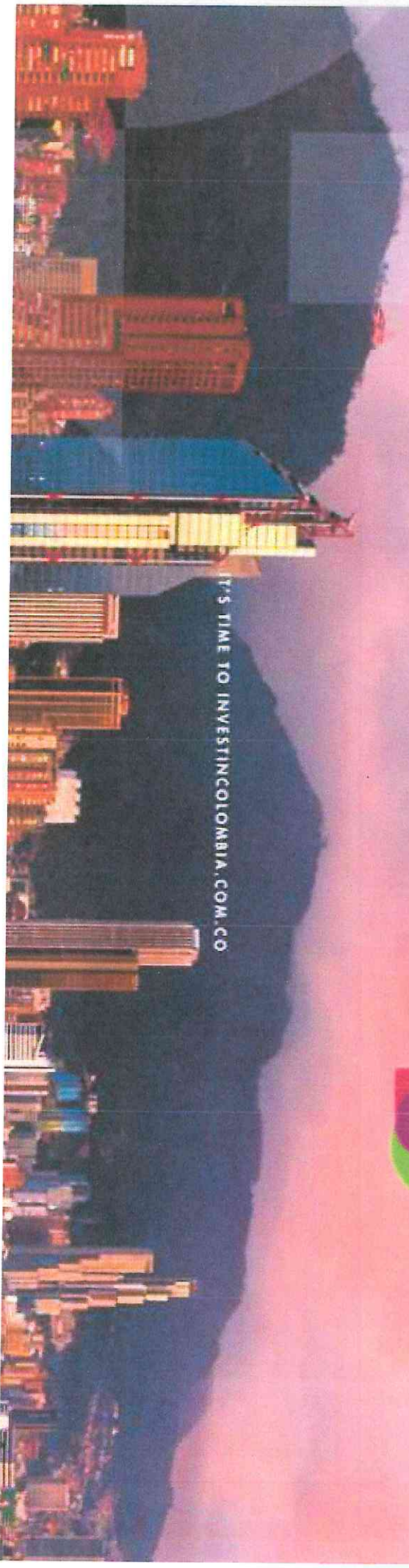


# 5 REASONS TO DO BUSINESS WITH

**COLOMBIA** 

IT'S TIME TO INVEST IN COLOMBIA. [COM.CO](http://COM.CO)



# PROCOLOMBIA PROMOTES:



**FOREIGN DIRECT  
INVESTMENT**



**INTERNATIONAL  
TOURISM**



**NON-MINING  
EXPORTS**

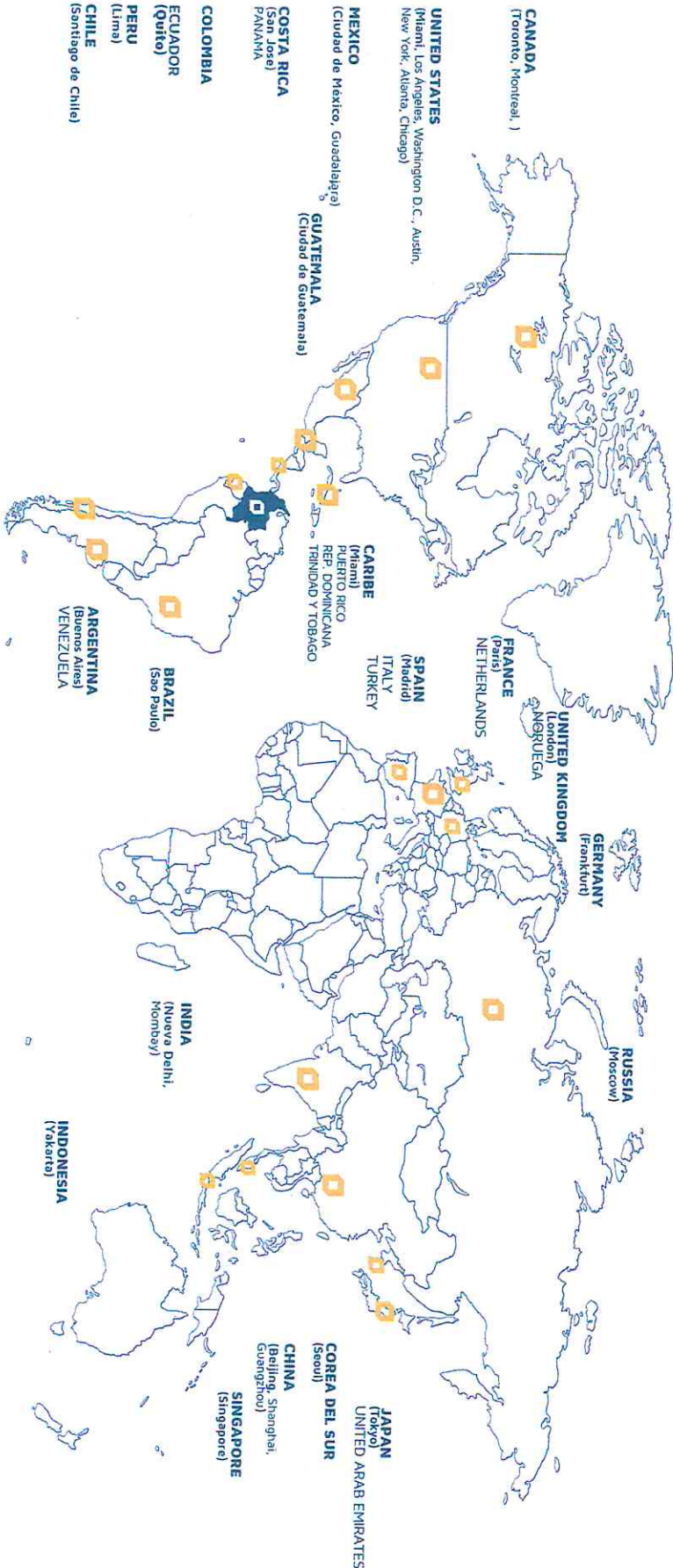
# PRESENCE OF PROCOLOMBIA IN THE WORLD

IT'S T

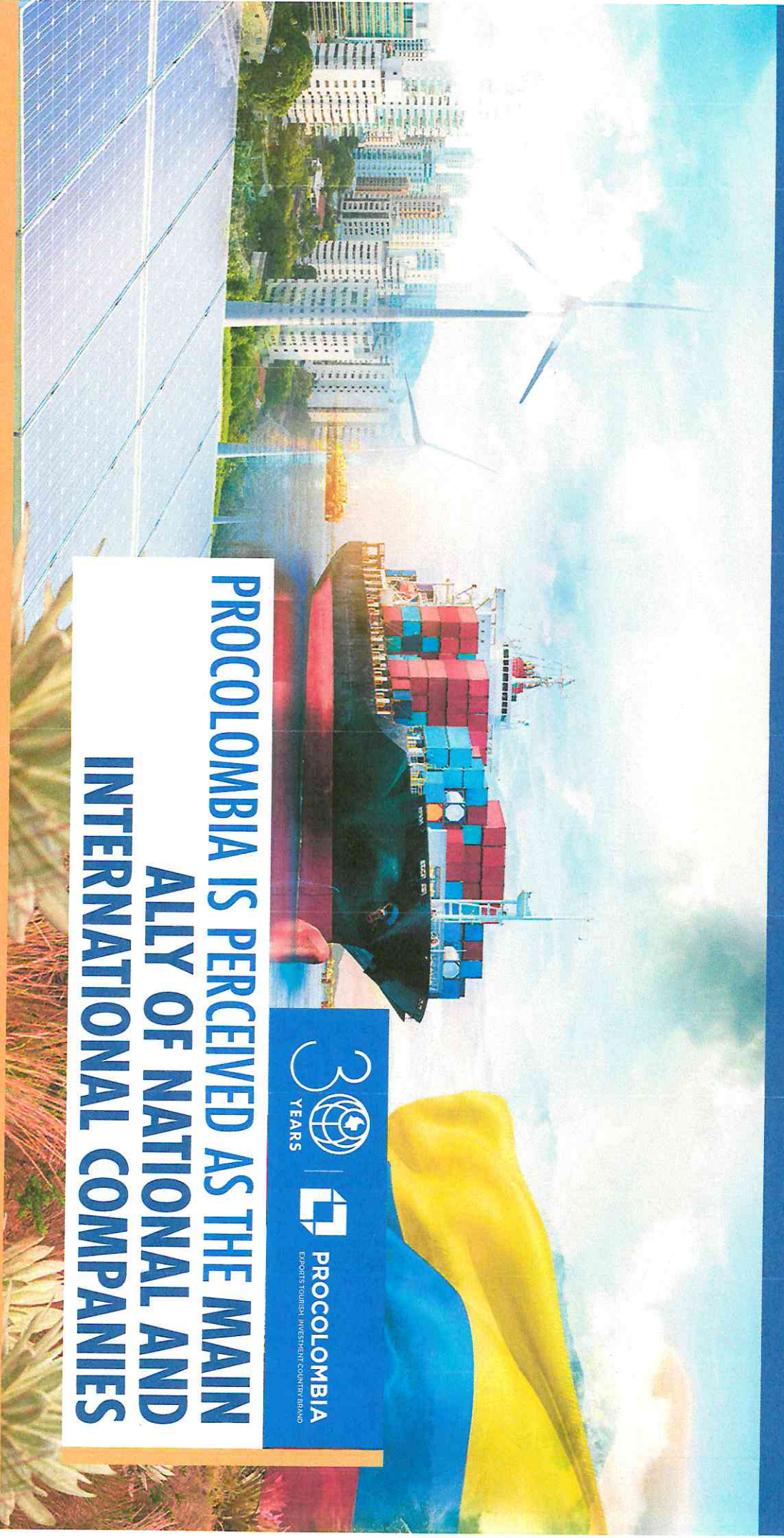


# 22

INTERNATIONAL  
OFFICES



PROCOLOMBIA.CO



**PROCOLOMBIA IS PERCEIVED AS THE MAIN  
ALLY OF NATIONAL AND  
INTERNATIONAL COMPANIES**



**PROCOLOMBIA**  
EXPORTS FOREIGN INVESTMENT BOARD

**PROCOLOMBIA.CO**



# 5

## REASONS TO INVEST

IN THE MOST WELCOMING PLACE ON EARTH



- 1** ■ **Dynamic domestic market**, and multiple regions that nurture the country's economic development
- 2** ■ **Competitive export platform** located in the heart of the Americas
- 3** ■ **Key conditions** for business development
- 4** ■ **Safe and friendly** environment for Foreign Direct Investments
- 5** ■ **Attractive investment opportunities**

## REASON

# 1

## COLOMBIA HAS A DYNAMIC DOMESTIC MARKET, AND ALL ITS REGIONS NURTURE THE COUNTRY'S ECONOMIC DEVELOPMENT

- ▶ **4th largest economy** in the region, with a great growth outlook
- ▶ **Attractive domestic market**
- ▶ **Multiple regions** and business centers with a variety of sectoral vocations
- ▶ **A wide business network** that supports business development and investments



# 4TH LARGEST ECONOMY IN THE REGION, WITH A POSITIVE GROWTH OUTLOOK

## GDP growth 2021

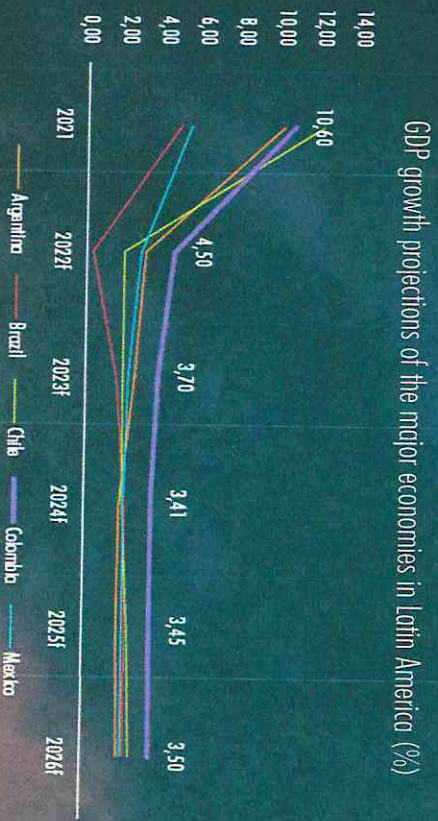
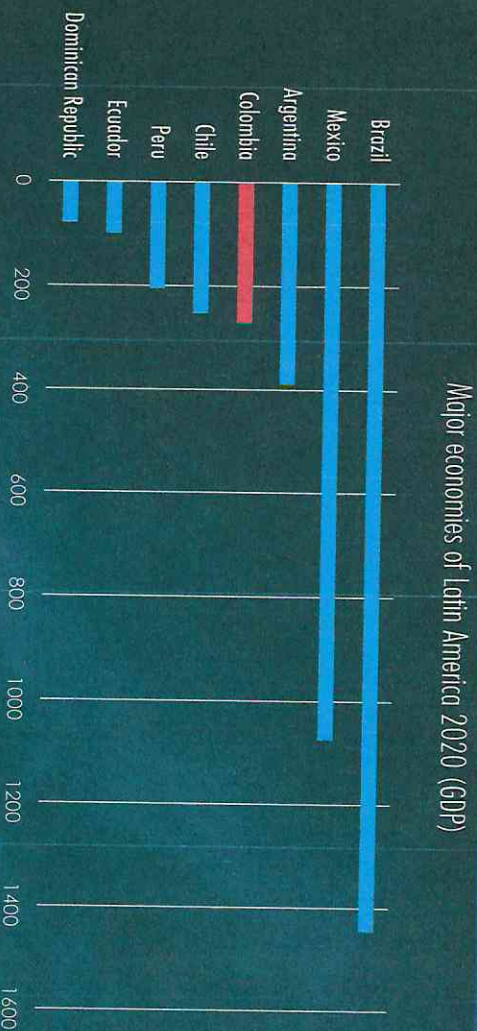
- 10.6% vs 2020
- 2.8% vs 2019

## GDP forecast 2022

- 5.5% OECD
- 4.5 % IMF
- 4.1% World Bank

## FDI inflows

- 2021: USD 9.4 billion
- 2022 projected: USD 13 billion



Source: IMF y Bankap



# THE COUNTRY HAS AN ATTRACTIVE DOMESTIC MARKET



3rd most populous country in Latin America with more than 51 million inhabitants



Young population that drives the domestic market and the labor force. 57% are between 15 and 54 years old



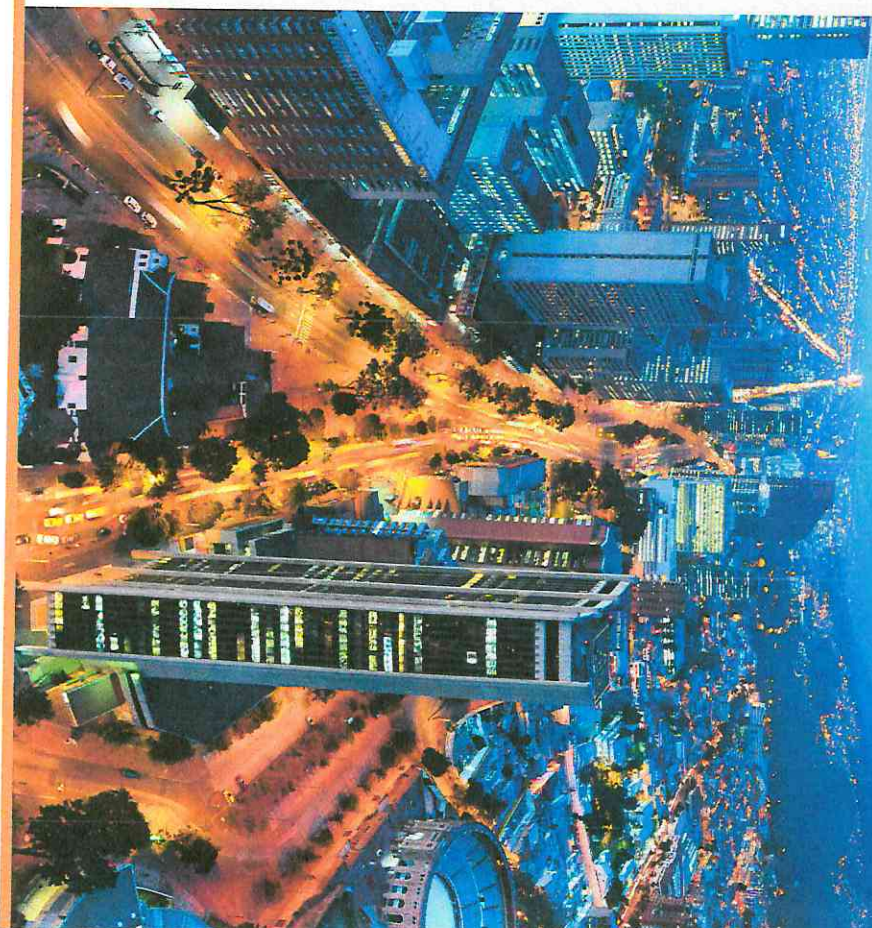
Population size similar to Spain and South Korea

» **15**

Cities with a population over 500,000 inhabitants

» **27**

Cities with more than 250,000 inhabitants





# THE COUNTRY HAS MULTIPLE REGIONS AND BUSINESS CENTERS WITH A WIDE VARIETY OF SECTORAL VOCATIONS

## Caribbean: 15% of GDP



Potential for tourist complexes, BPO operation, metalworking and development of solar and wind energy projects.

## Antioquia and the Coffee Region: 18% of GDP



- Industrial and tourist center.
- Potential for 4.0 industries, metalworking, fashion sector and agribusiness

## Pacific: 13% of GDP



Agro-industrial hub, opportunities in logistics, pharmaceuticals, cosmetics and renewable energies



## Center East: 17% of GDP



It is one of the most productive regions of Colombia and stands out for its potential in agribusiness, chemicals, tourist infrastructure and highly complex health service centers.

## Bogotá and Cundinamarca: 32% of GDP.



They stand out for their strength in information & communication technologies, manufacturing and entrepreneurship.

## Amazon-Orinoco 0.2% of GDP



It stands out for its natural gas and oil reserves, its agricultural capacity and the diversity of species in the tropical forest. It has great potential for tourism.

## South Central: 4% of GDP



High agro-industrial and livestock potential.

## BUSINESS CENTERS

- Bogotá
- Medellín
- Cali
- Barranquilla
- Cartagena

## COLOMBIA HAS A LARGE BUSINESS NETWORK THAT SUPPORTS THE DEVELOPMENT OF BUSINESSES AND INVESTMENTS



*In Colombia there are 767,000+ firms<sup>1</sup>*



*55 companies with revenues of more than USD 500 million*













*747 companies with revenues between USD 100 and USD 500 million*



*In 2021 307,679 companies were created, 10.6% more than in 2020.*

### AMOUNT OF COMPANIES BY SECTOR

	Building construction: <b>39,025</b>
	Computer systems development: <b>23,840</b>
	Financial services and information services activities: <b>16,651</b>
	Food and beverage preparation: <b>16,224</b>
	Wholesale trade <b>15,321</b>
	Textile manufacturing and clothing manufacturing: <b>14,097</b>
	Manufacture of rubber and plastic products: <b>9,964</b>
	Manufacture of chemical substances and products: <b>5,601</b>
	Manufacture of machinery and equipment: <b>2,618</b>
	Manufacture of pharmaceutical, medicinal and botanical products: <b>1,579</b>

Source: DANE Super Sociedades Financial Reports 2020

1. Database of active companies [juridical entities] reported in the DANE 2020 Business Directory Geovisor

## REASON

# 2

### COLOMBIA IS A COMPETITIVE EXPORT PLATFORM LOCATED IN THE HEART OF THE AMERICAS

- ▶ Our location gives companies **logistical advantages** to supply the region
- ▶ Companies operating from Colombia have **preferential access** to the attractive market of the Americas
- ▶ We stand out as a **reliable and quality** supplier in the region

**THE LOCATION OF COLOMBIA GIVES COMPANIES LOGISTICAL ADVANTAGES TO SUPPLY THE REGION FROM THE ATLANTIC AND PACIFIC**

**NORTH AMERICA**  
**422 SEA ROUTES**  
**350 AIR ROUTES**



**CENTRAL AMERICA AND CARIBBEAN**  
**493 SEA ROUTES**  
**157 AIR ROUTES**

**SOUTH AMERICA**  
**399 SEA ROUTES**  
**149 AIR ROUTES**

**COLOMBIA'S LOCATION IS ANOTHER COMPETITIVE ADVANTAGE TO REDUCE CARBON EMISSIONS DUE TO TRANSPORTATION DUE TO ITS PROXIMITY TO MAIN PORTS**

Source: Procolombia Analysis. Information provided by the airline, maritime and OAG Cargo. IATA TAC 2021

**CONNECTION TIMES**

	Santiago de Chile	5h 55m
	Lima	3h 5m
	Sao Paulo	6h 10m
	Mexico DF	4h 55m
	Los Angeles NY	7h 40m
	NY	5h 35 m
	Toronto	6h 10 m
	Caliac	2d
	Valparaiso	8d
	Puerto Santos	11d
	Puerto Manzanillo	8d
	Los Angeles NY	10d
	NY	6d
	Vancouver	18d

**AIR FREIGHT TO USA/KG MORE COMPETITIVE COMPARED WITH**

- ◆ Mexico (↓7%)
- ◆ Brazil (↓47%)
- ◆ Peru (↓56)
- ◆ Chile (↓42%)



# COMPANIES THAT PRODUCE AND EXPORT FROM COLOMBIA HAVE PREFERENTIAL ACCESS TO THE ATTRACTIVE MARKET OF THE AMERICAS

The Americas represent 31.8% of world GDP and a population of more than 1 billion inhabitants

Network of treaties that give preferential access to 97% of the countries in the region\*

FTA with the United States, Canada, and Chile have chapters on Environmental, Labor or Trade and Sustainable Development



Source : WorldBank 2020  
MINCI. \* Includes Economic Complementarion Agreements or Partial Reach. Does not include non-autonomous territories

## ADVANTAGES OF OUR TRADE AGREEMENTS



0% tariff on 96% of items exported from Colombia  
Convenient rules of origin and regional content value



Free mobility of people  
Allows the incorporation of intermediate goods and inputs  
Possibility of accumulating origin



Duty-free access to 100% of the products from Colombia  
Common regimes in customs matters, trade facilitation, among others



Access to the Brazilian market  
It deepens access for goods of Colombian origin in sectors such as textiles, clothing, metalworking and vehicles

# COLOMBIA STANDS OUT AS A RELIABLE AND QUALITY SUPPLIER IN THE REGION



## TOP SUPPLIER TO USA

- 1st Doors and windows, girdles, green and unroasted coffee, tilapia, fillet and premium roses
- 2nd Tempered glass
- 3rd Polyvinyl chloride and laminated glass plates

## WORLD RANKING

- 1st Carnations
- 2nd Girdles
- 3rd Banana

## MAIN LATAM EXPORTER



PVC



Fungicides



Doors, windows and frames



Girdles

## SECOND LATAM EXPORTER



Perfumes



Lead electric accumulators (auto parts)



Smart Cards



**Teleperformance**

USA, Chile and Mexico



**Eternit**  
CONSTRUCCION EN EVOLUCION

Panama, Ecuador, Peru and Barbados



**Baxter**

Chile and Brazil



**Nestle**

Peru, Mexico, Ecuador, Cuba and Chile

\*Examples of companies that use Colombia as an export platform to supply other countries in the region

# THE COLOMBIAN ECONOMY IS MOVING FROM RECOVERY TO GROWTH



THE COLOMBIAN ECONOMY GREW  
**10,6%**

In 2021, Colombia achieved the largest **non-mining exports** in its history



**USD 18,1 BILLION**  
24.5% more as compared to 2020  
18.7% more as compared to 2019

## WITH TURKEY



**USD 19.8 MILLION (NME)**  
9% more as compared to 2020  
69% more as compared to 2019



42 Colombian companies exported more than  
**USD 19 MILLION (NME)**



**REASON**

**3**

**WE OFFER KEY CONDITIONS  
TO BUSINESS DEVELOPMENT**

Our workforce stands out for its **commitment and diversity** of training

A **free zone regime** with one of the most attractive incentive packages in the region

Colombia has an **institutional framework** and a network of services that support businesses



# THE COUNTRY HAS A LABOR FORCE THAT STANDS OUT FOR ITS COMMITMENT AND DIVERSITY OF TRAINING

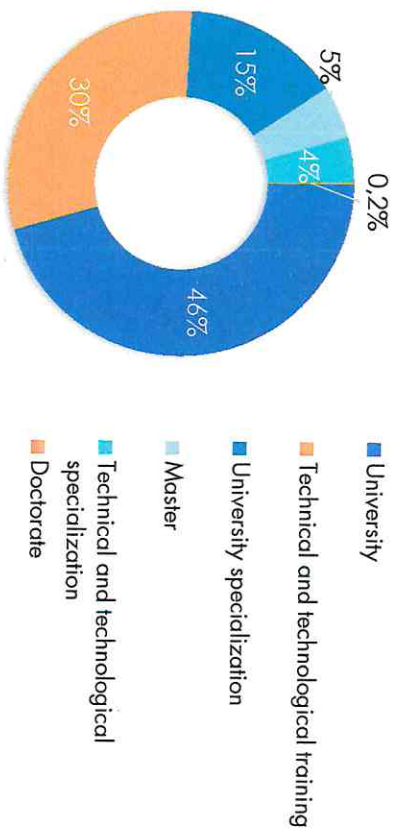
» **Erin Champlin- Vicepresident J&J Global Services:**

"We have been able to attract great talent from people who are excited and passionate about working with J&J ... We are incredibly impressed with the talent and linguistic, business and financial capabilities."

» **German Arango – CEO IMEXHS LIMITED**

"There are people who are very prepared, very capable, with a lot of experience but above all very committed, hard-working and who do things with passion"

## Graduates by educational level 2016-2020



## Graduates by area of knowledge 2016-2020



COLOMBIA HAS THE SECOND LARGEST LABOR FORCE IN SOUTH AMERICA

Source: Telemark New avenues for Colombia's internationalization: trade in task

Source: National Higher Education Information System

## COLOMBIA HAS A FREE TRADE ZONE REGIME WITH ONE OF THE MOST ATTRACTIVE INCENTIVE PACKAGES IN THE REGION

- 01** 20% **rent rate** in Free Trade Zone (Vs 35% in the rest of the national customs territory)
- 02** No customs taxes are incurred or paid (**VAT and tariffs**)
- 03** Goods of foreign origin introduced to the free zone may remain in them **indefinitely**
- 04** Up to 50% of the employees of the companies in ZF will be able to carry out their work outside the area.
- 05** VAT exemption for raw materials, parts, inputs and finished goods that are sold from the national customs territory to users of the Free Zone or between them

TWO TYPES OF FREE ZONES



**80**  
NUMBER OF SINGLE COMPANY  
FREE TRADE ZONES



**42**  
NUMBER OF PERMANENT FREE  
TRADE ZONES

TOTAL NUMBER OF  
FREE TRADE ZONES

**122**

# WE OFFER AN INSTITUTIONAL FRAMEWORK AND A NETWORK OF SERVICES THAT SUPPORTS BUSINESSES

## PUBLIC PRIVATE ECOSYSTEM THAT DRIVES BUSINESS



*We need counterparts in Turkey such as ASO to help us spread the word!*



**2nd place**  
in business dynamism and stability of the financial system in Latin America<sup>1</sup>

In 2020 the Arbitration Center of the CCB was considered, for the third consecutive year, in the group of **most influential** arbitration centers in the region<sup>2</sup>

Source: 1. Global Competitiveness Report 2019  
2. Global Arbitration Review

## REASON

# 4

**WE WELCOME FOREIGN  
DIRECT INVESTMENTS IN A  
SAFE AND FRIENDLY  
ENVIRONMENT**

- Economic policies **promote and protect** the private activity and foreign investment
- Attractive **incentive policy** for investment
- A **network of treaties** that favor investment and trade
- **World-class company** operations prove confidence in our country



## ECONOMIC POLICIES PROMOTE AND PROTECT THE PRIVATE ACTIVITY AND FOREIGN INVESTMENT

- **Colombia stands out** by having favorable economic policies towards private activity and foreign investment. A multi-party democracy and strong institutions support those policies.
- Highly independent judicial system and low risk of expropriation. Multiple guarantees for private investment.
- **1st place in financial freedom and 2nd place in investment freedom** in Latin America in the Index of Economic Freedom.



- Colombia occupies the **best position** in the region in the OECD's FDI Regulatory Restrictiveness Index, with the least degree of restrictions on FDI.
- Between 2016 and 2021, a total of **USD 52,818 million** in FDI arrived in the country, in non-mining-energy sectors. In 2021, those sectors received investments for **US\$ 7,587 million**.

Taken from: Fitch Colombia Country Risk Report y IHS Markit Colombia Country/Territory Report

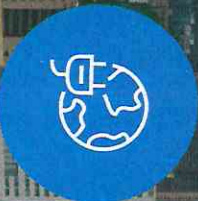
# THE NATIONAL GOVERNMENT OFFERS AN ATTRACTIVE INCENTIVE POLICY FOR INVESTMENT



VALLEJO PLAN



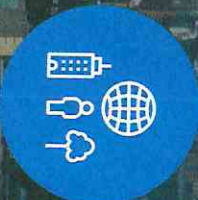
ACQUISITION OF REAL FIXED ASSETS



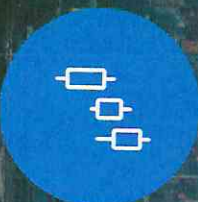
EFFICIENT ENERGY MANAGEMENT OR USE OF UNCONVENTIONAL ENERGY SOURCES



RESEARCH, SCIENCE AND TECHNOLOGY



CONTROL, CONSERVATION AND IMPROVEMENT OF THE ENVIRONMENT



MULTIPLE SECTOR INCENTIVES



# THE COUNTRY HAS A NETWORK OF TREATIES THAT PROMOTE INVESTMENT AND TRADE



# 18

Investment protection agreements in force and 5 signed

# 14

Double Taxation agreements in force and 2 signed



# 17

Trade agreements in force and 3 signed

## Europa and Asia

FFIA  
European Union



Korea



Israel



UK



Singapore\*\*

## South America

CAN\*  
Pacific Alliance  
MERCOSUR\*



Venezuela\*



Chile

## North and Central America



USA



Canada



Mexico\*



Costa Rica



Nicaragua\*



Cuba\*



Panama\*\*

CARICOM\*  
Northern Triangle

\* Agreements of economic complementation or Partial Scope  
\*\* Subscribed

# OPERATIONS OF WORLD-SIZE COMPANIES PROVE CONFIDENCE IN OUR COUNTRY



**SOFTBANK**  
2019

**USD 5 billion** fund to invest in technology-based companies such as Rappi (USD 1,000 million), Frubana, Ayenda Rooms



**AMAZON.COM**  
2018

Shared service center focused mainly on customer service. They currently employ more than **4,0000 people** who work from 9 cities in Colombia.



**AES COLOMBIA**  
2019

Investment **+USD 973 million**  
Acquisition of the largest wind farm in the country  
Generated about 6,000 direct and indirect jobs



**TERNIUM**  
2019

#1 in Latin America in steel production  
#1 in the world in seamless steel tube fabrication.  
Reinvestment in a plant in the department of Atlántico: **USD 90 million**  
250 direct jobs generated



**NOVATOR**

**NOVATOR**  
2021

Megainvestment of **USD 1 billion** between 2021 and 2022 in a greenfield investment in the telecommunications sector, increasing competition, servicing the whole country and creating hundreds of new jobs.



REASON

# 5

## WE OFFER ATTRACTIVE INVESTMENT OPPORTUNITIES

- ▶ Colombia encourages investment for **sustainable development**
- ▶ Ideal production center for **manufacturing**
- ▶ Destination for business expansion related to the generation of **knowledge-based services**
- ▶ Regional powerhouse for **agri-business**
- ▶ Colombia as a **regional operations center**

# COLOMBIA PROMOTES INVESTMENT FOR SUSTAINABLE DEVELOPMENT

## Road to zero

Reducing greenhouse gas emissions by 51% by 2030  
Achieving carbon neutrality by 2050

30% of the national territory declared as a protected area  
Leading the energy transition in Latin America

### BIOECONOMY



- Second most biodiverse country in the world
- Investment opportunities for the development of nature-based solutions
- Fresh fruits, flowers and natural ingredients with several applications for the cosmetic, pharmaceutical and food sectors, among others

### ENERGY TRANSITION



- Colombia has the 16th most sustainable energy matrix in the world and the potential to become the country with the cleanest energy matrix in Latin America.
- Resources for the generation of renewable energy through biomass, wind, hydro, solar and green hydrogen energy.
- Special tax incentives for this type of project

### CIRCULAR ECONOMY



- Commitment to the reconversion of industries and production systems.
- BiodiverCities and Sustechability Strategies.
- Opportunities in reforestation, sustainable tourism, equipment conversion, electric mobility, water and waste treatment, recycling, among others

## IDEAL PRODUCTION CENTER FOR MANUFACTURING



Thanks to its competitive costs in human talent, supplies, distribution and factors of production, Colombia offers an ideal location for manufacturing production.

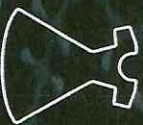
### OPPORTUNITIES IN SECTORS SUCH AS



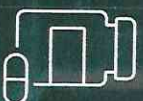
**PACKAGING**



**AUTOMOTIVE  
INDUSTRY**



**FASHION  
INDUSTRY**



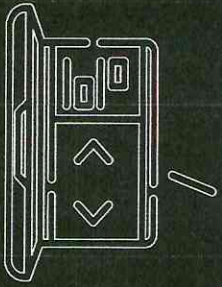
**APIs**

# DESTINATION FOR THE EXPANSION OF BUSINESSES RELATED TO THE GENERATION OF KNOWLEDGE-BASED SERVICES

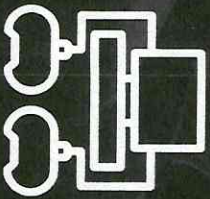


Colombia has a public policy of digital transformation and attraction of investment in technology and value-added services. Headquarter of the first Center for the fourth industrial revolution in Latin America affiliated with the World Economic Forum and 1st place worldwide in the Entrepreneurship Index (IPSO 2021)

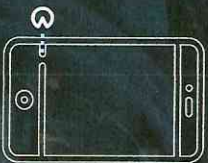
## OPPORTUNITIES IN SECTORS SUCH AS



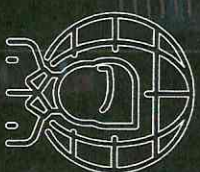
**Software**



**Audiovisual**



**Mobile apps**



**Outsourcing services**



## REGIONAL POWERHOUSE FOR AGRIBUSINESS

Our availability of land, variety of climate, as well as the size of our market, position us as an agri-food power in the region with multiple investment opportunities

### OPPORTUNITIES IN SECTORS SUCH AS



**COCOA**

**FRESH FRUITS**

**COFFEE**

**PACKAGED FOOD**



# COLOMBIA AS A REGIONAL OPERATIONS CENTER



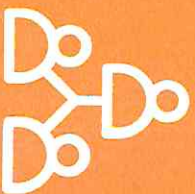
## Advantages:

*Competitive salary costs, the convenient time zone and the location of Colombia in the Americas represent advantages to position Colombia as a HUB to serve the region*

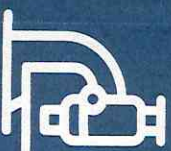
### OPPORTUNITIES



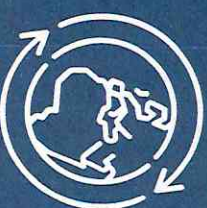
CALL CENTER



SHARED SERVICES  
CENTER



PRODUCT DEVELOPMENT  
CENTER



LOGISTICS & DISTRIBUTION  
CENTER



ADANTE



El futuro  
es de todos

Gobierno  
de Colombia



# THANK YOU

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PROCOLOMBIA  
EXPORTS PROMOTE INVESTMENT COLLABORATION

