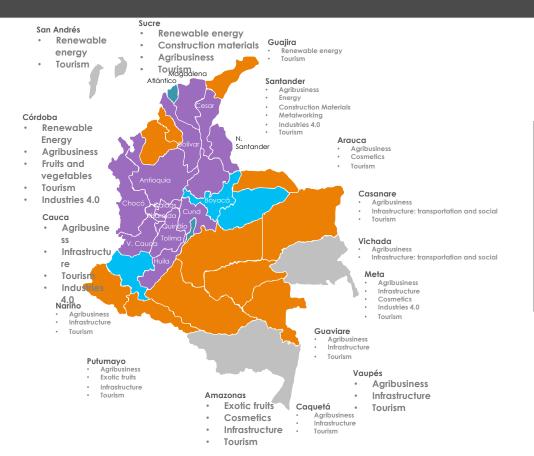




A Greater Colombia- Postconflict FDI promotion impact in regions- coverage





Existing New agencies (15)

New regions (11)

Regions in process (3)

More regions, more opportunities, greater development

Management Strategy

(One stop shop, soft-landing, SIFAI, management incentives)

Exports and Tourism will benefit from peace





Peace will have a positive effect in the country's economy



It's expected that...





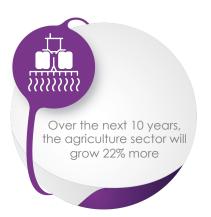


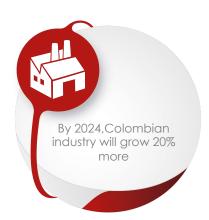


Peace will also bring a growing competitive Colombian industry



It's expected that...







Colombia Offers:





A dynamic and stable economy



A growing market located strategically to facilitate business transactions with the region.



A trade platform with over 10 Trade Agreements enabling investors to reach third markets with preferential access



Multiple development centers and regions coupled with a growing middle class securing a greater products and services demand.



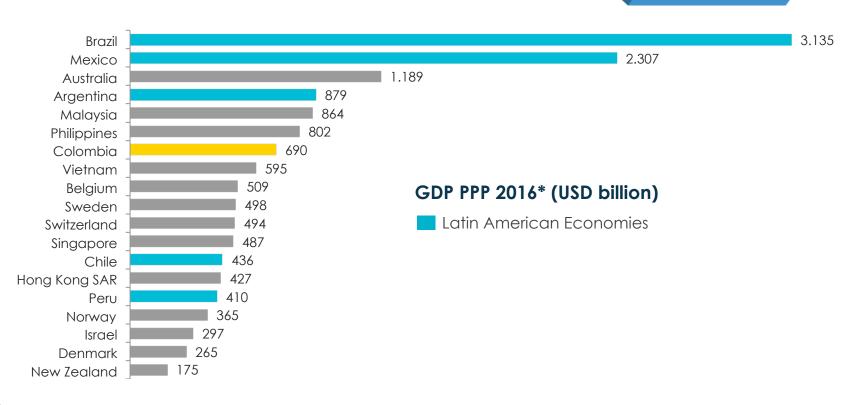
A growing pool of qualified Colombian companies able to partner with international investors to reach out to regional markets.



Diverse Opportunities for investment in a wide variety of sectors

Colombia is the 31th largest economy in the world and the 4th in Latin America



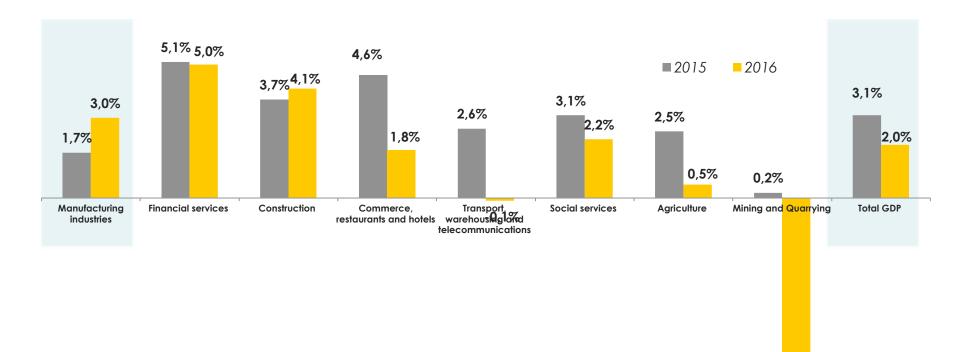


*Estimated. Source: IMF, 2016

Dynamic growth driven by its financial services



-6,5%



Source: DANE – Ministry of Finance 2016: Forecasted

Doing Business* 2007-2017 ranking



According to Doing Business, within the Latin American and Caribbean region, Colombia is:



#1 in getting credit

#1 in protecting minority investors

#2 in dealing with construction permits

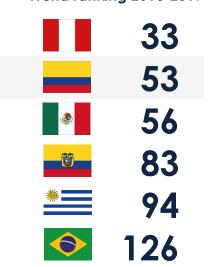
#2 in ease of doing business

#3 in registering property

#5 in starting a business

Source: World Bank. Doing Business 2017.

Macroeconomic stability index World ranking 2016-2017

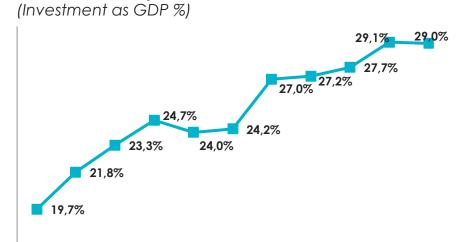


Source: Global competitiveness Index , 2016.

With a constant gross fixed capital formation, where the companies are the most willing to invest in fixed capital





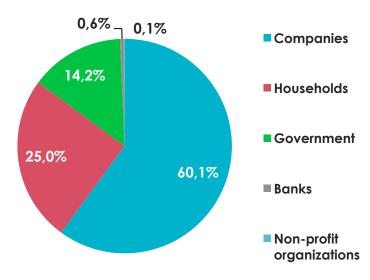


2010

2011

2012 2013 2014 2015

Investment sources 2015 (%)*



Gross fixed capital formation 2015
USD 78 billion

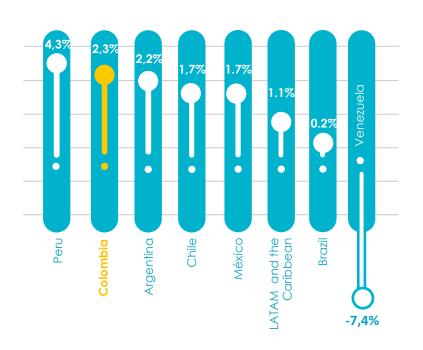
2007

2008

2009

Gross Domestic Product Estimated growth 2017

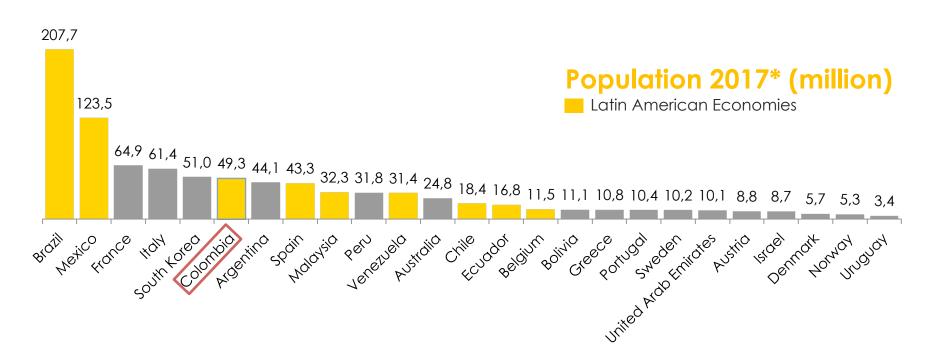




Colombia, one of the top growing economies in 2017 among the largest Latin American countries

Colombia is the 27th most populated in the world and the 3rd in Latin America





*Estiimated,. Source: IMF, 2017

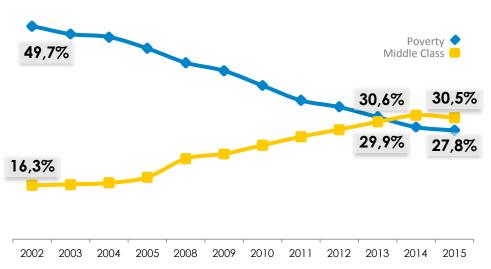
Remarkable reduction in poverty rates and strong growth of the middle class







Middle class 2015: DNP



Colombia has continuously decreased its poverty levels

Source: Poverty: National Administrative Department of Statistics – DANE Middle class: The gained decade: the evolution of the middle class in Colombia between 2002 and 2011, Document CEDE # 50, Universidad de los Andes, And RADDAR for 2013 data. PROCOLOMBIA.CO

COLOMBIA, an investment grade country



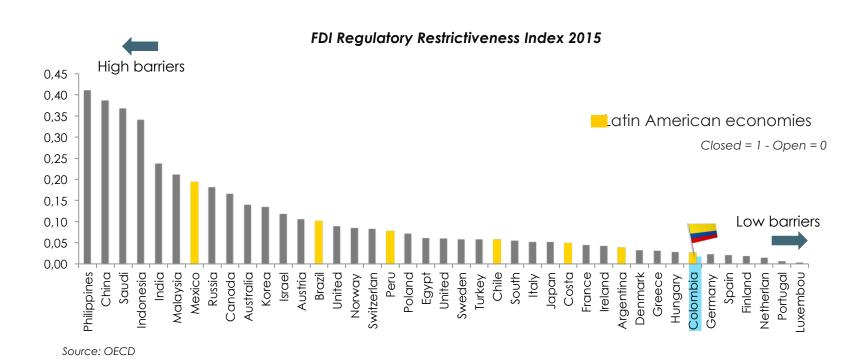
STANDARD & POOR'S	FitchRatings	Moody's
Long Term – Foreign currency	Long Term – Foreign currency	Long Term – Foreign currency
BBB	BBB	Baa2

In July 2014, Moody's was the last rating agency in improving Colombia's rating due to two key drivers:

- 1. Positive growth forecast thanks to 4G infrastructure.
- 2. A sound fiscal management that will continue in the future.

Colombia has the lowest FDI barriers in LAC









Colombia was officially invited on may 2013 to initiate the process to become full member of the **OECD**

"The OECD investment policy review examines Colombia's achievements in developing an open and transparent investment regime and its efforts to reduce restrictions on international investment" OECD

Colombia is implementing the roadmap to become full member of the OECD

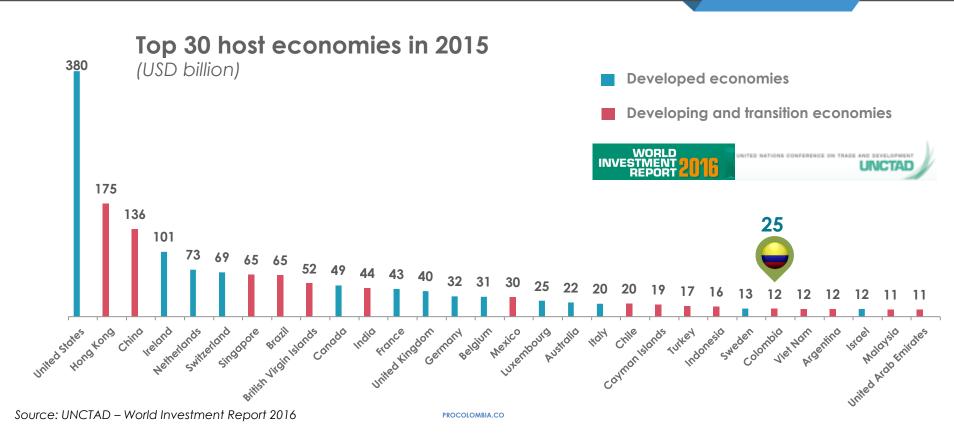
OECD already approved **16 out of 23 Colombian** committees

- Agriculture
- Competition
- Statistics
- Health
- Consumer policy
- Financial markets
- Scientific and Technological Policy
- Regulatory Policy
- Fiscal Affairs
- Fishing

- Education
- Territorial Development Policy
- Information, Computer and Communications Policy
- Working Group on Bribery in International Business Transactions
- Investment Corporate Governance

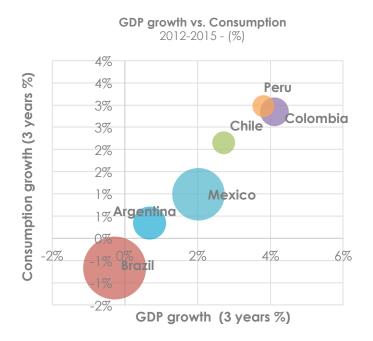
Colombia is part of the top 30 destinations for FDI

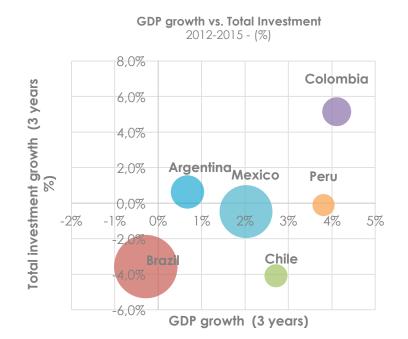




Colombia is leading a sustainable growth in the region

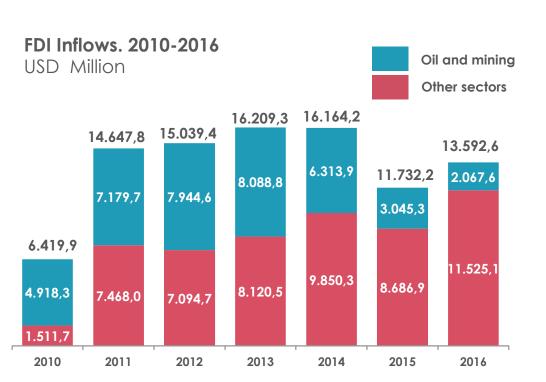


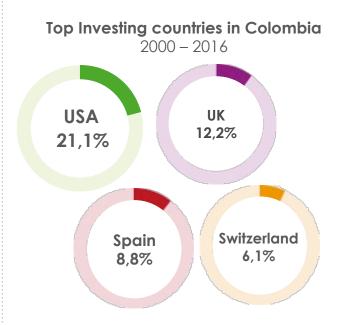




FDI has been largely driven by non-mining sectors over the last 2 years





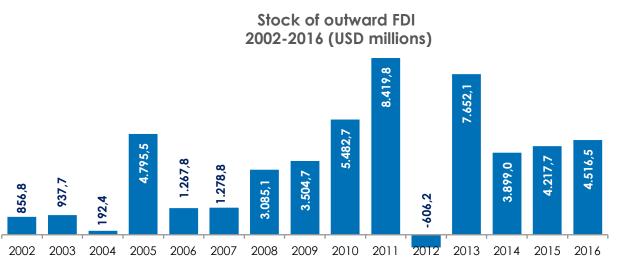


Source: Balance of Payments - Banco de la Republica.

Share of all countries with positive cumulative investment, The information includes reinvested profits or investments in the oil sector Note: the list of the top countries investing in Colombia does not include Panama. Last values available by country at 2014

The stock of investment flows from Colombia to the world has grown since 2002





Source: Balance of Payments-Banco de la República

Top Latin American investors to the world (USD billions)





Colombia
USD 4.2



FDI Outward Flow Main countries- 2002 – 2016



Panama USD 7.504 millions 15,2%



United States USD 7.227,4 millions 14,6%



United Kingdom USD6.204,2 millions 12,5%



Spain USD 4.748,5 millionss 9,6%

Reduced Income tax and VAT Exemptions allowing access to local market



No import duties. VAT exemption for goods sold from Colombia to FTZ.

Free trade zones for different investor styles.

Benefit from international trade agreements.

Allows sales to the local market.

Number of Special Standing Single enterprise:

62

Total number Free Trade

Number of permanent Free Trade Zones

38

Colombia is the Latin American country with the most Free Trade Zones



Country	# of Free Trade Zones	Investment flows	Employment (direct and indirect)	Installed companies	Exports generated	Main Sector
Colombia	102	19.866	227.474	817	2.108	Indsutrial
Brazil	1	n.d	114.226	479	614	Electronic
Costa Rica	39	n.d	125.254	331	6.948	Services
Panama	20	n.d	11.349	154	696	n.d.
Mexico	n.d.	n.d	111.727	n.d.	n.d.	n.d.

The new world trade dynamic allows Colombia to take advantage of different opportunities, such as:

- Access to demanding and sophisticated markets
- Increase the quantity and diversity of exports
- Transfer of technology
- Improve the quality of production

Source: AZFA. The source for FTZs in Colombia is the ANDI, the number reported in AZFA is 100 FTZs.

^{*} USD millions

^{**} Only direct

Colombia and its Free Trade Zones represent an important opportunity for third countries to take advantage of the country's Trade Agreements



Free Trade Zones have a high potential for generating productive chains

Input Supply

Investment opportunities in Colombia in value-added production chains

Supply with value-added intermediate products



Mexico

- Cables and wires -
- Batteries and accumulators -
 - Electrical Parts -
- Flats laminated with steel or iron-



United States

- Accessories and Auto Parts -
 - Electrical equipment -
 - Cotton Yarn -
 - Plastic Resins -



Japan

- Aromatic products -
 - Glasses -
- Flats laminated with steel or iron -
 - Vehicle parts & accessories -



Peru:

Cotton yarns-





Plastic packaging for the beverage and the cosmetics industry
Automotive assembly
Home appliances
Clothing
Processed foods
Aeronautics
Medical devices

Colombia has access to 47 countries and more than 1.5 billion consumers through its network of trade agreements





Colombia, less than 6 hours **away by airplane from** the main cities in the americas



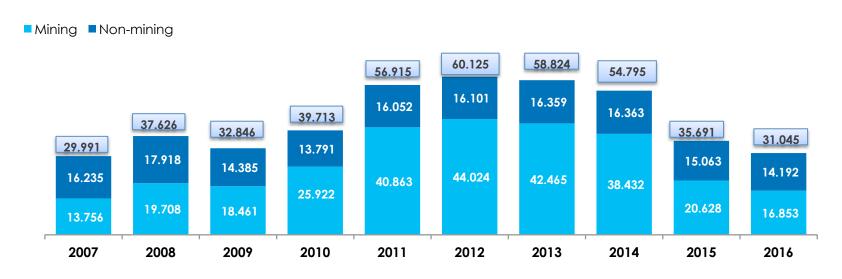


^{*} This information takes into account the routes departing from international airports in Barranquilla, Bogotá, Cali, and Medellín. Source: Routes and Tariffs - Tools for the Colombian Exporter, processed by ProColombia.

The share of non-mining sector exports has increased over the last 3 years



Evolution of Colombian Exports, 2007 – 2016 (USD millions)



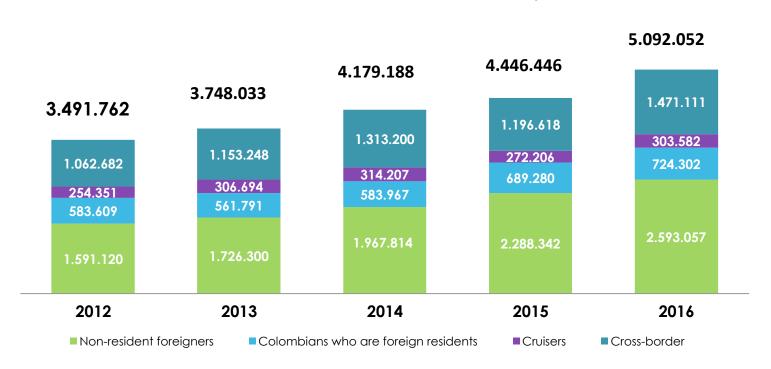
In 2016, non-mining exports represented 46% of Colombian exports, compared to 2015 where they represented 42%.

Source: DANE.DIAN, 2016

International tourism in Colombia grew three times more than the global rate



International Tourist Arrivals to Colombia, 2012-2016



Colombia is one of the countries with the greatest potential for expansion in the agricultural area



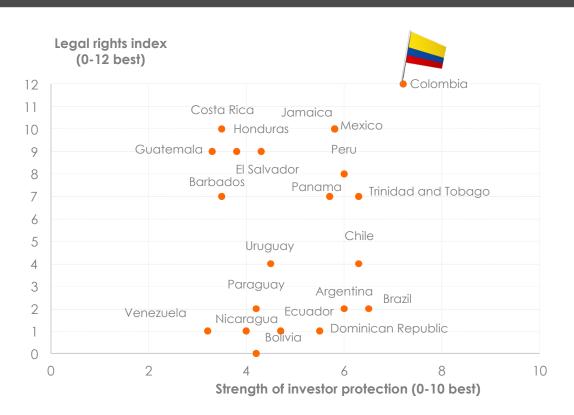


- The Plan Colombia Siembra seeks to increase the agricultural production with 1,000,000 new hectares.
- The availability of water resources in Colombia is one of the highest in the world (FAO*)



Colombia – first destination for safe investment









First in the Legal rights index (Worldwide)



First in the strength of investor protection Index (LAC region)

Colombia – A destination with outstanding local suppliers in the LAC region

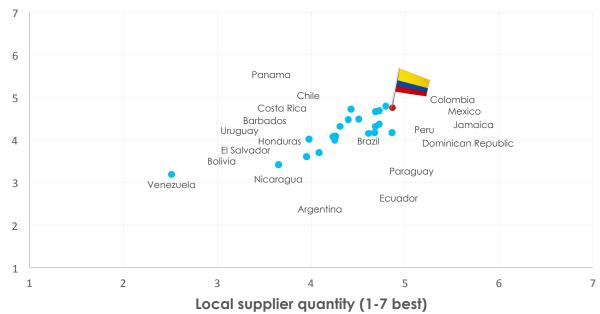


Local supplier quality (1-7 best)



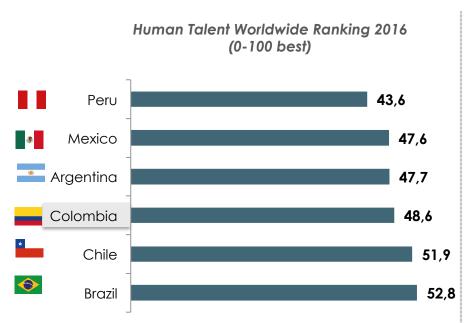
Local Supplier Quantity





Colombia – Committed to invest in human capital







Colombia was ranked third in Latin America by the Human Talent Report

Colombia – Highest enrolments rates to education



			3		
Working age population rate (15-64) years)		68,5%	65,6%	68,9%	65,1%
Enrolment secondary education	#	97,5%	87,0%	96,5%	95,6%
Enrollment tertiary education		51,3%	29,2%	25,6%	40,5%

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Sectors withopportunity - Infrastructure: **A major driver for growth**



Some niches with opportunities:







Airports

Ports

Roads

4

O





Step railways

Fluvial National plan

- USD 900 million in rehabilitation, expansion and modernization of 47 airports (2015 – 2018)
- The Fluvial National Plan consists of 13 river proyects with an investment of USD 2,660 million
- Until 2021, **USD 17 billion will be invested** to increase road infrastructure:

7,000 kms of highways 1,400 kms of double lane highways 141 tunnels 1,300 viaducts

- **USD 1.8 billion** to improve the navigability of Maadalena river
- **USD 53 million** investment to recover more than 990 kms of railways network

Sectors with opportunity - Infrastructure:

A major drive for growth





Spain

ີ∷. iridium ໍ

In 2014, Iridium awarded two road concession projects in the government's "highway concession program (4G)". Those projects total 78Km.



Austria

STRABAG

Strabag will be in charge of 75 Km of new highways, the modernization of a 65 km section



Israel



Shikun & Binui awarded the project "Corredor Perimetral de Oriente de Cundinamarca = 153 km length"



China



HEC will build "The mar 2 highway" that will improve the logistic development at the northeast region of the country. Total project length 246 km.

 Sectors with opportunity - Energy: a diversified source base and a pivotal location in the Americas



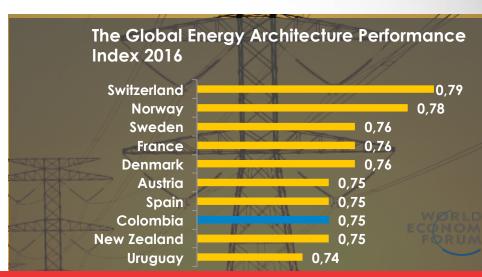
Colombia ranked first in Latin America and eighth in the world according to the "Energy Architecture Performance Index 2016". WEF, 2016.

More than 200 Power Generation projects registered in different stages: Installed capacity up to 7,000 MW*

Open public bids for power transmission projects in Colombia**

High potential in Biofuels and alternative energies

Projects focus **on renewable energy** will have special VAT exemptions, deduction from taxable income and customs exemptions – **Law 1715**



Some niche opportunities











Transmission network



Thermal

Micro hydro

Solar



Biomass

PROCOLO

FIATICON

Sectors with opportunity - **Energy:**A diversified source base and a pivotal location in the Americas





Spain

endesa

Endesa, the subsidiary of the Italian group Enel, acquired participation in Emgesa and Betania power generation companies with 2,895 MW of installed capacity.



Spain



Union Fenosa bought
"Electricaribe and
Electrocosta " and became
the main power
distribution and trading
company in the North coast
of Colombia.



United States



Colombia subsidiary of AES Corporation (Applied Energy Services). Chivor is one of the country's largest generator with a total effective installed capacity of 1,000 MW.



Germany

steag

The low-grade coal-red power plant Termopaipa in Paipa (Colombia) was the rst power plant abroad which was planned, financed and built by Steag.

Some key facts about Manufacturing in Colombia



Some niche opportunities:



Fertilizers



Plastic Packaging



Natural ingredients for cosmetics



Pesticides



Automotive



Ceramics



Metalworking



- ^{3rd} largest labor force in Latin America.
- 2nd in the region for competitive industrial labor (USD 1.6/hour)
- 0% import tariff relief for key industrial inputs
- 75% indirect financial support for Innovation and R+D+i projects
- 102 Free Trade Zones with 15% corporate tax
- Colombia is 40% more competitive and 60% faster than many ports in the Americas

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Sectors with opportunity - Manufacturing





Switzerland



Its factory in Colombia is listed as one of the 'flagship factories' in the group, which has operations in more than 130 countries.



Netherlands & United Kingdom



Unilwer
The new factory is one of its three most modern factories in the world, due to its modern approach and care for the environment.



China



Foton invested more than USD 12 million in its new assembly plant for its SUV and 4x4 models



United States



Whirlpool had a joint venture with Haceb to produce washing machines.

Manufacturing plant: USD 70 million

Sectors with opportunity - Services IT, BPO, ITO, Shared Services, Apps



Colombia is one **the three major providers** of IT services in the region.

- The broadband connections increased from 2.2 to 10.1 million between 2010 and 2015.
- In the next 4 years, broadband connections will be triple reaching 27 million connections.
- Available labor force of more than 1,200,000 professionals graduated in fields related to financial and value added shared service operations.
- VAT exemption for service exports.

Some niches with opportunities



Cloud computing



Software development



Aggregated shared services centers for diverse industries



Big data



Innovation and development centers

Sectors of opportunity - Services IT, BPO, ITO, Shared Services, Apps







IBM opened its third Data
Center in Colombia offering a
processing power of 5
petabytes.
It's one of the most
advanced centers for Cloud
Computing and Big Data
Analytics companies in the
country.



Spain



It has two operations centers in Bogota where it manages a diversified portfolio of blue ribbon clients, with the capacity for up to a thousand positions.



United States



AT&T acquired DirecTV
Colombia and it'll increase
the telecoms offer
Colombia through new
services and packages.



Japan



Its BPO operation currently has more than 1,400 credit processes, customer service, and document management active positions.

Sectors with opportunity **Agribusiness**



Some niche opportunities



Aquaculture



Cocoa



Cereals



Fruits and vegetables



Rubber



Meat

Biofuels



Processed food



Forestry

Investment Opportunities

- Colombia is the 2nd largest flowers exporter worldwide, with around U\$1.285 million
- © Colombia is the 3th largest coffee producer worldwide and the 2nd of Latin America.
- **Colombia is the 4th largest producer of oil palm over the world**, with around 1 million tonnes.
- Colombia has one of the largest biodiversity by km2 in the world.
- In 2018, there will be one million more hectares due to "Colombia Siembra Plan"

Sectors of opportunity **Agribusiness**





United States



The American investment fund specialized in the agribusiness sector, invested in the company, Cacao de Colombia, by establishing a second production plant in Popayán.



Minerva Foods

Brazilian company dedicated to the production and commercialization of beef, leather, live animals and its byproducts.

The company acquired freezers from Red Carnica S.A.S located in the department Cordoba.



France



Established in 2007 as a result of a joint venture with the Colombian company Alquería.

Sectors of opportunity - Tourism Infrastructure, real estate and retail



Some niche opportunities



Nature & Adventure



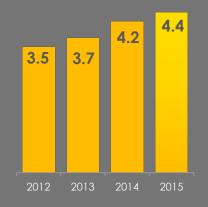
Entertainment



Wellness



Inbound tourists* 2012 – 2015 (million of people)



Investment Opportunities in:

- Colombia ranks 25th in the ICCA ranking (International Congress and Convention Association)
- Luxury and wellness hotels can take advantage of the Colombian biodiversity to offer high quality services.
- Corporate Tax Exemption for hotels with more than 61% of their building by December 2017
- VAT exemption for health tourism services

*Inbound tourist includes: resident Colombians abroad, foreign non resident in Colombia, special cross borders, and cruise visitors.

Source: Migration Colombia and MinCIT. ProColombia calculations.

Sectors of opportunity **Tourism infrastructure**, real estate and retail





United States



This American chain has 15 hotels in Colombia with more than 1,850 rooms



United Kingdom



Holiday Inn hotels opened in Bogota and Cartagena, totaling 331 rooms.



Spain



NH Hotels has 15 hotels in Colombia, with more than 1,600 rooms



Canada



This luxury chain has 2 hotels in Bogota with 126 rooms in the more exclusive locations in the city

Sectors with opportunityServices Capital Funds



Colombia offers several benefits to invest in capital funds.

- Colombia was ranked fourth in Latin American and the Caribbean due to its favorable conditions for development of the PEF industry.
- **19 International General Partners** in Colombia.
- and Victoria Capital have chosen the country as a hub to service other countries in the region

Some niches with opportunity







Real Estate

Health

Banking







TIC

Biotechnology

Energy





Agribusiness

Infrastructure

Sectors with opportunity Services Capital Funds





Canada

Brookfield

Investments mainly in the sectors of infrastructure, energy and real estate.

Investments in the Colombian power company SA as part of its expansion plan in the region.



United States



BRICAPITAL

Firm focused on investing in the category of hotel assets in Colombia.

Its largest investment in Colombia has been the Hyatt Regency Hotel in Cartagena.



United States

DA RBY
FRANKLIN TEMPLETON

Mainly infrastructure investments.

In Colombia its investments have been focused in companies such as Intertug and Ocensa.





We promote exports



We promote tourism

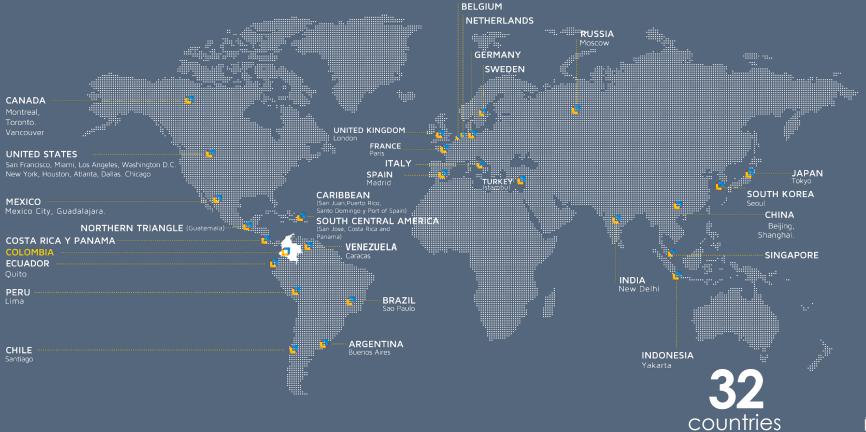
We promote investment and industrial expansion for internationalization





We promote country brand

Worldwide presence of Procolombia





ТАІКU PALDIES ΕΥΧΑΡΙΣΤΩ ΤΑΝΑΝ благодаря SHUKRAN DANKE TERMA KASSIH DIKY GRATIAS 감사합니다 MATONDO MAAKE NANNI DIAKUIU HVALA GRACIAS MERCISPASIBO ДЯКУЮ FALEMINDERIT

THANK YOU

別可 ASANTE CHOKRANE MISAOTRA GRAZIE 谢谢 OBRIGADO ARIGATO VINAKA SULPÁY SPASIBO WELALIN TAK KÖSZÖNÖM DIOLCH ACIU DIOLCH WELALIN TAK KÖSZÖNÖM EKELE NGIYABONGA MATUR NUWUN KIITOS DZIĘKUJĘ





