



# COLOMBIA

DESTINATION FOR SUSTAINABLE INVESTMENT

# PROCOLOMBIA PROMOTES



FOREIGN DIRECT  
INVESTMENT



INTERNATIONAL  
TOURISM



NON-MINING  
EXPORTS



# WE ATTRACT INVESTMENT THAT CONTRIBUTES TO



Sustainable  
development



Reindustrialization



Creation and transference  
of science, technology, and  
knowledge



Regional development  
and strengthening of the  
Colombian business  
network



Energy transition



Building lasting peace  
and reduction of poverty



# COLOMBIA

## INVESTMENT DESTINATION

- 1.** **Economic leadership**, dynamic and diversified domestic market.
- 2.** Leadership and commitment to **sustainable economic development**.
- 3.** **Competitive export platform** to the region and the world.
- 4.** Prime conditions that **boost business competitiveness**.
- 5.** Attractive **investment opportunities** in multiple sectors.



# 1

## ECONOMIC LEADERSHIP, DYNAMIC AND DIVERSIFIED DOMESTIC MARKET:



**One of the largest** economies in the region.

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Thriving destination for **dynamic and diversified investments.**

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Our domestic market is one of the **most attractive in the region.**

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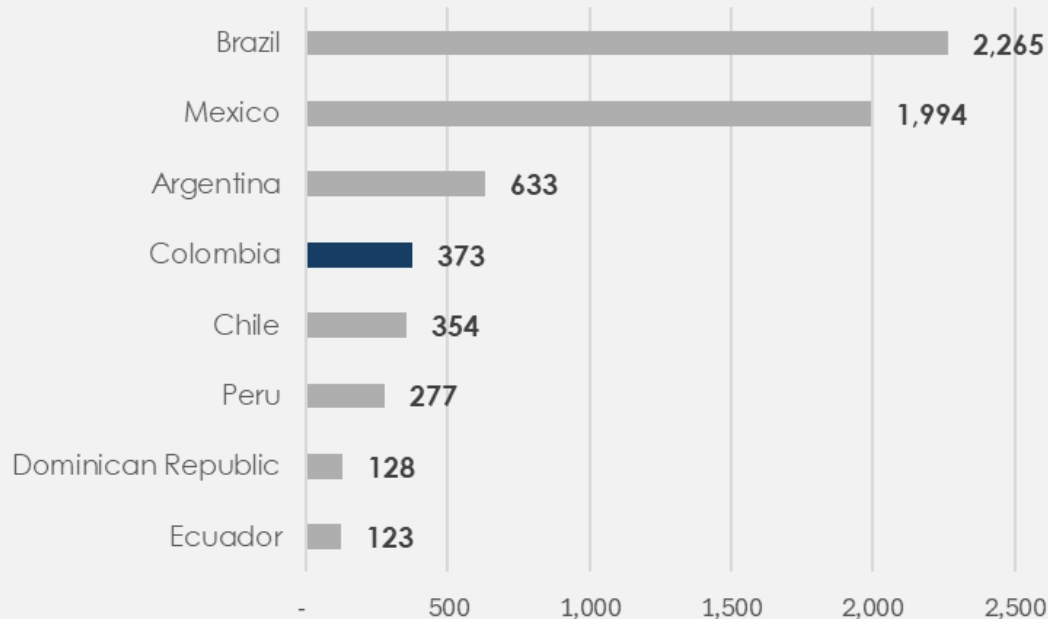


**Multiple regions** and business centers for different types of investments

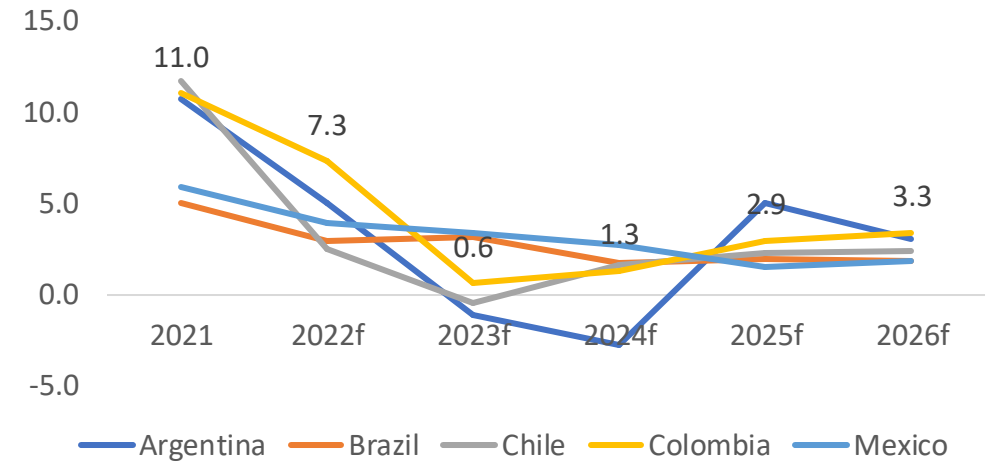


# ONE OF THE LARGEST ECONOMIES IN THE REGION

**Major economies of Latin America GDP**  
(USD billion)



**GDP growth projections (%)**  
Major economies of Latin America



**GDP growth**

2024 projections → 1.3%

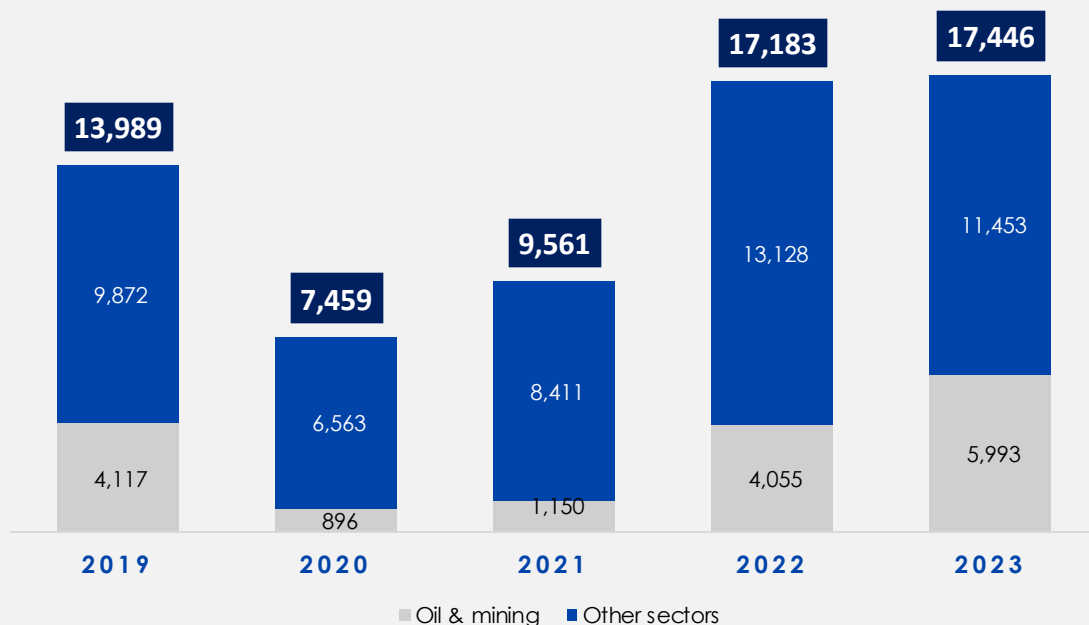
**GDP growth**

2025 projections → 2.9%

Source : IFM, Central Bank

# THRIVING DESTINATION FOR DYNAMIC AND DIVERSIFIED INVESTMENTS








FDI inflows in Colombia by sectors  
(USD million)



Source: Central Bank

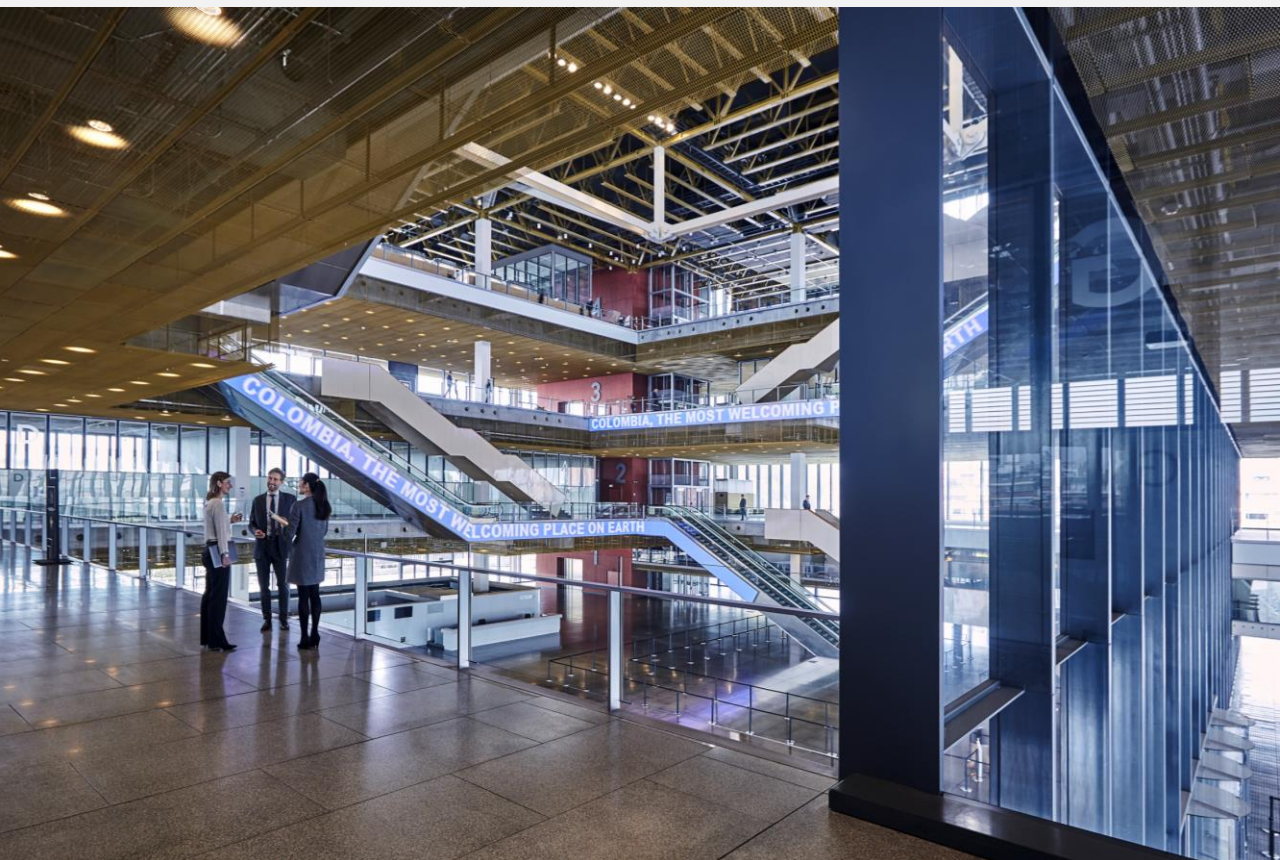
In 2023, **Colombia received USD 17,446 million in FDI.**  
FDI in non-mining sectors represented 66%  
(USD 11,453 million).

Top investor countries in Colombia  
(USD Million) 2019-2023

 <b>United States</b>	<b>16,862</b>	 <b>Chile</b>	<b>2,029</b>
 <b>Spain</b>	<b>10,871</b>	 <b>Canada</b>	<b>1,908</b>
 <b>Switzerland</b>	<b>4,984</b>	 <b>Brazil</b>	<b>1,586</b>
 <b>England</b>	<b>3,705</b>	 <b>Barbados</b>	<b>979</b>
 <b>Netherlands</b>	<b>3,523</b>	 <b>France</b>	<b>942</b>

Source: Central Bank  
Panama, British Virgin Islands, Cayman Islands and Anguilla are not included

# OUR DOMESTIC MARKET IS ONE OF THE MOST ATTRACTIVE IN THE REGION



**5 BUSINESS CENTERS  
+ 1 MILLION INHABITANTS**

Bogotá, Medellín, Cali, Barranquilla y  
Cartagena.

15 cities +500.000 inhabitants.  
27 cities +250.000 inhabitants.



**3<sup>rd</sup> most populous country in Latin  
America:  
+ 52 million inhabitants**



**The young population drives the domestic  
market and the labor force**  
64% of the population is under 40 years  
old.



# MULTIPLE REGIONS AND BUSINESS CENTERS FOR DIFFERENT TYPES OF INVESTMENTS (1/2)

## CARIBBEAN:

15.9 % of GDP

Population: 11,770,199

**Main sectors regional GDP:** Public administration, commerce and hotels, manufacturing industries, oil and mining.

**59 municipalities ZOMAC and PDET**

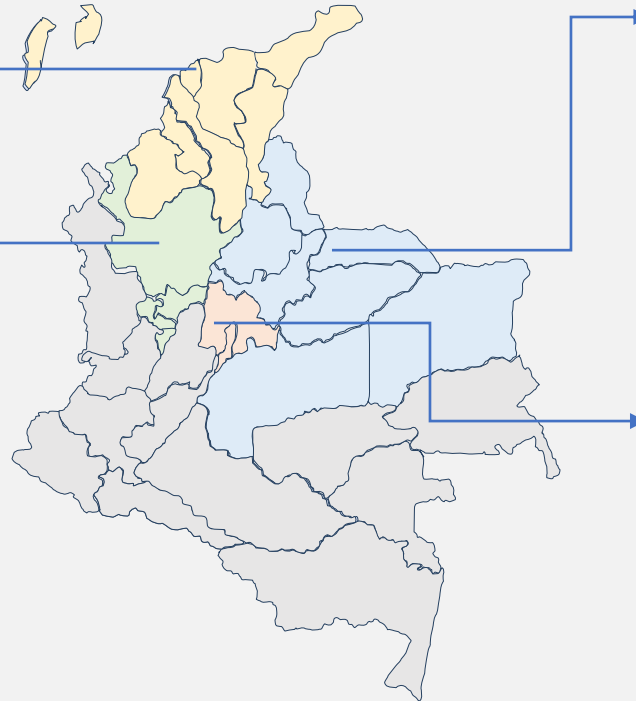
## COFFEE REGION:

18.6% of GDP

Population: 9,351,945

**Main sectors regional GDP:** commerce and hotels, manufacturing industries, public administration

**71 municipalities ZOMAC and PDET**



## CENTER EAST:

16.8% of GDP

Population: 7,301,601

**Main sectors regional GDP:** oil and mining, commerce and hotels, public administration, agriculture, livestock and fishing.

**69 municipalities ZOMAC and PDET**

## BOGOTÁ AND CUNDINAMARCA:

30.7% of GDP

Population: 11,207,953

**Main sectors regional GDP:** commerce and hotels, public administration, real estate activities.

**12 municipalities ZOMAC and PDET**

# MULTIPLE REGIONS AND BUSINESS CENTERS FOR DIFFERENT TYPES OF INVESTMENTS (2/2)

## PACIFIC

13.2% of GDP:

Population: 8,440,852

Main sectors regional GDP : commerce and hotels, public administration and defense, manufacturing industry, real estate activities

79 municipalities ZOMAC and PDET

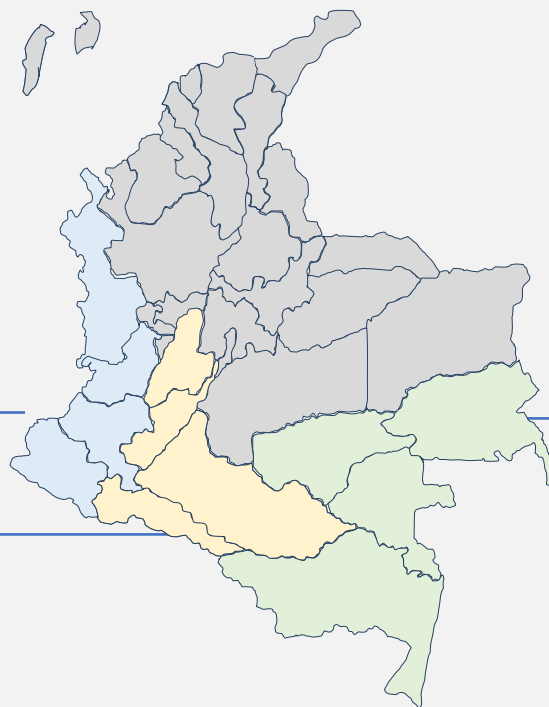
## SOUTH CENTRAL:

4.5% of GDP:

Population: 3,331,157

Main sectors regional GDP : public administration, and agriculture, livestock and fishing, commerce and hotels, construction.

53 municipalities ZOMAC and PDET



## AMAZON -ORINOCO:

0.2% of GDP:

Population: 278,985

Main sectors regional GDP: public administration, commerce and hotels, agriculture, livestock and fishing.

5 municipalities ZOMAC and PDET

\*ZOMAC: Zones Most Affected by the Armed Conflict. PDET: Territorially Focused Development Programs

Sources: Economic regional profiles MIINCIT, June 2023 and DANE.



# 2

## LEADERSHIP AND COMMITMENT TO **SUSTAINABLE ECONOMIC DEVELOPMENT**



Colombia is committed to becoming a **world power of life.**

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Leader in the **energy transition.**

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**Tourism infrastructure** for sustainable and inclusive development.

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**Biodiversity** that drives business.

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**Success stories:** we support the arrival of sustainable investments.



# COLOMBIA IS COMMITTED TO BECOMING A WORLD POWER OF LIFE

## HIGH COMMITMENT TO ENVIRONMENTAL PROTECTION (NDC)

51% reduction in emissions  
economy-wide by 2030.

Reach net-zero  
deforestation by 2030.

Colombia has declared 30% of its  
territory a **protected area**

Achieve carbon  
neutrality by 2050.



## WE ARE SENDING STRONG SIGNALS

**National strategy of finance climate.** 1st country to incorporate the SDGs into a National Development Plan.

1st country in the  
region to publish a  
**green taxonomy**

Voluntary carbon market  
and issuance of sovereign  
green bonds | Climate  
Action Law

## INCENTIVES FOR SUSTAINABLE DEVELOPMENT

1. Incentives for Commercial Companies of **Collective Benefit and Interest (BIC in Spanish)**.
2. Incentives for Generation with **Renewable Energy Sources, and Efficient Energy Management**.
3. Exempt income from the **sale of electric energy generated with NCSE (or FNCE in Spanish)**.
4. **Incentive for being carbon neutral.** Does not cause National Carbon Tax.
5. Discount on income tax for **investments in environment control, conservation, and improvement** and **Certificate of Forestry Incentive (CIF in Spanish)**.

# COLOMBIA: SUSTAINABLE ENERGY TRANSITION LEADER IN THE REGION



**High potential to generate energy with non-conventional energy sources.** The availability of resources exceeds the world average, such as sunlight, wind, water, biomass, and geothermal resources, to produce low-emission hydrogen.



**Colombia's Reindustrialization Policy** has as its main goal a fair, self-sustainable, quality and accessible energy transition, with the objective of **increasing installed capacity in renewable projects to 6 GW by 2026.**



According the decarbonization objectives, it will increase the share of cleaner energies in the energy matrix to **achieve a 51% reduction in greenhouse gas emissions by 2030 and carbon neutrality by 2050.**



Colombia is the **third most attractive emerging market in Latin America to invest in renewable energies** among 107 emerging economies, surpassing Peru, Guatemala, Dominican Republic, Uruguay. ([Climatescope](#), Bloomberg, 2024).



**Robust institutions and a sector-specific regulatory framework** that includes incentives to promote foreign direct investment to **diversify the energy matrix and democratize access to clean energy.**

# TOURISM INFRASTRUCTURE FOR SUSTAINABLE AND INCLUSIVE DEVELOPMENT IN ALL REGIONS



Given the **natural and cultural diversity**, developing tourism in the regions contributes to achieving **lasting peace**.



A **sustainable tourism policy** to strengthen the sector with practices that ensure the **conservation of natural resources**.



An opportunity to create schemes of collaborative work with **local communities** to achieve **inclusive growth**.



An attractive **regional tourism market**, **+26,2%** in foreign visitor arrivals in 2023 when compared to 2022.



Hub for **air connectivity in Latin America**, 2nd market, with the highest flow of passengers, (40\* million, yearly), after Mexico.



To develop the industry with **a sustainable and inclusive approach**, the government provides **incentives to encourage FDI**.



# BIODIVERSITY THAT DRIVES BUSINESS



Colombia is the **2nd most biodiverse country** in the world



**311** types of continental and marine **ecosystems**



Among the six countries with **more hydric resources** in the world



**4,162 Green Businesses** verified in **750 municipalities**, from **32 departments** that have generated **48,052 jobs**<sup>1</sup>



The government is committed to **boosting business based on biological and genetic resources** and products derived from biodiversity.













## Opportunities

- Agriculture using bio-inputs
- Food and beverages, cosmetics and pharmaceuticals using natural ingredients, bioactive ingredients, among others.

1. Source: Ministry of Environment and Sustainable Development

# WE SUPPORT THE ARRIVAL OF SUSTAINABLE INVESTMENTS

ACUMEN	 United States	
JOHN LAING	 United Kingdom	
EDF Y EDF-RENOVABLES	 France	
BROOKFIELD	 Canada	
E-KAKASHI	 Japan	





# 3

## COMPETITIVE EXPORT PLATFORM TO THE REGION AND THE WORLD



**Global connectivity and high-level infrastructure** to connect businesses to the world

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**Free Trade Agreements** that offer preferential access to 1.5 billion consumers

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**Network of treaties** that promote investment

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**Free trade zone regime** that promotes goods and services exports



# GLOBAL CONNECTIVITY AND HIGH-LEVEL INFRASTRUCTURE TO CONNECT BUSINESSES TO THE WORLD

## CONNECTION TIMES



Santiago de Chile	5h 40m
Lima	2h 40m
Sao Paulo	6h 10m
México DF	4h 55m
Miami	3h 55m
NY	5h 35 m
Toronto	6h 10 m



Callao	2d
Valparaíso	8d
Port Everglades y Miami	5d
Puerto Manzanillo	8d
NY	6d
Vancouver	14d
Shangai	31d



**3,500 maritime export routes** to 750 ports in 140 countries in the world.



More than **2,400 export routes** through 30 airlines, with access to more than 500 cities.



We share the same **time zone** as the main cities of the continent, making us an ideal destination for **nearshoring services**.



**El Dorado Airport** in Bogotá is the **1st** Latin American airport in volume of air cargo and the second busiest by passengers.



**Port of Cartagena** cataloged as the **best connected\* and most efficient\*\* container port** in Latin America and the Caribbean.

\* UNCTAD

\*\* World Bank – Container Port Performance Index

Source: Procolombia Analysis. Information provided by the airline, maritime and OAG Cargo. IATA TACT 2024

# FREE TRADE AGREEMENTS

## THAT OFFER PREFERENTIAL ACCESS TO 1.5 BILLION CONSUMERS

### 18 FTA IN FORCE AND 2 SIGNED

SOUTH AMERICA	NORTH AND CENTRAL AMERICA		EUROPE & ASIA
 VENEZUELA*	 UNITED STATES	 CUBA*	 KOREA
 CHILE	 CANADA	 PANAMA	 ISRAEL
CAN*	 MEXICO*	CARICOM*	 UK
Pacific Alliance	 COSTA RICA	Northern Triangle	 SINGAPORE**
MERCOSUR*			EFTA European Union



\*Agreements of economic complementation or Partial Scope

\*\* Subscribed

\*\*Panama: 1 in force, 1 signed

# NETWORK OF TREATIES THAT PROMOTE INVESTMENT

15 DOUBLE TAXATION AGREEMENTS IN FORCE

5 DOUBLE TAXATION AGREEMENTS SIGNED

19

INVESTMENT AGREEMENTS IN FORCE AND 7 SIGNED



\* Agreement to avoid double taxation and prevent tax evasion in relation to income taxes levied on income obtained by recognized pension funds



# FREE TRADE ZONE REGIME THAT SUPPORTS THE EXPORTS OF GOODS AND SERVICES

## BENEFITS

1. **No payment** of tariff and VAT.
2. **Facilitation of exports to third countries**, taking advantage of existing trade agreements.
3. **Income tax rate of 20% until January 1st, 2024.** Subsequently, 20% on export profits and general rate of (35%) for sales to the national customs territory.
4. **Foreign goods introduced into the Free Trade Zones** may remain there indefinitely.
5. **Long-term incentive** with the possibility of extending its period of validity.

## TWO TYPES OF FREE TRADE ZONES

78

**SINGLE – COMPANY**  
FREE TRADE ZONES



42

**PERMANENT  
(INDUSTRIAL  
PARKS)**  
FREE TRADE ZONES

**TOTAL NUMBER**  
OF FREE TRADE  
ZONES

120

Source: MinCIT



# 4

## PRIME CONDITIONS THAT BOOST **BUSINESS COMPETITIVENESS**



**Large business network** and an ecosystem that drives entrepreneurship.

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The country has a **labor force** that stands out for its commitment and diversity of training

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**We facilitate** and incentivize the arrival of FDI

# LARGE BUSINESS NETWORK AND AN ECOSYSTEM THAT DRIVES ENTREPRENEURSHIP

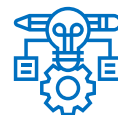


5.704.308<sup>1</sup> companies



Companies of different sizes. This guarantees a reliable supply chain and the opportunity to find allies and clients. 99% SMEs

MICRO	5,597,316
SMALL	81,725
MEDIUM	19,100
LARGE	6,167



1,327 startups operating in 31 sectors are part of the **innovation ecosystem** in Colombia<sup>2</sup>



**Colombia** is cataloged as the country with the best conditions for entrepreneurship in Latin America<sup>3</sup>



Colombia is one of the six countries that have **generated unicorns** in the region (2)



Colombia: **4th** for entrepreneur investment attractiveness in region<sup>4</sup>

1. Business directory | DANE. - 2. Colombia Tech 2022

3. Global Entrepreneurship Monitor - 4. The Venture Capital and Private Equity Country Attractiveness Index 2021 - IESE Business School



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



## COLOMBIA HAS THE SECOND LARGEST LABOR FORCE IN SOUTH AMERICA



### 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."

### Marcelo Alfieri – SVP YARA

"People are their greatest wealth, Colombian producers are optimistic, resilient, and better yet, they are great entrepreneurs. Yara bets on this country and has the conviction that the future of agriculture in Colombia is promising."



## GRADUATES BY LEVEL OF EDUCATION 2017-2021

UNIVERSITY	1.156.121
TECHNICAL AND TECHNOLOGICAL	734.815
TECHNICAL AND TECHNOLOGICAL SPECIALIZATION	393.391
UNIVERSITY SPECIALIZATION	370.398
MASTER'S DEGREE	128.525
DOCTORATE	4.456

Source: Labor Observatory, Ministry of Education

# WE FACILITATE AND ENCOURAGE THE ARRIVAL OF INVESTMENTS

## ONE – STOP INVESTMENT INFORMATION WINDOW (VUI in Spanish)

**TOOL THAT ESTABLISHES AN INSTITUTIONAL POINT OF CONTACT FOR THE INVESTOR**, centralizing the relationship with the different government entities. It allows access to a single site to the pertinent and sufficient information to initiate the installation and operation process in the country. The creation of its regulations is in progress.

## TOP INVESTMENT OPPORTUNITIES

A virtual platform that allows, through a search engine, to visualize projects and/or companies looking for foreign capital for their growth.

## ATTRACTIVE INVESTMENT INCENTIVES POLICY



**Vallejo Plan**



**Incentives for the acquisition** of capital assets



**Incentive for companies** in “ZOMAC” zones



**Incentives for investments in research,** technological development or innovation



**Income tax deductions** to promote employment



**Specific sectoral incentives**



# 5

## ATTRACTIVE INVESTMENT OPPORTUNITIES IN MULTIPLE SECTORS.



The region's **agri-food power**



Third most attractive investment destination in **energy transition in LATAM**



Opportunities for the development of **tourism activity** in high-potential regions



Regional hub for **knowledge-based industries**



Regional production hub of **high-value-added manufacturing**



Construction of **civil works**, is a driving sector for regional development and competitiveness



# THE REGION'S AGRI-FOOD POWER



## SUCCESS STORIES



## INVESTMENT OPPORTUNITIES



Drive projects aimed at boosting cocoa and fruit production (avocado and citrus) to supply both the national and international markets, considering seasonal conditions.



Transformation of fresh fruits and vegetables into value-added products (IQF, frozen, pulp, oils).



Increase production of healthy and/or sustainable processed foods to meet international market demand while achieving food security.

# THIRD MOST ATTRACTIVE INVESTMENT DESTINATION IN ENERGY TRANSITION IN LATAM\*



## SUCCESS STORIES



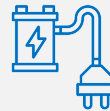
## INVESTMENT OPPORTUNITIES



FDI promotion to diversify the energy matrix with Non-Conventional Energy Sources (NCES), and efficient energy management.



High potential to develop renewable energy generation projects: solar, onshore and offshore wind, Small Hydropower Plants, biomass, green hydrogen and Geothermal.



Development of sustainable energy solutions for Non-Interconnected Areas.



New expansion works of the transmission and distribution infrastructure to ensure reliability. (Trough Public call).

# OPPORTUNITIES FOR THE DEVELOPMENT OF TOURISM ACTIVITY IN HIGH-POTENTIAL REGIONS



## SUCCESS STORIES



**AmaWaterways** chose Colombia for its luxury river cruises on the Magdalena River, which will operate in November 2024.

## INVESTMENT OPPORTUNITIES



**Rural and community-based tourism:** hotel projects such as eco-glamping, ecolodges, campsites, sustainable green developments to improve the offer of high-potential tourist destinations.



**Sun and beach tourism:** Development of hotels, beach and jungle ecosystems, infrastructure for bird watching, construction of tourist docks, marinas, and access to new technologies.



**Urban hotels:** hotels focused on the youth, senior, corporate or leisure segments in main and intermediate cities.



**Entertainment:** development of theme parks and venues for events.



In addition, the development of the activity must be supported by local **enabling infrastructure**, which includes the following investment approaches:

- Civil infrastructure (Roads, airports, aqueducts, etc.)
- IT, innovation tools and telecommunications.
- Training for human talent in the regions.

# REGIONAL HUB FOR KNOWLEDGE-BASED INDUSTRIES



## SUCCESS STORIES

Globant



Optum

## INVESTMENT OPPORTUNITIES



**Service Outsourcing (BPO-KPO-Shared Service Centers):** BackOffice and operations development centers.



**Software & IT:** Software factories and software development for verticals (health, agricultural, logistics, energy, cybersecurity, among others) and technologies (Blockchain, AI, IoT, among others).



**Fintech:** Development of financial services to meet the needs of the rural population and those with the greatest needs.



**Technological infrastructure (Telecommunications-Data Centers):** Deployment of networks in rural and remote areas to provide digital connectivity services.



**Audiovisual:** recording centers for the generation of audiovisual content, taking advantage of the wide cultural and geographic diversity.



# REGIONAL PRODUCTION HUB OF HIGH-VALUE-ADDED MANUFACTURING



## SUCCESS STORIES

 Kimberly-Clark

 oben Holding Group

 Nexans

 YAZAKI

 essity

 amcor

 CEMEX

 MSD

## INVESTMENT OPPORTUNITIES



**Manufacture, filling and packaging of vaccines** that promote technology transfer and strengthen health sovereignty.



**Establishment of production centers for sophisticated, biotechnological and biosimilar medicines** to meet local and regional demand.



**Attract auto parts companies and vehicle assemblers that accelerate and strengthen the adoption of new technologies** in the electric vehicle segment.



**Attract companies** in the resin and oil by-products transformation chains.



**Construction of shipyards and attraction of TIER 1 and 2 companies** for the local production of pieces and parts for the naval industry.

# CONSTRUCTION OF CIVIL WORKS, DRIVING SECTOR FOR REGIONAL DEVELOPMENT AND COMPETITIVENESS



## SUCCESS STORIES



## INVESTMENT OPPORTUNITIES



The PMTI\* is the roadmap for the country's intermodal connectivity over the next 20 years, with 294 prioritized municipalities, through 48 projects for an estimated amount of USD 28.8 BN



Generation of **railway reactivation** projects, as well as opportunities for **river and airport development**, considering the current deficit.



Through the development of large infrastructure projects, the **value chain** can be strengthened, in which EPC, engineering, design, rolling stock, and other companies can participate.



The development of infrastructure is also being carried out through the program **Community Roads for Peace** with an estimated investment of USD 1.6 billion to rehabilitate 33,000 km of roads



Colombia has a **robust framework for establishing infrastructure development** through public-private partnerships, both public and private initiatives.

\*PMTI: Intermodal Transportation Master Plan (Plan Maestro de Transporte Intermodal)

Source: Ministry of Transportation



**THANK YOU**