

Nicolás Cock Duque

Ecoflora



“ I saw an opportunity to pave the way for Colombia's green revolution. ”

COUNTRY	Colombia
INDUSTRY	Industrials
EMPLOYEES	34
YEAR SELECTED	2007
WEBSITE	www.ecoflora.com

COMPANY SNAPSHOT

Nicolás is the entrepreneur behind EcoFlora, a biotechnology and natural products company that provides a range of natural alternatives for use in agriculture, food and personal care products. EcoFlora, built around Nicolás's pioneering spirit, has become a national leader in innovation — and is now positioned as a small but rapidly growing company with significant international growth prospects.

A real industry leader in driving innovation and progress, Nicolás has led by example with EcoFlora: innovation is at the heart of the company, with over 15 new products and 30 new applications developed over the past 8 years.

Long an industry leader in pushing for regulatory change and continued scientific innovation, Nicolás has become increasingly focused of late on the commercial applications of his products. He has negotiated priority agreements for his Natural Consumer Products line in two of Colombia's largest supermarket chains, CAFAM and HOME CENTER. With the other lines he has sold into the European market for the first time (a first for Colombia in bio-inputs), and even caught the attention of large players such as L'Oréal and Coca Cola. Having obtained various awards for innovation – including the Colombian Award for Technological Innovation (INNOVA) (2004) and “Los mejores del Año del Sector Agropecuario” (The Best Companies of the Year in the Agricultural Sector) in the region of Antioquia (2005) – EcoFlora is ready to go to the next level.

ENDEAVOR AND ECOFLORA

In addition to Global eMBA and G-Lab programs, and the Entrepreneur Summit, Nicolás has received local publicity support and mentorship (including in the area of intellectual property).