



Latin Global Development Victor Villabla CEO



Latin Global Development (LGD) responds to the challenges and needs of the Latin American who works to integrate into a society that is accepting, develops their talent, shows their culture, lifestyles and entrepreneurial potential. Its mission is to increase cultural diversity awareness and unity within our communities.

LGD's CEO, Victor Villabla, was born in Cartagena and began his musical career at age 12 when he started to play professionally. He helped form the Cultural House, the first national dance and folklore performance theater in Cartagena and 40 years later he's still making music. After 14 years traveling all over the world on cruises ships and studying hotel administration and tourism, Victor came to the United States in 2006, became a naturalized citizen, and started a nonprofit. Later he started the Yellow Green Farmers Market, offering fresh food and vegetables from all over the different South and Central American countries. You can meet him there every weekend, presenting artwork and preparing food.

Florida Nonprofits spoke with Victor about his personal interests and LGD's goals the upcoming year.

What do you do in your spare time?

I love to teach music to children and talk to groups -- that's the love of my life and I do that at every opportunity I can get. But I also love fishing and the biggest fish I ever caught was a 1-meter-long seabass.

What do you think 2024 will bring?

I think 2024 will bring a lot of cultural expansion and a lot more diversity into this country. We are having a music and dance festival and a business exposition with people from all over South and Central America coming to the United States to share business practices and network for opportunities to bring businesses from South America to the U.S. I will produce a multicultural concert with originally produced music of Ecuador, Venezuela, Argentina and Bolivia. This will not be the usual commercial music, but instead will feature the "real thing". Scheduled for October 22, 2024, Latam Connect Expo coincides with Hispanic Heritage Month.