



Kick-Off Program  
**Start-Up Challenge Colombia**  
**Startups for Energy Transition**  
 April 13, 2023  
 9 am Colombia / 4 pm Germany  
 Online Event in English

*Moderator: Ursula Brendecke, Deputy Director, State of Bavaria Office for South America*

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| 9:00/16:00  | Welcome Words<br>Andrés Villegas, Economic Official, German Embassy in Bogotá<br>Mischa Groh, President, AHK Colombia<br>Agostinho Ramalho, Innovation Manager, Vice-presidency of Science Ecopetrol   |
| 9:10/16:10  | Bavaria & the Bavarian Start-up Ecosystem<br>Katharina Kees, Senior Manager Investor Services, Invest in Bavaria   |
| 9:20/16:00  | Connect, Scale, Learn: Bits & Pretzels, Europe's biggest founders festival<br>Lena Kerckow, Event Manager, Bits & Pretzels   |
| 9:30/16:30  | Start-Up Challenge Colombia 2023<br>Carolina Santana, Business Development AHK   |
| 9:40/16:40  | Discussion Panel: Opportunities for Latam high-tech start-ups in Germany<br>Moderator: Pamela Valdivia, Executive Director State of Bavaria Office<br><br>Nicolás Pineda, Manager, Galápp: Winner Startup Challenge Colombia 2022<br>Carlos Noceda, Founder, NutriCo: Winner Startup Challenge Peru 2022<br>Andrés López, Executive Director, Ecometric: Winner Startup Challenge Chile 2022 |
| 10:00/17:00 | Q&A  |
| 10:10/17:10 | Closing Remarks<br>Laura Tobón, Head of Partnerships & Innovation Ecosystems, Ecopetrol  |