## WHY COLOMBIA?

Colombia has the lowest barriers to Foreign Direct Investment in Latin America.

### 1. Pandemic

We timely reduced the impact on the country’s health and economy.

The Colombian economy will be one of the least contracted in 2020 in Latin America.

6.6% will be the country’s growth in 2021.

*Source: IMF, World Bank and ECLAC*

### 2. Confidence in our achievements

The Colombian economy has been the fastest growing in the region in the last 50 years.

In 2019, Colombia’s GDP grew above the average for LatAm.

- **32%** was the growth of FDI compared to 2018.
- **3.8%** was the inflation registered in 2019.
- **4.2%** increased the export of services in 2019.
- **4.5M** was the record number of arrival of non-resident visitors to the country in 2019.

*Source: MinHacienda*

### 3. Other reasons

Third largest population in LatAm.

We promote international cooperation and multilateralism.

A growing middle class with high purchasing power.

Privileged geographical location in the region.

Committed to competitiveness and sustainability.
COMMITMENT FOR COLOMBIA

Recovery strategy

1. Support for the most vulnerable
2. Rural areas and peace
3. Clean growth
4. Employment generation

COMMITMENT TO THE COLOMBIAN’S HEALTH
Revitalize the business and generate formality: accompanying to more than 850,000 MSMEs.

Export platform: USD$27,000 millions of NME exports.

Colombia is an attractive country for investment: USD$11,500 millions of FDI NME.

A tourism sector that reinvents itself: Recovery of 80% of national and international connectivity.

A commitment for the employment generation

4 focused goals

103 PROJECTS

Impact:

326,000 jobs generated and preserved

PROJECTS SCIT FOR ECONOMIC RECOVERY

COMMITMENT FOR COLOMBIA
INVESTMENT STRATEGY

COMMITMENT FOR COLOMBIA

1. INVESTMENT FACILITATION
   - The Single Investment Window (VUI).
   - Investor Advocacy.
   - Red Carpet Strategy.
   - FDI-SIFAI Committee.

2. STRATEGIC AND POLICY INCENTIVES
   - The tax regime for mega-investments.
   - Vallejo Plan.
   - Promotion of e-commerce.
   - Free Zones 4.0.
   - Promotion of franchises.

3. SECTORIAL AND REGIONAL ACTIONS
   - Special Tourism Projects.
   - Promotion programs of shipyard sector.
   - Manufacture and packaging of alcoholic beverages by SMEs.
   - Electronic invoice of sale as a security measure.
   - Extension of the benefits granted to the ZESES and ZOMAC.

4. RELOCATION STRATEGY
   - Attraction of companies which are relocating.
   - Tax and non-tax benefits.
NEW TOOLS TO ATTRACTION FDI
COMMITEMENT FOR COLOMBIA

1. MEGA-INVESTMENTS
Directed for large projects that generate new sources of work, for which a 27% rental rate will be applied and exemption from other taxes such as dividends and equity.

2. ELECTRONIC INVOICE
It will be a security, that is, while it becomes enforceable, the invoice can be traded and transferred between merchants, for this a set of regulatory and technological measures is required to record the traceability of these transfers.

3. SPECIAL TOURISM PROJECTS
For regions that, taking into account their geographical location, cultural and / or environmental and / or social values, as well as the feasibility of connectivity, become sites of high strategic importance for the development or improvement of the country's tourism potential.

4. SHIPYARD REGIME
To make this sector more competitive, unifying and strengthening the monitoring and control instruments of this program. The decree in process strengthens and facilitates the application of the follow-up measures that the MinCiT and DIAN have.
Resilience is accepting your new reality, even if it's less good than the one you had before. You can fight it, you can do nothing but scream about what you've lost, or you can accept that and try to put together something that's good.

- Elizabeth Edwards
Many reasons make Colombia the best destination for investment projects.
PROCOLOMBIA
the main ally for businesses

Flavia Santoro Trujillo
President of ProColombia
PROCOLOMBIA PROMOTES

FOREIGN DIRECT INVESTMENT

INTERNATIONAL TOURISM

NON-MINING EXPORTS

procolombia.co
“WE ARE CONNECTED”

CO-NECTADOS

COLOMBIA CO
WE PROMOTE AND FACILITATE THE ARRIVAL OF NEW INVESTMENT PROJECTS AND THE EXPANSION OF PRE-EXISTING MULTINATIONAL COMPANIES
COLOMBIA IS A SUCCESS STORY
Political and economic stability.

Strategic geographical location.

Skilled work force.

Strong innovation ecosystem.

A dynamic and growing economy.
2020

For Latin America the forecast is for an average decrease of 9.4% and that of Colombia is 7.8%.

2021

Colombia will grow 3.7%↑

Source: IMF
Rating Agencies Also Recognize Colombia with an Investment Rating

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COLOMBIA OFFICIALLY BECAME THE 37th MEMBER OF THE OECD
The US is the world’s largest investor in Colombia.

During 2019 reached US$ 2.6 billion.

From 2000 to 2019 more than US$ 39 billion.
500 AMERICAN COMPANIES HAVE PRESENCE IN OUR COUNTRY
Opportunities for US Investment in sectors such as:

- Agribusiness
- Construction Materials
- Life Sciences
- BPO and IT Services Technology
- Textiles
- Audiovisual and Creative Industries
- Infrastructure
- Logistics
- Manufacturing
- Conventional and Non-Conventional Energy
COLOMBIA’S GOVERNMENT PROVIDES THE BEST CONDITIONS for international investors
THREE PILARS TO ATTRACT FDI

1. Facilitation tools
2. 'Nearshoring' incentives
3. Strategic, sectoral and regional measures
1. RED CARPET STRATEGY

PACKAGE OF INSTITUTIONAL, LEGAL AND FINANCIAL ACTIONS
2. We will continue proving to be an ideal nearshoring location.
"ONE-STOP SHOP" WITH THE SUPPORT OF THE INTER-AMERICAN DEVELOPMENT BANK.
WE STRIVE FOR AMERICAN INVESTMENTS TO BE PROFITABLE AND SUCCESSFUL.
OUR MAIN INVESTMENT EVENT

WHICH WILL BE HELD FACE TO FACE AND ONLINE BETWEEN OCTOBER 7TH AND 9TH.
WE ARE MOVING FORWARD WITH CONFIDENCE WITH A STRONG

‘COMMITMENT TO COLOMBIA’
THANK YOU

Flavia Santoro Trujillo
President of ProColombia