

SOFTLANDING PROGRAM

Connect With The Global Startup
Ecosystem At North Star: The Opportunity
For Latin America.

Dubai, United Arab Emirates
October 2024



About Us

The **Softlanding Program Dubai 2024** is an initiative by the **Colombian-Arab Chamber of Commerce** in collaboration with the University of Dubai, aimed at supporting tech startups in entering and establishing themselves in new markets.

This program provides participants with guidance on market entry strategies, legal aspects, and the cultural and commercial adaptations necessary to operate in the Middle East region.

Additionally, participants will have the opportunity to take part in **Expand North Star**, a leading event that brings together founders, venture capitalists, ecosystem facilitators, and technology leaders from around the world. This event offers a platform to secure business deals, attract investments, expand networks, and share valuable insights.

"In Dubai, approximately 60% of venture capital funding is allocated to tech startups, highlighting a strong interest from investors in this sector."

-Forbes Middle East

The World's Largest Networking Event Between Startups And Investors

Define Your Success Story.

Expand North Star is the world's largest startup event.

Held in Dubai, the event brings together over 900 international investors who attend North Star to discover emerging tech stars and expand their investment portfolios. It is distinguished by its 1-2-1 matchmaking program and discussions on the latest investment trends and economic outlooks, led by industry leaders such as unicorns and CEOs.



+1,835
Exhibitors



+920
Investors



+20
Conference tracks

+650
Speakers

+58,000
Attendees

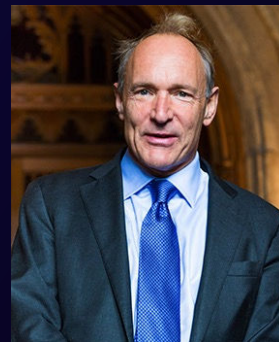
The Entire Ecosystem Gathered In One Place

It is key for the formation of strategic relationships between startups and global investors, and for the first time, **Latin America** will have a space, thanks to the **University of Dubai**, to connect, discover, and be discovered.

Over 1,200 investors seeking to diversify portfolios through the discovery of talent among more than 2,000 international startups.



H.E. Omar Sultan Alolama
Minister of State For Artificial
Intelligence
UAE



Sir Tim Berners Lee
Creator
World Wide Web
UK



Jack Selby
Managing Director
Thiel Capital
US



David Cohen
Co-Founder and Chairman
Techstars
USA

<https://www.expandnorthstar.com/>

Latin America As A Global Powerhouse

Latin America and the Caribbean are becoming global startup powerhouses, with \$16 billion invested in nearly 2,800 deals since 2009.

Despite the Covid-19 pandemic, 2020 was a record year, with \$4.2 billion raised in 370 deals. Leading the charge are unicorns such as **Colombia's Rappi** and **Brazil's Nubank**, driving the total startup funding in the region to \$4.1 billion.



Principales Ecosistemas Empresariales Tecnológicos En América Latina 2023-2024



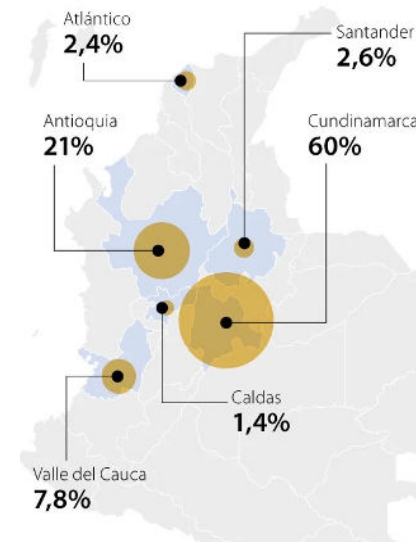
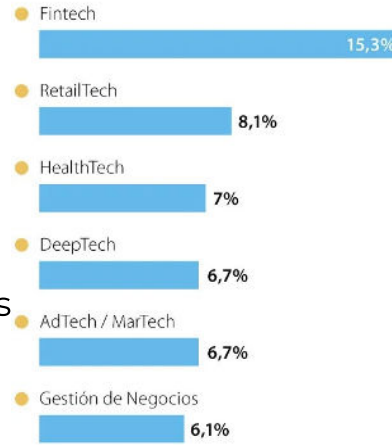
\$68.28B_{USD}

In total, the valuation of startups on the South American continent.

Why Colombia?

The **ColombiaTech Report 2022-2023** shows a **19% growth** in Colombian startups compared to 2022.

Currently, there are 1,327 startups in Colombia across 31 sectors. Fintech leads with 15.3%, followed by RetailTech (8.1%), HealthTech (7%), DeepTech (6.7%), AdTech/MarTech (6.7%), and Business Management (6.1%).



- Cundinamarca represents 60% of the startups, followed by Antioquia with 21%. Only four other departments exceed 1% of the total: Valle del Cauca (7.8%), Santander (2.6%), Atlántico (2.4%), and Caldas (1.4%).
- In terms of employment, 16% of startups have between 21 and 50 employees, while only 4% have more than 100 employees.

\$160M_{USD}

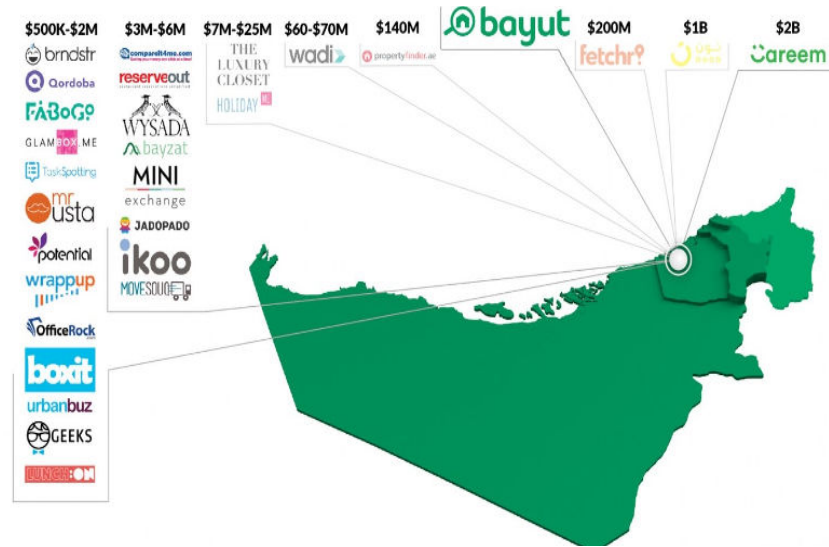
Overall, capital investments have surpassed previous levels since the beginning of 2023.

Business Ecosystem Of The UAE

The investment ecosystem in the United Arab Emirates is **becoming a key hub for tech startups.**

This year, notable events include Amazon's acquisition of Souq.com and Careem's fundraising of \$500 million. It's worth noting that in 2019, Uber acquired Careem for \$3.4 billion, further highlighting its significance in the sector.

The fintech sector has attracted the majority of investment, with \$180.8 million in July 2023.



Most active investors in the Arab World



\$638M USD

Investment in Tech Startups During 2023



Forge AI Collaboration At World Government Summit

On February 14, 2024, the UAE and Colombia signed a landmark Memorandum of Understanding (MoU) at the World Governments Summit, aimed at enhancing artificial intelligence (AI) collaboration. The agreement, signed by UAE Minister Omar Sultan Al Olama and Colombian Minister Mauricio Lizcano, highlights the commitment of both nations to advance AI innovation and development

AI Hub Development: Establishing A Major AI Hub In Latin America To Drive AI Advancements.

UAE Initiatives:

- National Technology Program: 1,000 projects by 2031.
- Economic Impact: AED 110 billion contribution to GDP.
- Operation 300bn: AED 11 billion investment in technology.

Colombia Initiatives:

- National Digital Strategy: 100% internet access by 2026.
- Connectivity: Increased from 38% in 2014 to over 69% in 2022.
- “Cédula Digital”: Improved public service access.
- AI and Cloud Computing: Partnerships with AWS and Oracle, and AI Centers for Excellence.



About The Program

October 6 to 17, 2024,

11 days of an immersive experience in the technology startup ecosystem.



North Star
GITEX Global



Business
visits



Mentorship
hours



Networking
spaces

The program includes:

- Academic sessions and mentorship hours by the University of Dubai.
- Featured startups will present their pitch as part of the Expand North Star and GITEX event.
- Logistics: 9 nights of double accommodation, transportation, and meals as per the program.

About The Alliance



The Colombian-Arab Chamber of Commerce, with 15 years of experience in the Arab market, aims to strengthen relationships across various fields: academia, tourism, commerce, and culture. Over the years, it has established solid connections with government and private entities in both regions. In March 2022, it opened its office in the United Arab Emirates, LatinoAmerica Business Center, an incubator for products and services in the Middle East.

Innvae is a company founded by two Colombian students who identified a unique opportunity to enhance collaboration between the Middle East and Latin America in the startup sector. With a focus on connecting entrepreneurs and startups from both regions, Innvae builds on the innovative vision of the United Arab Emirates to strengthen these ties.

Dubai University (UD) is a private university located in Dubai, United Arab Emirates. Founded in 1997, it is nationally licensed by the Ministry of Higher Education and Scientific Research. As a subsidiary of the Dubai Chamber of Commerce and Industry (DCCI), UD has received ongoing support in its development and international accreditation.

Participate In The First Softlanding Program.

The Opportunity Is Now

ccac.com.co/bootcamp/

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