



Jan Willem van Bokhoven

Graduated in Technical Business Administration (Rotterdam University of Applied Sciences, 2003) and Intercultural Communication (Utrecht University, 2007, honours cum laude), Jan Willem van Bokhoven has been active in Dutch-Latin American business relationships for 15 years.

He started his career as a consultant at TRANSFER Latin Business Consultancy, where he became Director for Latin America shortly thereafter and continued until June 2013. In this period he led diverse trade missions to Latin America, set-up various branches in Latin America, and supported over 750 European organizations in a wide variety of sectors in their objective to increase business relations with Latin America.

In July 2013 he was appointed as Executive Director of the Holland House Colombia, which functions as a public-private 'matchmaking centre', designed to promote trade, investment and provide advice to Dutch as well as Colombian organizations. In the past years he has been responsible for the market entry strategy of diverse Curacao entrepreneurs in Colombia.