty



Originally from Ireland, this dark stout is made with roasted barley. It is served in customised glasses to ensure "the perfect pint". Each pint has 200 calories and contains antioxidants similar to those found in certain fruits and vegetables.

Guinness



Welsh Rarebit

Regarded as a national dish, this baked pastry, originally from Cornwall, is filled with beef, potato, turnip and onion.

This traditional comfort food is a dish made with a savoury sauce of melted cheese and other ingredients which is served poured hot over toasted bread.



PHOTO: MICHAEL WEBB/GETTY



PHOTO: HULTON ARCHIVE/GETTY

# MADE IN HEAVEN

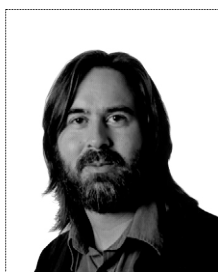
**It is probably the most interesting rock in the world and has conquered all the world's stages, even the roof of Buckingham Palace.**

**I**n December of 1963, music critic William Mann published a defence of the Beatles in the traditional London daily *The Times*. Today, such an article would elicit no surprise, since the Beatles are hallowed as one of the most important musical phenomena of the 20th century. But at the time, the Liverpool foursome was yet to become anything more than a youth trend.

It is true that Mann's article exhibited some instances of hyperbole: writing about the song "This Boy", which is a simple, two-minute number, he praised the "intriguing harmonies for their concatenation of pandiatonic chords" (fear not if comprehension eludes you; it is academic composer jargon). The article was so ob-

scure that at times it courted ridicule, but it is significant because it was the first time musicology turned its attention to the phenomenon of pop.

Bestowing that kind of importance on rock was impossible in the United States, its place of birth, above all for reasons of race: rock has a black component that, after the "whitening" process carried out by Elvis Presley and rock's entire first generation, prevented it from breaking free from the category of "entertainment". It was, for



**JUAN CARLOS GARAY**  
*Writer and cultural journalist*

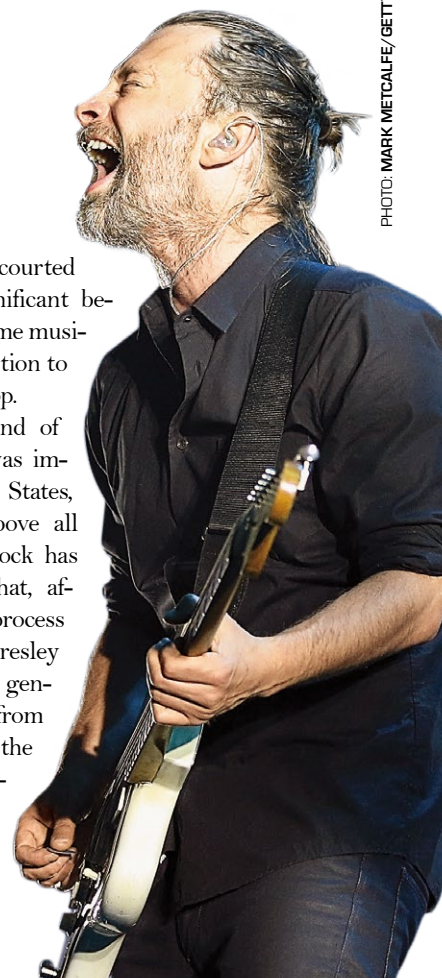


PHOTO: MARK METCALFE/GETTY





↑ Great representatives of British rock: The Beatles, Queen, The Rolling Stones and Radiohead (bottom).

North-American ears, even more of a mongrel sound than jazz. What the English (the Beatles, principally) did was decorate that sound with harmonies and cadences that belonged to their own musical tradition. And the musicologists who came after took up the proposal with enough seriousness to ensure it would be lasting.

The English song tradition can be traced back to figures such as John Dowland. Born in London in 1563, Dowland is possibly the first “pop” composer, centuries before the term was invented. His compositions usually last no longer than four minutes and they are founded on two pillars: a virtuoso handling of the lute, ancestor of the guitar; and exquisite taste when it comes to lyrics. One of his songs, “Come Again”, draws on an ascendant scale at the same time as it lists a number of love-related verbs: “To see, to hear, to touch, to kiss, to die.” It anticipates what Elton John did in songs such as 1971’s “Tiny Dancer”, which builds until it breaks out into the chorus: “Hold me tight, count the headlights, lay me down”. The device is the same.

Yet Dowland’s oeuvre has long been considered appropriate for classical music. For years his songs were interpreted by great tenors, and many classical music followers bought and listened to their albums. This made Dowland a more sophisticated figure than he was during his lifetime. Only recently, in 2006, an experiment got him back to his roots. The singer Sting decided to record Dowland’s songs, minus the affectations of classical recitals, in the way he would record any album. The result, *Songs from the Labyrinth*, opened many people’s ears to the unnecessary division between popular and cultured music. One critic of that era concluded that Dowland “shouldn’t be played as olden music but as music, end of story.”

Music criticism in England has also served to point out when the work of a musician or band edges towards greatness. At times it can be counterproductive. Badfinger had a huge weight put on its shoulders when, in the middle of the seventies, a specialist magazine commented: “This is what the Beatles would be doing if they had stayed together.” The weight was too heavy to bear. They separated not long after.

Perhaps critics were searching for a new artistic tendency because, once the Beatles separated, no one could compare them to their great adversaries, the Rolling Stones. “The rivalry between the two groups was real enough, but so was their mutual respect,” notes historian John McMillian in his book *Beatles vs. Stones*. The former left the

**“The rivalry between the Beatles and the Rolling Stones was real enough, but so was their mutual respect”.**

stage on a high note and this guaranteed they would pass into the pages of history. The Stones took a chance on continuity. Today, they continue to tour and, in fact, we saw them play in Bogota last March.

But at the same time, thanks are in order for the cultural agitation that critics built up around rock, allowing it to grow to heights that the industry had never imagined. The phenomenon of the concept album, understood as an album where all the songs are interconnected and tell a story (or develop the same idea from various angles), is an English invention. The first was the Beatles’ *Sgt. Pepper’s Lonely Hearts Club Band* in which an imaginary band puts on a concert, complete with false applause. Later came riskier and more complex projects. *Tommy*, recorded by The Who in 1969, had an operatic structure and showed the world through the eyes of an autistic child.

But without a doubt the highpoint arrived in 1973 with Pink Floyd’s *Dark Side of the Moon*. Written when the members of Pink Floyd were having their “30s crisis”, the album can be understood as an ongoing internal reflection, with heart-



→ In 1969, The Who released 'Tommy', an experimental CD with an operatic structure.

PHOTO: STEPHEN LOVEKIN/GETTY

beats and fragments of conversations that occasionally surface in the middle of the songs, as if listeners were lodged inside an enormous, living organism. "Ultimately, it's not surprising that each generation, once it's through adolescence, is interested in these themes," bassist and songwriter Roger Walters explained three decades later. "They are fundamental philosophical questions. What does it mean to be human? What links us with our fellow man?"

Dark Side of the Moon also resounds with a constant echo, thanks to sound engineer Alan Parsons. Beyond the music, lyrics and performance, this new element of sound production came about to complete the songs. Its legacy can be traced to the oeuvre of more recent bands such as Radiohead. Their albums *OK Computer* (1997) and *Kid A* (2000) belong to the era of the CD, not vinyl, and have very different, complementary personalities. The former is aggressive, sarcastic, and its sound base is the electric guitar. The latter is definitively more abstract. Singer Thom Yorke seems uninterested in his lyrics being fully grasped and the guitars are replaced by electronic sounds that make everything feel like an immense dream, with moments of absurdity but also of calm.

**With such an active scene, exchanges happening among musicians and intellectual approaches, British rock is probably the most interesting in the world.**

The similes were not long in coming. An adult group of rock singing about existential themes: "It's what Pink Floyd would be doing if they had stayed together," many said. Fortunately, Radiohead's band members were not intimidated and continue to make a mark. This year they launched their ninth album, *A Moon Shaped Pool*. In the meantime, Pink Floyd guitarist David Gilmour has confessed to listening to them, not without certain fatherly feelings. In 2004 he admitted in an interview with *The Guardian* newspaper: "I love Radiohead. I don't like all of their stuff' ... but they've done some very good things. I can see why some people make the comparison. But it's hard to hear what Thom Yorke says. He kind of mumbles, doesn't he?"

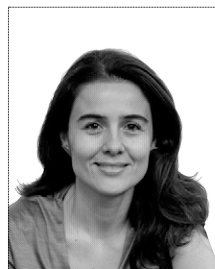
With such an active scene, exchanges happening among musicians and intellectual approaches, British rock is probably the most interesting in the world. The bulk of the opening and closing ceremonies of the 2012 Olympic Games in London consisted of putting the whole spectrum of the music community on display, from Paul McCartney to the Spice Girls. Historian Tim Blanning's book *The Triumph of Music* shows how the role of musicians in society has evolved, from the times when Mozart had to pay his respects to emperors and archbishops to today, when singer Bono travels the world having interviews with dignitaries of multiple nations.

We have come full circle. Music is a new power. Some will remember images of Queen Elizabeth II's 76th birthday celebrations, when she invited Queen guitarist Brian May to play the electric guitar on the Buckingham Palace roof. Unimaginable in other eras, in today's world such a gesture generates sympathy towards both the monarchy and the arts and entertainment industry. The triumph of music owes much to the British way of life. 🇬🇧



# “I DIDN’T JUST WANT TO BE ATRIO’S DRAUGHTSMAN”

Together with Sir Richard Rogers’s architectural studio, Giancarlo Mazzanti is carrying out one of Bogota’s most ambitious urban projects.



**PAOLA VILLAMARÍN**  
*General Editor of  
Special Editions at  
SEMANA MAGAZINE*

**G**iancarlo Mazzanti is Colombia’s most internationally recognised architect. In 2010, his work received the Global Award for Sustainable Architecture from the French Institute of Architecture and, one year later, the Museum of Modern Art in New York included two of Mazzanti’s projects in its permanent collection, next to universal masters such as Le Corbusier, Mies van der Rohe and Rem Koolhaas. Currently, he is working with British firm Rogers Stirk Harbour + Partners (RSHP), led by Richard Rogers, living legend of world architecture, on a huge urban project in the centre of Bogota: Atrio.

**SEMANA:** What impact will Atrio have on the city?

**GIANCARLO MAZZANTI:** It will be the new heart of Bogota—a mixed-use project located at the intersection of



PHOTO: COURTESY OF RSHHP AND BOGOTÁ

Avenida El Dorado and Avenida Caracas, in an area known for being a business, culture and tourism centre. Two towers and a large public space with green zones and cultural sites are imagined; these aspects should make Atrio a point of reference with a lot to offer everyone.

**SEMANA:** What has your role and Richard Rogers' role been in Atrio?

**G.M.:** It's a relationship of exchange and learning, which is exactly what collaborative projects should be. Equipo Mazzanti, which is my studio, is characterised by working in partnership and working horizontally. We've done this with more than 50 interdisciplinary teams over the past 25 years.

**SEMANA:** What was your first meeting with Richard Rogers like?

**G.M.:** Rogers's office and local property developers put together a list of Colombian architects to potentially partner up with and to work with on the project's architectural design. They visited more than ten local firms. I told them I wasn't interested in just being the project draughtsman and that it would be an honour to work with them as long as we worked together, with design work created by many hands, and that's how we started our relationship.

**SEMANA:** What's the biggest surprise and biggest lesson you've had from Rogers?

**G.M.:** There have been many: from their great organisational and managerial capacity all the way to their technical and design ability. But one of the areas where I've learnt the most is from the great human quality of Rogers's team, the commitment and social respect for all the people who work in his office, and seeing how they design for the benefit of others. Our social role as architects is present in both of our offices.

**SEMANA:** How is your vision of architecture complemented by his?

**G.M.:** What most brings us together is our creative design attitude. We understand technique not as repetition in materials but rather as innovation of materials. We are part of a group of architects who be-

lieve that the value of architecture is also its position as a mechanism of social inclusion.

**SEMANA:** How do you see the relationship between Colombian architecture and British architecture today?

**G.M.:** Apart from the boost that this relationship has been given by Rogers working in Colombia and the example set by Atrio, there is an ever stronger link with English education: universities like the Architectural Association (AA), the London School of Economics and Bartlett are points of reference for Colombian architects and town planners. Moreover, Colombian architecture has become a global reference, especially the work that's been done in Medellin, which led the city to be invited to the London Festival of Architecture a few years back.

**SEMANA:** What has been Colombia's greatest contemporary architectural contribution to the world?

**G.M.:** Great command of technique, its innovative capacity and its social position.

**SEMANA:** What is the most representative example of English architecture in Colombia?

**G.M.:** Bogota was heavily influenced by English Tudor architecture in the early years of the 20th century; part of Bogota's marvellous red brick architecture is a product of this. The other great influence comes through the academy thanks to a group of Colombian architects, especially in Medellin, who are studying at AA in a very prolific moment, in which Rem Koolhaas and Bernard Tschumi, among others, have laid the foundations of contemporary architecture. For me, the influence of AA and other English pioneers is crucial to my way of practising and thinking about architecture.

**SEMANA:** How English are Bogota's English suburbs?

**G.M.:** Very English and very red, with Bogota brick.

**SEMANA:** What's the English neighbourhood closest to your heart?

**G.M.:** The Teusaquillo of my mother's childhood, in front of the park, where she would take me to remember her infancy and her parents' house. 🏠



PHOTO: ALEJANDRO ACOSTA/DINERO

**GIANCARLO MAZZANTI**  
Architect

## What is Aecom's mission in the country?

“COLOMBIA IS ONE OF Aecom's global priorities. We came to Colombia in 2004 when we were hired by an international cooperation to carry out social and economic development projects in the country. Today, Aecom continued with these projects that are essential to peace, because we also design and manage some of the biggest and most complex infrastructure projects in the country. We work for industrial clients, ANI (the National Infrastructure Agency), highway concession holders, property developers and investment funds. We have managed to coordinate our experience with ethnic communities and minorities all around Colombia.

Our environmental and engineering teams carry our social and environmentally sustainable projects that are financed by international funds. Moreover, Aecom is exporting urban, highway, metro and other infrastructure designs to other countries from Bogota, thanks to the quality of Colombian engineering.”



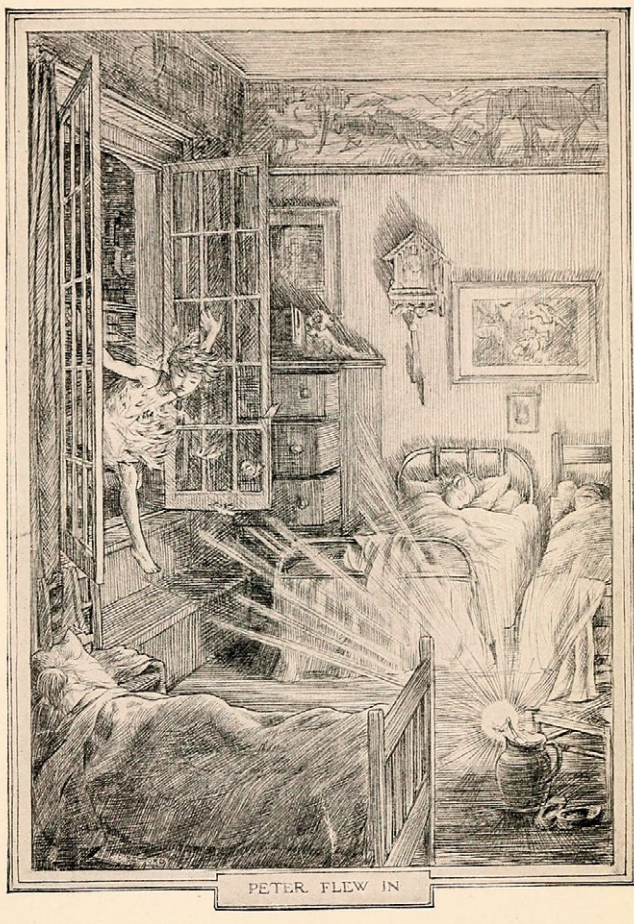
**JAIME ANDRÉS NIÑO TARAZONA**  
Aecom Associate  
Vice President Country  
Manager

# THE PETER PAN COMPLEX

UK authors have created literary characters that have marked and will continue to mark the childhoods of entire generations, irrespective of cultures or languages.



WENDY'S STORY



PETER FLEW IN

ILLUSTRATIONS: F.D. BEDFORD



**Yolanda Reyes**  
*Author, educator and reading promoter*

← Original illustrations from Peter Pan, written by James Matthew Barrie.

The first female figure I remember identifying with was Wendy, the oldest sister of the Darling family. I was a typical older sister among boys, and I told my brothers stories just as Wendy told stories to the lost boys of Neverland, the realm she and her brothers had flown to without permission. I remember the worry, both guilty and pleasurable, I felt when I read about their escape from the safe coordinates of their house and the night, plus a strange fascination with freedom and the adventure of flying off behind Peter Pan, an irresponsible, selfish and somewhat libertine character who refused to grow up and whom I would have followed to the ends of the Earth.

James Matthew Barrie, the creator of Peter Pan and Wendy, and also one of les enfants terribles of the Victorian Era, flung open the windows. Not only

the windows of the house in London out of which the Darling siblings made their escape, but also the windows to the wild and until then little-known world of Neverland. Barrie charted the map of a child's mind, anticipating research on children's brains to explore this territory of play and freedom that we inhabit as children and to which we never again return. And while we may not have read the complete version of the novel, the story is in the depths of our consciousness; it has persisted through time and generations to become the intangible heritage of every childhood.

Neighbouring this land is an even more disquieting place called Wonderland, happened upon by Alice Lidell, another of my childhood heroines educated in Victorian customs and discipline, after she tumbled down a rabbit hole. Charles Dodgson, the austere deacon and Oxford mathematics tutor who we know better by his pseudonym Lewis Carroll, told a story to Alice and her sisters during a trip down the Thames in 1862. The tale was later published with illustrations by John Tenniel in 1865.


In an age marked by puritanism, this exploration of the unconscious, which was simultaneously a transgressive look at education, discipline and even politics, represented an encounter with the land of the absurd and of dreams. Before Freud, surrealism and the avant-garde, which changed the imaginary landscape of the 20th century, Alice in Wonderland opened up a new way to apprehend reality and to see children as intelligent and subversive people.

Perhaps this break with the moralistic ideas around childhood characterised by Barrie and Carroll, and shared by Saki and Beatrix Potter, among others, is what makes Anglo-Saxon literature the richest, freest and most fun of all those I have read. The master of all masters, Roald Dahl, fed off this tradition. His nonsensical humour, always in children's favour, reminds me of Saki's "The Storyteller", a character who prefers to grab his audience's attention over teaching them lessons about good behaviour.

**Before Freud,  
surrealism and the  
avant-garde, 'Alice  
in Wonderland'  
opened up a new  
way to apprehend  
reality.**

Luckily for children, Matilda, Charlie, George, the grandmother, the witches and the mouse-boy are characters that stick in our memory and make no concessions to the adult world. With his sharpened pencil and honed prose, this literary giant, the 100th anniversary of whose birth was celebrated this year, has converted many generations into readers—it is impossible to put his books down at any age. If you have not read them, I suggest you start with George's Marvellous Medicine, follow it with The Witches, continue with Matilda and then move on to Boy, Dahl's autobiography in which he writes of being a pilot in Africa in the Second World War and how he became a writer by accident.

Up until now, I have spoken of novels—a genre the English master—but I cannot finish without mentioning at least two authors who blend images and words in picture books. Anthony Brown, the creator of Willy, has captivated the littlest readers and has proposed dialogues between works of art and daily experiences, for he believes children to be the most discerning readers of all when it comes to appreciating artistic work.

Along the same lines of valuing children's intelligence, David McKee uses uncompromising humour that kids love and which has left more than one adult dumbstruck. Not Now, Bernard is the story of a boy who is devoured by a monster without his parents noticing, and Charlotte's Piggy Bank can be taken as a lesson, with a touch of black humour, about how not to leave your savings in the hands of just anybody. 

ILLUSTRATIONS: SIR JOHN TENNIEL



**MARGARITA  
ROJAS**

*International editor  
of 'Noticias Caracol'  
('Caracol News').*



### THE BIG MYSTERY ABOUT HARRY POTTER?

**"I WOULD LIKE TO ASK AUTHOR J. K. ROWLING WHAT SECRET OR MAGIC BULLET she used to make children and adolescents all over the world sit down and read 800-page books. The source of that creativity is something any of us would love to have if it meant we could increase reading rates, especially in Colombia."**

**Mr Bean**

that little boy trapped in a man's body who won't rest until he's ruined everything. While the worthy heir to silent film's great characters, his arrogance is not that of Charlie Chaplin's vagabond, nor is his melancholy that of Buster Keaton's hero or his refinement that of Jacques Tati, because never before has there been anyone like Mr Bean. Appears in: Mr Bean (1990–1995). Played by: Rowan Atkinson. Created by: Rowan Atkinson and Richard Curtis.

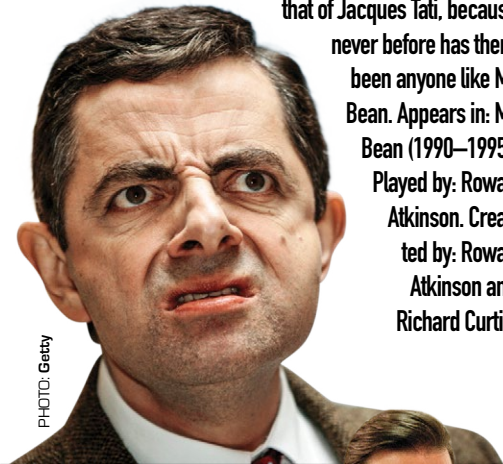


PHOTO: Getty

**Sir Humphrey Appleby**

the devious right hand to the Prime Minister of the United Kingdom, is bureaucracy's Cantinflas\*: an insane, fluent and tireless dull-speech-giving machine. The deranged, restrained and remote Appleby is a soldier willing to die with his tie on and will do whatever is necessary for things to stay the same as they have always been. Appears in: Yes, Prime Minister (1980–1988). Played by: Nigel Hawthorne. Created by: Antony Jay and Jonathon Lynn.

\*A comic who portrayed the Mexican everyman and was famed for obfuscating conversation. Charlie Chaplin deemed him the best comic alive.



PHOTO: AFP

**David Brent**

the cloying manager of the Slough branch of Wernham-Hogg, embodies every form of madness—pathetic megalomania, distorted reality, mediocre despotism and cheap condescension—that might plague any boss in any office in the world. Appears in: The Office (2001–2003). Played by: Ricky Gervais. Created by: Ricky Gervais and Stephen Merchant.

**Father Ted Crilly**

is one of three Irish Catholic priests condemned to live on fictitious Craggy Island for having got on the Church's bad side—he is the only sensible one of the three, by the bye—in this wonderful nineties comedy that said it all. Appears in: Father Ted (1995–1998). Played by: Dermot Morgan. Created by: Graham Linehan and Arthur Matthews.



RICARDO SILVA ROMERO  
Writer and film critic

**TWELVE TUSSLING BRITS**

**Colonel Blimp**

that honourable military man who has been left behind by the world, will go down with the principles of a time when it was possible to be a human even in the midst of war. He was, incidentally, the lead in one of the great classics of British cinema, filmed by two of the country's greatest directors. Appears in: The Life and Death of Colonel Blimp (1943). Played by: Roger Livesey. Created by: Michael Powell and Emeric Pressburger.



PHOTO: AFP

**James Bond**

is agent 007. He has a license to kill and saves the world without ever denying himself his pleasures. He has been fascinating when played by Sean Connery, comic when played by Roger Moore, charming when played by Pierce Brosnan and irascible when played by Daniel Craig, ever since he sprung out of Ian Fleming's spy novels in 1962 to become one of film's great heroes. Appears in: from Dr No (1953) to Spectre (2015). Played by: Daniel Craig. Created by: Ian Fleming.

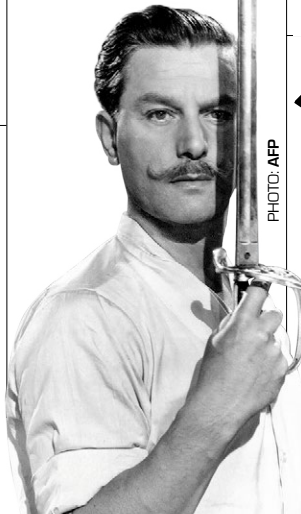


PHOTO: AFP



A personal selection of entertaining film and television characters the British have given to the world.


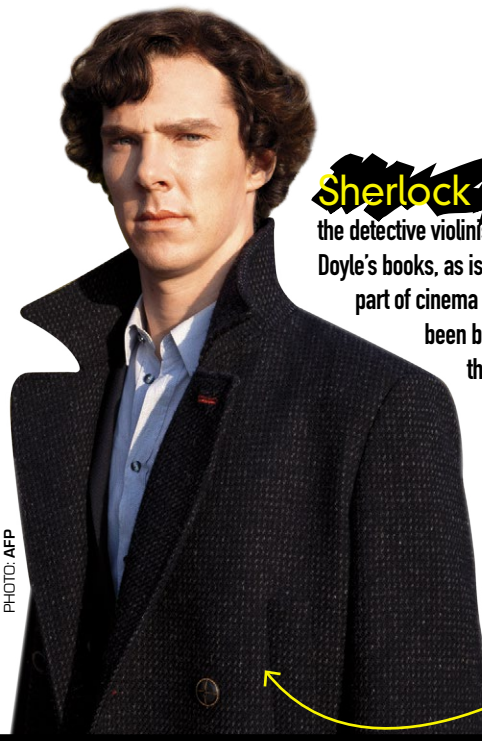
**N**o single English hero is not something of a comedian, a bit of a Quixote in his own right with a pinch of arrogance and out-dated integrity, a stubborn child who is well aware he might be doing something ridiculous. If I had to choose the best television and film characters from the United Kingdom—and, yes, I am obliged to choose—I am afraid to say that the least dangerous list would be as follows. And all of these characters have one thing in common: they maintain their dignity in spite of everything else. 

PHOTO: AFP



**Sherlock Holmes,**

the detective violinist, was given life in Arthur Conan Doyle's books, as is well known, but he has also been part of cinema since the days of silent film. He has been brought to life with skill and irony by the best: by Basil Rathdowne at the height of the Second World War, by Jeremy Brett in the anxious eighties, by Robert Downey Jr. at the beginning of the 21st century and by Benedict Cumberbatch in the BBC's recent series. Appears in: from *Sherlock Holmes* (1905) to *Mr Holmes* (2015). Played by: Benedict Cumberbatch. Created by: Arthur Conan Doyle.



PHOTO: AFP

**Mick Travis,**

the protagonist of a trilogy of films directed by the raging Lindsay Anderson, goes from being a public school boy capable of dealing with the establishment to investigating strange experiments carried out in a dubious hospital, while always managing to embody the chagrin of his time. Appears in: *If...* (1968). Played by: Michael McDowell. Created by: David Sherwin.



PHOTO: Getty

**Monty Python**

is the grand group of English-speaking comedians—the Beatles of humour—who are here on earth because their surreal and unbeatable humour is theirs alone and because each of the six members of the group is a genius in his own right. Not only did they put together a television show in the sixties that articulated the absurd thoughts that come out of rattled minds, but they also created a series of films that show that taking the world seriously is a serious waste of time. Appears in: *Monty Python's Flying Circus* (1969). Created and played by: John Cleese, Terry Jones, Terry Gilliam, Eric Idle, Michael Palin, Graham Chapman.

**T.E. Lawrence,**

author, archaeologist, and soldier dressed as a diplomat, is the sinister Quixote who led the Arab Revolt against the Ottoman Empire in the First World War but he is, above all else, the character portrayed by Peter O'Toole who slowly loses his mind in the 1962 masterpiece. All of this is rendered by the fantastic David Lean and set to music by Maurice Jarre. Appears in: *Lawrence of Arabia* (1962). Played by: Peter O'Toole. Created by: T.E. Lawrence.



PHOTO: AFP

**Doctor Who**

is a "time man", able to move between different dates in search of answers to life-or-death questions that must be solved. Above all, he is a national British treasure — an incredible BBC character who has been travelling in time since 1963. Appears in: *Doctor Who* (1963 to today). Played by: Christopher Eccleston. Created by Sydney Newman, C. E. Webber, Donald Wilson.

**Vera Drake**

is a compassionate housewife who bravely carries out clandestine, illegal abortions. In this recent British film masterpiece, Drake does not stop for even a moment to think of the danger she has courted since starting her illegal activities in forbidding post-World War II London. Appears in: *Vera Drake* (2004). Played by: Imelda Staunton. Created by: Mike Leigh.



PHOTO: AFP



Chatsworth House looks over the Derwent River in Derbyshire, England.



FOTO: RICHARD JOHN JONES / VISITENGLAND

# 10

# ACES

Football, tennis, athletics and rowing are just some of the sporting disciplines in which the UK has taken the world by storm.



**EDUARDO ARIAS**  
*Journalist, pundit and expert sport columnist.*



FORCES/Getty

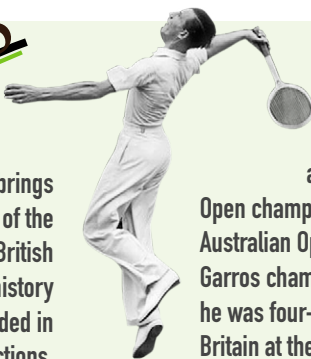
## Chariots of fire in Paris (1924)

The film *Chariots of Fire*, set during the Paris Olympic Games, reminded the world of the feats of athletes Eric Liddell (Scottish), Olympic champion of the 400-metre dash, and Harold Abrahams (English), winner of the 100-metre gold medal. Liddell declined to compete in the 200 metres because the race took place on a Sunday, which went against his religious convictions.

**H**umankind owes the invention – or at least the modern codification – of some of the most popular sports, among them football and tennis, to Great Britain. As competitors, throughout the twentieth century the Brits flagged behind other nations, though in the present century they have come full circle, particularly at the Olympic Games. This brief account offers the briefest glimpse of the British contribution to the splendour of world sport.

## BRIT STARS

This gallery brings together some of the most important British sportspeople in history not already included in the previous sections.



### ← Fred Perry in tennis

English. Three-time Wimbledon champion (1934, 1935 and 1936), three-time US Open champion (1933, 1934 and 1936), Australian Open champion (1934) and Roland-Garros champion (1935). Between 1933 and 1936 he was four-time consecutive champion with Great Britain at the Davis Cup. Added to this, he was table tennis world champion in 1929.



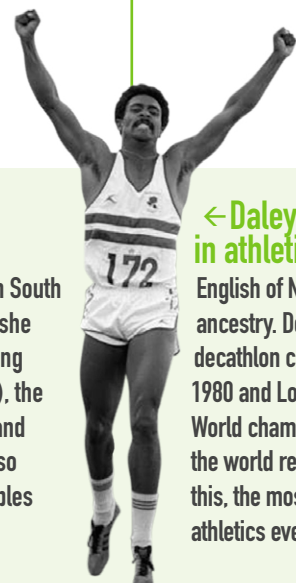
### ← George Best in football

Northern Irish. Considered one of the best European players of all time. Celebrated in Manchester United alongside Bobby Charlton and the Scotsman Dennis Law. European champion with that team in 1968 and two-time Premier League champion.



## OLYMPICS OF DREAMS (2008–2016)

This list of individual feats is in large part incomplete for one reason: the spectacular British performance at the Olympic Games from the year 2000, and in particular in Beijing 2008, London 2012 and Rio de Janeiro 2016. In all fairness, the biggest triumphs in the country sports history. Through a government entity called UK Sport, 20 per cent of National Lottery income was distributed. This multiplied by 11 for the Sydney Olympics the amount that had been invested for Atlanta, and the results were apparent in the 11 gold medals they won in Sydney 2000. This entity finances elite athletes, who receive annual funding of up to 28,000 sterling pounds (approximately 106 million Colombian pesos) so they can dedicate themselves exclusively to training and competing. UK Sport also finances the government organisms in charge of each sport for investment in infrastructure and trainers, and determines who should



### ← Daley Thompson in athletics

English of Nigerian and Scottish ancestry. Double Olympic decathlon champion in Moscow 1980 and Los Angeles 1984. World champion in 1983. Broke the world record four times in this, the most comprehensive of athletics events.

### The four-minute mile (1954)

One of the chief moments in British sporting glory took place on the 6th of May 1954 on the Iffley Road track at Oxford when the English middle-distance athlete Roger Bannister became the first man in history to run the mile in under four minutes. He covered the 1,609 metres in 3:59.4.



### Francis Chichester sails around the world (1966–67)

English sailor Francis Chichester achieved a very British feat aboard the small sailing boat Gypsy Moth IV when he became the first person to circumnavigate the world solo. Chichester, who weighed anchor off Plymouth on the 27th of August 1966, celebrated his 65th birthday at sea. His venture, which also ended in Plymouth on 28th of May 1967, took nine months and a day.



### Third time lucky (1972)

During the Munich Olympic Games, Mary Peters, who was born in Liverpool but grew up in Northern Ireland, finally realised her dream and was crowned Olympic champion of the pentathlon at her third Olympic attempt after defeating the favourite, German Heide Rosendahl, by only ten points. Her triumph coincided with an era of great religious and political violence in Northern Ireland.



### ← Virginia Wade in tennis

English. Learned to play in South Africa. Across her career she won 55 tournaments, among them the US Open (1968), the Australian Open (1972) and Wimbledon (1977). She also won four Grand Slam doubles tournaments.



### ← Jackie Stewart in motor racing

Scottish. Formula 1 world champion in 1969, 1971 and 1973, runner-up in 1968 and 1972. Overall winner of 27 grands prix, was on the podium 43 times and achieved 17 pole positions.





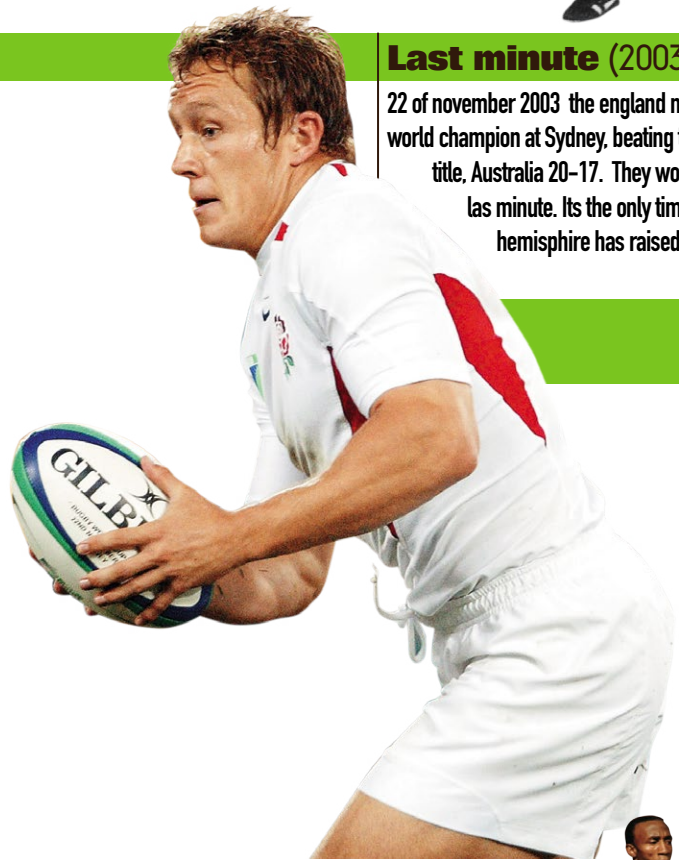
FOTOS: Getty

### English rose at the European Cup (1977–1984)

Between 1977 and 1984, British clubs dominated the European Champion Clubs' Cup, with seven titles in eight years. Liverpool (1977, 1978, 1981 and 1984), Nottingham Forest (1979 and 1980) and Aston Villa (1982) won the main European club tournament. In 1983 Hamburg broke the monopoly. England had to wait until 1999 to get their hands on the cup again.

### Last minute (2003)

22 of november 2003 the england national rugby union team became world champion at Sydney, beating the hosting team and holder of the title, Australia 20-17. They won with a drop of Johnny Wilkinson las minute. Its the only time that a country in the northern hemisphere has raised the award.



### The Coe and Ovett sporting duel (1978 - 1984)

Between 1978 and 1984 the middle-distance runners Sebastian Coe and Steve Ovett (two of the greatest athletes in world history) cultivated a rivalry rarely seen, a number of times breaking each other's world records in the 800, 1000 and 1500 metres and the mile. At the 1980 Moscow Olympics, Ovett defeated Coe in the 800 metres and Coe returned the favour in the 1500 metres six days later. In Los Angeles in 1984, Coe, recovering from a long illness, won silver in the 800; Coe won the 1500 metres while Ovett was being checked over, on the verge of fainting after dropping out of the race.



### ← Steve Redgrave in rowing

English. Five consecutive gold medals in rowing events between 1984 and 2000. In addition, he won nine gold medals in rowing world championships.



### ← Lindford Christie in athletics

Born in Jamaica, raised in England. In the 100-metre dash, he won silver at the 1988 Seoul Olympics and gold at Barcelona 1992.



### ← Nick Faldo in golf

English. Three-time champion of the US Masters (1989, 1990 and 1996) and the British Open (1987, 1990 and 1992); number one in the world in 1990 and winner of the Dell Match Play in 1989 and 1992.



## Camp Nou miracle (1999)

On the 26th of May 1999 Barcelona's Camp Nou bore witness to an unforgettable UEFA Champions League final. Bayern Munich had been in the lead against Manchester United since the opening four minutes. After reaching 90 minutes, when the Germans were already celebrating the title, two injury-time goals chalked up by Sheringham and Solskjær staged an upset, with United declared champion. That same month, "Man U" had also won the Premier League and FA Cup.

## Jonathan Edwards's two leaps to glory (1995)

On the 7th of August 1995, during the World Championships in Athletics celebrated in Gothenburg, Sweden, London athlete Jonathan Edwards twice broke the world record in under ten minutes by being the first athlete to surpass 18 metres in triple jump. At first he cleared 18.16, and at the next attempt he cleared 18.29. His record still stands today.

## Kelly Holmes → in athletics

English. Won two gold medals in the 2004 Athens Olympic Games in 800 metres and 1500 metres.



## ↓ Lewis Hamilton in motor racing

English. Formula 1 world champion in 2008, 2014 and 2015, and runner-up in 2007. Won a total of 49 grands prix.



## ← Andy Murray in tennis

Scottish. Two-time Wimbledon champion (2013 and 2016), winner of US Open in 2012. Has won 12 Masters 1000 tournaments and 39 ATP titles. 🏆



## England, champion of the world on the Sacred Turf (1966)

On the 25th of June 1966 England was crowned champion after defeating West Germany 4–2. Three of the goals were scored by Geoffrey Hurst, the only footballer to ever score three goals in a World Cup final. Some of the legends about English football in the twentieth century, including those about goalkeeper Gordon Banks, captain and defender Bobby Moore and Bobby Charlton, were made that afternoon of glory in Wembley Stadium.



➤ and should not receive funding. Each sport presents its project with the next Olympic Games in sight, and commits to obtaining a determined number of medals. Those who fail are stripped of their budget and must come up with a new strategy. And the results are clear for all to see.

So clear that, going by Olympic gold medals, the greatest British sportspeople in history have competed this century. Among those a number of track racers stand out. Scotsman Chris Hoy (six gold medals in Beijing and London), Englishman Jason Kenny (six gold in 2008, 2012 and 2016) and his then girlfriend, now wife Laura Trott (four in 2012 and 2016), the Englishman Badley Wiggins (five golds between 2004 and 2006, as well as the 2012 Tour de France title) and the Englishwoman Victoria Pendleton (two). National heroes in other disciplines include Somali-born athlete Mohamed "Mo" Farah (four golds in 5000 and 10,000 metres in London and Rio), Scottish tennis player Andy Murray (two golds in London and Rio) and gymnast Matt Whitlock (two gold medals in Rio 2016). Great Britain won a total of 69 gold medals at the past three Olympic games. A unique case is that of Londoner Rebecca Romero. In Athens 2004 she won a silver medal in rowing. Due to persistent back pain, she changed to track racing, and in Beijing 2008 was Olympic champion in the individual event.

# THE DUEL

**Colombian Nairo Quintana and Brit Chris Froome have competed on roads and up mountains with cycling of another dimension.**

**N**airo Quintana and Chris Froome first faced each other at the 2012 Critérium du Dauphiné. Froome was part of Bradley Wiggins's blue guard. Quintana was working for his team leader Vasil Kiryienka. At Morzine at the end of stage 6, Quintana attacked to work over Wiggins's mountain train, measuring himself for the first time against the sport's best team and climbers. It brought him his first UCI World Tour win, aged 22. Froome, sixth that day, was older by five years, three months and 16 days.

A year later, Froome emerged from Wiggins's shadow and won the Tour de France. Quintana, still maturing, strengthening with each Grand Tour, finished second and announced himself as Froome's counterpart in cycling's greatest rivalry. To date, Quintana has finished second to Froome in two Tours de France, and third in another.

However, so far in his career, Quintana has observed and learned less from Froome than from Alberto Contador, most notably in those three killer accelerations: (1.) darting ahead of the leading group and then waiting, tempting Froome's lieutenants to ride across to him; (2.) repeating the move to denude his rival of team-mates; and then (3.) launching the decisive attack.

The 2016 Tour de France saw a different Froome, a master of surprise, swooping into Bagnères de Luchon or attacking in the wind to Montpellier. Quintana, perhaps over-trained, certainly overburdened with pressure for his team, saved his expected attacks for the Vuelta.

In Spain, Froome may have underestimated Quintana on the climb to Lagos de Covadonga, presuming to be able to drop back, ride at his own pace and catch him, and underrating Quintana's abilities against the clock. Perhaps he believed he could bully Quintana, failing to understand that Quintana's greatest asset is his mental strength. By repeatedly climbing better than Froome—at Lagos, La Camperona, Formigal, and Aitana—Quintana won his second Grand Tour and, for the first time in his Grand Tour career, outrode his fiercest rival.

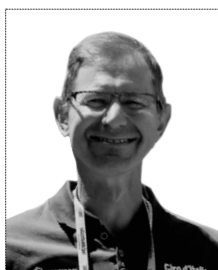
However, if there is one thing we do know, it is that, for Froome, the Vuelta marks the first block of training for the Tour de France. Winning the Vuelta would be nice, but the Tour takes precedence.

However things turn out in 2017, it is worth remembering that there is no winner without a loser, and the better the runner-up, the better the champ. If sport tells us anything at all about life, it is that, far from driving us apart, confrontation entangles us all in a shared story. If the sportswriters do their job, we should all, Brits and Colombians, know a great deal more about each other in future, thanks to the sporting rivalry between Nairo Quintana and Chris Froome.

If Quintana is to fulfil what has so long seemed his destiny and win the Tour de France, there will be an important British element in his success story. He has fine-tuned his position in the wind tunnel at the Mercedes-AMG Petronas Formula One wind tunnel in Brackley, Northamptonshire, with the ex-Red Bull Formula One aerodynamicist Simon Smart. And that wind tunnel work was done in kit supplied by the cycle-wear designer Endura, based at Livingston, Scotland, just outside Edinburgh.

That said, there is also an important Colombian dimension to Froome's considerable achievements. Sergio Luis Henao has supported Froome in three of his Grand Tour campaigns, accompanied by Rigoberto Urán in the 2012 Vuelta. One of the enticing features of the 2016 season has been Henao's startling accelerations in races like the Vuelta al País Vasco and the Tour de France.

In 2012, those five years, three months and 16 days counted against Quintana. In 2016, as he approaches full physical and psychological maturity, they are beginning to work in his favour. 🏆



**MATT RENDEL**  
British historian and journalist specialised in cycling and Colombia, author of the book 'Kings of the Mountains'.



PHOTO: GETTY





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# 'I WILL SIT NEXT TO SANTOS'

**Exclusive interview with the Lord Mayor of London, spokesperson and intermediary for the United Kingdom's financial centre.**

**T**he function of the Lord Mayor of London—who should not be confused with the Mayor of London, who is chosen by popular vote—is to promote London and the United Kingdom as a financial centre. Jeffrey Evans, the fourth Baron Montevans, is the current Lord Mayor and one of the directors of the largest shipbroker in the world, Clarkson Platou. He has a broad forehead and astute eyes and is a descendent of Edward Evans, the great explorer who accompanied Robert Scott on his second and fatal expedition to the South Pole.

"I am the 688th Lord Mayor in a position that has existed for 800 years," he says with pride, "but my position is as old as it is modern. I'm the leader of the local government called

Lord Evans, leader of the local government for the London financial sector.

the 'Square Mile', which at one time covered all of London but now coincides with the borders of the financial sector. It's a zone with only 800 residents, but 400,000 people work there. We are in charge of Barbican, the city's largest cultural centre; the Guildhall School of Music and Drama; the London Metropolitan Archives; the Port of London; the five bridges, including the Tower Bridge; the Central Criminal Court in Old Bailey; and 4,500 hectares of parks, including some that are not within our geographical jurisdiction. Nonetheless, my main job as head of the City of London Corporation is to be an ambassador, spokesperson and intermediary for the United Kingdom's financial centre.

**Semana:** Has the Brexit made your job more difficult or made the City (the financial centre) run the risk of losing its attractiveness?

**Lord Jeffrey Evans:** The government has said that the mandate of the referendum is to limit the flow of foreign workers, but we are very clear about what we want and we need the best of the international workforce. Ten per cent of people who work in the City are foreigners, almost all of them in senior positions, not only Europeans but also people from other parts of the world, and we want this to continue.

**Semana:** Now that the United Kingdom is preparing to leave the European Union, is the Latin-American market more attractive to you?

**L.J.E.:** From my perspective, any change brings with it an opportunity and Latin America is an area of great potential, especially Colombia, where our exports have grown vigorously over recent years. My predecessor visited the country last year and met up with President Santos and with financial leaders. Now we are preparing the Lord Mayor's Banquet at Guildhall, and I will sit next to the President. Among the 700 invitees, there will be many people interested in developing trade links with Colombia.

**Semana:** Like your grandfather, you are interested in polar exploration. Have you travelled to the South Pole?


**L.J.E.:** You're opening up an old wound. I love cross-country skiing and I've always wanted to ski in Antarctica. Perhaps at my age I'd find it difficult, but I'd at least like to go and take a look. My grandfather was second-in-command on Scott's second expedition and, at the Cape Evans base—named in his honour—the camp bed where he slept still stands. Everything is perfectly preserved, as if they just set off yesterday ... 

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