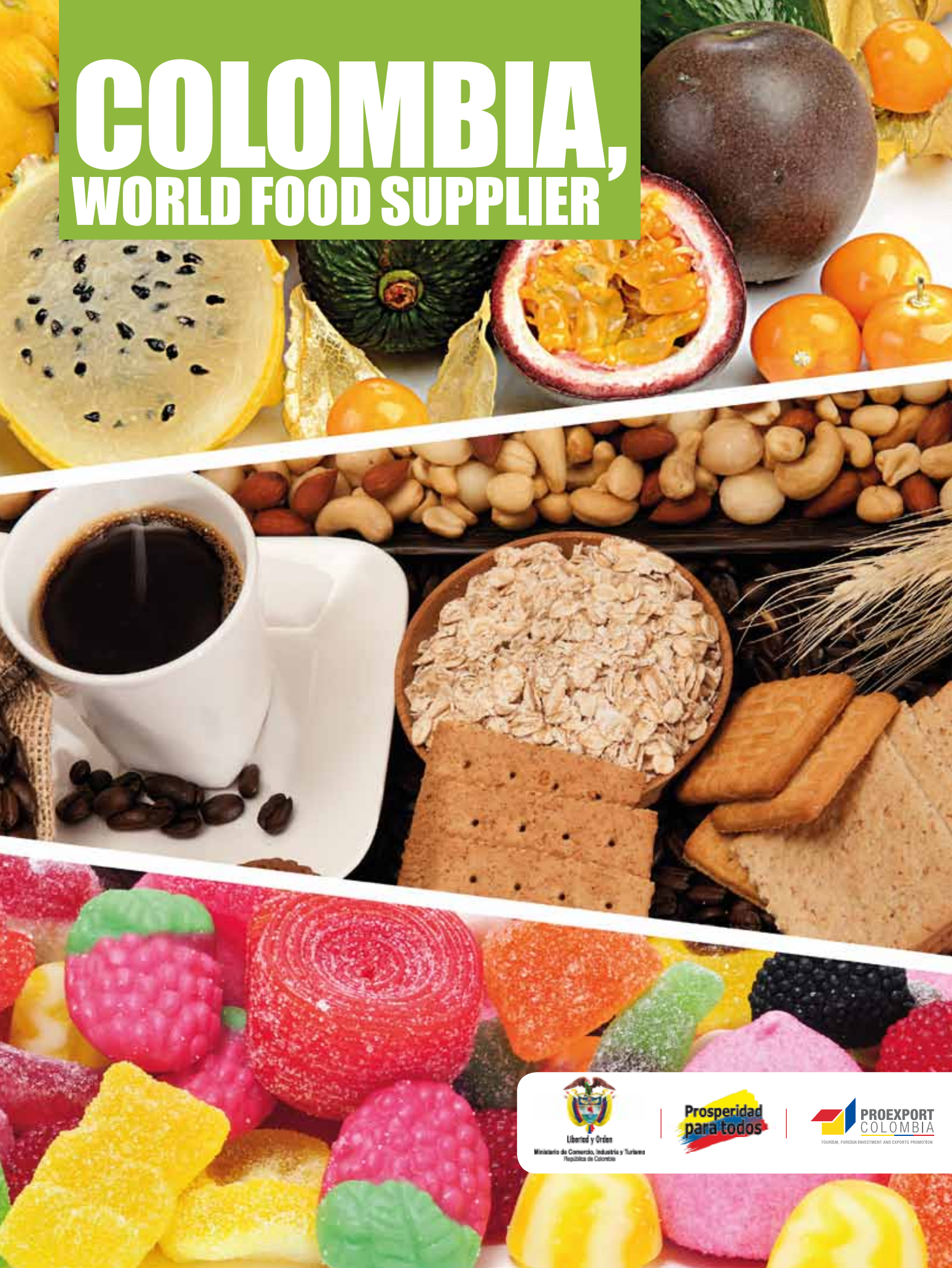


COLOMBIA, WORLD FOOD SUPPLIER



Libertad y Orden
Ministerio de Comercio, Industria y Turismo
República de Colombia

Prosperidad
para todos

PROEXPORT
COLOMBIA

TOURISM, FOREIGN INVESTMENT AND EXPORTS PROMOTION

WHAT IS PROEXPORT COLOMBIA?

PROEXPORT COLOMBIA is the State entity responsible for the commercial promotion of Colombia as direct foreign investment destination, foreign tourism and as vendor of non-traditional goods and services. Through its office network abroad and in Colombia, it offers support and consultancy, added value information and coaching during the exploration of commercial opportunities.

What does PROEXPORT COLOMBIA offer?

- » A single place to find business opportunities
- » Information, consultancy and training
- » Exportable supply adaptation
- » Commercial and foreign market promotion

Services for Exporters General and specialized information:

- » <http://www.proexport.com.co/en/export>
- » National Contact Line 018000 913311 and 01900 3310021
- » International trade information centers (Zeikys): 24 points of attention in Colombia
- » Integrated Commercial Information System – Step by step explanation of the export process
- » Export logistics Seminars to communicate opportunities and search for new markets
- » Direct written communication
- » http://www.proexport.com.co/en/export
- » National Contact Line 018000 913311 and 01900 3310021
- » International trade information centers (Zeikys): 24 points of attention in Colombia
- » Integrated Commercial

Search for Opportunities and Promotion

Joint work with entrepreneurs to strengthen their globalization strategy in the different markets and, to such end, the following tools are available:

- » Contact with commercial offices
- » Commercial agendas
- » Commercial missions
- » Exploration missions
- » Buyers' missions to Colombia
- » Sectorial business rounds
- » Business matchmaking forums
- » International specialized fairs
- » Show room
- » Promotion at point of sale
- » Seminars on market opportunities and utilization
- » Market studies
- » International promotion corporate plans

Some services are co-financed. The information furnished by the company during the joint work is confidential.

Colombia, a world supplier

By **María Claudia Lacouture**,
Presidenta de Proexport Colombia

South America, and in particular Colombia, is a region specially attractive to buyers of agroindustrial products. It is one of the eight countries with the greatest potential to increase world food production, due to its wide and fertile agricultural frontier, and is the twenty-fourth largest supplier in the world, according to the report Agricultural Outlook 2009-2018, which was published by the United Nations Organization for Food and Agriculture, FAO.

This is why, meetings such as the Business Matchmaking Forum, is an opportunity to see for why Colombia if a global supplier, especially at a time when demand for food increases, as well as consumer demand for products with innovative flavors, healthy, environmentally friendly, and with fair trade processes.

Colombian supply meets all these conditions. One of its main strengths is the variety of products and the ability to produce all year round, thanks to its privileged geographical position on the equator, which make it a very rich territory for the production of fruits, vegetables, flowers and supplies for the industry such as palm oil and sugar, to name a few.

The business meetings will allow you to learn about the rich supply that all companies of different Colombian regions have to offer, committed to quality, added value, and innovation. It is so diverse, that we currently export to over 130 countries, a number that will continue to grow with the free trade agreements that Colombia has in force, will be implemented or in negotiation, which opens the door to markets totaling more than 1,500 million consumers.

The FTA's and trade agreements with members of the Andean Community, Mercosur and Caricom, also make us attractive for foreign investment in

agribusiness. Our territory becomes a strategic platform for international companies interested in exporting to third markets with tariff benefits.

In Colombia we have a wide variety of flowers, especially exotic; frozen fruit and vegetables, dried, lyophilized; jams; pickled; aromatic herbs; dairy products and their derivatives; confectionery; puffed products, baking and milling products; cocoa products; animal food; spices; tea; and in general, healthy products with functional, organic and nutritional benefits.

We also have a supply-oriented food industry: we invite you to explore the quality of oils, sauces, natural colors, fruit concentrates and coffee, among others, that are based on the many authentic flavors that our country offers and which every day have more demand in the global market.

Proexport, the government entity in charge of the promotion of nontraditional exports, investment and tourism to Colombia, is an important ally for local companies wanting to take their products to other regions and also for importers that seek differentiated services and quality. We have the information, tools and professionals needed to accompany them on this quest.

Come discover what Colombia has to offer; in this publication you will find useful information to do so and to discover why Colombia is a strategic country for business.

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COLOMBIA: WORLDWIDE PROVIDER OF AGRO-INDUSTRIAL PRODUCTS

Some of the main competitive advantages include a strategic geographic position, production capacity all year around, international certifications, and the great variety and high quality of Colombian products



In 2011, Colombian agro-industrial products had an increasingly important presence in traditional markets and found new destinations all over the world, which was reflected on the export performance.

According to data from the Colombian Ministry of Commerce, Industry, and Tourism (MCIT) and DANE, last year's sales of agro-industrial products abroad (excluding green coffee) totaled US\$4.439 million, a 15% increase over 2010.

Many reasons can explain the increasing strength of Colombia as an exporter and as a worldwide provider of agro-industrial products. One of these reasons is the constant innovation and understanding of worldwide consumer trends by Colombian exporters, who have adapted their businesses to the standards demanded by international markets. For this reason, many of their companies already have a number of certifications, including: Fair Trade, Green and Organic Production, HACCP, Global GAP, Florverde, and UTZ, among others.

Additionally, Colombia's high production capacity and geographic position, which reduces delivery times as it has access through both the Pacific and the Atlantic, are also important competitive advantages, as well as the great variety and high quality of its products.



Fresh fruit and vegetables:

thanks to its tropical climate, the variety of temperature zones, and soils that are high in nutrients, Colombia has provided fresh fruit and vegetables—many of which are exotic—during seasons when other countries cannot grow them. Cape gooseberry, pomegranate, granadilla, yellow pitahaya, tree tomato, passion fruit, and Hass avocado are some of the most popular fruits in international markets.



Shrimp farming:

12.576 tons of farmed shrimp are produced in the *Litopenaeus vannamei* variety. Other available products include: frozen headed and headless river shrimp; peeled, raw, and precooked shrimp; and skewers. The entrepreneurs from this sector follow best farming practices and the standards set by the Global Aquaculture Alliance. Additionally, shrimp farming has been developed on the Pacific coastline and is selected based on production cycles (according to the species), guaranteeing their sanitary conditions. The main species that are being farmed are red shrimp, white shrimp, and coliflor.



Processed fruit and vegetables:

some Colombian businesspeople have focused on transforming fruit and vegetables into pulped, dehydrated, concentrated, freeze-dried and frozen foods, delivering on current consumer trends that favor functional and healthy products. The country's agro-climatic conditions allow the production of a great variety of goods that correctly mix with the food industry's raw material to offer diverse types of products. Mango, berry, lulo, pineapple, strawberry, and guava pulp, available in different presentations, are successfully exported.

VARIETY AND QUALITY: COMPETITIVE FACTORS

Flour products:

thanks to their state-of-the-art machinery, Colombian companies offer corn, wheat, banana, and yucca precooked flours, which are both low in price and high in quality. Flours, which are a staple in ethnic markets, are a basic ingredient to produce other elaborated foods.



Snacks:

due to its wide agricultural offer, Colombia has great potential to develop diverse products. Based on good manufacturing practices, Colombian companies have strengthened the production of fried snacks, specially potatoes, bananas, and yucca; macadamia nuts; microwavable appetizers, and products derived from corn, among others.

Poultry sector:

Colombia produces 1.1 million tons of chicken, with an estimated growth rate of 2.5% for the next five years, and 10.500 million eggs, with an estimated growth rate of 3.5% for the same period. Total monthly exports add a total of 6.500 tons of chicken and 10% of the national production of eggs, which totals 87.5 million units. The sector features disease-free environments, allowing it to serve export markets in special production zones. Additionally, the sector has the business availability to develop niche markets, meeting the needs of consumers where products are customized. The business base also has the ability to serve markets with special requirements, such as poultry products from specialized farms that meet the international standards of animal and environmental wellbeing, subject to service contracts.

Confectionary goods:

this industry has adapted to international trends, thus being able to export to distant markets in Asia and Africa, as well as in Latin America. One of the main characteristics of this industry is innovation, while Colombian cocoa stands out for its fine aroma.

Baking products:

this is a highly specialized sector whose main characteristics are tradition, know-how of the production process, correct commercialization, and the consumer chain. This industry constantly stands out due to the innovation of the production chain and development of products based on consumer trends: cookies and crackers that are high in nutrients or low fat; frozen bread; almojábanas: cheese bread, and yucca bread.



Alcoholic beverages:

this sector is mainly led by three state-run companies, which also are the main exporters, representing 80% of the national production. Exportable goods include rum and aguardiente (agave spirit) (internationally known as an anisette-based drink). During the last years, the industry has innovated and developed high quality products, and it has competed in the international market with similar products.



Flowers:

with more than 40 years of exporting experience, Colombia is the world's second flower producer and the country with the most varieties (1,500 have been identified). The country is also the main carnation exporter. Due to its diverse climates, the region has optimal lighting, humidity, temperature, and fertility conditions that favor the production of the highest-quality flowers, such as roses, carnations, alstroemerias, chrysanthemums, pompons, hydrangeas, anthuriums, tropical flowers, and foliage.

Cocoa and chocolate:

Colombia's important and modern industry is mainly represented by large companies that provide a great variety of products. Due to its unique qualities—including flavor and aroma—the international market is choosing Colombian cocoa, which was recognized at the 2nd International Cocoa Awards held at Salon du Chocolat in Paris.



Dairy products:

Colombia is Latin America's fourth largest milk producer, with an estimated production of 6.170 million tons a year, following Brazil, Mexico, and Argentina. Worldwide, the country ranks 15th on the producer list. Some of the presentations include powder milk, flavor milk, old and fresh cheese, yogurt, condensed milk, and arequipe.



Processed and special coffee:

Colombia is the world's main producer of soft coffee and special coffees that stand out due to their origin, plantation technique, and benefits with premium qualities. The national variety is 100% Arabica, featuring a higher acidity and softness, better infusion quality, an intense smell, and a lower concentration of caffeine, making it a healthier choice. Some of the varieties of coffee include special organic, origin, soluble, freeze-dried, roasted, and ground coffee.



Palm oil:

Colombia is the largest palm oil producer in Latin America and the fifth largest palm oil producer worldwide. The quality of these products is the result of responsible working conditions and good environmental practices. A number of competitiveness factors—including a high content of antioxidant vitamins, the resistance to oxidation at high temperatures, the fact that it is cholesterol and fatty acids-free, and the fact that they don't require hydrogenation and have a balanced composition of saturated and non-saturated fatty acids—make it a very attractive raw material within the food industry.

Porcine meat:

Colombia's pork industry has taken important steps during the last 30 years and is in the way of consolidating the supply of animal protein. During the last decade, the production has increased at an average annual rate of 7%, along with the implementation of Good Production Practices and the improvement of sanitary and safety conditions of the production chain. It's imperative to emphasize the advances of this industry's sanitary status, as in 2011 the main area of pork production in Colombia was declared swine-flu free and the next goal is to have a swine-free country by 2013. The varieties offered include refrigerated and frozen cuts.



Fish farming:

it's characterized by its high productivity and competitiveness levels based on research, innovation, technology development, and technical formation. Supply is available all year long, especially for the Tilapia and Rainbow Trout species.



Bovine meat:

Colombia has the fourth largest herd of cattle in Latin America, with a 24.8 million cattle head inventory with excellent breeds such as zebu. Within the zebu breeds, the Colombian Brahman, ideal for beef production in tropical conditions, stands out as having the highest quality in genetics worldwide. These breeds are fed with a system of pasture selection, and due to their sanitary conditions (foot-and-mouth disease free), Colombia has been able to export this meat to demanding markets, such as Russia, Egypt, Angola, and Peru. The varieties offered include beef in carcasses, refrigerated boned meat, and vacuum-packed frozen meat.

The sector's exporting landscape in numbers

According to data by Dane, during 2011 the Colombian economy increased 5.9% compared to 2010. On the other hand, the GDP of the agro-industrial sector increased 2.2%, along with a positive behavior of the export sector with a 15% increase.

Among the main exported products in 2011 are fresh flowers with sales that totaled US\$1.239 million; bananas (US\$815 million); sugar and honey (US\$602.6 million); coffee derivatives (US\$338 million) and confectionary goods (US\$315.5 million).

Sales of the main Colombian food markets concentrated on the United States, Germany, Belgium, and the United Kingdom. These destinations represented 50% of agro-industrial exports in 2011, except the US, which represented 35%.

However, the market diversification strategy implemented by Colombia during the past years has allowed Colombian products to reach distant countries, such as Australia, South Korea, Japan, Arab Emirates, and Russia.

The products with the highest growth rate between 2010 and 2011 were meat and edible offal, a sector that increased 116% and generated sales of US\$28.3 million, and live bovine animals (113% and US\$40.2 million; and oils and fats 98% and US\$303 million).

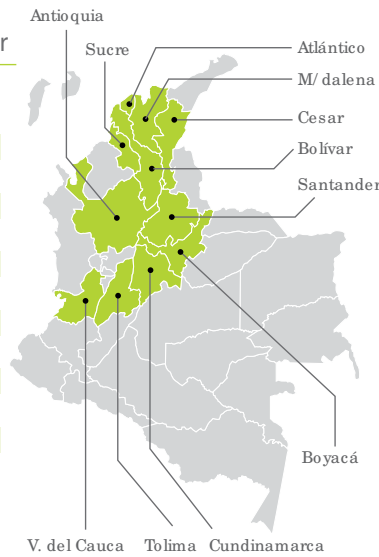
The sale of sugar and honey reached a net growth of US\$147.0 million and sales of US\$815.1 million, while confectionary goods grew US\$66.4 million and had sales of US\$315.6 million, and coffee derivatives had a net variation of US\$64.8 million and sales of US\$338.1 million during 2011.

EXPORTS OFFER

Department's with exports superior or equal to US\$1 million.
Companies with exports superior or equal to US\$5.000

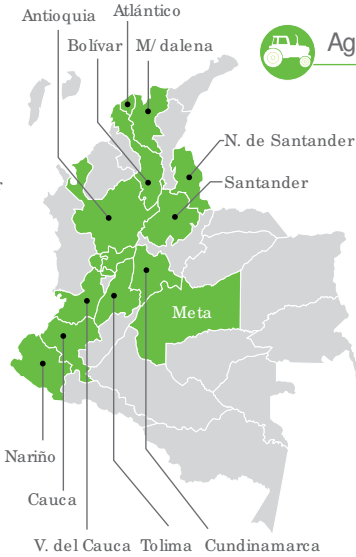
Agricultural Sector

DEPTO.	US\$ FOB 2011
Antioquia	630.116.771
Magdalena	196.379.120
Bogotá	43.376.831
Cundinamarca	32.471.833
Atlántico	16.993.420
Bolívar	8.444.289
V. del Cauca	5.364.155
Boyacá	2.282.377
Santander	2.273.037
Tolima	1.917.849
Cesar	1.475.007
Sucre	1.008.384



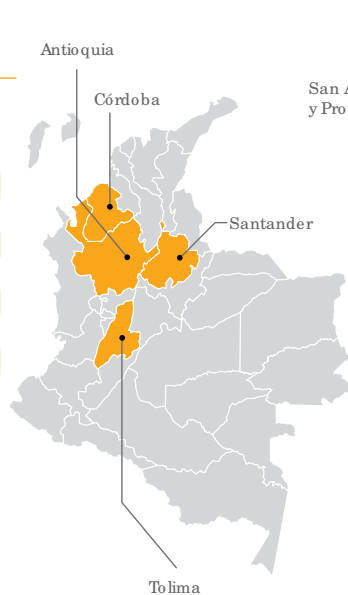
Agribusiness Sector

DEPTO.	US\$ FOB 2011
V. del Cauca	819.267.939
Antioquia	282.039.485
Magdalena	212.845.876
Caldas	199.563.108
Bogotá	129.930.174
Cauca	115.709.393
Atlántico	99.437.418
Cundinamarca	39.061.170
Risaralda	38.862.998
Bolívar	16.352.162
Tolima	13.219.852
Santander	12.367.062
N. de Santander	11.530.135
Meta	8.008.005
Nariño	4.032.612



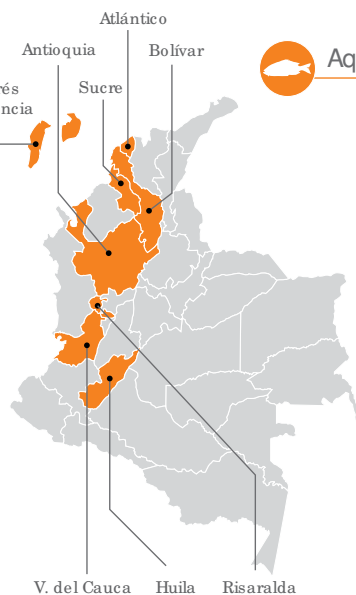
Cattle and Meat Products

DEPTO.	US\$ FOB 2011
Córdoba	38.512.099
Sucre	14.492.175
Bogotá	12.352.135
Atlántico	8.733.207
Antioquia	7.190.161
Santander	2.398.475
Tolima	2.229.583

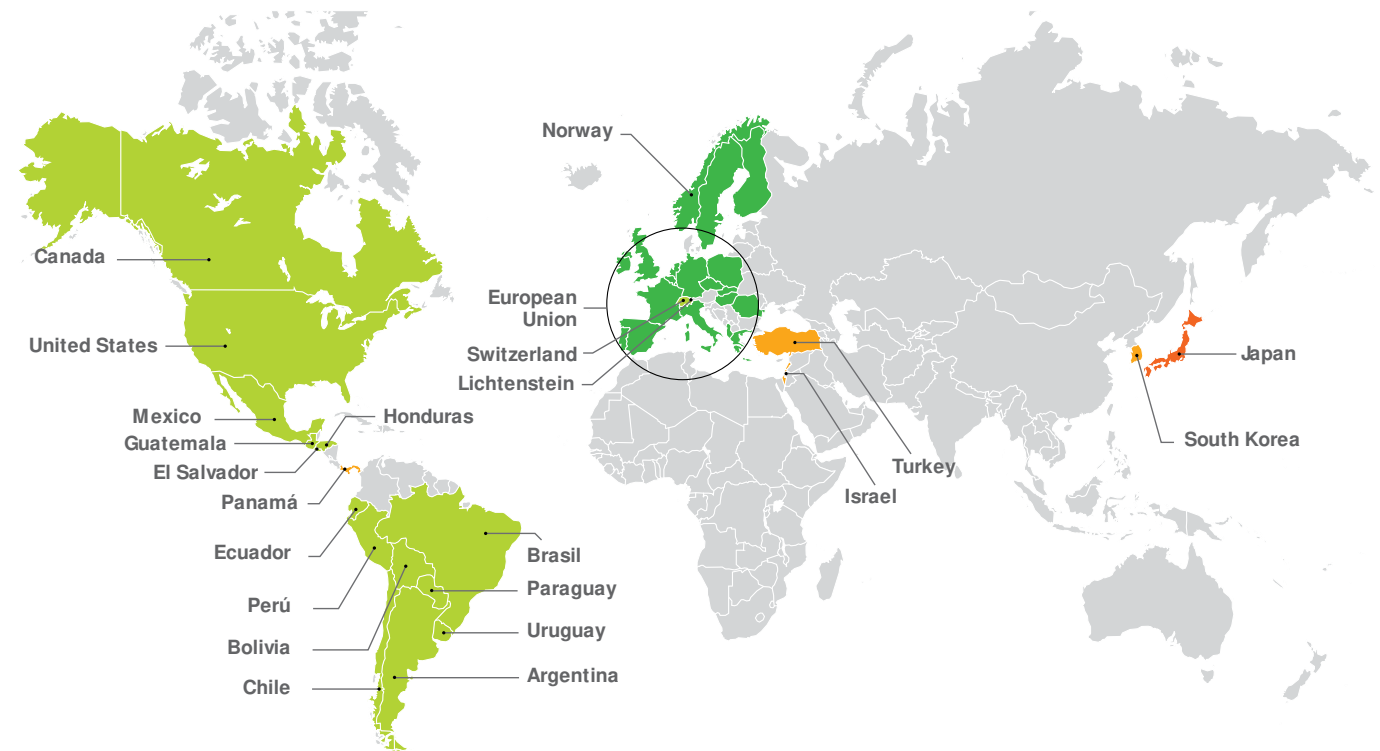


Aquaculture Sector

DEPTO.	US\$ FOB 2011
Bolívar	96.161.400
Sucre	15.028.509
Huila	11.447.410
Valle Del Cauca	7.894.690
Bogota	7.067.979
Antioquia	4.294.515
San Andrés y Providencia	3.029.891
Nariño	2.475.570
Risaralda	2.317.451
Atlántico	1.891.454



COLOMBIA'S FTA NETWORK



INTERNATIONAL CERTIFICATIONS: A BIG BET FOR COLOMBIAN FOOD EXPORTERS

Currently, international certifications are a must for companies and a basic tool to export and organize production processes.

For Colombian food producers and exporters, international certifications are a pre-requirement to be able to successfully export, as well as an added-value for their businesses.

For this reason, companies have stuck to important standards such as fair trade, good agricultural practices, organic production, and environmental responsibility.

The experience of the Association of Avocado Producers from El Retiro (Aproare) is an example of this. In 2011, they decided to get the GlobalGAP certification to secure sales in Europe. "That year, in a joint project with Sena, 120 avocado producers were trained and 41 farms from eastern Antioquia were certified," said Andrés Mejía, member of the Board of Directors.

Today, they have to follow good agricultural practices, which are based on three basic principles: 1) respect the environment; 2) provide safe products; and 3) provide proper working conditions.

Some companies reach further. Juan Pablo Villota, director of Grupo Kallpasapa, a coffee producer whose brand San Alberto is exported to South Korea, Canada, the Netherlands, and Sweden, said that certifications are not only a pre-requirement, but also an obligation. "Companies that don't have these types of certifications should be punished, because human beings and the environment cannot be treated like that."

For this reason, the company implemented

new processes in 1996 and was granted the UTZ certification in 2005, which is one of the widest sustainability programs for the coffee, cocoa, and tea industry. In 2010, the company applied for the Rainforest Alliance certification, for which the company now has a rainwater recycling and reforestation commitment.

"These certificates are the ticket to a more sophisticated and more aware market. However, companies must have a much more aggressive proposal, to give products more added-value, because in the eyes of importers it's wrong not being certified, but when you are, importers want to know what your products are and why you should negotiate with them," added Villota.

Juan Pablo Echeverri Londoño, manager of Manizales-based Hacienda Venecia, says that they also got the UTZ certification when they understood "the needs of international customers and production trends worldwide. Consumers want to know where products they will buy come from and how they have been produced."

For this same reason, the business is trying to get the US Fair Trade certification. "This is just a pilot program, but we want to give the benefits of Fair Trade to farm employees by 2013," said Echeverri.

Other people believe that certifications are a good tool as they help organize their businesses as a number of international standardization authorities are constantly asking for information.

Fair Trade and Organic Production

A year and a half ago, Johan Beckers, director of Andes Export Company, a producer of exotic fruits, including cape gooseberry, that exports its products to the European Union and the United States, was granted the Fair Trade Certification a year and a half ago motivated by unfair working conditions in the field and the country's social problems. "I want to offer producers the right amount of money for their products. This is a question of ethics and respect, because nobody is respectful in the open market and this situation is very grave," he said.

As a consequence, all of the contracts that are signed by the 48 producers Beckers works with are verified by the Fairtrade Labelling Organizations International (FLO), the worldwide authority in fair trade. "The process is not easy, but it's very rewarding. This is especially beneficial for farmers, because they get a bonus for each kilo they sell."

Organic production has also become a very important issue among Colombian exporters. During Biofach 2012, the world's most important fair of organic products, Colombian special

SOME OF THE INTERNATIONAL CERTIFICATIONS THAT COLOMBIAN COMPANIES HAVE BEEN GIVEN INCLUDE: BASC (BUSINESS ALLIANCE FOR SECURE COMMERCE); HACCP (HAZARD ANALYSIS CRITICAL CONTROL POINT); GLOBAL GAP; ISO 9000 (QUALITY MANAGEMENT SYSTEM); ISO 14000 (ENVIRONMENTAL MANAGEMENT SYSTEM); OKO, CCOF AND BCS ORGANIC; RAINFOREST ALLIANCE; UTZ; JAS (JAPAN AGRICULTURAL STANDARD) AND FAIR TRADE.

coffee, raw sugar cane (powder and cubes), and dehydrated and fresh cape gooseberries were displayed.

Among the participants was Freddy Ramírez, director of Doña Panela, who has presented the company's products at diverse international exhibits to promote Colombian raw sugar cane as a natural and organic sweetener.

"The trend worldwide is going back to healthy, herbicide and fertilizer-free products that protect the environment. For this reason, we take special care of our water sources, resulting in better controlled products and stronger crops. Everything has to be done manually, but we see results in the profits."

Today Doña Panela exports raw sugar cane in powder and cubes to Italy, Australia, and South Korea, and is now BCS-certified. BCS is the entity that controls inspections and certifications based on the European agreement for organic products. "The idea is to promote worldwide the presence of Colombian raw sugar cane as a product that has a unique flavor and texture."





INTERNATIONAL CONSUMER TRENDS AND DISTRIBUTION CHANNELS

Healthy lifestyles, little time to cook, and green production policies are some of the most important points to consider when trying to export successfully

Foods that are easy-to-cook, natural, healthy, original, and fresh are the main trends worldwide that are having an important effect on food and beverage consumers.

Due to the amount of information available on the Internet, consumers are more careful when choosing their food and are increasingly preferring green, ethnic, and socially responsible products. People are now more aware of the health effects of a “bad” diet. Consumers avoid eating and drinking products that include pesticides, mercury, trans fats, and growth hormones, and they prefer genuine, high-quality products produced by companies with integrity, to the point that consumers would rather pay more for what they eat.

The ageing population falls into this category,

as they look for products that are high in antioxidants, vitamins, and calcium, as well as people that wish to stay fit, and for whom functional products are a good solution. Stevia, for example, is being offered as a natural sugar substitute.

Another category is the people that have little time to cook, as they demand practical foods that are frozen, microwavable, or ready to eat.

Regarding packaged products, people increasingly look for foods that have lower levels of colorants, artificial flavors, stabilizers, and artificial sweeteners. Both the package and the flavors have to be original and offer different presentations, both for families and single people.

Exotic flavors are also important. When travelling, people are exposed to new foods and cultures, and they want to find something similar when they get back to their hometowns.

For others, comfort foods are very important, as they bring back good memories from their childhood.

TRENDS BY REGION

Latin America:

- » The expenses on food and beverages are expected to exceed US\$2 billion in 2013.
- » The region will probably become an important producer of a number of products, including soy, sugar, corn, and meat.
- » The potential increase of the industry will generate an increase on urbanization.

Distribution channels:

Mexico

- » Fresh products are mainly sold in specialized warehouses, followed by hypermarkets and supermarkets.

Brazil

- » Proliferation of local stores and supermarkets

North America:

- » The consolidation of the food and beverage market has increased, resulting in an important market growth.
- » There is great demand for products that help control and lose weight.
- » The government’s control agencies are increasingly involved in food safety issues.
- » The high costs of the health system open interesting possibilities to the prevention of diseases.

Distribution channels:

Canada

- » Importers and agents are familiarized with the commercial network and are responsible for a great deal of imports of third countries.
- » Supermarkets provide a great variety of products. The ones located within larger ethnic populations feature a wider range of products.

Asia Pacific:

- » It is expected to be the highest growing region. The region might surpass a third of the world’s expenses on food and beverages by 2014.
- » In India, a large middle class with rising acquisitive power has emerged, which increases the possibilities of selling products.
- » Although China can become an important food and beverage hub, the perception of poor food safety makes it difficult to export products

Asia

- » They have been liberated progressively, which has allowed the entrance of new participants in China and India. The latter is opened to the possibility of investing foreign capital in supermarkets.
- » Street vendors and family stores are the most popular way of selling food.
- » In South Korea and Japan, own-branded products available in supermarkets and hypermarkets have gained popularity among consumers due to their low prices.

Middle East and Africa:

- » Expenses on food and beverages are expected to exceed US\$3 billion by 2013.
- » Some geopolitical challenges can be an obstacle.
- » The Middle East is a region with low levels of agro-industrial production, making it a good food and beverage importer.
- » Urbanization and industrialization levels are rising in Africa.
- » Africa could be a great producer of agro-industrial products if the governments work on the social, political, and economic infrastructure.

United Arab Emirates

- » Supermarkets and hypermarkets are dominant channels in the distribution of packed food as they provide comfort, own-branded products at reasonable prices, and a wide range of products.
- » Although many restaurants, coffee shops, and food service providers continue buying their ingredients and supplies at market places, as of 2011 many of them have chosen specialized food providers, as their products have higher quality and hygiene levels.

Eastern and Central Europe:

- » The popularity of occidental lifestyles, including food, is rising.
- » Markets in Poland, Russia, Czech Republic, and Hungary represent an interesting opportunity for people that want to lead a healthy lifestyle.

- » Sometimes, food is imported to a centrally located country, such as the Netherlands and Germany, and then re-exported and distributed to other countries from the European Union.
- » Own-branded products are becoming increasingly popular, especially in Spain.
- » Supermarkets follow production quality, safety, and sustainability standards, especially for fresh products.

Western Europe:

- » The food and beverage industry is a mature market
- » It has a strong legislative structure
- » The economy recovery in Western Europe following the recession period has been weak and this situation is expected to continue during the following years.



FROM COLOMBIA TO THE WORLD WITH BUSINESS OPPORTUNITIES

Entrepreneurs from the five continents have the possibility to take advantage of Colombia as a platform to export agro-industrial products

International entrepreneurs that are looking to explore the opportunity to export Colombian agro-industrial products will find that the country, as an export platform, provides them with diverse business opportunities.

Thanks to its geographical position and to the Free Trade Agreements (FTA), companies can deliver on logistical advantages and improve competitiveness by accessing the markets where Colombia maintains tariff preferences.

Proexport Colombia, the entity in charge of promoting non-traditional exports, investment, and tourism internationally, has identified several opportunities to help investors and businesspeople from other countries take advantage of Colombia as a platform to reach different mar-

kets—including Brazil, Canada, United States, Liechtenstein, Mexico, and Switzerland—thanks to the country's current agreements.

An example of the aforementioned is the opportunities that businesspeople from Ecuador and India's food and beverage industry have to find their companies in Colombia and reach the American market.

Proexport also identified that Mexican investors have the opportunity to use Colombia as an export platform to Latin American countries, such as Peru, Bolivia, and Ecuador. Additionally, businesspeople from Belgium, Brazil, China, France, India, Italy, Japan, the Netherlands, Portugal, Russia, Singapore, Spain, Switzerland, Turkey, the United Kingdom, and Venezuela

could reach Canada via Colombia thanks to an agreement that became effective in August 2011. Moreover, Brazil, India, Japan, Singapore, and Venezuela can use the country to reach the Mexican market.

EFTA countries (Switzerland and Liechtenstein) are potential, especially for Brazilian and American investors. However, businesspeople from Honduras and Guatemala will also find opportunities in the aforementioned countries.

Finally, Proexport identified that Colombia provides an export platform towards other regional markets, including countries from the CAN (Peru, Ecuador, and Bolivia), from the Northern Triangle (El Salvador, Guatemala, and Honduras) and Chile.

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