

# COLOMBIA KNOWS BEST

FULL PACKAGE

DESIGN

INNOVATION

READY TO WEAR

TEXTILES

NEWS PAPER VOLUME 1 | JUNE 27, 2012



## THE SECRET

For more than 100 years, Colombia has been an important contributor to the fashion industry around the world. We have a strong history of manufacturing textiles and apparel for the fashion leaders. Just last year we exported to 130 countries.

The first network, highly trained workers and skilled craftsmanship have built Colombia's reputation for beautiful attention to detail, design and craftsmanship. Today, our textile and apparel industry has more than 1000 companies.

Providing everything from buttons and detailed stitch work to fully constructed haute couture. Here you will find why Colombia is ready to fulfill your expectations and needs of your customers.



Competitive advantages there are why.

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Colombia's Value in New York

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Ministry of Trade, Industry and Tourism  
Republic of Colombia  
Libertad y Orden

PROEXPORT COLOMBIA  
TOURISM, FOREIGN INVESTMENT AND EXPORTS PROMOTION



## With the FTA, companies gain and so does the country

By Sergio Díaz-Granados  
Minister of Commerce, Industry and Tourism

The Free Trade Agreement between the U.S. and Colombia is a "win-win" for both countries. Presidente Barack Obama expressed this during his visit to Cartagena for the Summit of the Americas, when he referred to Colombia as a strategic partner of great influence. There is no doubt that this new chapter, the most important in recent business history between the two countries will bring more trade, generate more jobs, more growth and many opportunities for both nations.

The United States is known as a buyer of excellent goods and Colombia a provider of quality, competitive industries, a wide and diverse supply, with a strategic location, and adequate logistic connectivity: we have 1,574 cargo flights a week, 13 shipping lines and 296 ships with weekly routes.

The textile, apparel, design, and fashion industry will benefit greatly from the FTA. Due to its 100 years of experience, Colombia's textile and apparel sector is recognized across the globe as an integrated industry for its quality, innovation and added value with the most productive workforce in Latin America, according to

PriceEaterHouseCoopers 2009 report.

We are the third largest producer of intimate apparel, we manufacture the world's leading brand names in sportswear and jeans, our production plants and wash processes include the highest quality equipment, and our garments are known across the globe.

It is one of the most important industry's in our country: including 450 textile and 10,000 apparel manufacturers, generating 130,000 direct jobs, and over 750,000 indirect jobs, and represents 5% of the total exports in addition to 21% of the manufacturing workforce.

The FTA replaced the temporary solution, as was the Atpdea, becoming a "win-win" for both nations, allowing buyers and exporters to negotiate long term, with stability and confidence. Now, there are more benefits at a lower cost, for companies that are known for their flexibility and ability to adapt to the consumers demands. New bridges expand to create great opportunities for our businessmen and our industry will shine with its unparalleled quality.

## New York Welcomes Colombia for a Week of Business

By María Claudia Lacouture  
President Proexport Colombia

The United States has historically been the largest trading partner of Colombia, a country that knows, first-hand, the quality and experience of our textile and apparel industry. This is significant for the development of this sector which will have a "new boost" thanks to the benefits offered by the Free Trade Agreement, that became effective this past 15<sup>th</sup> of May.

This is an evolving industry, which is at the forefront of global trends, with technological development and the ability to have competitive lead times, fulfilling consumer demands, with a high level of design and differentiation.

The imports of clothing into the United States has increased over the past three years. This growth, coupled with the Free Trade Agreement, has created more opportunities for products made in our country. To identify them, Proexport Colombia, the entity responsible for promoting exports, investment, and tourism for the country, has strengthened its presence: it has a Commercial Office in Miami and representations in Atlanta, Chicago, Dallas, Puerto Rico, Los Angeles, Texas, and Washington. We are confident that the publication you hold in your

hands will serve as an important guide to discover why "Colombia Knows Best".

Corporate uniforms, household linens, swimwear, lingerie, control undergarments, and jewelry and accessories, are a few of the items that will have "zero" tariff upon entry to the United States given the recent FTA. Of-course, within the items you will find jeans-widely known for their design and quality, casual clothing, sportswear, activewear, underwear and hosiery which have great potential.

Our companies have the ability to create and produce for the international industry. Thanks to its production and competitive prices, Colombia has become a major hub for Latin America in the last ten years.

Proexport is an important ally for Colombian companies that want to export and for importers that are looking for quality and differentiated products and services. We have the information, tools, and professional staff that will help in your search, which today is made easier due to the current FTA. We invite you to Colombia, we want you to explore the quality of our services and discover what makes us a strategic country for business.



# 100 years of experience in the textiles industry

*With more than 100 years of experience, Colombia's Textile and Apparel industry is prepared to provide American buyers the best high-end sourcing products.*



year the sector formally began, with the creation of the first companies that manufactured fabrics. These were responsible for the development of the industry until about half of the century, because between the 1950 and 1960 the first brands of finished products were made. With the consolidation of these companies, the industry began to grow exponentially, and in the mid-sixties came automation. The industry then made a significant investment in infrastructure, technology and equipment that allowed it to not only be at the vanguard, but also covering increasing market needs.

The decade of the 80's was definitive for the consolidation of

the sector, thanks to government support that developed a set of policies to allow a long-term entry of the textile industry in the world economy. The Colombian industry was ready and motivated to transform from a national industry to an international one; moving the local market to compete internationally, taking advantage of the different FTA agreements signed by the country.

By that time, several international companies had set their sights on Colombia, and the garments produced in our country. Since the last decade of the last century, Colombia's industry has focused on three pillars: search for competitiveness, diversify markets, and consolidate a world class

industry. With this conviction, Colombia has become a major player in the global supply chain, serving as a top source for international textile and apparel companies, like Levi's, Victoria's Secret and Adidas among others.

Today, the country's textile industry offers all kinds of business opportunities due to the vertical integration of the business. In addition, since May 15<sup>th</sup>, American importers can benefit from the preferential import tariffs granted by the Free Trade Agreement, like the tariff 0 for items such as corporate uniforms, lingerie and beach wear, which is expected to stimulate the textile and apparel bilateral trade.

COLOMBIA KNOWS BEST

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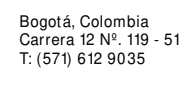
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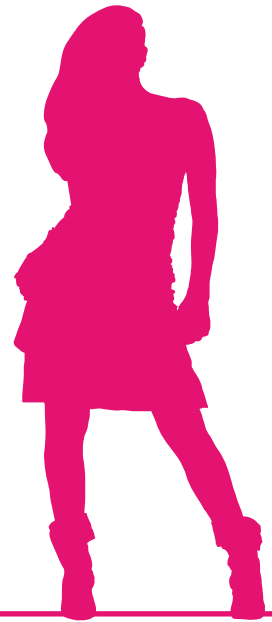
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# Textile industry in Colombia

In 2011, the textile industry grew 7% and the apparel industry grew by 9%.



The sector represents over 12% of the industrial GDP and about 2% of the national GDP.

Between 2003 and 2010, production in Colombia had an average annual growth of 8%.

The textile industry accounts for more than

# 5%

of total Colombian exports, becoming the most important sector of non-traditional products exported from Colombia.

## THE SECTOR'S PERFORMANCE IN 2011 ACCOUNTED FOR U.S. \$1,408 MILLION IN EXPORTS

This industry generates about 130,000 direct jobs and 750,000 indirect jobs.

Last year nearly 1,356 companies registered exports. Ten of them contributed with more than 40% of the apparel sales abroad.

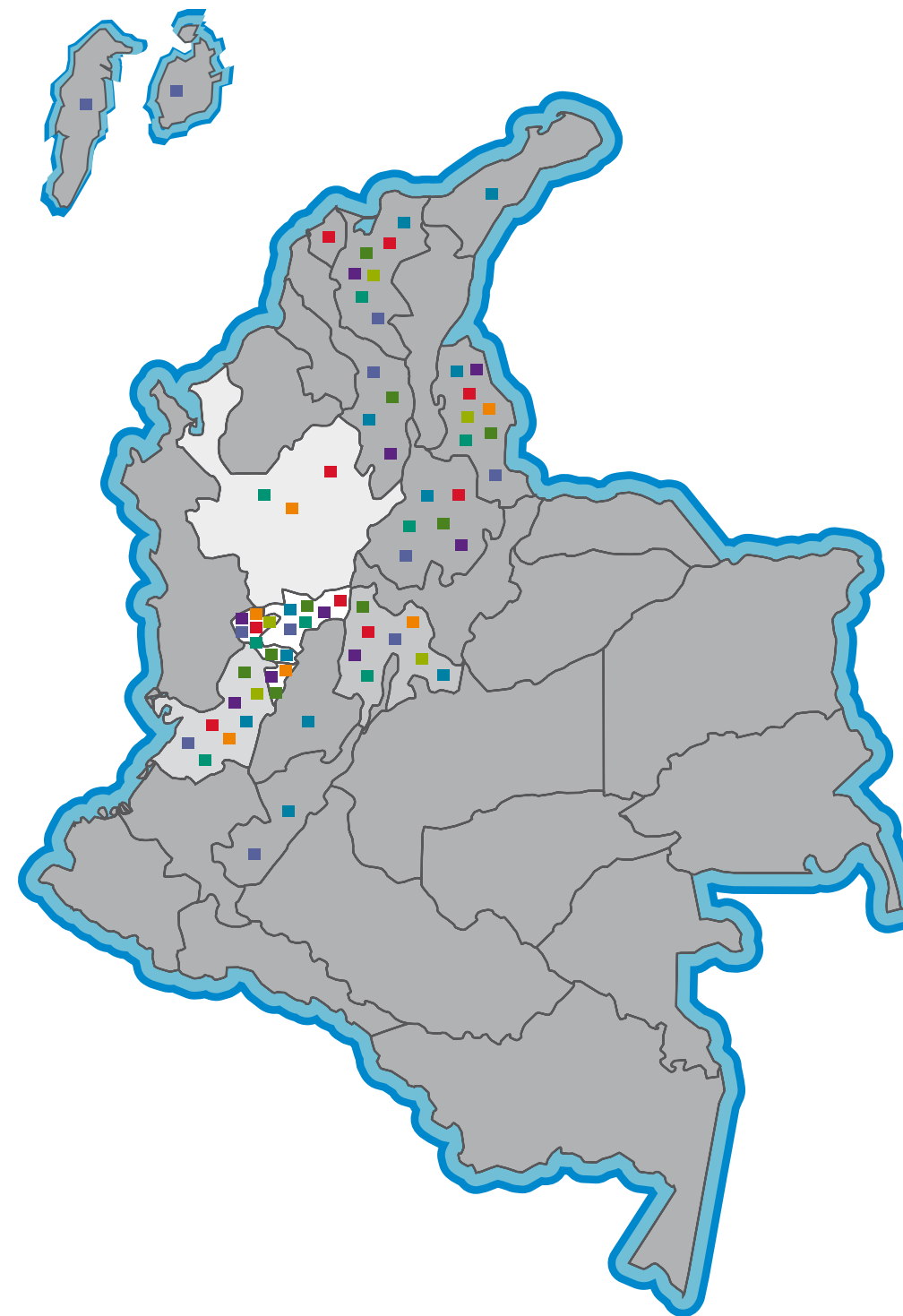
Colombia has almost 450 textile and 10,000 apparel manufactures. Of these, most are small factories, as 50% have between 20 to 60 sewing machines.

Most industries are located in: Medellín, Bogota, Cali, Pereira, Manizales, Barranquilla, Bucaramanga, and Ibagué.

# Find what you need

Colombia's textile industry is located across the whole country. Each department have been particularly strong in the production of certain garments. Thanks to the variety of transportation carriers and the

experience of the industry's logistics chains, Colombia offers excellent shipping options. The map below, shows the departments that manufacture the products that are more appealing to the U.S. market:



**Jeanswear wear:**  
Magdalena, Atlántico, Antioquia, Norte de Santander, Santander, Bogotá, Cundinamarca, Valle del Cauca, Risaralda, and Caldas.

**Brassieres:**  
Norte de Santander, Bogotá, Cundinamarca, Antioquia, Risaralda, Quindío, and Valle del Cauca.

**Underpants:**  
Norte de Santander, Santander, Bogotá, Cundinamarca, Caldas, Risaralda, Quindío, and Valle del Cauca.

**Girdles and panties:**  
Norte de Santander, Bogotá, Cundinamarca, Atlántico, Risaralda, and Valle del Cauca.

**Bathing suits:**  
Norte de Santander, Santander, Bogotá, Cundinamarca, Atlántico, Bolívar, Risaralda, Caldas, Quindío, and Valle del Cauca.

**Outerwear for men and women:**  
Norte de Santander, Santander, Bogotá, Cundinamarca, Atlántico, Antioquia, Risaralda, Caldas, and Valle del Cauca.

**Leather goods:**  
La Guajira, Norte de Santander, Santander, Bogotá, Cundinamarca, Atlántico, Bolívar, Risaralda, Caldas, Valle del Cauca, Tolima, and Huila.

**Shoes:**  
Atlántico, Bolívar, Norte de Santander, Santander, Bogotá, Cundinamarca, Risaralda, Caldas, Valle del Cauca, Huila, San Andrés and Providencia.

**Apparel:**  
Atlántico, Bolívar, Norte de Santander, Santander, Bogotá, Cundinamarca, Risaralda, Caldas, Quindío, and Valle del Cauca.





# Colombia's International Experience

The textile sector is one of the most dynamic of the Colombian economy. The most important products in the last five years have been jeans for men and boys, cotton trousers for women and girls, and bras. These three products represented 27.5% of the total exports in 2011.

Between 2007 and 2011 Venezuela, Mexico and the

United States have been placed as the top 3 destinations of Colombian apparel exports.

In 2011, 61% of exports were sent to these three destinations.

In addition, last year Colombia sent goods to Ecuador (16%), Peru (7%), Italy (3%), Costa Rica (3%), Panama (3%), and China (2%), among other markets.



## Exports to US

Between 2007 and 2011, the most common products exported were jeans for men and boys, bathrobes and t-shirts, towels, T-shirts and cotton underwear. In total, sales of Colombia to the US in these sectors of textiles, apparel, footwear, leather goods and jewelry exceed \$300 million.

- 23%** Clothing cotton and rayon
- 1%** Woven apparel of artificial or synthetic fibres
- 14%** Clothing of artificial or synthetic fibres
- 62%** Cotton goods (except apparel)
- 28%** Woven apparel

# Advantages of Colombia over its Competitors



Colombia



China

### Flight Times

Bogota - New York: 5.5 hours. Bogota - Miami: 3.5 hours (average).

### Flight Times

Shanghai - New York: 14 hours. Shanghai - Miami: 17 hours (approx.).

### Air services

The frequency of air routes for exports from Colombian airports is weekly, and concentrates the direct service from Colombia to the airports of John F. Kennedy International (New York), Los Angeles International, George Bush International (Houston), Memphis International Airport, Hartsfield-Jackson Atlanta International Airport and Miami International Airport, although some airlines may receive cargo in Colombia and transport it to the United States with transfer service from Panama City and Mexico City.

### Air services

China has 47 airports with customs services. However, the international air traffic for cargo is concentrated mainly in the airports of Beijing, Shanghai, and Hong Kong.

### Maritime services

From the Atlantic Coast there are 3 direct services bound for the U.S. West Coast with an average transit time of 10 days. There are also 5 companies that provide connection routes in ports of Panama, with transit times of up to 16 days. From Buenaventura there is 1 direct service, with a transit time of between 14 and 16 days, and 2 shipping companies with change of ship in Panama, with times of up to 18 days in transit.

Towards the East Coast, there are 9 services that operate from the Atlantic Coast, with average transit times of 10 days. 4 companies provide routes in connection with a transit time up to 18 days.

Furthermore, from Buenaventura there is 1 direct route service, with a transit time of 15 days, and 3 shipping companies with change of ship in Panama, with times of up to 19 days in transit.

### US maritime connectivity

The average time of travel exceeds 20 days.



### The

UTC /GTM the same time difference as in New York and Miami, except in the Summer, when the difference is one hour.

### The

UTC +8. In Summer New York and Miami are 12 hours earlier than China and the rest of the year the difference is 11 hours earlier.





Why Colombia?

# Tradition

Colombia's textile industry has over 100 years of experience in making fabrics for the fashion industry, both locally and internationally.

This industry turned the country into the best keep secret in the world, thanks to its competitive performance in the last ten years.

Each year, Colombia is venue to renowned events such as

- Colombiamoda
- Colomiatex
- Fashion Circle of Bogota.
- Platform K.
- Cali Exposhow.
- Fashion & Accessories Expo

- Cartagena Fashion
- Santander Fashion Week
- Fashion for the world
- Pacific Leather

On the runways of these events, some of the most recognized international designers have been in attendance such as Oscar de la Renta, Custo Barcelona, Carolina Herrera, Leitmotiv and Agatha Ruiz de la Prada, among others.

In addition, Colombian designers have achieved international recognition. Silvia Tcherassi, Esteban Cortazar and Haider Ackermann, among others, are a testament to the talent of the country.



Why Colombia?

# Bease wedfe integrated studios

Colombia offers everything you need to make a garment.

This is one of the many reasons Colombia has an optimum work environment. A buyer who comes here can be assured that will find a high quality final product.

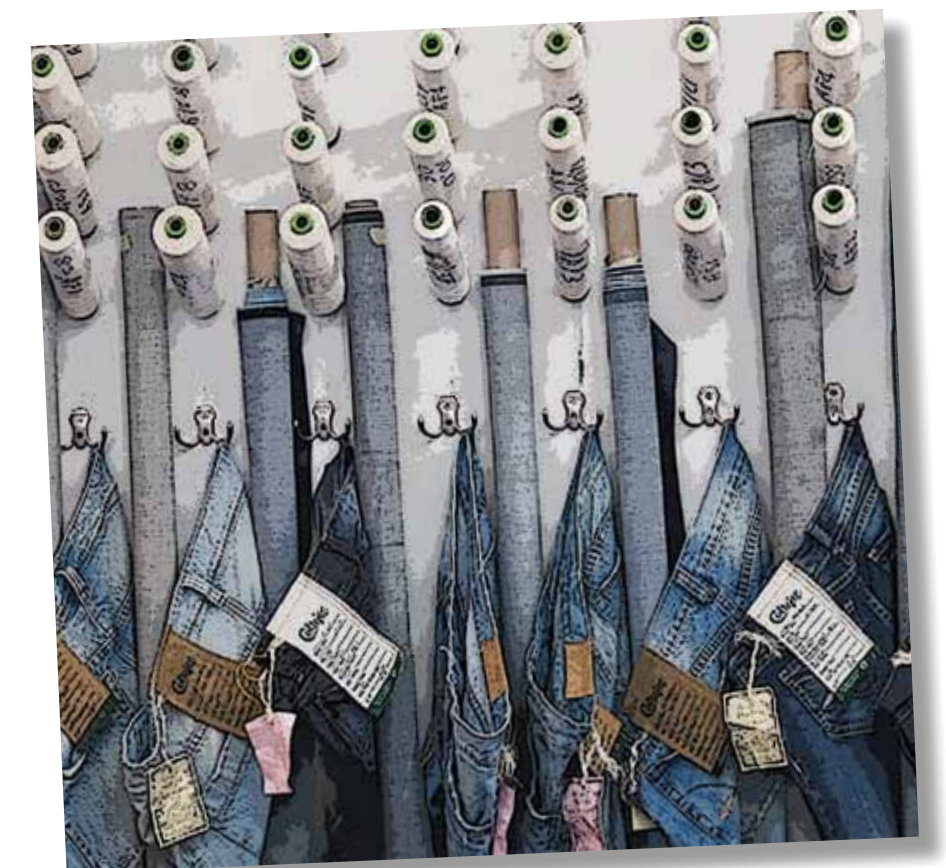
With exports of 1.408 million last year, Colombia is now a competitive supplier of apparel and textiles in Latin America. This thanks to its 450 textile and 10.000 apparel manufactures.

Colombian companies offer a wide range of supply solutions,

which can be customized according to the requirements

Our production platforms, as well as being highly competitive, are coordinated with global trends. Another factor to note is that our industries are up to date with the latest technological innovations.

Colombia offers integration. There is no reason to look fabrics in Asia or buttons in Central America. Our industry has been organized as a cluster, so here you are able to buy everything in one place.







Why Colombia?

# Because we offer better production at a lower cost

In Colombia, our clients are most important. So we do our best to serve in the best way the wishes and needs. What the customer wants, in our country can do it.

Regardless of the size or the number of collections they may need, our producers have adjusted their processes to remain competitive, efficient, effective and flexible for any orders they may receive. Therefore, in Colombia we have the ability and technology to accommodate the needs of any client.

One way to take advantage of this is thru the development

of value added products, which are usually, smaller batches, compared to the line products.

The Colombian sourcing can make batches of five hundred or a thousand units, to meet specific needs, without generating higher costs and with the same commitment and quality that highlight the production of our country.

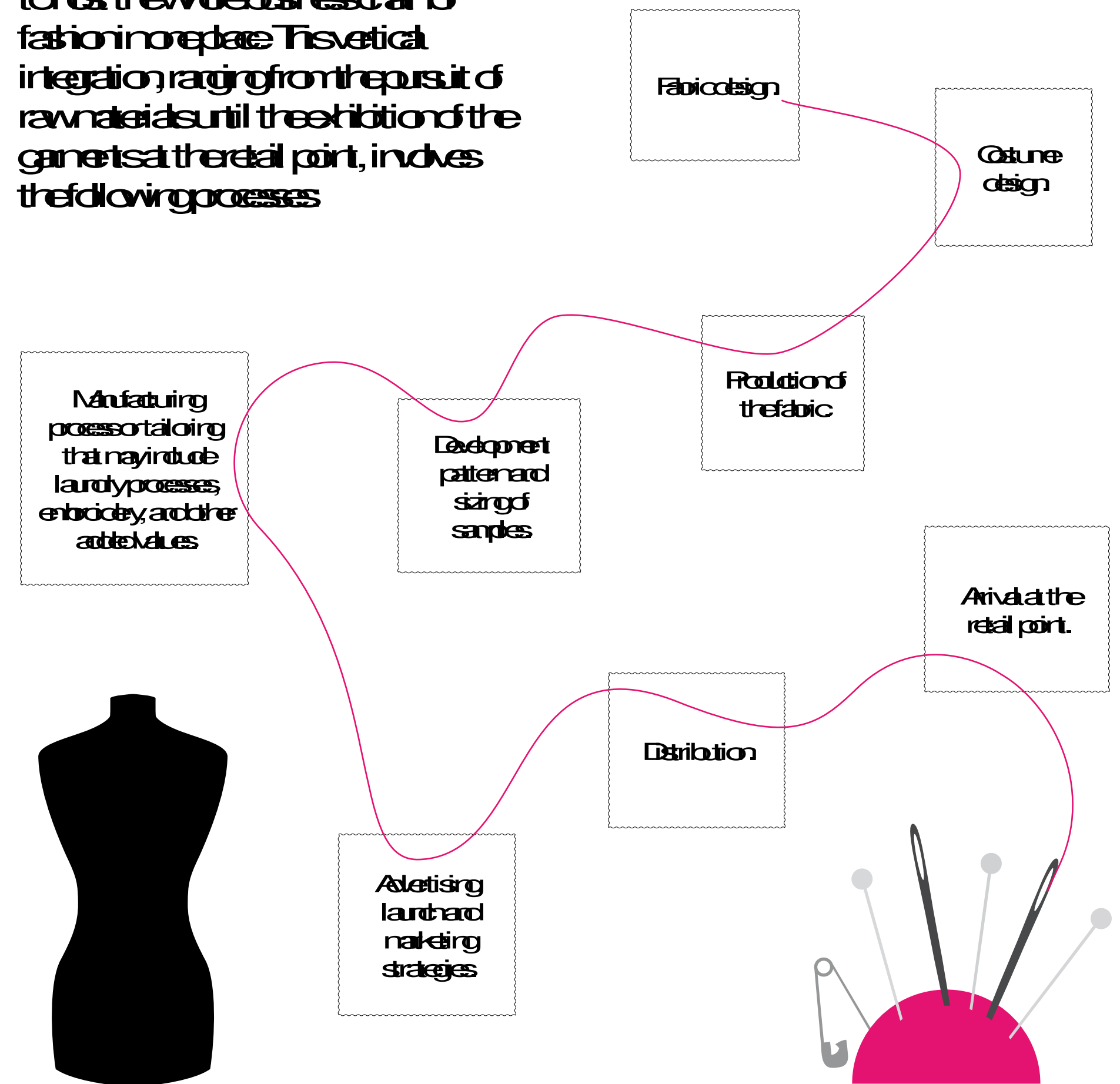
In this also plays a key role, the labor, thanks to his experience, can be accommodated quickly to any change or adjustment that the client require to do to the models.



Why Colombia?

# Because we offer better production at a lower cost

With our experience and knowledge of the different processes, the textile industry is able to offer the whole business and fashion in one place. This vertical integration, ranging from the pursuit of raw materials until the exhibition of the garments at the retail point, involves the following processes:





Why Colombia?

# Expanded the skilled workforce

Given that it is an industry with more than one hundred years of experience that generates about 800,000 jobs, direct and indirect, it is not surprising that its workforce is outstanding. The many years of the industry's experience can be noted today by the recognition of the quality and experience of not only the product but also the management of its human resource and technical levels. According to the International

Institute for Management Development, Colombia is the second country in the world in terms of qualified labor force. Furthermore, Colombia's industry has focused on more complex products and processes, the employees are used to perform that kind of work. There is an experience, a "Know How" that differentiates us from other countries because we are able to perform complex processes that in many other places cannot be made.

## What sets us apart?

- ~~High~~ **High production**
- ~~Tailor-made~~ **Tailor-made designs**
- ~~Distancing~~ **Distancing quality sewing**
- ~~Competitive~~ **Competitive delivery times**



Why Colombia?

# Expanded our socially responsible and eco-friendly industry

The people are the strength of the textile sector. Therefore, the companies have decided to help the communities where they are located, in different ways, in order to achieve a balanced development between the company and its workers. One of the most common practices of social responsibility by companies in the textile sector, is providing employment to single mothers, so they can earn a salary in order to raise their children. Some companies go further and have set up nurseries for the children of these women, so that they do not have to worry about where to leave them.

Another important commitment made by the industry is with the environment. In Colombia we are aware that we only have one planet, so we do our best to take care of it. Many of our sourcing work with organic fabrics, in order to offer eco-friendly products in their portfolio. Other example of this commitment can be found on the jeans-wear industry, known for the high consumption of water in its various processes. Now, many of the washing processes are using oxygen instead of water. The idea is to involve technology in processes that could affect the environment.







Why Colombia?

# Competitive lead times



Colombia's geographical position is a huge advantage when establishing a business relationship. Its proximity to the U.S., the variety and vast array of transportation carriers, and the many sourcing companies provide excellent shipping options in addition to competitive lead times.

For example, shipping from Shanghai to Miami cost US\$ 138 per ton and delivery time is 25 days, but from the Atlantic coast of Colombia to Miami is only 3 days by sea and US\$ 46 per ton.

The experience, not only of the industry but of the country's logistics chain, also allows a faster dispatch. Different companies have set up networks that operate with efficiency and speed in the production process, dispatch, and delivery of goods.

There is a variety of marine frequencies and a high number of routes that make Colombia a strategic partner in terms of dispatch.

Doing business with providers with these conditions allow for great optimization of inventories.



At the New York event, Colombia will present the business opportunities in the textiles industry

# Colombia's Voice in New York



Since the FTA between Colombia and the United States recently went into effect, Colombia would like to show the opportunities they have available. They have organized a series of events in New York that will show why it is worth investing in Colombia.

The event will be over a four day period between the 26 and 29 June, and will present events such as a "showcase" of the textile sector, a business matchmaking forum, promotional seminars, supermarket activities and sampling, and an exploratory mission for MSMEs.

The showcase of the textile and apparel industry will start the many activities which will include a Business Matchmaking Forum where 350 Colombian exporters and 250 U.S. buyers will attend an exhibit of the

supply opportunities for the U.S. investor.

Parallel to this, the first 80 Colombian SMEs to enter the U.S. market through the FTA will complete an exploratory mission, in which they will seek to enter the US market, and perhaps start doing business.

Tourism is another important part of the event. During the week we will hold tourism seminars to promote the most attractive tourist destinations in Colombia to 100 U.S. operators.

Finally, more than 150 supermarkets such as Publix, Shoprite, S & P, Winn-Dixie, Sedano's, Fiesta Supermarket, Bogopa and A & P in states including New York, Florida, Texas, and Georgia, will be given samples of more than 25 Colombian brands and agro-industrial products.



DESIGN TEXTILES INNOVATION

# COLOMBIA KNOWS BEST

READY TO WEAR FULL PACKAGE

**What is it:** Colombia Knows Best is a textile and apparel show that demonstrates Colombia's strong industry. During the event, you will come to know the quality of the national textile and apparel chains, and traditions of over a hundred years in Colombia.

**Our Presentation:** "We have chosen five major product categories that reflect skills and values such as reliability, innovation, research and development, quality and sustainability, typical of Colombia's industry, to position ourselves as a global center for sourcing", says Carlos Eduardo Botero Hoyos, President of Inexmoda.

- **Corporate Uniforms:** With the FTA, the tariff for entering the U.S. market is 0.
- **Lingerie:** Colombia is the third largest industry producer in the world, and as of May 15<sup>th</sup>, it can benefit from duty-free.
- **Beach wear:** This sector has many growth opportunities due to the quality of the material, design originality, and the same benefits as the tariffs on lingerie.
- **Sportswear and Active wear:** Attractive clothing - high in

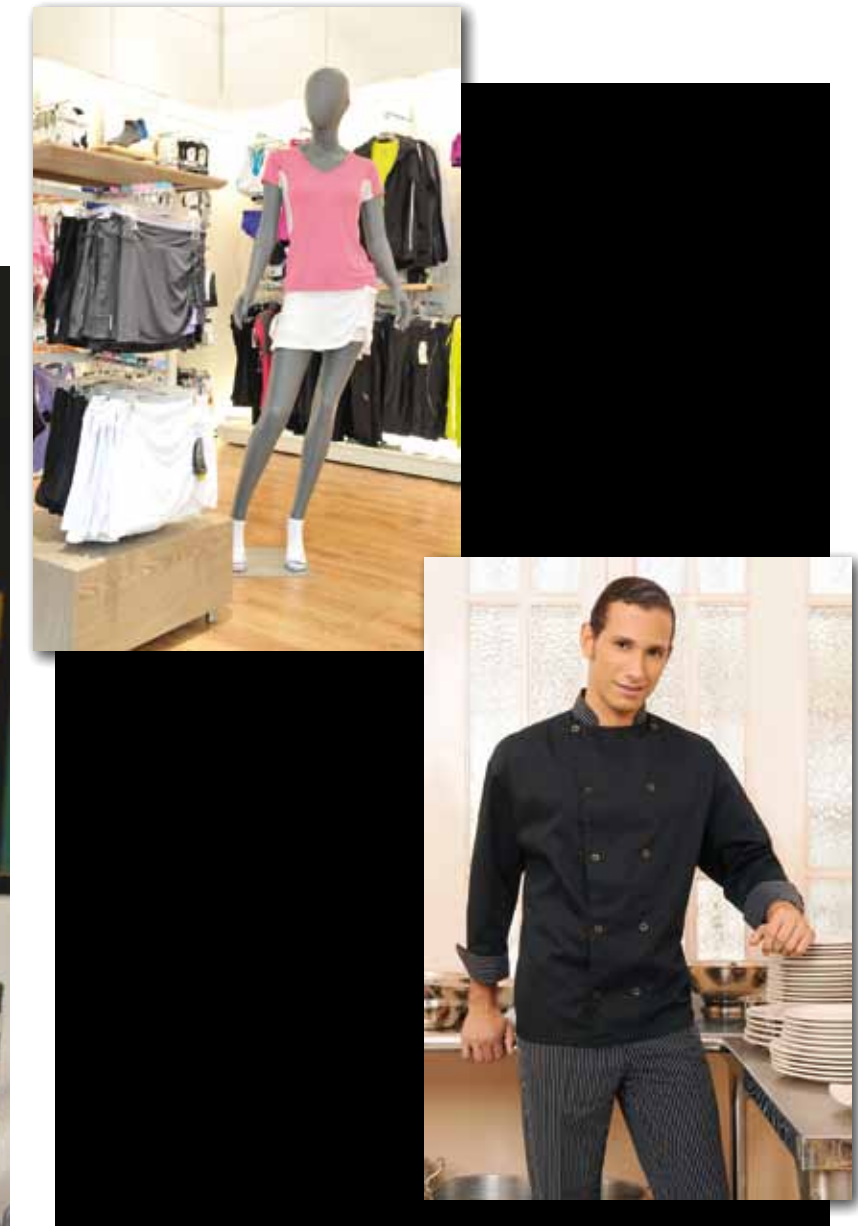
quality made with fabrics used in Colombia at a competitive price.

- **Accessories:** Runway shows will also feature the creativity and quality of the Colombian leather goods, footwear, handcrafts, and jewelry industries.

**Who Will Be There:** The First Lady, Maria Clemencia Rodriguez de Santos, will be one of the hosts of the event organized by Proexport. Among the partners are Inexmoda, the Industrial Association of Colombian Manufacturers of Footwear, Leather and Accessories (Acicam) and Artesanías de Colombia (handicrafts).

**Guests:** Colombia Knows Best will be attended by prominent individuals from the fashion industry, as well as media from the fashion industry including Cosmopolitan, Elle, Essence, Glamour and InStyle. Buyers and exporters will also participate in the Macro-sectoral business forum scheduled for June 28<sup>th</sup> and 29<sup>th</sup>.

**Where:** The Waldorf Astoria will host the Colombia Knows Best event featuring the best of Colombia's textile sector.



**When:** June 27<sup>th</sup>, 2012, as part of Colombia's Week in New York.

**Why:** "We want to show that our textile and apparel industry is characterized by versatility and flexibility in

production, skilled labor, timely response, and constant innovation, all fundamental characteristics for a strong position in the U.S. market," - Maria Claudia Lacouture, president of Proexport.



# Colombia continues its quest to facilitate trade between both countries



The first Multisectoral Business Matchmaking Forum between Colombia and the United States after the implementation of the FTA will be held in New York on June 28 and 29. There will be more than 400 Colombian businessmen and 377 U.S. importers in attendance.

The Matchmaking Forum's purpose is to highlight the strengths of Colombian products in the highly competitive market, as well as to publicize the benefits of the FTA, including immediate access, zero tariffs on 8,779 products, stability in business, and much more.

## Participating Sectors

### Clothing

New York is one of the target markets since it is the headquarters of the major U.S. brands. There are several business opportunities: Colombian entrepreneurs will benefit from the market as suppliers of the "private label" and Colombian companies with their own private label products will be able to supply to exclusive New York boutiques.

### Services

This sector is important because New York is the second U.S. center for animation and software development, innovation and entrepreneurship. Many options will open to provide services to U.S. companies who are seeking to outsource.

### Agribusiness

The stake for Colombia is in value-added foods and processed products. The advantages are the variety and quality of products, the ability to produce all year round and a strategic geographical position. Colombia offers fresh fruits and vegetables; processed fats and oils; sugar; confectionery; dairy products; cocoa; coffee; snacks; food preparations; bakery products; and flour milling.

### Manufacturing

In this sector the U.S. market demands quality and value. As part of our efforts to promote the advantages of Colombia's proximity, we offer competitive items in auto parts; cosmetics; containers and packaging; building materials; and metalworking products.



# Control Wear



There is no doubt that the textiles and apparel industry in Colombia is one of the best keep secrets in the world. The quality of its product, workforce, and innovative designs, makes Colombian garments exclusive and unique.

One of the most profitable businesses in this industry is Shapewear, which includes items such as surgical girdles, maternity post-partum panties, reduction girdles, high compression and daily use bras. This is an emerging market gaining strength.

Comfort, discretion and lighter control clothes, are the characteristics that women look for in each piece and those can be found

in Colombia thanks to raw materials such as powerment, lycra, cotton, and silicone lace, used in the factories across the country.

The main exports of Colombian girdles last year, (United States included) reflects Colombia exporting 21,273 girdles and \$

732.990 totals apparel exports where 30% was destined the American market. After China, Colombia is the second largest exporter of lingerie in the world: the main production plants are located in Bogotá, Antioquia and Valle del Cauca.



Shapewear exports from Colombia to the United States reached **US\$5,386,480** in 2011

Colombia's Shapewear production reaches more than **10** countries worldwide

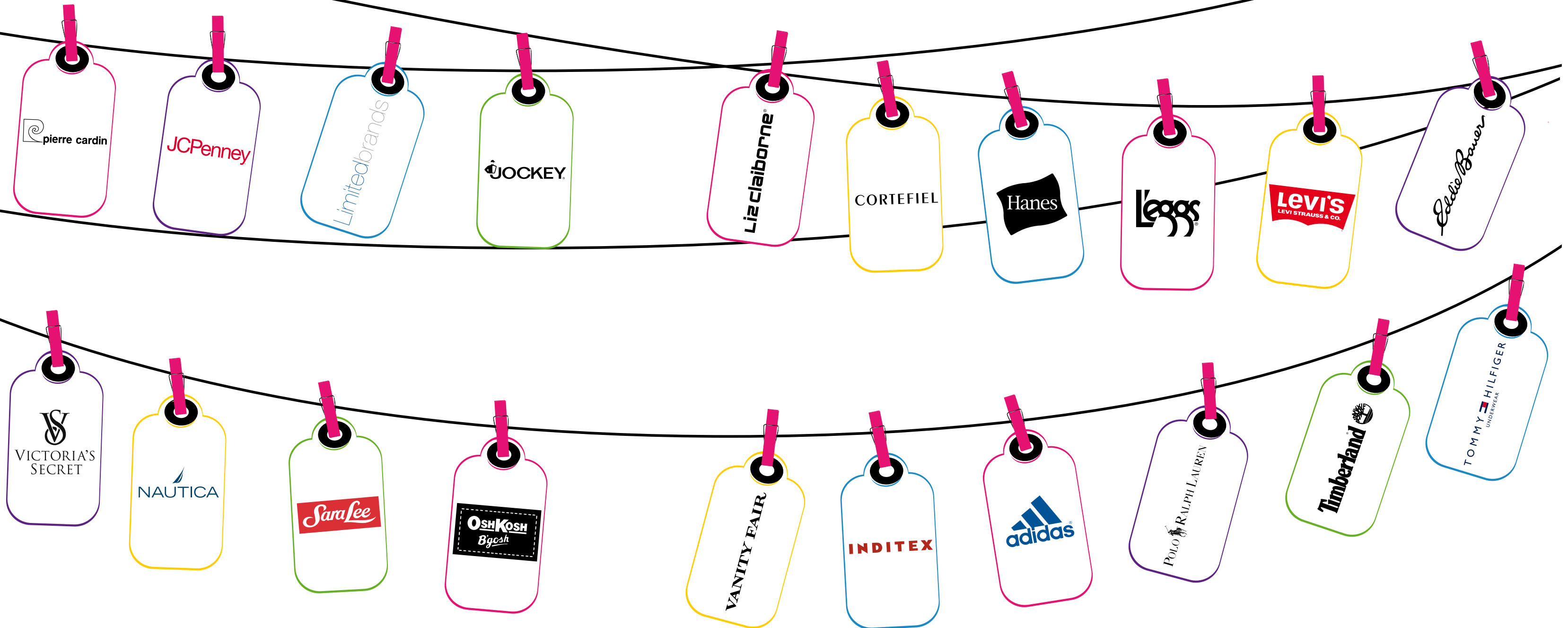
**98** Colombian companies exporting this kind of garments to the world, and **50** to the United States



# Nadin Donbia

For the quality of the work, many Colombian companies have been chosen for years by prestigious international brands to work under the concept of "private label". This list is constantly growing as a sign of the good work of the Colombian industry and the recognition gained internationally.

Among the companies that have produced garments in Colombia are:



"C.I. Jeans was established on 1993, and since then U.S. sales have represented between 85% and 100% of our clients. During these past 20 years, we have worked in different occasions, with many important clients like Levi's, Polo-Ralph Lauren, Tommy Hilfiger, DKNY, Gap, Old Navy and Lucky Brand, among others".

Andres Berdugo Gomez, General Manager C.I. Jeans Inc.

"I was 30 years as the head of the company, and 99 percent of our foreign sales were to the U.S. It's a very demanding market in terms of quality and compliance. It was a great experience, because we work for prestigious brands like Jones New York and Polo Ralph Lauren."

Rafael Villegas, former president and founder of C.I. Nicole.

The country has been able to make international fashion events such as Colombia Fashion Week, Bogotá Fashion Week, Cali Expo y Moda, Santafé Fashion Week, attract industry designers and buyers worldwide that are in search of creative designs and excellent Colombian textiles.



# The 'heat abroad' of Colombian fashion

INEXMODA is a non-profit organization with 24 years of history leading the promotion and development of the Colombian textile and apparel industry.

Recognized in Latin America for its high quality work in the field of educational programs for the professional and business growth, Inexmoda has also a widespread reputation as experienced trade show organizers. The organization has hosted Colombiatex of the Americas, internationally positioned tradeshow as the preferred platform to access the Latin American textile market. It has also hosted Colombiamoda, acclaimed as one of the most relevant commercial fashion tradeshow and its Fashion Week, which includes more than 25 runways where international and national designers, young talent and

brands display fashion and creativity.

Innovation, sustainability, identity and competitiveness are Inexmoda's mayor concerns as well as deliver a transparent view and updated information concerning the sector. Inexmoda-Raddar Observatory conducts quantitative consumer and market research to assist brands and businesses in their strategic decisions. The Fashion Lab researches fashion and consumer trends that leads designers and brands in the accurate development of their portfolios.

More than 10 significant awards and a membership in important associations such as International Apparel Federation -IAF-, prove the recognition and appreciation of a well-known institute that works for the fashion industry while enhancing the image of Colombia as a country full of richness and quality design.



Find out more about Inexmoda at [www.inexmoda.org.co](http://www.inexmoda.org.co)



# A Good Step Forward

With the approval of the Free Trade Agreement (FTA) with the United States, the Colombian Association of Manufacturers of Footwear, Leather and Accessories (ACICAM), with the support of Proexport, IDB-MIF, and the National Open University and Distance UNAD, began promoting the platform for exports to this country, in order to broaden the participation of Colombian products and acquire experience and expertise in niche markets that have the more attractive qualities with variety and quality.

"Without a doubt, 'Colombia Knows Best' is the flagship event of the spring-summer fashion season because in New York we will present sample footwear and accessory collections of Colombia's best designs and talents to the demanding U.S. market", says Luis Gustavo Flórez, President of ACICAM.

According to representatives of the association, the runway will be adorned with mixtures of materials and textures to showcase Colombian leather, textiles and complementary components, sure to be one of the main attractions.



## Industrial Node

Testes, in its various manifestations, is one of the main pillars of the industry. Athletic, casual, children's and industrial styles all harmonize with the apparel industry manufacturing companies in Colombia. This will be a big collection that will live the season and will surely appeal to all age groups. With the attractive industry representation of our industry, the collection presented at 'Colombia Knows Best', will be a quality and diverse set of our business, such as Versus, Dica, Bar Vela, Engage, Paraiso, Fato, Fit, Soar and Viri. These will be all sampled over 6000 Colombian factories that give strength and dynamism to our economy.







# Our Legacy

Artesanías de Colombia, a company linked to the Ministry of Commerce, Industry and Tourism, is making presence in "Colombia Knows Best", in order to present abroad the products made by Colombian artisans and create marketing channels to help promote the industry.

They are in attendance at this international fair with a large handmade sample that is part of the idiosyncrasy and cultural legacy of the Colombian people. Including products from different regions of Colombia as backpacks and kapoterras wayuu, Barranquilla Carnival masks, beads accessories of Putumayo, Banco Pensador Tikuna of the Amazon, Macaw baskets, emerald necklaces, bracelets in werregue, fans in "caña flecha", all made

with natural raw materials from the environment of each artisan community, and stained with plant minerals such as achiote, saffron and palm of Christ, among others.

Behind these hand made items is the labor of communities of Sadona in Nariño, Wounaan community in Choco, San Jacinto, Antioquia, indigenous groups of the Amazon and Macaws of Boyaca. Artesanias de Colombia has worked with them for many years, through training and consulting on design and product diversification. They are communities that have an undeniable richness in the preparation of their articles, and have passed their craft from generation to generation.



Indigenous communities take part in the social responsibility programs

# What US companies say about Colombian textile industry?

"Lanier Clothes has had a 30 year history of making tailored clothing in Colombia. We have taken advantage of the various trade agreements for quite some time. As a result of the uncertainty of ATPDEA and the continuing costing pressures we had to shift more production to Asia. With the recently passed FTA we will be taking a closer look at sourcing in Colombia. We always had a great respect for the skill of the operators and management processes and believe there is a tremendous value in being able to source closer to our market. Colombia offers us the opportunity for excellent fabrics, quality manufacturing, short cycle times and quick logistics. I am anxious to see what we can develop in Colombia".

Steve Diblasi, Vice President - Global Sourcing  
Lanier Clothes, part of Oxford Industries.

"The quality of the product from Colombia has been consistently very good. From experience, the primary competitive advantage for Colombia is speed to market. Most of the key players are vertically integrated, which allows expedited development and production. I've been doing business in Colombia for the past 20 years and have a very high regard for the apparel manufacturing business community. The professionalism, can do attitude and follow through towards business opportunities, generates confidence and trust, which is critical to business relationships".

Rolando Medrano, Senior Vice President  
Lane Bryant.

"Gear for Sports has worked with the Colombian Industry for the past 8 years due to their high product quality, enhanced processes, flexibility for minimum quantities required, speedy turnaround to prepare quotes but most importantly the quick delivery times of products that have helped in turn improve our own air shipping processes to meet consignment deadlines.

I highly recommend Colombian products because of their exceptional quality, swift process delivery, flexibility not to mention the ideal strategic geographic location making Colombia the essential partner when you work with products of high demand and rotation".

Alejandra Arboleda, Merchandiser  
Gear for Sports





Cartagena. →



**1 Privileged geographical position**

Its strategic location in the heart of the American continent makes Colombia a Paradise. It is always blessed with tropical weather, where there are no seasons, but you will find incredible contrasts and biodiversity that will take your breath away.

**2 Incredible facilities, fascinating locations and popular businesses**

From luxurious hotels, moving through modern lodging facilities, typical haciendas in the middle of coffee plantations, tourist hostels located close to the ocean, to exquisite boutique hotels with the enchantment of the 16<sup>th</sup> century, Colombia offers a wide variety of convention centers, fairgrounds and meeting rooms that guarantee the success of any event.



**3 Experience and knowledge in world class events**

With over thirty years of experience hosting large events, it is no wonder why important associations and companies have chosen Colombia as the location for their business meetings. The Sixth Summit of the Americas and the XII Annual Global Development Network Conference are just a few examples of this.

**4 Quality service and attention**

Colombians' kindness, warmth and passion for life are qualities found by tourists anywhere within the national territory. Colombian people are creative, positive, resourceful, happy and have an endless working capacity. They will show you how to be friends from the first moment on.

← Coffee Triangle

# Dreams to visit Colombia

**5 Natural diversity and biodiversity**

Colombia is one of the richest countries in biological diversity, ranking number one in the number of birdlife species with 1.865 of them. It protects its legacy responsibly as it has the privilege of hosting between 45 and 55 thousand species of flora, 56 million hectares of natural forests and 22 million hectares of savannah, deserts, wetlands and perpetual snow peaks.

**6 Cultural diversity**

Masks, hats, make up, music, dance, characters and happiness, among many other elements, are part of traditional Colombian festivities. The various cultural expressions, which include the Barranquilla Carnival, the Medellin Flower Fair and the Blacks and Whites Carnival in Pasto, are known and recognized for their symbolic and genuine richness.

**7 Ocean beaches**

Colombia has coastlines on the Pacific and Atlantic oceans, which gives the country a wide and varied selection of beaches, well known worldwide. For example, the beaches of Santa Marta, in the Colombian Caribbean, were selected by readers of the website SmarterTravel as one of 10 recommended destinations to visit in the summer of 2011. Santa Marta and San Andres beaches were also highlighted by the portal Trip Advisor in the top 10 of South America.

**8 A pride of tradition: the Coffee**

The Coffee Triangle is the heart of the famous Colombian Coffee, a region encompassed by the provincial departments of Quindio, Risaralda and Caldas. Its tourism is based on the tradition and preservation of its landscapes and coffee customs.

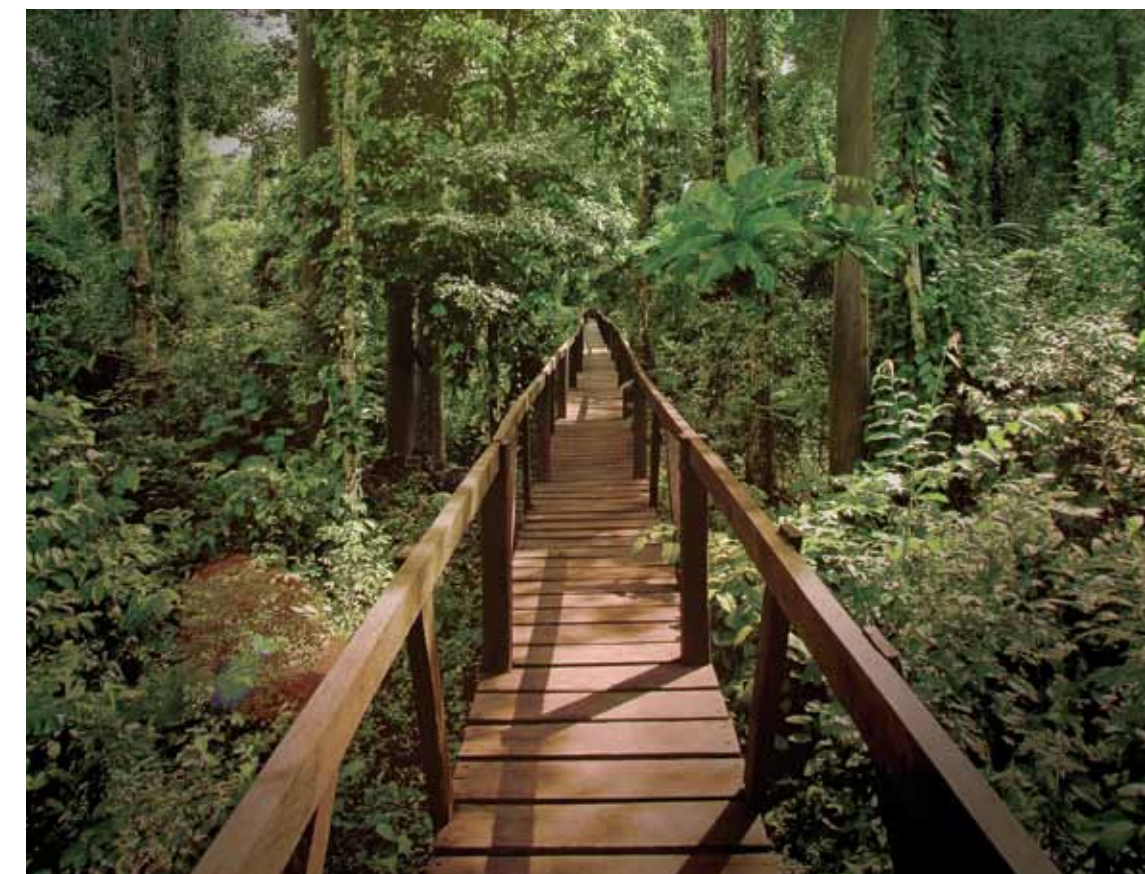
**9 Colombian Gastronomy**

Colombian cuisine is as varied as its regions. Enriched by its interracial mix composed of Indigenous, Spanish, African and Arab ethnic and cultural contributions. Without a doubt, traveling around the country is an experience your five senses will truly enjoy.

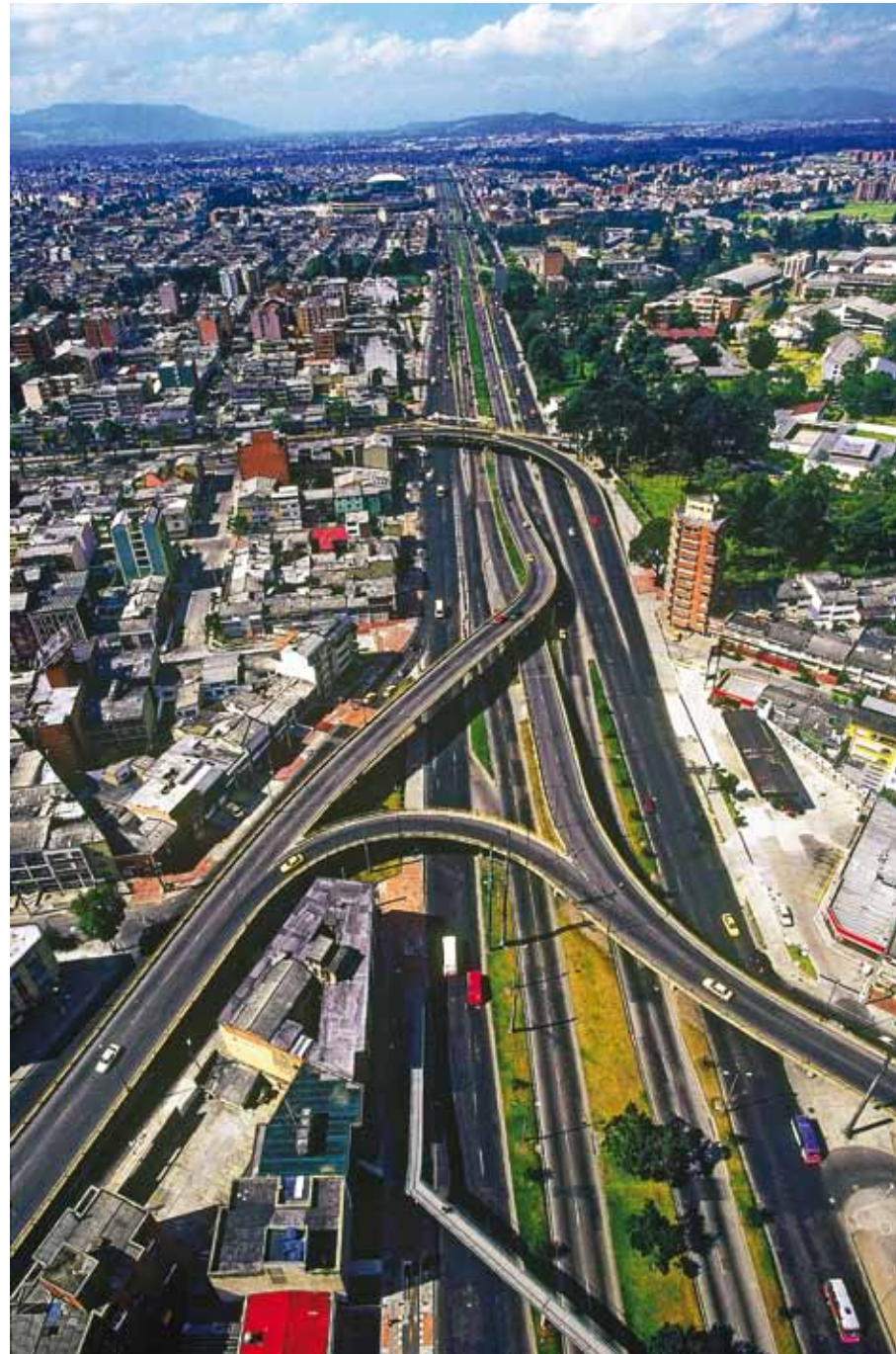
**10 City ports**

Cartagena de Indias, San Andres and Santa Marta are the cities in the Colombian Caribbean where ships from the most important international cruise lines arrive and let their passengers go ashore to see the beauty of these coastal cities, taste the best local cuisine, visit historical sites and go shopping.

← Amazon jungle.







# Dreams to invest in Colombia

## 1 Greater safety and stability

- The top three global risk rating firms guarantee that Colombia is a safe place to invest, providing the country with investment grade.
- According to JP Morgan, Colombia is and will be the second most appealing country for investment in Latin America during the next three years.
- In a comparison of 183 countries, the World Bank described us as the fifth country in the world, and the first in Latin America, to protect investors. Also, the International Institute for Management Development (IMD) classified Colombia as the second place in Latin America in terms of personal safety and adequate private property protection.

## 2 Strong government incentives and investment stability

- The country is one of the most competitive investment areas in Latin America, offering incentives such as: 15% income tax, no customs contributions (VAT, tariffs), application of benefits in international commercial agreements, and the possibility to participate in the local marketplace.
- The government is committed to the development of incentives for research and development: incentives on salaries and for training, and a tax deduction of up to 175% for companies investing in R&D projects. Profit from innovative projects does not generate tax and equipment imported for the execution of this activity is free of VAT.

## 3 Excellent standards of infrastructure

- The average GDP growth in Colombia has been significantly greater than the world average in the last decade. In 2011, the Colombian GDP had a 5.9% growth compared to the previous year.
- In 2009, while the global GDP dropped, the Colombian economy continued to grow and in 2010 it exceeded the growth expectations of the world economy.
- According to the Economist Intelligence Unit, Colombia is currently positioned as the 28<sup>th</sup> economy in the world.



## 4 Export platform with preferential access to 15 billion consumers

- Colombia has signed 10 free trade agreements with 47 countries.
- As of May 15, 2012, the free trade agreement with the U.S. became effective, granting Colombian products preferential and permanent access to the largest marketplace in the world.
- In terms of globalization, Ernest and Young's 2010 Globalization Index places Colombia as the third country in Latin America, above world economies such as Japan, Brazil, Russia and Indonesia.

## 5 Strategic location

- Colombia is located in the center of 5 time zones.
- Traveling by plane, Colombia is 3 hours away from Miami, 5 and a half from New York, less than 5 from Mexico City, 5 from Santiago, and 6 from Buenos Aires.

## 6 Easy human resources for optimal business performance

- According to the IMD, Colombia is the second country in terms of qualified labor, with the most effective work relations, and regulations, which do not represent a major obstacle for business activities in the region.
- According to a 2009 PriceWaterHouseCoopers report, Colombia has the most productive labor force in South America.

## 7 Infrastructure and connectivity to sit world class operations

- The energy infrastructure in Colombia is ranked as top in the region, and offers the best energy prospects for the future, according to IMD's World Competitiveness Yearbook.
- We have 5 undersea cables generating a bandwidth above 550 Gbps.
- Colombia is an energy exporter, guaranteeing sufficient domestic energy for large-scale operations.
- 5 international maritime ports with direct access to the Atlantic and 3 to the Pacific Ocean, as well as 11 airports with international frequencies.

## 8 Multiple pillars for development with differential investment opportunities

- Compared to other Latin American countries, Colombia has 10 cities/metropolitan areas with a population of over 500,000 inhabitants.



- Given its diversity (climate, wildlife, development, geography, etc), every region in the country offers opportunities for the development of different industrial sectors.

## 9 Great biological diversity and variety of thermal floors

- Colombia has the greatest diversity of species per square meter (plants, mammals and birds), and is the second most biodiverse country in the world, according to Earth Trends.
- We have more than 50,000 known plant species, making it the second country in the world with the largest diversity of flower species and one of the 12 most mega-biodiverse nations in the world.
- Being a tropical country, Colombia has a wide variety of thermal floors with above sea level heights, allowing for a diversity of ecosystems.

## 10 Quality of life and openness of the culture

- Three Colombian universities are ranked in the Latin American Top 30. 26 schools are affiliated to the SAT Reasoning Test and 19 are members of the International Baccalaureate Organization (IBO).
- Luxury shopping options are available, as well as more than 45 18-hole courses for year-round golf-playing.





# Proexport, analy for business in Colombia



Proexport Colombia is the Government entity responsible for promoting the country's exports of non-traditional goods, foreign direct investment, and international tourism. It creates business opportunities internationally by identifying and linking Colombia's offer with companies and businessmen abroad through key marketing strategies, events, forums, conferences, and meetings.

Proexport provides business opportunities, precise information on requirements, strategies for expanding services and goods at an international level, participation in business fairs and assistance by experts for investors, exporters, and professionals that wish to achieve their goals.

It also organizes and supports various promotional activities

such as business conferences, missions of exporters, buyers, and fairs.

In addition, Proexport offers specialized services to foreign entrepreneurs interested in acquiring Colombian goods and services or invest in the country. It also promotes partnerships with national and international both private and/or public organizations, that expand the availability of resources to support various business initiatives.

Proexport has a network of eight offices in Colombia and 26 abroad, through which it provides support, value-added information, and explores business opportunities for Colombian business and for international companies interested in doing business with Colombia.

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BABALU  
BE FIT  
BE LIFE  
BESAME  
BODY FIT  
C.I. DENIM FACTORY  
C.I. EL GLOBO  
C.I. JEANS  
CACHET  
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SIEMPRE ANGEL  
SVELTA  
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UNIFORMES ARTURO CALLE

### Shoes & Accessories

ARTESANIAS DE COLOMBIA  
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BOOTS'N BAGS  
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JOVICAL  
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MARIO HERNANDEZ  
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ROSATO  
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**PROEXPORT  
COLOMBIA**

TOURISM, FOREIGN INVESTMENT AND EXPORTS PROMOTION

PROEXPORT COLOMBIA promotes exports of non - traditional goods and services, international tourism and foreign investment through a broad net of offices in Colombia and abroad for identification, following and crossing of opportunities.



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