

# ORINOQUÍA INITIATIVE



## Purdue partners with Colombian institutions for the sustainable development of the Orinoquía Region

*As part of the Orinoquía Master Plan put forward by Colombia's National Planning Department (DNP), Purdue University is working with Colombian partners to provide a rigorous analysis to develop the region's potential and define the catalysts for sustainable productive agriculture and tourism development.*

With the support of a strong working relationship with the Colombian School for Public Administration (ESAP), University of the Llanos, University of the Andes, National University and the Colombian Corporation for Agricultural Research, Purdue will look to farmer organizations, small, medium and large businesses, not-for-profit organizations and other stakeholders to open up new opportunities for economic development.

### Outcomes

- Create analytical tools to be used by businesses and government and social agencies to determine the feasibility of specific plans for development of the Orinoquía region.
- Build capacity of national, departmental and municipal staff to analyze and identify opportunities for agriculture, agribusiness and tourism.
- Develop proposals for five agricultural pilot projects and three tourism pilot projects.
- Conduct research, engagement and scholarship recognized worldwide to improve the capacity for sustainable development.
- Improve health and well-being through sustainable economic growth.



Escuela Superior de  
Administración Pública



*In 2014, Purdue University President Mitch Daniels (center left) met with Colombian President Juan Manuel Santos (center right) during a trip to Colombia to further the unique nation-university partnership begun in 2010. President Santos invited Purdue to work with Colombia on sustainable development of the Orinoquía region. (Photo provided)*

*"We are eager to target and focus on places where we can make a difference, and Colombia may be the place where we can have a positive effect." Purdue President Mitch Daniels*

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