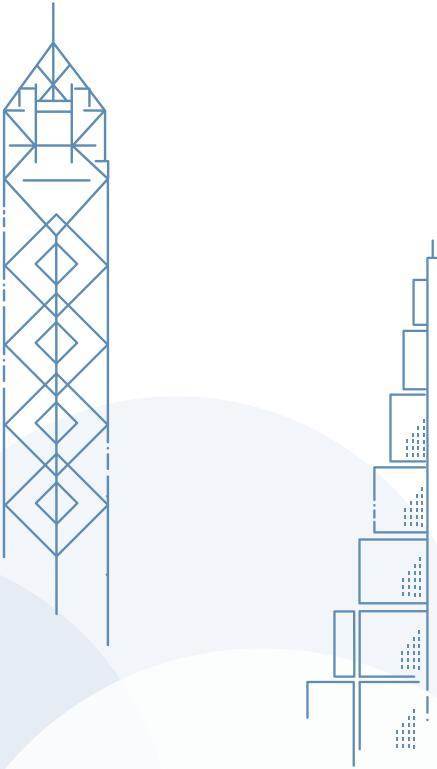


# PRAC

## Conference

### Bogotá



2026

Welcome to  
**BOGOTÁ,**  
**COLOMBIA**

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# Dear colleagues and friends,

It is a true pleasure for Brigard Urrutia to welcome you to this year's PRAC Conference.

We are delighted to host you in Bogotá—a dynamic and inspiring city where tradition and modernity come together. Over the coming days, we hope you will not only engage in meaningful conversations and thought-provoking sessions, but also enjoy the warmth, culture, and spirit that define Colombia.

We trust this will be a valuable space to exchange ideas, deepen perspectives, and strengthen connections across our Pacific Rim community and beyond.

Welcome to Bogotá—we are truly pleased to have you with us.

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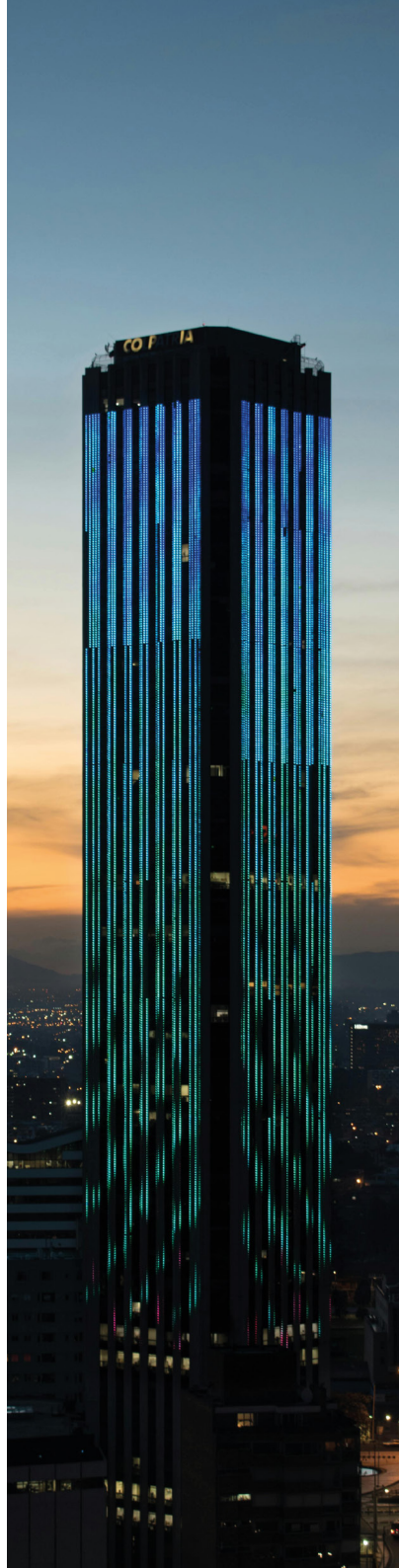
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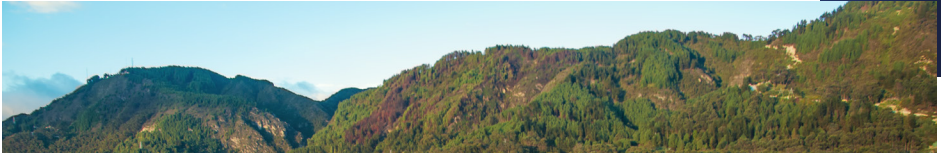
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# Cultural Agenda



## Day 01

Saturday - **April 18th**

9:00 a.m.  
12:00 p.m.

**Registration in the PRAC Room**  
Hotel Casa Medina

10:00 a.m.  
3:00 p.m.

**Saturday Tour**  
Monserrate

6:00 p.m.  
9:00 p.m.

**Dine-Around Dinner at Local Restaurants**  
Selma, Leo, El Chato, Harry Sasson, Tremé

## Day 02

Sunday - **April 19th**

9:00 a.m.  
12:00 p.m.

**Registration in the PRAC Room**  
Hotel Casa Medina

10:00 a.m.  
3:00 p.m.

**Sunday Tour**  
La Candelaria, Golden Museum & Botero Museum

6:00 p.m.  
7:00 p.m.

**Opening Reception**  
Welcome Remarks by Owen Chan and the Host Firm

6:00 p.m.  
9:00 p.m.

**Dine-Around Dinner at Local Restaurant**  
Andrés Carne de Res D.C.

# Academic Agenda

Day 03

Monday - April 20th

<u>8:00 a.m.</u> 8:10 a.m.	<b>Welcome Remarks</b> Brigard Urrutia - Host Firm
<u>8:10 a.m.</u> 9:00 a.m.	<b>Keynote Speaker Conference</b> Bruce Mac Master, President of the Asociación Nacional de Empresarios de Colombia (ANDI)
<u>9:00 a.m.</u> 9:15 a.m.	<b>Opening Remarks and Delegate Introductions</b> Owen Chan
<u>9:15 a.m.</u> 9:30 a.m.	<b>Host Firm Briefing</b> Carlos Fradique-Méndez, Managing Partner Brigard Urrutia
<u>9:30 a.m.</u> 10:30 a.m.	<b>Business Session #1 - Global Trends in Customs, Tariffs, and International Trade</b>  <b>Moderator:</b> José Francisco Mafla, Partner - Customs & International Trade, Brigard Urrutia
<u>10:30 a.m.</u> 11:00 a.m.	<b>Delegate photo and coffee break</b>
<u>11:00 a.m.</u> 12:00 p.m.	<b>Business Session #2 - Pacific Rim Antitrust Priorities: Technology, Security, Labor, and Sovereign Investment</b>  <b>Moderator:</b> Nicolás Cardona, Partner - Antitrust & Competition Law, Brigard Urrutia
<u>12:30 p.m.</u> 2:00 p.m.	<b>Delegate Luncheon at Hotel</b>

12:30 p.m. 1:30 p.m.	<b>Policy &amp; Planning Committee Meeting</b>
2:00 p.m. 3:00 p.m.	<b>Business Session #3 - M&amp;A in a Fragmented World: Geopolitics, Energy Sustainability, and Investment in Latin America</b>  <b>Moderator:</b> Ángela García, Partner – M&A, Brigard Urrutia
3:00 p.m. 3:30 p.m.	<b>One-on-One Business Meetings</b>
3:30 p.m.	<b>End of Business Day</b>
6:30 p.m. 10:00 p.m.	<b>Host Firm Dinner on the Terrace at Brigard Urrutia</b>

## Optional Tour

10:00 a.m. 3:00 p.m.	<b>Monday Tour</b> San Alberto Coffee Experience
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## Day 04

### Tuesday - April 21st

9:00 a.m. 10:00 a.m.	<b>Business Session #4 - Artificial Intelligence and the Legal Profession: Global Trends, Responsibilities, and Business Implications</b>  <b>Moderator:</b> Andrés Fernández de Castro, Director of TMT (Technology, Media & Telecommunications), Brigard Urrutia
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<u>10:00 a.m.</u> 10:30 a.m.	<b>Coffee Break</b>
<u>10:30 a.m.</u> 11:30 a.m.	<b>Business Session #5 - Colombia as a New SEP Litigation Hub: Strategic Implications for Global FRAND Negotiations</b>  <b>Moderator:</b> Laura Ángel, Director of IP Litigation and Strategic Advisory, Brigard Castro.
<u>12:30 p.m.</u> 2:00 p.m.	<b>Delegate Luncheon at Hotel</b>
<u>12:30 p.m.</u> 1:30 p.m.	<b>Membership Committee Meeting</b>
<u>2:00 p.m.</u> 3:00 p.m.	<b>PRAC Delegate Meeting</b>
<u>3:00 p.m.</u> 3:30 p.m.	<b>One-on-One Business Meetings</b>
3:30 p.m.	<b>End of Business Day</b>
<u>7:00 p.m.</u> 10:00 p.m.	<b>Closing Dinner at National Museum</b>

## Optional **Tour**

<u>10:00 a.m.</u> 3:00 p.m.	<b>Tuesday Tour</b> Paloquemao – Flavors of Bogotá
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# Participating Firms, Delegates & Guests



Firm	Delegate	Location	Title	Email	Acc Guest
Allende & Brea	Santiago Sturla	Argentina	Partner	<a href="mailto:ssturla@allende.com">ssturla@allende.com</a>	
Arias	Yuri Moreno	Panama	Partner	<a href="mailto:yuri.moreno@ariaslaw.com">yuri.moreno@ariaslaw.com</a>	
Arifa	Federico Alfaro Boyd	Panama	Partner	<a href="mailto:falfaro@arifa.com">falfaro@arifa.com</a>	Yvonne Cardoze de Alfaro
Carey	Francisco Ugarte	Chile	Partner	<a href="mailto:fugarte@carey.cl">fugarte@carey.cl</a>	Pia Martini
Davis Wright Tremaine LLP	Zach Bench	United States	Partner	<a href="mailto:zachbench@dwt.com">zachbench@dwt.com</a>	
Davis Wright Tremaine LLP	Sarah Tune	United States	Partner	<a href="mailto:sarahtune@dwt.com">sarahtune@dwt.com</a>	
Dentons Rodyk & Davidson LLP	Sivagnanaratnam Sivanesan	Singapore	Senior Partner	<a href="mailto:sivanesan.s@dentons.com">sivanesan.s@dentons.com</a>	Rachel Sivanesan
Estudio Muñiz	Jorge Otoya	Peru	Partner	<a href="mailto:jotoya@munizlaw.com">jotoya@munizlaw.com</a>	
Hogan Lovells	Owen Chan	Hong Kong	Regional Managing Partner	<a href="mailto:kitty.wu@hoganlovells.com">kitty.wu@hoganlovells.com</a>	Ms. Jasmine Ho
Hogan Lovells	Elizabeth Donley	United States	Partner Co-Head of M&A	<a href="mailto:elizabeth.donley@hoganlovells.com">elizabeth.donley@hoganlovells.com</a>	
NautaDutilh	Jaap Stoop	The Netherlands	Partner	<a href="mailto:jaap.stoop@nautadutilh.com">jaap.stoop@nautadutilh.com</a>	
NautaDutilh	Jules van de Winckel	The Netherlands	Partner	<a href="mailto:jules.vandewicke@nautadutilh.com">jules.vandewicke@nautadutilh.com</a>	

# Participating Firms, Delegates & Guests



Firm	Delegate	Location	Title	Email	Acc Guest
Pacific Rim Advisory Council	Yingqi (Fiona) Huang	Hong Kong	Executive Director	<a href="mailto:fiona.huang@hoganlovells.com">fiona.huang@hoganlovells.com</a>	
RBS	Joe Chan	Canada	Partner	<a href="mailto:jchan@rbs.ca">jchan@rbs.ca</a>	
Santamarina & Steta S.C.	Heriberto Garza	Mexico	Partner	<a href="mailto:hgarza@s-s.mx">hgarza@s-s.mx</a>	María de Jesús González de Garza
Brigard Urrutia	Carlos Fradique-Méndez	Colombia	Managing Partner	<a href="mailto:cfradique@bu.com.co">cfradique@bu.com.co</a>	
Brigard Urrutia	Carlos Urrutia	Colombia	Partner	<a href="mailto:currutia@bu.com.co">currutia@bu.com.co</a>	
Brigard Urrutia	José Francisco Mafla	Colombia	Partner	<a href="mailto:jmafla@bu.com.co">jmafla@bu.com.co</a>	
Brigard Urrutia	Nicolás Cardona	Colombia	Partner	<a href="mailto:ncardona@bu.com.co">ncardona@bu.com.co</a>	
Brigard Urrutia	Ángela García	Colombia	Partner	<a href="mailto:agarciap@bu.com.co">agarciap@bu.com.co</a>	
Brigard Urrutia	Andrés Fernández de Castro	Colombia	Director	<a href="mailto:afernandezdecastro@bu.com.co">afernandezdecastro@bu.com.co</a>	
Brigard Urrutia	Laura Ángel	Colombia	Director	<a href="mailto:langel@bc.com.co">langel@bc.com.co</a>	





Bogotá

# Welcome to **Colombia**



## **Colombia Standard Time Zone**

**UTC-05:00 zone**, 5 hours behind Coordinated Universal Time (UTC).

## **Language**

**The official language is Spanish.** Many establishments have a good command of English.

## **Currency**

The local currency in Colombia is the **Colombian Peso (COP)**. Credit and debit cards are widely accepted in most shops, hotels, and restaurants.

For cash needs, we recommend withdrawing from ATMs located in secure areas such as banks, hotels, or shopping centers. Please avoid using street ATMs.

International money transfer services such as Western Union are available; however, given current digital banking options, they are generally less necessary for short stays.

## Electricity

In Colombia the power plugs and sockets are of **type A and B**. The standard voltage is **110 V** and the standard frequency is **60 Hz**. In case you prefer you can bring your own adapter.

## Communications

Colombia's country code is +57.

Landline calls require a geographic area code: Bogotá (1), Medellín (4), Cali (2), and Cartagena (5). To dial, use +57 + area code + local number.

Mobile numbers can be reached by dialing +57 + mobile number.

International calls from Colombia begin with 00, followed by the country code (e.g., 00 1 for the United States and Canada).

Colombia offers reliable mobile connectivity across major cities. For a seamless experience, we recommend considering eSIM providers such as Nomad or Holafly, which provide convenient data plans for short stays.



## Tipping

Tipping in Colombia is not mandatory, but it is appreciated as a gesture of recognition for good service.

In restaurants and bars, you will typically be asked whether you would like to include a voluntary 10% service charge in your bill. You are free to accept or decline at your discretion.

## Safety

Bogotá is a vibrant and welcoming city. As in any major destination, a few simple precautions will help ensure a seamless stay:

- Use trusted ride-hailing services such as Uber, DiDi, or Cabify.
- Keep valuables secure and avoid displaying them in public.
- Use ATMs and exchange services in secure, official locations.
- Remain attentive when handling cash or mobile devices.
- Choose reputable operators for tours and travel.



## Key Contacts

For your convenience,  
please find below important  
contact numbers in  
Colombia:

**Emergency (nationwide):** 123

**Police (Bogotá):** 112

**Ambulance:** 125

**Fire Department:** 119

**Brigard Urrutia**

+57-60-1-3462011

**Hotel Four Seasons**

**Casa Medina**

+57-60-1-3257900

When calling locally from a  
mobile phone, you may dial  
the number directly without  
the country code.

# What you need to know *about* **Bogotá?**



## Name

**Bogotá, Distrito Capital**

## Altitude & Population

2,600 meters (8,530 ft)  
above sea level

Home to almost 10  
million residents

Bogotá's altitude may take some getting used to. For a smoother arrival, we recommend staying well hydrated, taking it easy during your first hours, and limiting alcohol initially. Mild fatigue or shortness of breath is normal and usually subsides quickly.

## Climate

Average temperature:  
16°C (60°F)

Mild, spring-like weather  
year-round

Bogotá's climate is refreshingly mild compared to other Colombian cities, with comfortable daytime temperatures and cooler mornings and evenings. Weather conditions can shift throughout the day, with occasional rain and strong sun often alternating.

For a more comfortable stay, we recommend dressing in layers and carrying sunscreen, as well as a light jacket or umbrella when heading out.



## City & Character

A remarkably green city, Bogotá is framed by the Andes and its iconic eastern hills, including Monserrate and Guadalupe—an ever-present backdrop to daily life.

The city blends tradition and modernity with ease, where colonial heritage meets contemporary architecture, creating a vibrant and distinctive urban landscape.

This unique balance makes Bogotá an inspiring destination for culture, cuisine, business, and meaningful connections.



# Places

## *to visit in Bogotá*

### José Celestino Mutis Botanical Garden

📍 **Avenida Calle 63 # 68-95, Engativá**

---

Bogotá's main center for research and conservation of plant diversity, with over 900 species across 19 hectares — from Andean páramo plants and orchids to medicinal herbs and palm collections.

### Virgilio Barco Public Library

📍 **Avenida Carrera 60 # 57-60, Teusaquillo**

---

An architectural landmark designed by Rogelio Salmons, recognized for its striking red brick façade, tranquil gardens and reflecting pools — as much a cultural and community hub as it is a library, with over 98,000 volumes, exhibitions and events open to all.



## Gabriel García Márquez Cultural Center

**📍 Avenue Calle 63 # 68-95, Engativá**

---

A versatile architectural icon in the historic heart of Bogotá, designed by Rogelio Salmona and dedicated to literature, visual arts, cinema, music and theater — home to the Fondo de Cultura Económica and a symbol of the cultural bond between Colombia and Latin America.

## Zipaquirá Salt Cathedral

**📍 (a day trip from Bogotá, approximately 50 km north of the city)  
Parque de la Sal, Carrera 6 Calle 1, Zipaquirá, Cundinamarca**

---

Known as Colombia's "First Wonder," this underground temple was built inside the tunnels of a salt mine 180 meters below ground, featuring 14 Stations of the Cross carved in salt and stone, a grand central dome and an illuminated 16-meter cross.

## Gold Museum

**📍 Carrera 6 # 15-88, Parque Santander**

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Home to the world's largest collection of pre-Hispanic goldwork, with over 34,000 gold pieces crafted by cultures such as the Muisca and Tairona for both daily life and sacred rituals — recognized by National Geographic as one of the best history museums on the planet.



## Botero Museum

**📍 Calle 11 # 4-41, La Candelaria**

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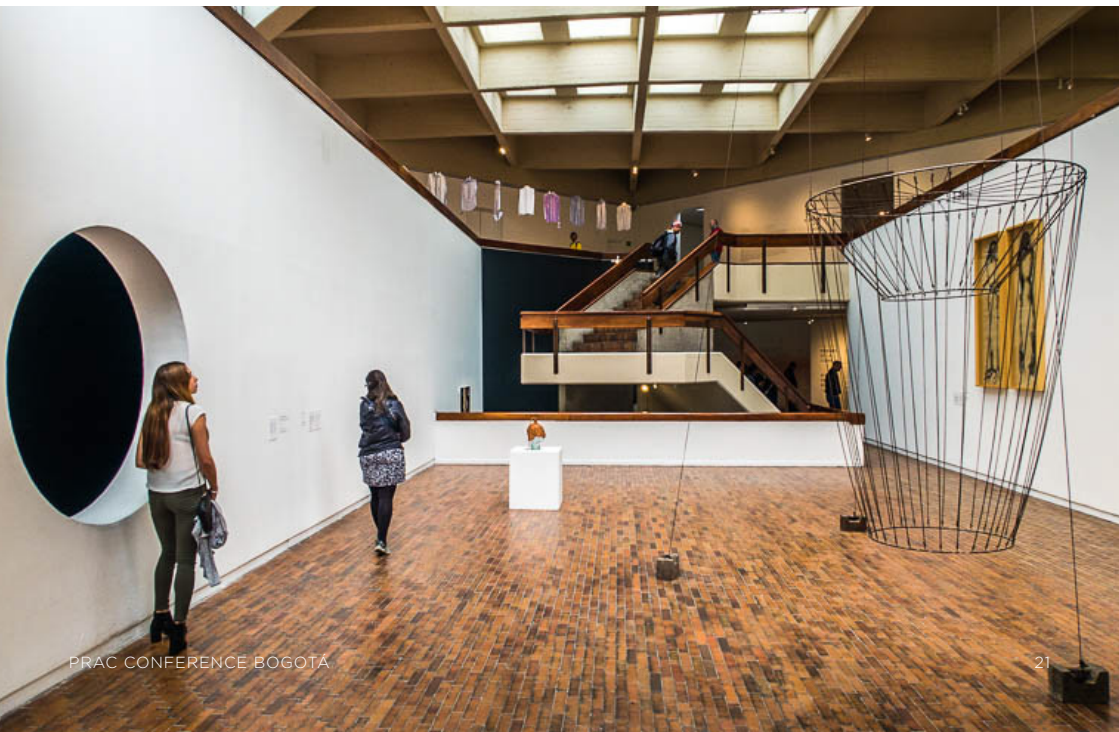
Founded in 2000 from a donation of 208 works by master Fernando Botero to the Banco de la República, housed in a colonial mansion that once served as the Archbishop's residence — also featuring works by Picasso, Monet and Dalí. Free admission.

## Bogotá Museum of Modern Art — MAMBO

**📍 Calle 24 # 6-00, Santa Fe**

---

A dynamic and pluricultural space showcasing modern and contemporary art through a collection of around 3,633 works, with innovative exhibitions and educational programs designed to inspire new ways of thinking.



# Tour *guide*



**01 Saturday Tour**  
Monserrate

**02 Sunday Tour**  
La Candelaria

**03 Monday Tour**  
San Alberto Coffee  
Experience

**04 Tuesday Tour**  
Paloquemao -  
Flavors of Bogotá

Please explore the link below to select the tour you would like to join from our recommended options.

[Click here](#)

# 01 Saturday Tour



## Montserrat



Rising above the city at 3,152 meters (10,341 feet) above sea level, Monserrate is one of Bogotá's most iconic landmarks and a symbol of the city's cultural and religious heritage. The mountain has long been a place of pilgrimage and offers breathtaking panoramic views over the sprawling capital and the surrounding Andes.

Upon arrival, guests will begin their Bogotá experience with a visit to this emblematic site. They will ascend the mountain—via the funicular—to enjoy spectacular views and explore one of the most representative locations of Bogotá's traditions and history.

Following the visit, the group will proceed to San Isidro, a renowned restaurant located at the top of the mountain. There, they will enjoy an elegant welcome lunch in a privileged setting overlooking the city.

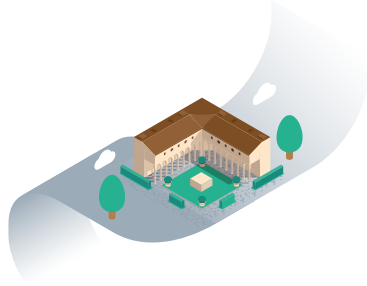
**Dress code:** Casual clothing, sneakers, sunscreen, hat or cap.

**Note:** When visiting churches and religious sites, modest attire is recommended.

Shorts are not permitted, and guests are advised to avoid wearing miniskirts.



## 02 Sunday Tour



### La Candelaria



The excursion begins with a transfer to the historic center known as La Candelaria. Guests will step back into Bogotá's colonial past, rich in history and mystery.

The route includes visits to important landmarks such as the Luis Ángel Arango Library, Plaza de Bolívar, Primatial Cathedral of Bogotá, National Capitol of Colombia, Palacio Arzobispal de Bogotá, Iglesia de El Sagrario, Casa del Florero, Palace of Justice of Colombia, Palacio Liévano, Casa de Nariño, and San Agustín Church.



The tour continues with a visit to the Gold Museum, widely recognized as the most important gold museum in the world and one of the city's main attractions. Across its three levels, the museum houses one of the largest collections of pre-Columbian gold artifacts, representing thirteen pre-Hispanic societies dating back nearly 2,500 years.



The day concludes with a visit to the Botero Museum, housed in a beautifully restored colonial mansion that once served as the Archbishop's residence. The museum features approximately 120 works donated by Fernando Botero, Colombia's most renowned contemporary artist, known for his distinctive style characterized by exaggerated, voluminous forms. The collection also includes works by masters such as Pablo Picasso, Pierre-Auguste Renoir, Salvador Dalí, Edgar Degas, Marc Chagall, Henri Matisse, Claude Monet, and Alberto Giacometti, all generously donated by Botero himself.

**Dress code:** Casual clothing, comfortable walking shoes

**Note:** When visiting churches and religious sites, modest attire is recommended. Shorts are not permitted, and guests are advised to avoid wearing miniskirts.



## 03 Monday Tour



### San Alberto Coffee Experience



Guests will enjoy an immersive coffee experience designed to awaken the senses at Café San Alberto. This activity offers a unique opportunity to explore and appreciate the distinctive attributes of specialty coffee through a guided sensory journey.

Participants will learn about coffee cultivation, production processes, and the organoleptic characteristics that define high-quality coffee, as well as how to identify common defects. The experience is led by award-winning coffee producers committed to helping visitors understand and appreciate an exceptional cup of coffee.

At the conclusion of the activity, guests will be recognized as official ambassadors of San Alberto coffee.

**Dress code:** Smart casual clothing, comfortable shoes.

**Note:** The experience includes a tasting of three different coffees, a personal journal, an apron, and an “San Alberto Ambassador” diploma.



## 04 Tuesday Tour



### Paloquemao Flavors of Bogotá



To conclude the experience, guests will visit the traditional Plaza de Mercado Paloquemao, one of the city's most authentic and vibrant markets. There, they will walk through colorful aisles filled with flowers, fruits, herbs, and fresh local products while discovering Colombia's rich culinary diversity.

During the visit, participants will take part in a tropical fruit tasting, sampling a wide variety of unique flavors and learning about traditional ingredients from across the country.

The experience culminates with lunch at Abasto, a well-known restaurant celebrated for its focus on locally sourced ingredients and fresh, seasonal cuisine.

**Dress code:** Casual clothing, comfortable shoes.

# Recommended *restaurants*

We have curated a selection of some of Bogotá's finest restaurants for your consideration.

Please explore the link below and let us know your preferred choice—we would be delighted to assist with your reservation.

[Click here](#)



## ... Harry Sasson

**📍 Carrera 9 # 75-70, Zona G**

A true pioneer of fine dining in Colombia, Harry Sasson has defined the country's culinary scene for over 30 years, combining Latin American, Japanese and European flavors in a stunning century-old mansion with an open-plan kitchen and an exceptional wine list.

## ... El Chato

**📍 Calle 65 # 4-76, Chapinero Alto**

Latin America's Best Restaurant 2025 — a contemporary Colombian bistro where Chef Álvaro Clavijo applies global techniques to highlight local and seasonal ingredients in a welcoming, approachable setting.



### ... Leo

**📍 Calle 65 Bis # 4-23, Chapinero**

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A sensory journey through Colombia's exuberant biodiversity, led by World's Best Female Chef Leonor Espinosa and her "Ciclo-Bioma" concept celebrating local ingredients and cultural heritage.

### ... Selma

**📍 Calle 65 # 4-50, Chapinero**

---

Mediterranean-inspired bistro set in a restored early 20th-century house, offering Spanish, Greek and North African flavors with the signature touch of Chef Álvaro Clavijo.

### ... Tremé

**📍 Carrera 10A # 70-50, Quinta Camacho**

---

A restaurant-bar inspired by the Cajun and Creole cuisine of New Orleans, reinterpreting tradition with an innovative twist — think jambalaya, gumbo and live jazz in the heart of Bogotá.

### ... Andrés Carne de Res D.C.

**📍 Carrera 10A # 70-50, Quinta Camacho**

---

A legendary multi-floor dining and entertainment experience where each level is inspired by Dante's Divine Comedy — Colombian classics, live music, dance performances and one-of-a-kind eclectic décor all under one roof.

## Host Firm and event **contact information**

### **Sofía Cárdenas**

Brigard Urrutia  
Events Intermediate Analyst  
scardenasb@bu.com.co

### **Lorena Bocanegra**

Brigard Urrutia  
Senior Marketing Analyst  
cbocanegra@bu.com.co

### **Luis Eduardo Mendoza**

Brigard Urrutia  
Marketing and Communications Head  
lmendoza@bu.com.co

### **PRAC Colombia 2026**

PRACColombiaconference@bu.com.co



## **Bogotá D.C.**

Address: Calle 70 Bis # 4 - 41

Phone: +57-60-1-7442200

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## **Cali**

Address: Calle 6 norte # 1 - 42

Phone: +57-60-2-4897394

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## **Barranquilla**

Address: Carrera 49 # 70 - 147