El progreso es de todos
Mincomercio
EFFICIENCY-SEEKING FDI
ATTRACTION
THE DIALOGUE

# 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.

*Source: IMF, World Bank and ECLAC*

**6.6%** will be the country's growth in 2021.

Source: MinHacienda

## 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.

## 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

# PROJECTS SCIT FOR ECONOMIC RECOVERY

# COMMITMENT FOR COLOMBIA

A commitment for the employment generation

**4 focused goals**

Created by Manthana Chai

**Revitalize the business and generate formality:** accompanuying to more than 850.000 MSMEs.

**Export platform**: USD$27.000 millons of NME exports.

**Colombia is an attractive country for investment:** USD$11.500 millons of FDI NME.

Created by Amethyst Studio from the Noun Project

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

**103**

**PROJECTS**

**Impact:**

Created by rivercon

**326.000**

jobs generated and preserved

# 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 bevarages 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 **ATTRACT FDI**

COMMITMENT 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.
COVINOC
Thank you

# PROCOLOMBIA
## the main ally for businesses

**Flavia Santoro Trujillo**
President of ProColombia

PROCOLOMBIA
EXPORTS TOURISM INVESTMENT COUNTRY BRAND

COLOMBIA CO

El futuro es de todos

Gobierno de Colombia

# PROCOLOMBIA PROMOTES

FOREIGN DIRECT **INVESTMENT**

INTERNATIONAL **TOURISM**

NON-MINING **EXPORTS**

procolombia.co

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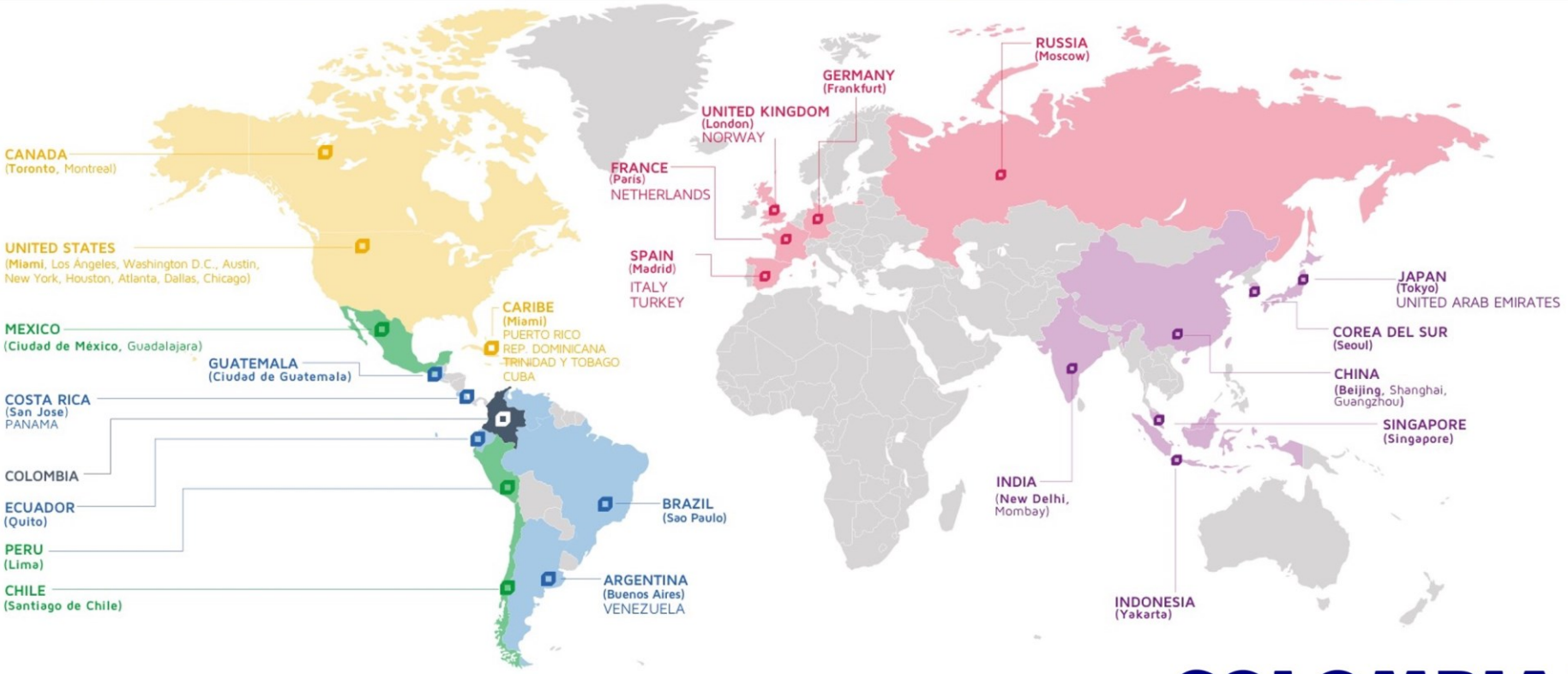
# PRESENCE OF PROCOLOMBIA IN THE WORLD

**22**
COMMERCIAL OFFICES

**33**
COUNTRIES WITH PRESENCE

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"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
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COLOMBIA
IS A
SUCCESS
STORY
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Political and economic **stability.**

**Strategic** geographical location.

**Skilled work** force.

**Strong innovation** ecosystem.

A **dynamic and growing** economy.

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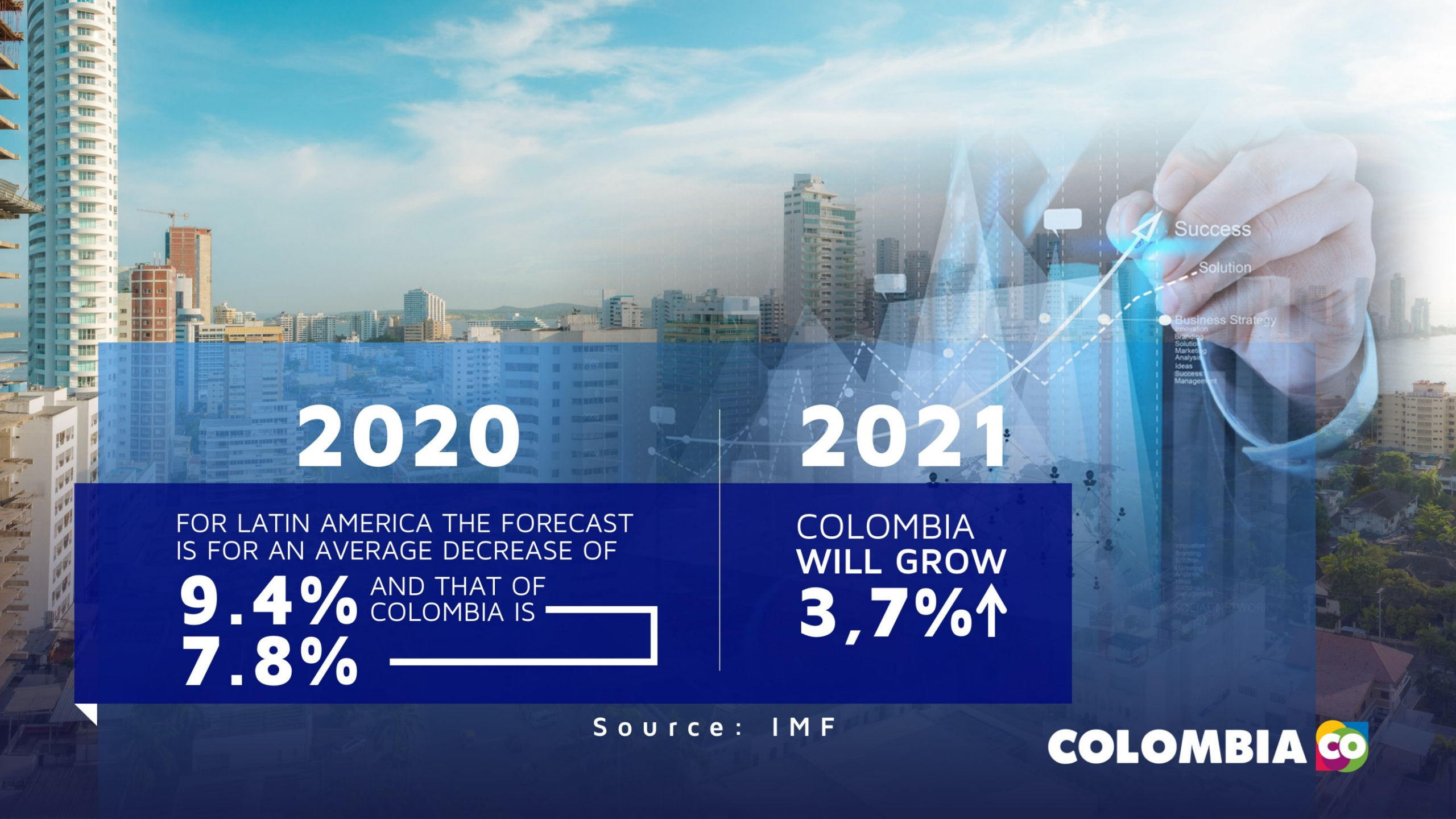


# 2020

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

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# RATING AGENCIES ALSO RECOGNIZE COLOMBIA WITH AN INVESTMENT RATING

| | S&P | Fitch Ratings | Moody's |
|---|---|---|---|
| TERM | Long Term – Foreign currency | Long Term – Foreign currency | Long Term – Foreign currency |
| RATING | BBB - | BBB - | Baa2 |

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# COLOMBIA OFFICIALLY BECAME THE

**37th** MEMBER OF THE OECD

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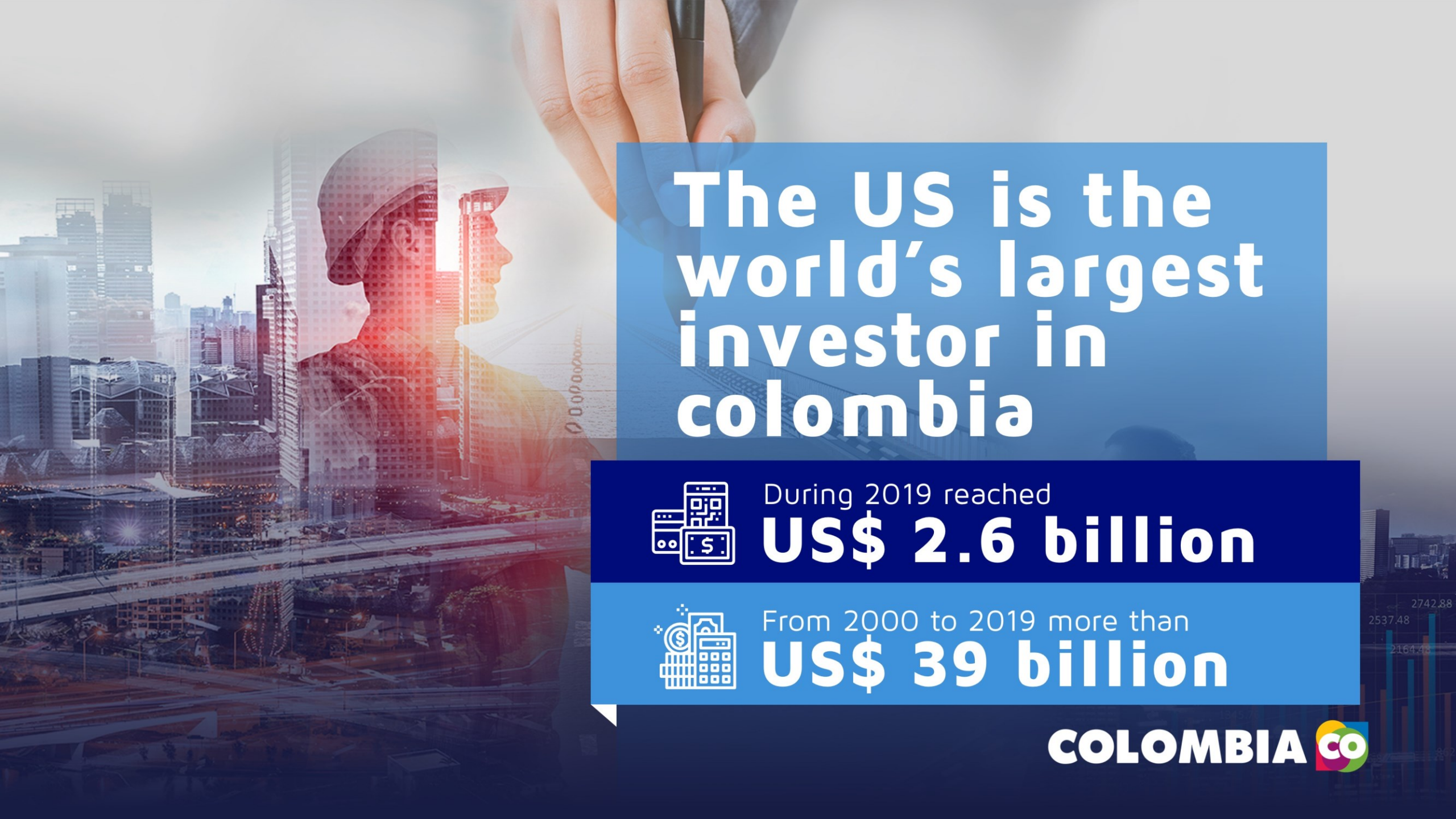

# The US is the world's largest investor in colombia

During 2019 reached
**US$ 2.6 billion**

From 2000 to 2019 more than
**US$ 39 billion**

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# 500 AMERICAN COMPANIES HAVE PRESENCE IN OUR COUNTRY

Some examples of US investments:

AES
the power of being global

amazon.com

Medtronic
When Life Depends on Medical Technology

UnitedHealth Group℠

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# 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

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# COLOMBIA'S GOVERNMENT PROVIDES THE BEST CONDITIONS

## for international investors

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# THREE PILARS TO ATTRACT FDI

1. **Facilitation** tools
2. `**Nearshoring**´ incentives
3. **Strategic, sectoral and** regional measures

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# 1. RED CARPET STRATEGY

PACKAGE OF **INSTITUTIONAL, LEGAL AND FINANCIAL ACTIONS**

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# 2. WE WILL CONTINUE PROVING TO BE AN IDEAL NEARSHORING LOCATION

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# 3.

# "ONE-STOP SHOP"

WITH THE SUPPORT OF THE
**INTER-AMERICAN**
**DEVELOPMENT BANK.**

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WE STRIVE FOR AMERICAN INVESTMENTS
TO BE PROFITABLE AND SUCCESSFUL.
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COLOMBIA INVESTMENT SUMMIT 2020

# OUR MAIN INVESTMENT EVENT

WHICH WILL BE HELD FACE TO FACE AND ONLINE BETWEEN **OCTOBER 7TH AND 9TH.**

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WE ARE MOVING FORWARD WITH CONFIDENCE, WITH A STRÓNG
'COMMITMENT TO COLOMBIA'
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