

Press Release

December 14th 2023

Entrepreneurs from the Bogotá-Girardot Highway have achieved profits exceeding 100 million pesos in the VÍA SUMAPAZ boulevards.

- The Boulevard of the VÍA SUMAPAZ Concession contributes to the growth and strengthening of the economy for entrepreneurs and traders along the Bogotá-Girardot route.
- Since 2020, through the VÍA SUMAPAZ Boulevards, entrepreneurs have achieved sales exceeding 100 million pesos.
- In the 2023 edition of Expoartesánías, the most important craft show in Latin America, taking place in Bogotá from December 7 to 20, six entrepreneurs from The Boulevard are showcasing their products and services.

With the VÍA SUMAPAZ Boulevard, more than 75 ventures along the Bogotá-Girardot highway corridor have participated in this commercial showcase designed by the Concession with the purpose of contributing to the growth and strengthening of the local economy. Launched in 2020 and now in its 15th edition, this program was designed to support and promote local businesses and entrepreneurs through spaces where they can sell their products and services directly and at no cost.

Programs like The Boulevard are designed and implemented with the aim of driving progress and prosperity in the region, spanning the 145 kilometers included in the Third Lane Bogotá-Girardot project, covering 13 municipalities in the departments of Cundinamarca and Tolima.

The Boulevard, with its 15 editions, has enabled entrepreneurs to achieve sales exceeding 100 million pesos through the marketing of leather accessories, handmade jewelry, wooden crafts, plants, nutritional and healthy products, among others. These products, showcased by six entrepreneurs and artisans from The Boulevard, will be accessible to attendees at the 2023 Expoartesánías (most important handcraft products event in Colombia) in Bogotá until December 20. It is the first participation of these artisans in this craft fair, which aims to promote the preservation of traditional crafts in our country and is considered one of the most important in Latin America.

"At VÍA SUMAPAZ, we are convinced that the modernization project of the Bogotá-Girardot route goes beyond the construction and operation of infrastructure; it also involves connecting communities with greater opportunities for progress and economic development. For this reason, and under the Positive Mobility model, which we embrace as part of the global network of VINCI Highways, we have been developing The Boulevard, where participants can offer their products without intermediaries. In this way, we continue to consolidate our long-term commitment to the prosperity of the region," stated Alexandra Álvarez, Social Director of the VÍA SUMAPAZ Concession.

In addition, in 2023, the Concession created The Boulevard Seal, involving 14 local microentrepreneurs in a series of training sessions. These sessions equipped them with tools to improve the quality of their products and strengthen their business position, covering topics such as business model, entrepreneurial spirit, marketing and communication, negotiation and sales, as well as accounting and invoicing, all based on the previous diagnostic assessments conducted during the training.

"We appreciate the opportunity to be present at Expoartesánías, where we represent our municipalities with the best products of the region. We invite you to visit us in the Fashion and Tradition and Traditional Kitchens pavilions so that you can take a piece of Sumapaz to your homes and, at the same time, buy gifts for this Christmas," said Juan Pedro de León Sedano from Kuentas Artesanías."

About VÍA SUMAPAZ

Contacto en Prensa

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VÍA SUMAPAZ, a subsidiary of VINCI Highways and holder of a 30-year concession with the National Infrastructure Agency (ANI), is responsible for the modernization of one of Colombia's most strategic road corridors. This involves the Bogotá-Girardot highway, spanning 145 km. The project includes the construction of a third lane in a 65-kilometer stretch to enhance the road's capacity and address the growing demand on this route that connects the country's capital with the Colombian Pacific. VÍA SUMAPAZ is committed to long-term Positive Mobility, aiming to create more inclusive, sustainable, and secure infrastructure and mobility solutions based on compliance with international standards.

More info:

<https://www.viasumapaz.com>

In X (before Twitter) @ViaSumapaz

In LinkedIn: Concesionaria Vía Sumapaz

About VINCI Highways

VINCI Highways, a subsidiary of VINCI Concessions, is a leader in road concessions, operation, and mobility services. We design, finance, construct, and operate highways, bridges, tunnels, urban roads, and mobility services in a network spanning 3,130 km across 14 countries. Leveraging our expertise, VINCI Highways aims to deliver the highest standards of performance and safety, providing drivers with a positive experience."

More info:

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