

LUXURY WITHOUT COMPROMISE

Robb Report

SINGAPORE

BEST
OF
THE
BEST
ASIAN EDITION



Issue 81, SGD\$8.90

08/2019

robbreport.com.sg

Investment Products



Privilege Luxury Club

Live the travel experience of a lifetime.

A unique investment club designed to give its members unforgettable travel experiences, privileges, preferential rates and exclusive benefits at the most luxurious hotels and destinations worldwide.



Privilege Fractional Ownership

An Elite Real Estate Investment Program with co-ownership participation in luxury international hotels and resorts with guaranteed income programs and exclusive benefits.



Privilege Passport Program

Tayrona counts with Exclusive Agents in global residency and travel benefits for you to have a better opportunity to obtain citizenship or permanent residence and associated tax benefits.



TC Cards

We fit a new payment lifestyle, so we count with a New Generation of Payment Systems that provides members with the flexibility of a prepaid card along with elite travel benefits and exclusive reward programs.



Wealth, Capital and Asset Strategies

Committed and Invested in your Financial Future. Our products and services are hyper-personalized, with a design that provides exceptional and individual wealth and investment strategies, to ensure trust and closeness to the client.

Direct presence in 19 countries



TAYRONA CAPITAL FINANCIAL GROUP

Tayrona Capital is a financial group with a solid background of over 40 years in the world market with active financing and development investments in global projects, specializing in hospitality, real estate, travel, entertainment, and financial products.

This is a group where our clients invest in the most precious asset of all: Themselves.

We stand out from others because ...

- Tayrona is defined as a culture of service.
- Beyond traditional investment services, Tayrona Capital provides our clients with lifestyle experiences.
- This group does not do business per se, the personal and personalized relationship with our clients and the mutual trust and connection is the most important to us.





↑ Innovation

We employ cutting edge technology, to ensure maximum confidentiality, safety and innovative business solutions.



↑ Strategies

We guarantee a world class financial team, ready to serve the needs of your investment, corporate planning and wealth, as well as of your capital and asset strategies.



↑ Direction

We are constantly moving ahead, acquiring unique and profitable experiences in investment, real estate, hospitality and entertainment.



↑ Experience

Our teams have long-standing record tracks of successful and sustained international achievements at senior levels in business.



Contact details
www.tayronacapital.com
MUFG Tower, 7 Straits View
19-02 Marina One East Tower
(0) +65 6832 5071

CEO Tayrona Capital interview

BEHIND THE TIGER'S SON VISION

James Ordonez



What does Tayrona mean ?

Tayrona means basically 3 key concepts, the tiger's son, a point in the geography of the Colombian Caribbean coast, and an indigenous group of the region. The first one, "the Tiger's son" honors the founder and first visionary of the group, my father, as we owe him what the group is today; the second one is a tribute to the Tayrona Park, located in the north Colombia, near the city of Santa Marta, a place where Tayrona Capital filmed one of its first films called "The Mission," and which opened the doors to the development of global businesses thanks to its numerous awards; and thirdly, it is a tribute to the "Tayronas," a tribe that has survived civil wars, the conquest of a continent, as well as natural disasters, and that still remain at their place of origin showing hardness, courage and permanence in time. All of these three concepts and attributes make up the meaning of Tayrona Capital.

Who are the clients of Tayrona ?

As Tayrona is in the business of managing sovereign funds of developed countries and emerging economies, the group serves governments, as well as Ultra-High-Net-Worth Individuals, High-Net-Worth Individuals and middle-class

individuals who plan to diversify their financial assets.

Is there any risk when investing in Tayrona's products and services ?

Tayrona has reinvented the concept of risk because, although legally and technically it cannot be said that there are no risks, we provide risk mitigation strategies through global diversification of tangible assets that already produce income, such as hotel products and protected capital programs.

“We provide risk mitigation strategies through global diversification of tangible assets that already produce income”

What is a normal day in the life of James like ?

James visits two or three countries per day through personalized meetings with clients and government leaders which Tayrona has relationships

with; so, basically, every day he is either on a plane or in a meeting.

How does Tayrona see its employees ?

Tayrona sees our staff as a family that works for a common goal, so as promoters of the brand our collaborators receive the same benefits and privileges of our clients. That gives us an excellent working atmosphere.