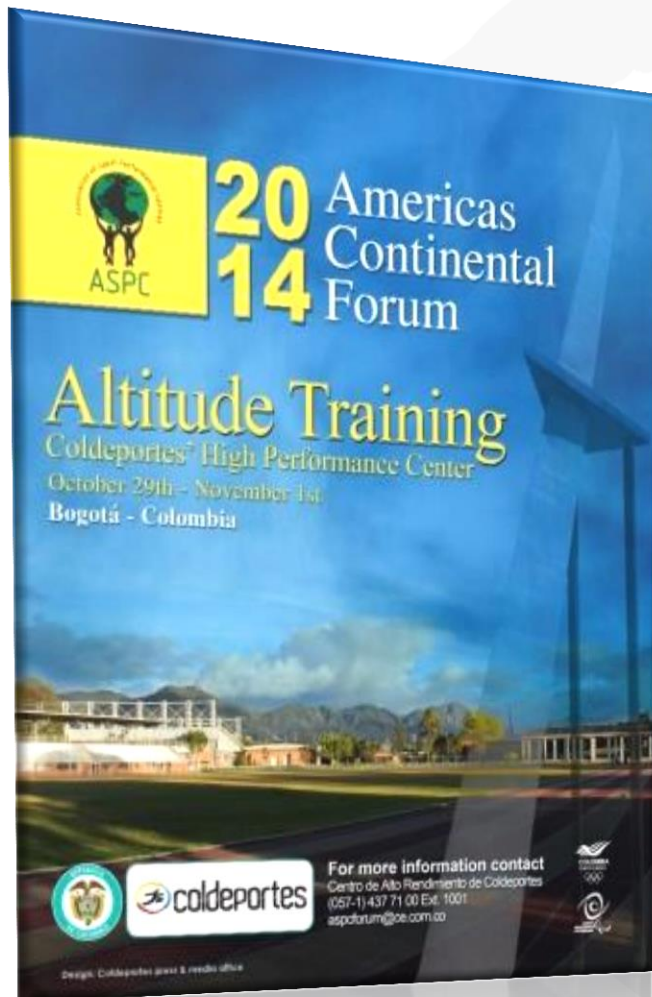




 coldeportes

 PROSPERIDAD
PARA TODOS



INVESTMENT SPEEDS UP PERFORMANCE

Andrés Botero Phillipsbourne
Colombian Minister of Sport and IOC Member

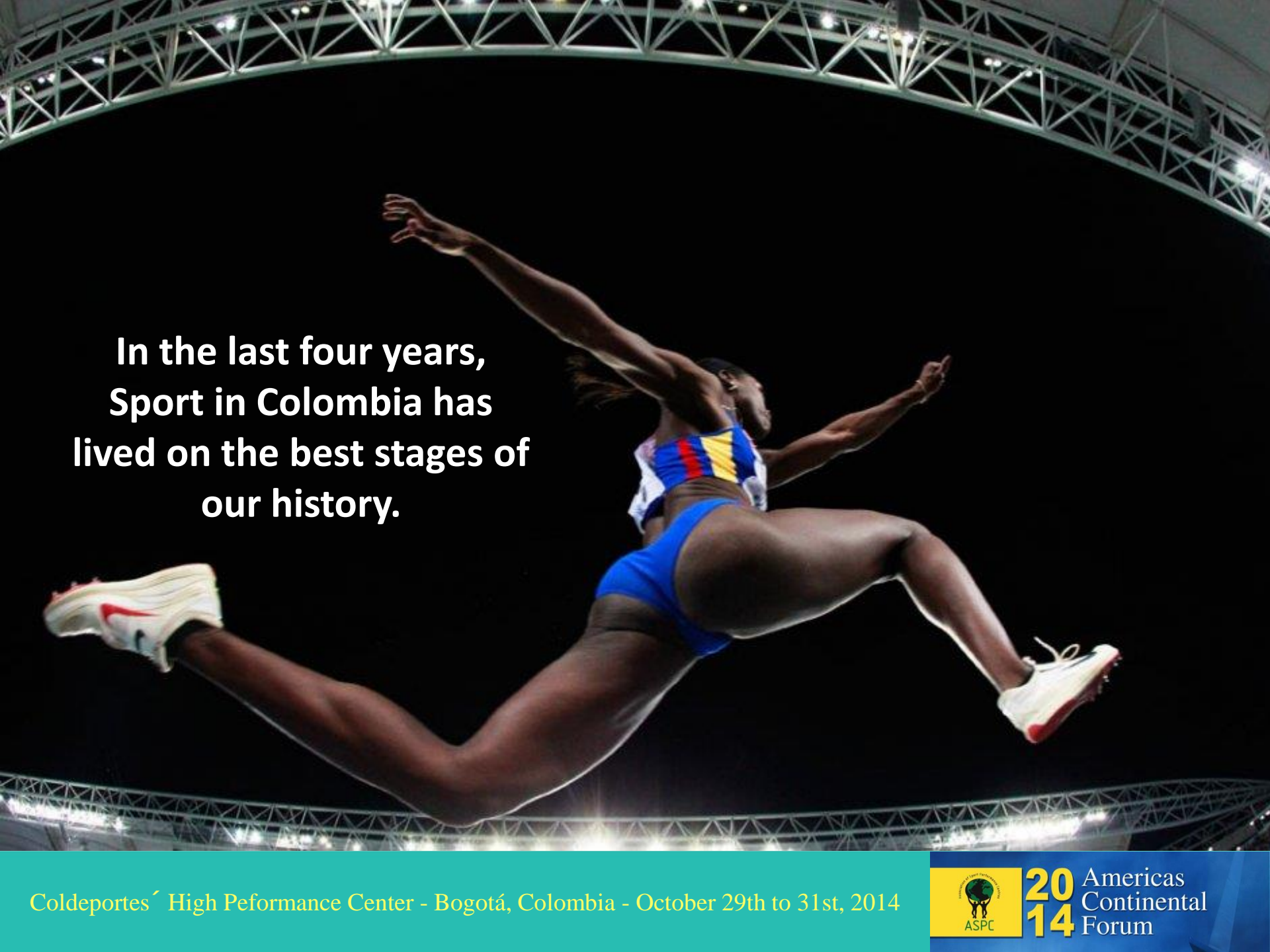
abotero@coldeportes.gov.co

Bogotá, October 30, 2014

Coldeportes High Performance Center - Bogotá, Colombia - October 29th to 31st, 2014



20 Americas
14 Continental
Forum

A female athlete is captured in mid-air, performing a high jump. She is wearing a blue and yellow uniform with a Colombian flag design on the top. Her arms are extended upwards, and her legs are spread wide in a classic Fosbury Flop style. The background shows the interior of a large stadium with a curved metal structure and bright lights.

**In the last four years,
Sport in Colombia has
lived on the best stages of
our history.**

Coldeportes' High Performance Center - Bogotá, Colombia - October 29th to 31st, 2014



**20
14** Americas
Continental
Forum



coldeportes

PROSPERIDAD
PARA TODOS



**After Colombia success
in London 2012, many
eyes have turned to us
to learn from our sport
process**

Coldeportes' High Performance Center - Bogotá, Colombia - October 29th to 31st, 2014



**20
14** Americas
Continental
Forum



coldeportes

PROSPERIDAD
PARA TODOS



Colombia

Coldeportes' High Performance Center - Bogotá, Colombia - October 29th to 31st, 2014



2014 Americas
Continental
Forum



coldeportes

PROSPERIDAD PARA TODOS

EL ESPECTADOR

Miércoles 29 de Oct de 2014 Última Actualización: 4:26 pm

Colombia en parálmpicos

El nadador colombiano Moisés Fuentes consiguió este viernes en el Cubo de Agua de Pekín la primera medalla en los Juegos Paralímpicos al finalizar en tercera posición la prueba de los 100 metros pecho categoría SB4 que ganó el español Ricardo Ten.



Fuentes recorrió la distancia en 1:42.04, a su lado el brasileño Daniel Dias, una de las estrellas de este deporte, y el argentino Ricardo Ten, que acabó la carrera batiendo el récord del mundo en esta categoría.

"Tengo dos sensaciones encontradas", dijo Fuentes al término de la prueba. "Por un lado siento alegría por estar en el podio. Dios me dio un poco más de fuerza que yo mismo me esperaba. Por otro lado siento tristeza porque lo podía haber hecho mejor", señaló desde su camerino.

EL TIEMPO

DEPORTES

Orlando Duque, oro histórico en Copa Mundo

El colombiano se impuso en los clavados de altura en Kazán (Rusia).



El clavavista colombiano Orlando Duque sigue escribiendo su propia historia. Este domingo, en Kazán (Rusia), logró la medalla de oro en la primera Copa Mundo de Clavados de Altura, competencia que contó con el aval de la Federación Internacional de Natación (FINA).

Duque había clasificado el viernes anterior en la segunda categoría de los clavados de altura, pero en la final logró vencer a sus rivales del mundo, y alcanzó el primer puesto en una difícil competencia.

El vallenciano logró el metal dorado con 601.20 puntos, con los que venció a su máximo rival y gran amigo, el británico Gary Hunt, que, con 580.05, se quedó con la plata, mientras que el alemán alemán se quedó con el bronce.

According to a recent poll, during 2013 more than 60% of the positive news in Colombia was associated with sport.



coldeportes

PROSPERIDAD
PARA TODOS

Sport System in Colombia



Coldeportes' High Performance Center - Bogotá, Colombia - October 29th to 31st, 2014



20
14 Americas
Continental
Forum



coldeportes

PROSPERIDAD
PARA TODOS

Sport Science National Guidelines



Coldeportes' High Performance Center - Bogotá, Colombia - October 29th to 31st, 2014



20
14 Americas
Continental
Forum



coldeportes

PROSPERIDAD
PARA TODOS

New emerging global sports

POWER

South American Games: 144 gold medals
Pan American Games: 6th place
Pan American Games: 6th place





coldeportes

PROSPERIDAD
PARA TODOS

OLYMPIC GAMES 2012



Coldeportes' High Performance Center - Bogotá, Colombia - October 29th to 31st, 2014



20
14 Americas
Continental
Forum



coldeportes

PROSPERIDAD
PARA TODOS

BUDGET ASSIGNED TO THE DEVELOPMENT OF SPORT

1.1 Billion COP

USD **\$550**
Million





coldeportes

PROSPERIDAD
PARA TODOS

KEYS FOR SUCCESS



Detecting, at a young age, the innate talented **athletes** is the base for success

Appointing high-level national and international **coaches** to work full time with our athletes

Working together, hand by hand, setting a common goal between the Government and the National Olympic Committee

No matter how good the strategic plan is, it cannot be implemented without the **proper funding**

Setting up a **methodological and technical team** to follow prospective and elite athletes and coaches working closely with the Olympic Committee, National Sport Federations and Regional Sport Agencies.



coldeportes

PROSPERIDAD
PARA TODOS

Building a state of the art **Sport Science Center**

Designing a **National Anti-Doping Program** to permanently educate all the stakeholders and test athletes

Fortifying the “**Colombian Sport Excellence Program**”

Expanding, renovating and optimizing our **sports infrastructure**, and create a network of High Performance Centers. ”

Sharing a **common dream**.



Coldeportes' High Performance Center - Bogotá, Colombia - October 29th to 31st, 2014



20
14 Americas
Continental
Forum



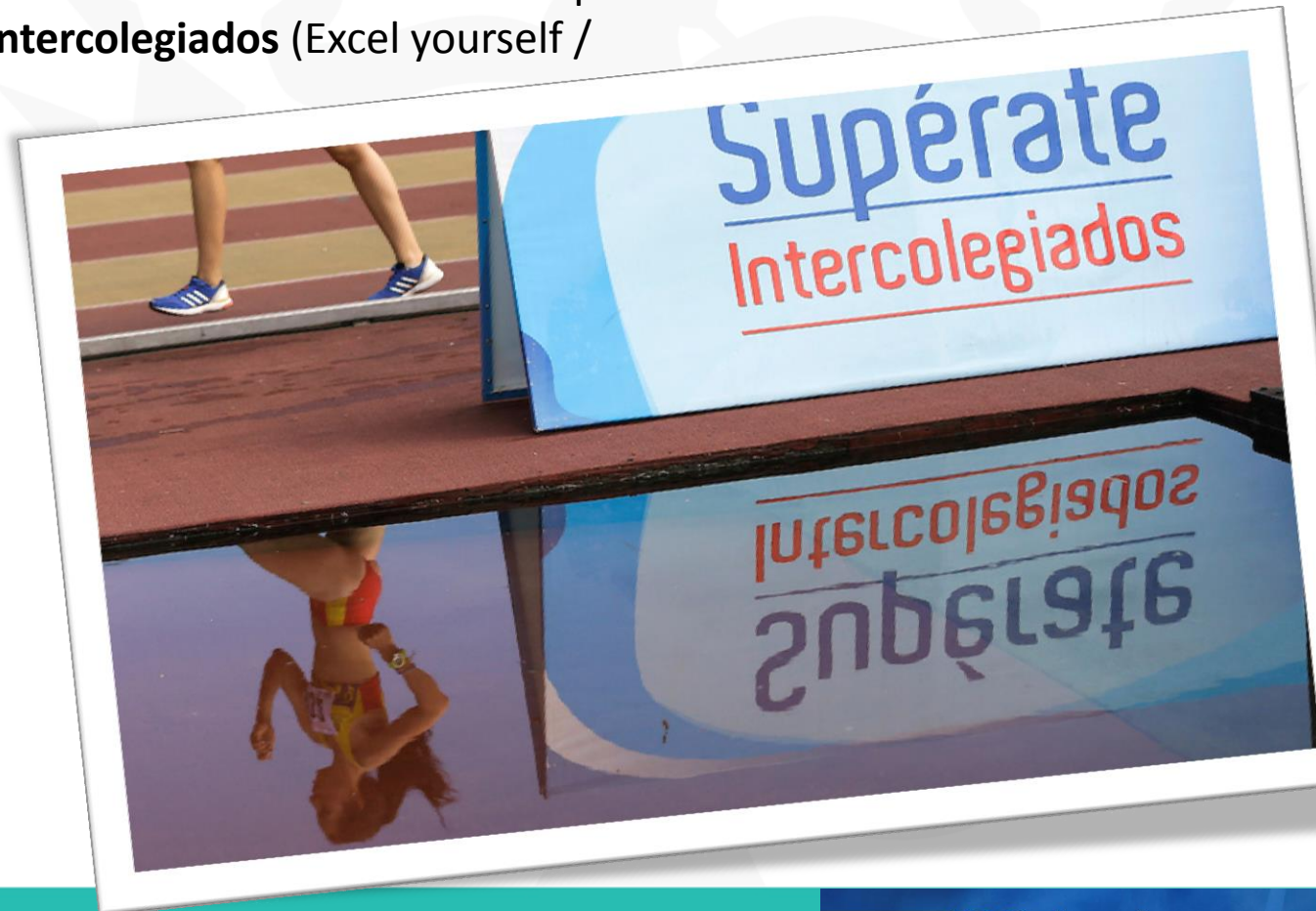
coldeportes

PROSPERIDAD
PARA TODOS

GOVERNMENT STRATEGIES

A sports for all strategy to work on the **Grass-roots** inspired the program **Supérate-Intercolegiados** (Excel yourself / Intercollegiate)

2.2
Million
Participans
2014



Coldeportes' High Performance Center - Bogotá, Colombia - October 29th to 31st, 2014



20
14 Americas
Continental
Forum



coldeportes

PROSPERIDAD
PARA TODOS

HOSTING ACADEMIC AND SCIENTIFIC WORLD CLASS EVENTS

Americas Continental Forum

V International Conference of
Ministers and Senior Officials
Responsible for Physical
Education and Sport –MINEPS
V- for Latin America

UNESCO Experts Meeting to
Revise the International
Charter for Physical Education
and Sport





coldeportes

PROSPERIDAD
PARA TODOS

BID FOR WORLD AND REGIONAL EVENTS

FIFA Under-20 World Cup in
2011

World Games 2013

2015 IAFF World Youth
Championships

2016 UCI BMX World
Championships

2016 FIFA Futsal World Cup

XVIII Bolivarian Games 2017



2018
BARRANQUILLA
XXIII Central
American and
Caribbean Games



coldeportes

PROSPERIDAD
PARA TODOS

SPORT AND PEACE IN COLOMBIA



Sport has been used extensively in Colombia in the peace process

Coldeportes' High Performance Center - Bogotá, Colombia - October 29th to 31st, 2014



20
14 Americas
Continental
Forum



coldeportes

PROSPERIDAD
PARA TODOS

OUR CHALLENGES AHEAD

Keep the momentum and improve the historic level achieved in London 2012, as our President has set us an ambitious target of 15 medals for Rio 2016 Olympic and Paralympic Games, four (4) of them gold





coldeportes

PROSPERIDAD
PARA TODOS

Strengthening relationships with the Universities to promote scientific research and development in sport sciences and implementation



OUR CHALLENGES AHEAD

Coldeportes' High Performance Center - Bogotá, Colombia - October 29th to 31st, 2014



20
14 Americas
Continental
Forum



coldeportes

PROSPERIDAD
PARA TODOS

Transforming our network of high performance centers to state of the art facilities suitable for the preparation of the best, national and international elite athletes



OUR CHALLENGES AHEAD

Coldeportes' High Performance Center - Bogotá, Colombia - October 29th to 31st, 2014



20
14 Americas
Continental
Forum



coldeportes

PROSPERIDAD
PARA TODOS

CONCLUSIONS

YES, investment may speed up performance, but you need a plan!

Currently we are in a position that represents a lot of responsibility with our country neighbors .

Our recent success makes us confident that we are ready to move into a new sporting era, even though a lot more still needs to be done.





coldeportes

PROSPERIDAD
PARA TODOS

CONCLUSIONS

To be a new emerging global sports power means that we need to improve many aspects of our internal structure .

Our High Performance Center is part of the process to inspire new generations for peace through sport .

As Ministry of Sport we are transforming our country through sport



