

# Colombia Enroute to Prosperity

An Inspiration for Innovation and Job Creation  
through  
Education and Training- Health and Wellness and Green Innovation

Ladies and Gentlemen

I am delighted to be with you in Bucaramanga as part of an Eco Conference. My introduction is in Spanish to show my respect and appreciation for your wonderful language and your culture. Unfortunately, my Spanish language skills are not sufficient for the topic and in my main presentation I will have to convert to English. Nevertheless I am certain that we at the end will come to a common goal and understanding.

Today I am speaking about change, about the opportunity of a positive turnaround, a turnaround that includes your beautiful country Columbia just as much as it does the U.S.A., Canada, Europe, Asia or the rest of the world.

At this moment the real age of innovation is starting. The oil age has long ago reached its peak, and even if most economies like the USA's seem to be clinging to it, the writing on the walls points to change, and that is for the better.

Do not be misled by the present social, cultural and economic situation in your country, and do not draw the wrong conclusions.

Your opportunities to buy into new, clean, environmentally friendly technologies are just as great or greater than for more developed countries. Scandinavia is a very good example; it evolved within 50 years from a relatively poor and backward agricultural society to lead group of countries in the world. According to the OECD ranking, three Scandinavian countries are ranked among the five leading countries in the world:

Finland # 1

Sweden # 3

Denmark # 5

I wrote my book **Canada Enroute to Prosperity** to inspire innovation and development in Canada as one example. You can easily translate and relate the same issues modified to the needs of your nation or any other country for that matter. Therefore I have changed the title of my book or my speech to Colombia Enroute to Prosperity.

Columbia's future will be determined by your own willingness to engage in innovation, living in tune with your environment and creating a better world for you and your children. It is up to you to make your beautiful country a leader, and a peaceful and good place in which to live.

I encourage your government to look for mutual inspiration in Scandinavia, Germany, Canada and other advanced countries, and to formulate policies that will ease the transition from the dying oil age to the age of innovation and sustainability.

Your own human resources combined with the richness of your land **can also make you a world leader if you choose to be a world leader.**

Together today we will venture into present and future opportunities!

**You will be what you dream – and - you are what you eat!**