A background image showing two people in business suits shaking hands, symbolizing a business deal or partnership. The image is partially obscured by a semi-transparent grey rectangle and a blue border.

# INVESTMENT ENVIRONMENT AND BUSINESS OPPORTUNITIES IN COLOMBIA

FELIPE JARAMILLO  
PRESIDENT OF PROCOLOMBIA

COLOMBIA 

 GOVERNMENT OF COLOMBIA

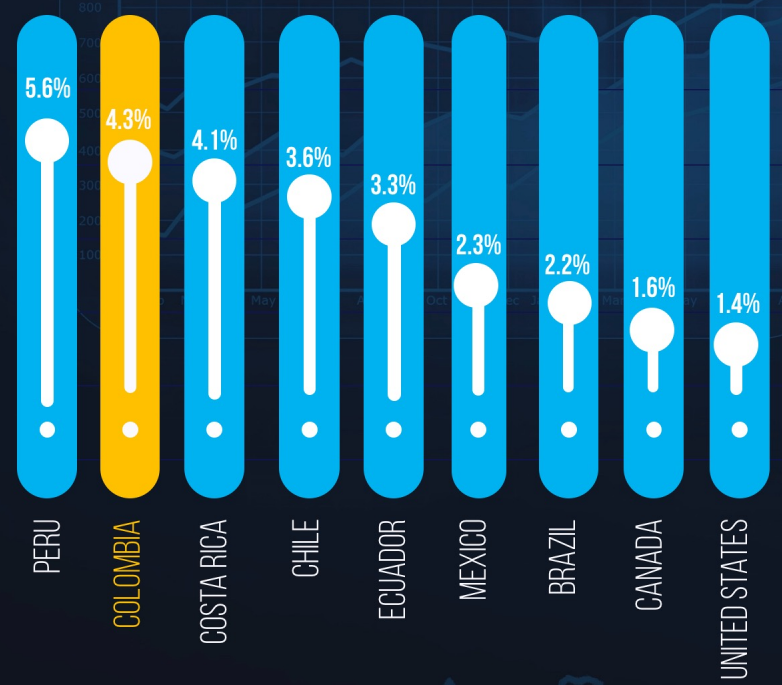


COLOMBIA HAS STEADILY  
SHOWN A GOOD PERFORMANCE  
IN ITS MACROECONOMIC INDICATORS

SINCE THE EARLY 2000'S COLOMBIA  
HAS SHOWN MACROECONOMIC INDICATORS  
COMPARED TO THOSE IN THE DEVELOPED WORLD

# A DYNAMIC AND STABLE ECONOMY

GROSS DOMESTIC PRODUCT, ANNUAL GROWTH RATE  
2005-2016



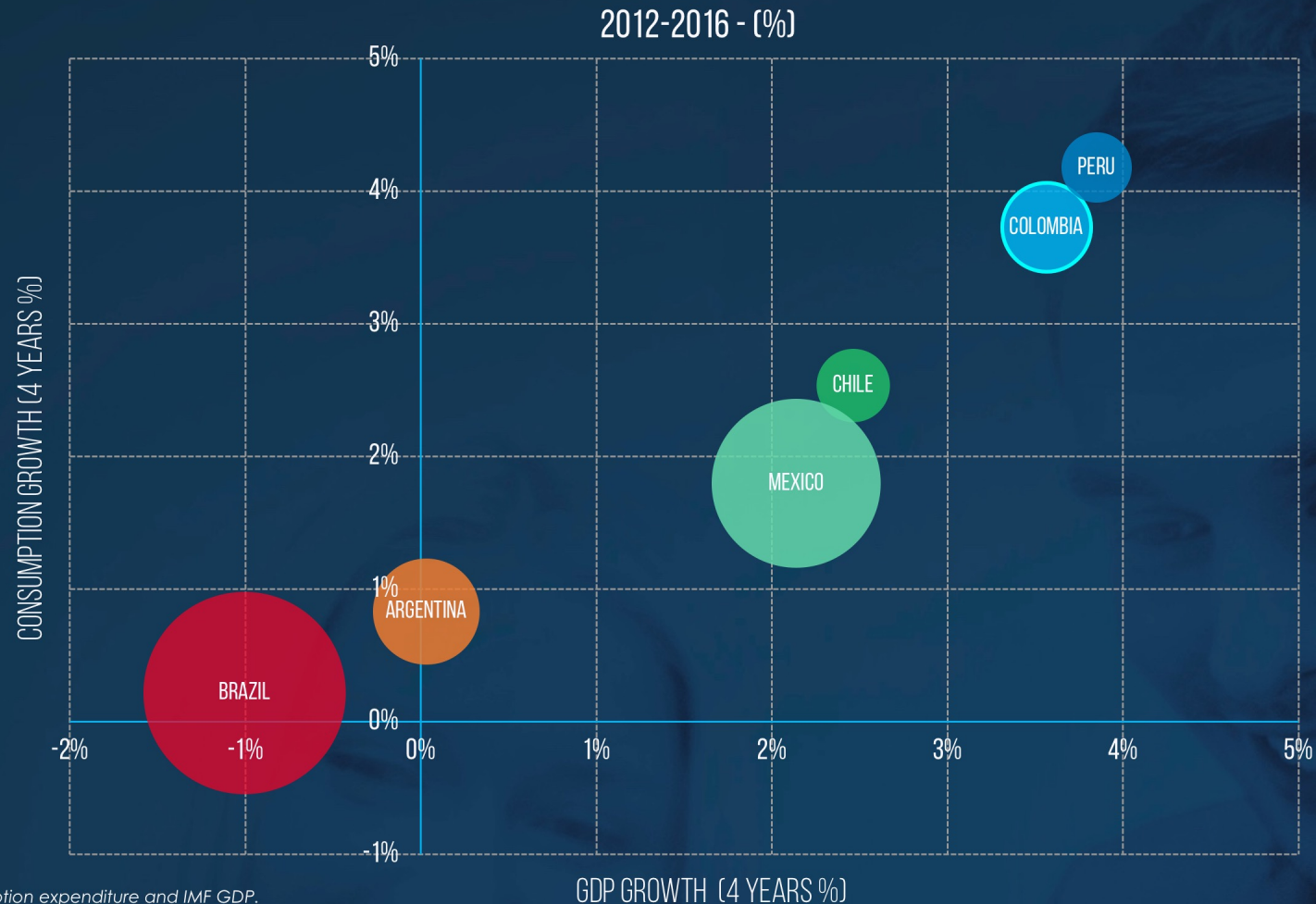
Source: Global competitiveness Index , 2016.

The background features several data visualizations:

- Change in value of key indicators:** A line chart at the top left showing trends over time.
- Changes in the value of shares:** A line chart at the top right showing stock market performance.
- Change in value of precious metals:** A line chart in the middle showing the value of metals over time.

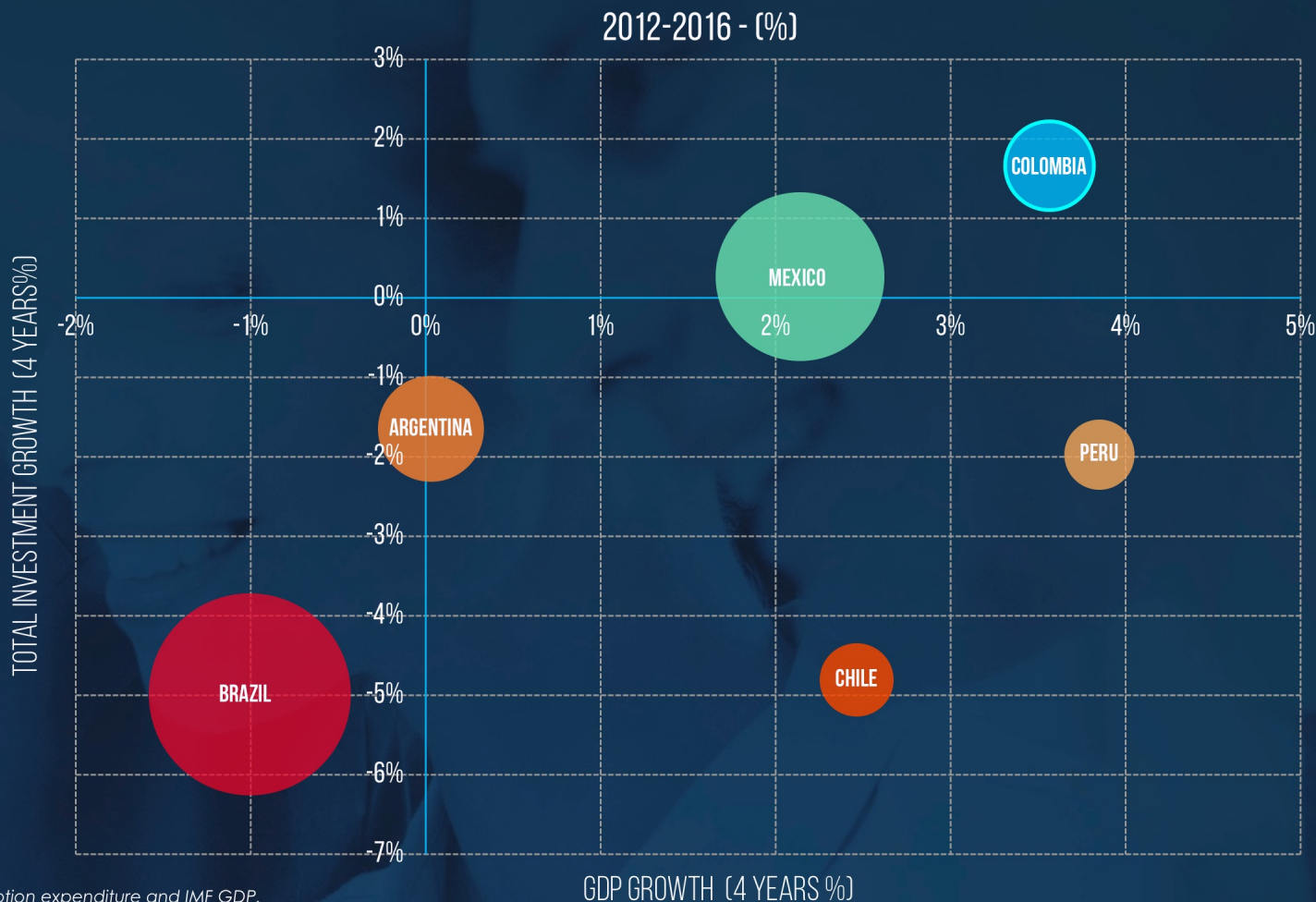
# COLOMBIA IS LEADING A SUSTAINABLE GROWTH IN THE REGION

## GDP GROWTH VS. CONSUMPTION

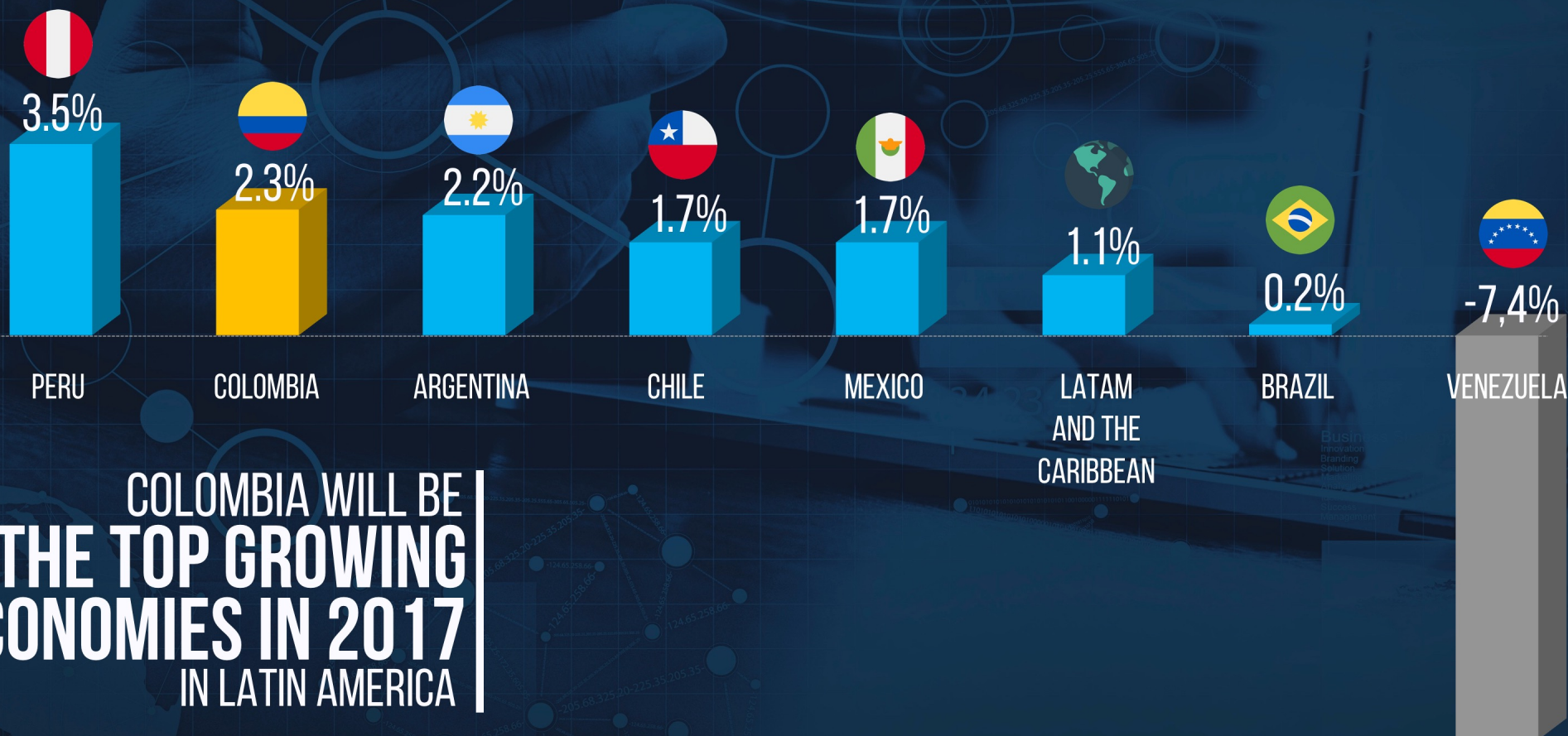


# COLOMBIA IS LEADING A SUSTAINABLE GROWTH IN THE REGION

## GDP GROWTH VS. TOTAL INVESTMENT



# ...AND WILL CONTINUE LEADING ECONOMIC GROWTH IN THE REGION



COLOMBIA WILL BE  
**ONE OF THE TOP GROWING  
ECONOMIES IN 2017**  
IN LATIN AMERICA

# WHEN IT COMES TO DOING BUSINESS, COLOMBIA IS A GREAT PARTNER

ACCORDING TO THE DOING BUSINESS INDEX, COLOMBIA IN THE REGIONS 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

# WHEN IT COMES TO DOING BUSINESS, COLOMBIA IS A GREAT PARTNER



MACROECONOMIC STABILITY INDEX  
WORLD RANKING 2016-2017

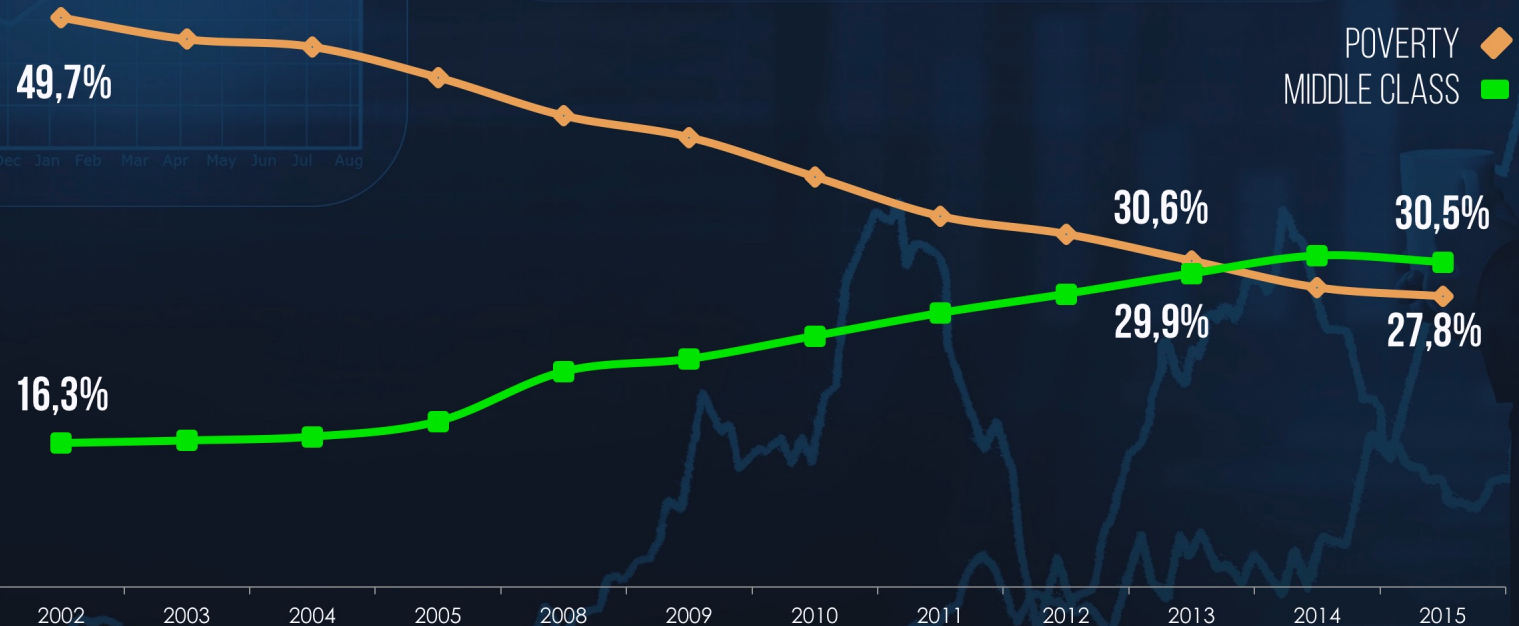


# COLOMBIA HAS SHOWN A REMARKABLE REDUCTION IN POVERTY RATES

COLOMBIA'S MIDDLE CLASS HAS  
**CONTINUOUSLY INCREASED**



PERCENTAGE OF PEOPLE IN POVERTY  
2002 - 2015



# WE HAVE A STRATEGIC LOCATION



Source: Ministry of Commerce. / Routes and rates-Tools for the Colombian Exporter. Processed by ProColombia.

WHAT COLOMBIA OFFERS TO INVESTORS:



# PROTECTION TO INVESTORS



# COLOMBIA OFFERS THE SAFEST INVESTMENT DESTINATION IN THE LAC REGION

## LEGAL RIGHTS INDEX (0-12 BEST)



## COLOMBIA RANKS



**FIRST IN THE LEGAL RIGHTS INDEX  
(WORLDWIDE)**

**FIRST IN THE STRENGTH OF INVESTOR  
PROTECTION INDEX  
(LAC REGION)**

STRENGTH OF INVESTOR PROTECTION (0-10 BEST)

# ...WITH OUTSTANDING LOCAL SUPPLIERS



LOCAL SUPPLIER  
QUANTITY



LOCAL SUPPLIER  
QUALITY

WHAT COLOMBIA OFFERS TO INVESTORS:

# A HIGH QUALITY OF HUMAN CAPITAL

## THE TALENT, COMMITMENT AND DISCIPLINE

THAT COLOMBIANS HAVE ON A DAILY BASIS IN THEIR WORK,  
ALWAYS GUARANTEE THAT THE PROJECTS THAT ARRIVE TO COLOMBIA,  
ARE PROJECTS WITH VERY HIGH PROFITS FOR CORPORATIONS

# BEING PART OF THE OECD COUNTRIES, PUBLIC INSTITUTIONS IN COLOMBIA WILL MEET STANDARDS OF THE DEVELOPED WORLD MORE CONFIDENCE FOR INVESTORS

**COLOMBIA**  
IS ALREADY APPROVED IN  
21 OUT OF THE 23 OECD  
COMMITTEES

CANADA  
UNITED STATES  
MEXICO  
CHILE

AUSTRIA  
BELGIUM  
CZECH REPUBLIC  
DENMARK  
ESTONIA  
FINLAND  
FRANCE  
GERMANY  
GREECE  
HUNGARY  
ICELAND  
IRELAND  
ISRAËL  
ITALY

LATVIA  
LUXEMBOURG  
NETHERLANDS  
NORWAY  
POLAND  
PORTUGAL  
SLOVAK REPUBLIC  
SLOVENIA  
SPAIN  
SWEDEN  
SWITZERLAND  
TURKEY  
UNITED KINGDOM

JAPAN  
KOREA

AUSTRALIA  
NEW ZEALAND



The background of the slide is a photograph of three business professionals in a meeting. A man in a white shirt is leaning over a table, pointing at a tablet. A woman with glasses is sitting across from him, gesturing with her hand. Another woman is sitting in the foreground, looking at a laptop. The scene is set in a modern office with a wooden table and various tech devices.

# COMPANIES **ARE INVESTING** IN DIFFERENT SECTORS IN COLOMBIA

# ...IN AGRIBUSINESS



**COLOMBIA**  
IS ONE OF THE PANTRIES  
IN THE WORLD



**ACUMEN**  
CHANGING  
THE WAY  
THE WORLD  
TACKLES  
POVERTY



**PEPSICO**

# ...IN CHEMICALS

The Johnson & Johnson logo, featuring the company name in a white, cursive script font, set against a dark blue background of a building facade.

COLOMBIA HAS A POPULATION OF 48 MILLION  
AND A PER CAPITA CONSUMPTION  
OF USD 64.4 PER YEAR  
IN COSMETICS AND PERSONAL CARE

# ... AND IN HOTELS INFRASTRUCTURE

**MORE THAN 180 NEW HOTELS** (2010-2016)

**MORE THAN USD 85 BILLION IN INVESTMENT** (2010-2016)

**MORE THAN 255,000 BEDS**



# HOTEL CHAINS WITH RECENT INVESTMENT IN COLOMBIA



HOTELS  
2014



FOUR SEASONS  
*Hotels and Resorts*  
2015



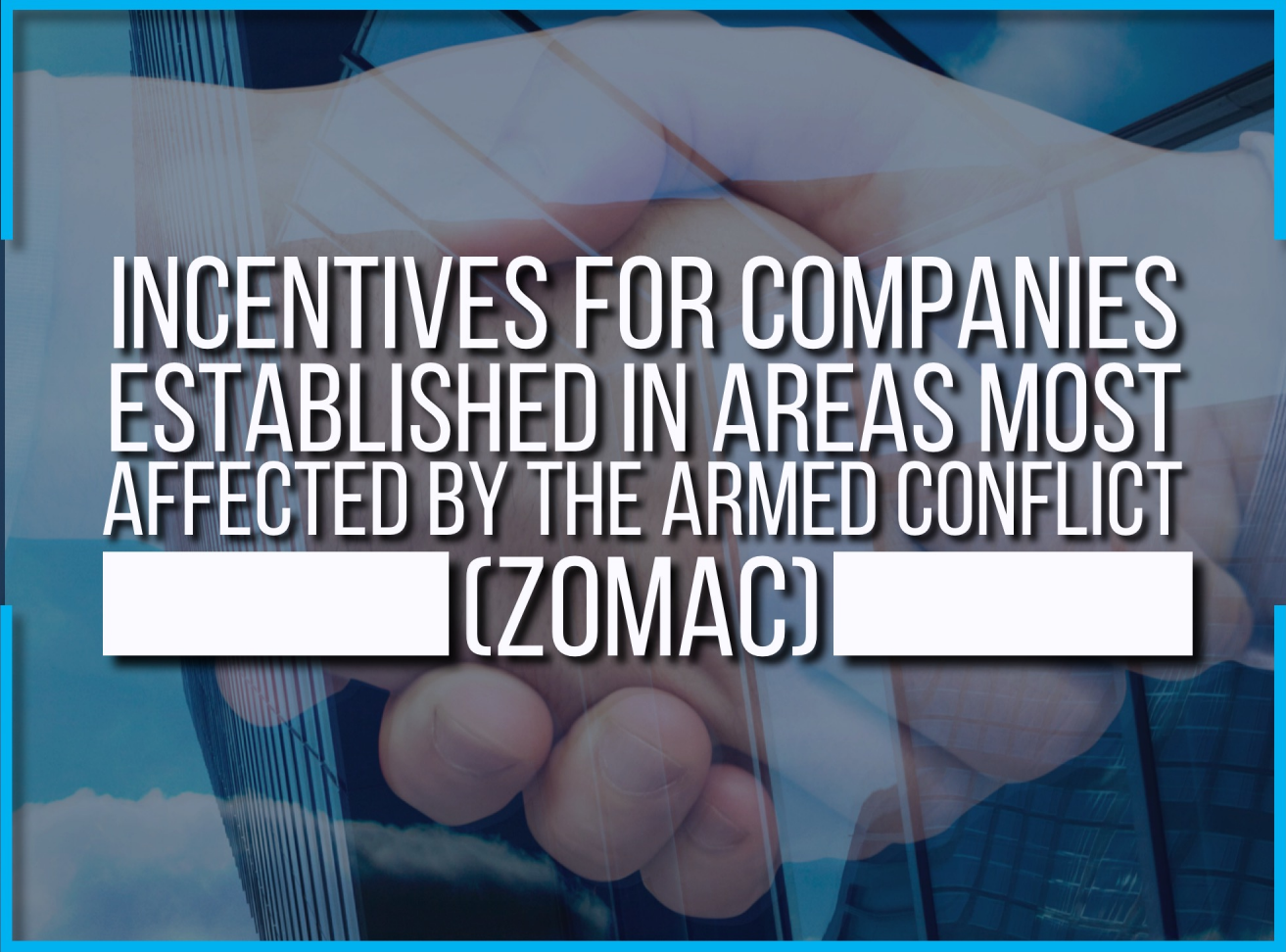
HYATT  
REGENCY  
2016

...IN IT SERVICES



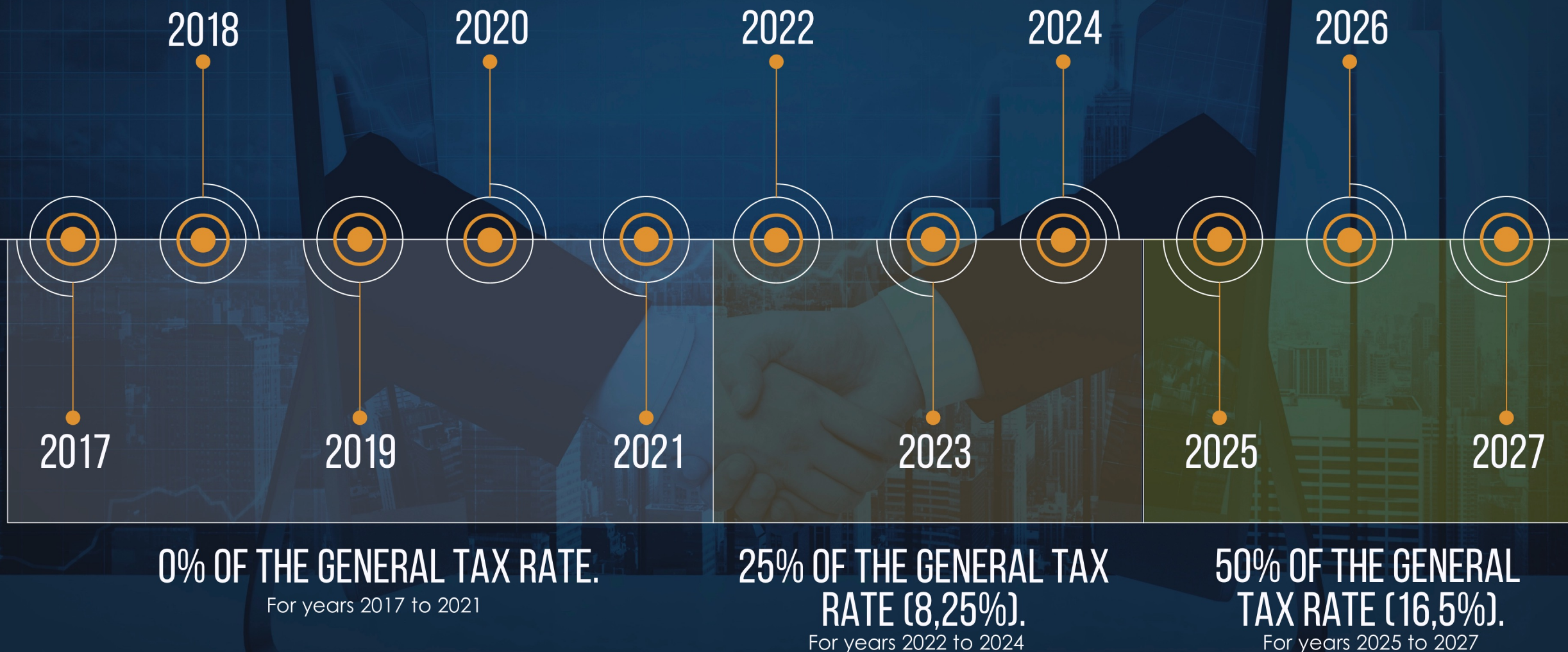
The background of the entire image is a dark blue overlay with a pattern of many hands raised, each with the word 'PAZ' (Peace) written on the palm in black ink. In the center, there is a rectangular inset with a light blue border showing a close-up of several hands being stacked on top of each other, also with 'PAZ' written on them.

IT IS EXPECTED THAT  
**THE PEACE AGREEMENT**  
WILL BRING NEW OPPORTUNITIES  
**TO COLOMBIA**

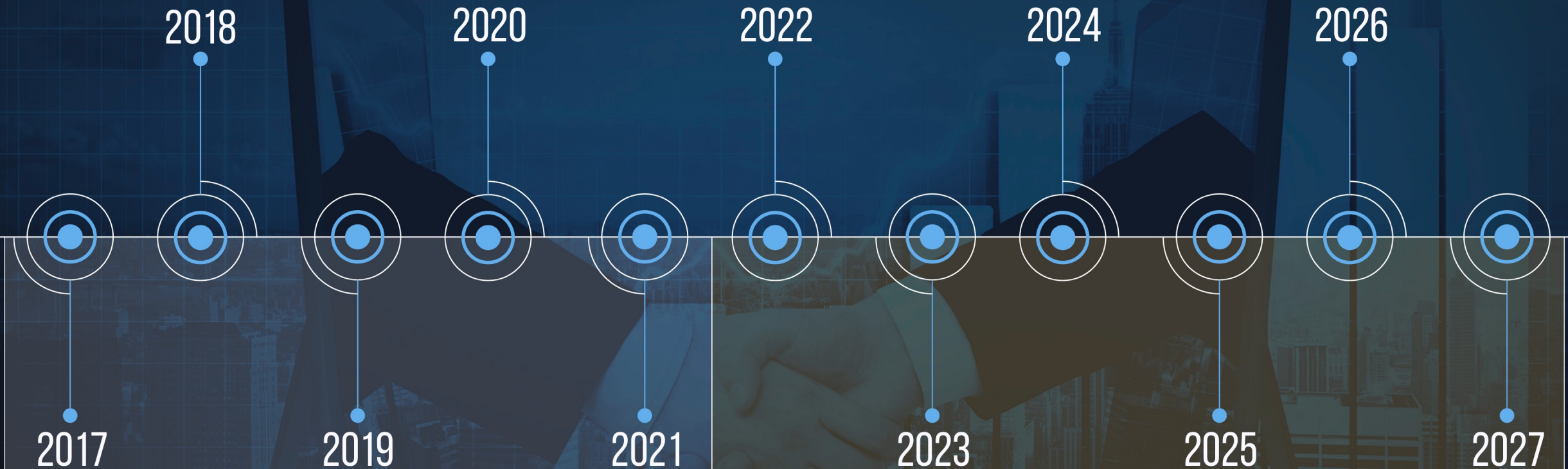
The background of the central text box is a photograph of two hands shaking in a firm grip, symbolizing agreement or partnership. The image is slightly blurred and has a blue tint. The text box itself has a bright blue border.

# INCENTIVES FOR COMPANIES ESTABLISHED IN AREAS MOST AFFECTED BY THE ARMED CONFLICT [REDACTED] (ZOMAC) [REDACTED]

# TAX RATE PROGRESSIVITY FOR **NEW MICRO AND SMALL** COMPANIES THAT ARE ESTABLISHED IN THE ZOMAC



# TAX RATE PROGRESSIVITY FOR **NEW MEDIUM AND LARGE** SIZED COMPANIES ESTABLISHED IN THE ZOMAC



**50% OF THE GENERAL TAX RATE (16,5%).**

For years 2017 to 2021

**75% OF THE GENERAL TAX RATE (24,75%).**

For years 2022 to 2027

**IT'S COLOMBIA'S TIME  
AND THE BEST  
IS YET TO COME**

TAIKU PALDIES ΕΥΧΑΡΙΣΤΩ TANAN благодаря  
SHUKRAN DANKE TERMA KASSIH DÍKY  
GRATIAS 감사합니다 MATONDO MAAKE NANNI DIAKUIU  
HVALA GRACIAS MOCHCHAKKERAM DIOLCH  
TÄNAN DIAKUIU SPASIBO дякую FALEMINDERIT

THANK YOU

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



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