

# IV SALON INTERNACIONAL DE INGENIERIA DE MERCADOS



Certifica que:

SANTIAGO VELA

058


Asistió al IV Salón de Ingeniería de Mercados del 12 al 15 de Mayo de 1999

**VENCIENDO LOS RETOS**

CONOCIMIENTO DEL CONSUMIDOR Y DE LOS MEDIOS

“LA ESTRATEGIA DEL SIGLO XXI”

  
Felipe Dorado Illera  
Decano

  
Luis Alfredo Rojas L.  
Coordinador General

  
Clara Hilda Ramírez G.  
Coordinadora Operativa

**CERTIFIED TRANSLATION FROM SPANISH TO ENGLISH**  
**IV INTERNATIONAL ROOM OF MARKETS ENGINEERING**

**CERTIFIES THAT:**

**SANTIAGO VELA 058**

Has attended at the IV Room of Markets Engineering

From 12 up to 15 of May of 1999

**WINNING THE CHALLENGES**

**ACQUAINTANCE WITH THE CONSUMER AND THE MEDIA**

**"THE STRATEGY OF THE XXI CENTURY"**

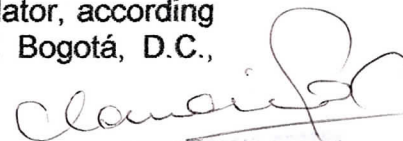
Signature (illegible).

Signed. **FELIPE DORADO ILLERA**. Dean

Signed. **LUIS ALFREDO ROJAS L.** General Coordinator

Signed. **CLARA HILDA RAMIREZ G.** Operative Coordinator

Certified Translation from a document written in Spanish, done the 21st of April 2006 by Claudia París-Cortés, Interpreter and Sworn Official Translator, according to Resolution No. 1605 of August 4/87 from the Justice Ministry. Bogotá, D.C., Colombia.

  
CLAUDIA PARÍS-CORTÉS  
Traductora Oficial  
Res. No. 1605 Ago. 4/87