

MEDELLÍN

one of the best
cities in Latin
America for
international events

Greater Medellín
Convention & Visitors
Bureau Foundation



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Medellín surpassed Cartagena and ranked second in Colombia, behind Bogotá. It also ranked 9th in Latin America.

In recent years, Medellín has become a world-renowned destination for international events. Its continued inclusion in the International Congress and Convention Association (ICCA) ranking has consolidated the city's position as an attractive and competitive destination for congresses, conventions, and large-scale meetings.



The most recent ranking placed Medellín in second place in Colombia, with Bogotá in first place and Cartagena in third. With 101 in-person events, Colombia ranked 6th among the countries of the Ame-

ricas in the ICCA Statistics Report Country & City Rankings: Bogotá reported 33 events, Medellín 22, and Cartagena 21.



Medellín has been recognized as the second most preferred city for international event organizers, according to the prestigious ICCA ranking, surpassing iconic cities such as San José, Cancún, Philadelphia, Quito, among others. It is thus positioned as a renowned city for events and meetings. This recognition that the capital of the department of Antioquia receives today is a testimony to the talent, dedication, and vision of all those involved in the development of our city

Clara Heredia, executive director of the Medellín Convention & Visitors Bureau.



→ Colombia in the ICCA ranking and the rise of Medellín

Colombia has shown steady progress in the ICCA rankings in recent years, and Medellín has been a key player in that rise. In the Latin American ranking, Colombia is the only country with three cities in the top 10. Medellín ranked 90th out of more than 370 cities worldwide, reporting 22 events. Major events held in Medellín in 2022 included the Latin American Epilepsy Congress, the Meeting of the Americas on Social Tourism, and the Congress of the Federation of Latin American Entities Organizing Congresses and Related Events.



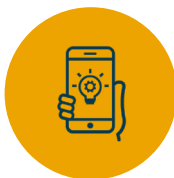
→ Key factors in the success of Medellín as a destination for international events

Medellín's consolidation as a preferred destination for international events stems from several distinctive factors:



Modern infrastructure

Medellín has a world-class infrastructure including convention centers, hotels, versatile spaces that adapt to different types of events, and non-traditional venues that stand out for their design and architectural innovation. These include the Plaza Mayor Convention and Exhibition Center, covering an area of 70,000 square meters, five exhibition pavilions, more than 40 rooms for events for up to 3,000 people (with a long history in the industry hosting important events such as the World Urban Forum, the UNWTO General Assembly, and the OAS General Assembly); and the Orquideorama, a non-traditional venue with a unique shape of petals and honeycombs with capacity for 1,500 people in the auditorium.



Innovation and technological development

The city has stood out for its approach to innovation and technology. This has paved the way for the creation of an innovation and technology hub, with the goal of turning Medellín into the Silicon Valley of Latin America. Thanks to this, the first innovation hub in Colombia, Ruta N, was born here. In

MEDELLÍN'S POSITION IN THE ICCA RANKING

RANK
90

MUNDIAL

Above cities like LUXEMBURGO, LIVERPOOL,
HONG KONG

RANK
20

AMERICA

Above cities like PHILADELPHIA, SAN FRANCISCO,
OTTAWA

RANK
2

COLOMBIA

Below BOGOTÁ and above CARTAGENA

In addition, in 2019, Medellín was named Latin America's first center for the Fourth Industrial Revolution. This has also allowed the deployment of advanced solutions for the organization and holding of events, including digital tools, high-speed connectivity, and the integration of emerging technologies.



Accessibility and connectivity

Medellín has extensive air connectivity through the José María Córdova International Airport. It has 19 routes to international destinations and connects Medellín to countries such as the United States, Spain, Panama, and Mexico, making it the most connected city along with Bogotá, with more than 50 daily flights. The city also has one of the most complete and modern public transportation systems in Latin America, consisting of a metro system, Metrocable, tramway, buses, and public bicycles.



Cultural richness and transformation

Medellín offers a wide range of cultural experiences that highlight the urban and cultural transformation for which it has been recognized worldwide—from urban art tours and cultural immersion to tango and salsa festivals, and of course, its striking Flowers Festival held each year in August.



Great hotel offering

Medellín has more than 300 hotels and over 15,000 rooms, with the presence of major international hotel chains such as Marriott, Estelar, Dann Carlton, and Movich, as well as Colombian or boutique brands for more exclusive groups or incentive groups.



Institutional commitment

The support and collaboration between the public and private sectors, as well as the active promotion by entities such as the Medellín Mayor's Office and ProColombia, have been essential to position Medellín on the global stage of international events.



Medellín is now a preferred destination for international events in Colombia and has obtained a prominent place in the ICCA ranking. Its infrastructure, technological and urban innovation, accessibility, culture, and hospitality have been key factors in its rise. Institutional commitment and collaboration between the public and private sectors have contributed to its continued success. Medellín goes on strengthening its position in the international events industry and looks forward to a promising future in hosting major congresses and conventions.

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