

AI CHILE COLOMBIA PERU STARTUPS TECHNOLOGY

## Migtra and its Artificial Intelligence solutions arrive in Colombia

La oferta de la startup chilena Migtra, para incrementar productividad y evitar accidentes en sistemas de transporte terrestre de operaciones industriales, también se encuentra en Perú.

BY EDUARDO VEGA · SEPTEMBER 20, 2023



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The Chilean startup **Migtra** has ventured into the Colombian market with its technologies aimed at improving efficiency and preventing accidents in transportation systems used in the industrial ecosystem.

These solutions, based on **artificial intelligence**, are already implemented in sectors such as **mining** and **logistics**. The company has also established operations in **Peru**.

During this semester, **Migtra** has begun operating in **Colombia** and is in discussions with key market players, such as **Ecopetrol**, the main petroleum producer in this South American country.

In the significant **coal mining** industry with **Mina Cerrejón by Anglo American and Glencore**, as well as with **Grupo Bimbo**. All of this, considering their previous experience applying **technology** in sectors such as mining and retail, among others.

"We are confident that this expansion into such a large, dynamic, and industrialized market will allow us to expand our customer base and help in the path of internationalization we are pursuing with clients in other countries," said **Marcelo Gómez**, head of

with clients in other countries, said **Mauricio Ucampo, head of the startup's operations** in this country.

Migtra aims to achieve an annual revenue of **USD\$600,000** by the end of the first year, through their solutions focused on **productivity** and **security**, with the goal of doubling this figure in the following year.

The company began its operations in **Chile** in 2017 and aims to generate revenue of **USD\$1.2 million** by 2023. It is worth mentioning that their entry into the Colombian market has been achieved without the need to raise additional funds.

Among Migtra's clients in Chile are companies such as **SQM, Minera Centinela, SPL, Enex, Abastible, Agrosuper, Green America, Coseducam, Nazar, Verasay**, and **Transportes PPT**.

"In creating the initial networks, helping us generate **networking** opportunities and key contacts for the development of some of the initial proposals," said **Pedro García, CEO and founder** of the company.

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