NEWSROOM

Textile industry leaders gathered at the Canadian Embassy in Bogotá to discuss opportunities for artificial intelligence development for the textile supply chain.

Bogotá, Colombia – June 20, 2024 – On the morning of June 18th, **Tengiva**, a technology company providing solutions for the textile supply chain, hosted an exclusive breakfast event at the **Canadian Embassy in Bogotá**. This private gathering brought together a select group of industry leaders to delve into the transformative potential of artificial intelligence (AI) in the textile supply chain.
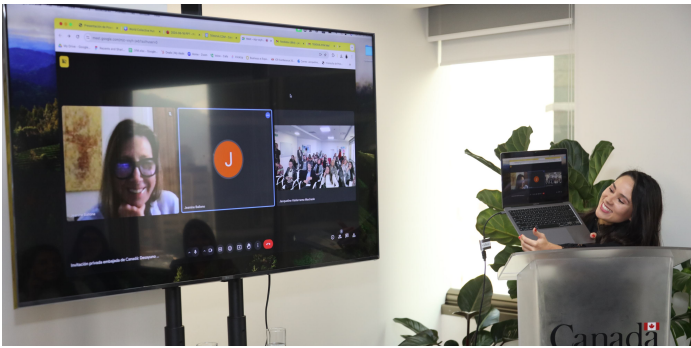
Colombia, an important player in the global textile market, was selected for this event because of its strategic significance and long-standing position in the Latin American textile industry. Colombia has been a major player globally, providing high-quality fabrics with exports totaling over US$962.6 million, according to ProColombia and the Ministry of Commerce, Industry, and Tourism.

Event highlights:

Carlos Agudelo, co-founder and COO of Tengiva provided an overview of the textile supply chain, emphasizing the need for high-quality data for AI applications. He mentioned that technology implementation is a progressive process requiring collaboration and expert guidance, which is Tengiva's specialization.

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Jeanine Ballone from World Collective, introduced her sustainability-focused marketplace powered by Tengiva's technology. Ballone highlighted the role of marketplaces in facilitating business growth for textile suppliers, ensuring initial textile configuration to guarantee quality data for AI and Digital Product Passport (DPP) purposes. Through her rigorous selection process, she has brought major textile companies on board with a commitment to sustainability. Among them is Fabricato, the pioneering Colombian leader in sustainable materials.

Nestor Enrique Forero, Head of Analytics at ProColombia, highlighted how AI transforms company operations by identifying new market opportunities. His presentation focused on how new technologies can be effectively implemented, stressing the importance of using reliable data, adopting new approaches, and starting pilot projects to achieve early success.

After the presentation, attendees participated in a networking session, sharing ideas and discussing potential collaborations. Jacqueline Valderrama, Tengiva's Business Development Manager, pointed out that it was a special gathering since many of the attendees met in a non-commercial setting. This approach helps keep the industry active, collaborative, and up-to-date, allowing connections and businesses to thrive collectively.

" We are grateful to all of our partners in this event, speakers, the Canadian Embassy in Bogota, and all attendees for their active participation and valuable insights. Their enthusiasm highlights AI's significant potential in advancing the textile industry.

– Carlos Agudelo, Tengiva's co-founder and COO.

ABOUT TENGIVA

Tengiva provides all-inclusive digital solutions for textiles. Businesses from all corners of the textile industry chose Tengiva for their B2B distribution, data management, and sourcing needs. They are part of leading global initiatives and a B Corp-certified technology powered by 100% net-zero cloud servers.

Tengiva supports textile businesses, industry-promotional associations, governmental organizations, and finished product brands. Currently, Tengiva's technology is available in 120+ countries and serves 1000+ users, including top fashion houses and leading manufacturers.

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