



# PROCOLOMBIA

EXPORTACIONES TURISMO INVERSIÓN MARCA PAÍS

We promote exports



We promote investment  
and industrial expansion  
for internationalization



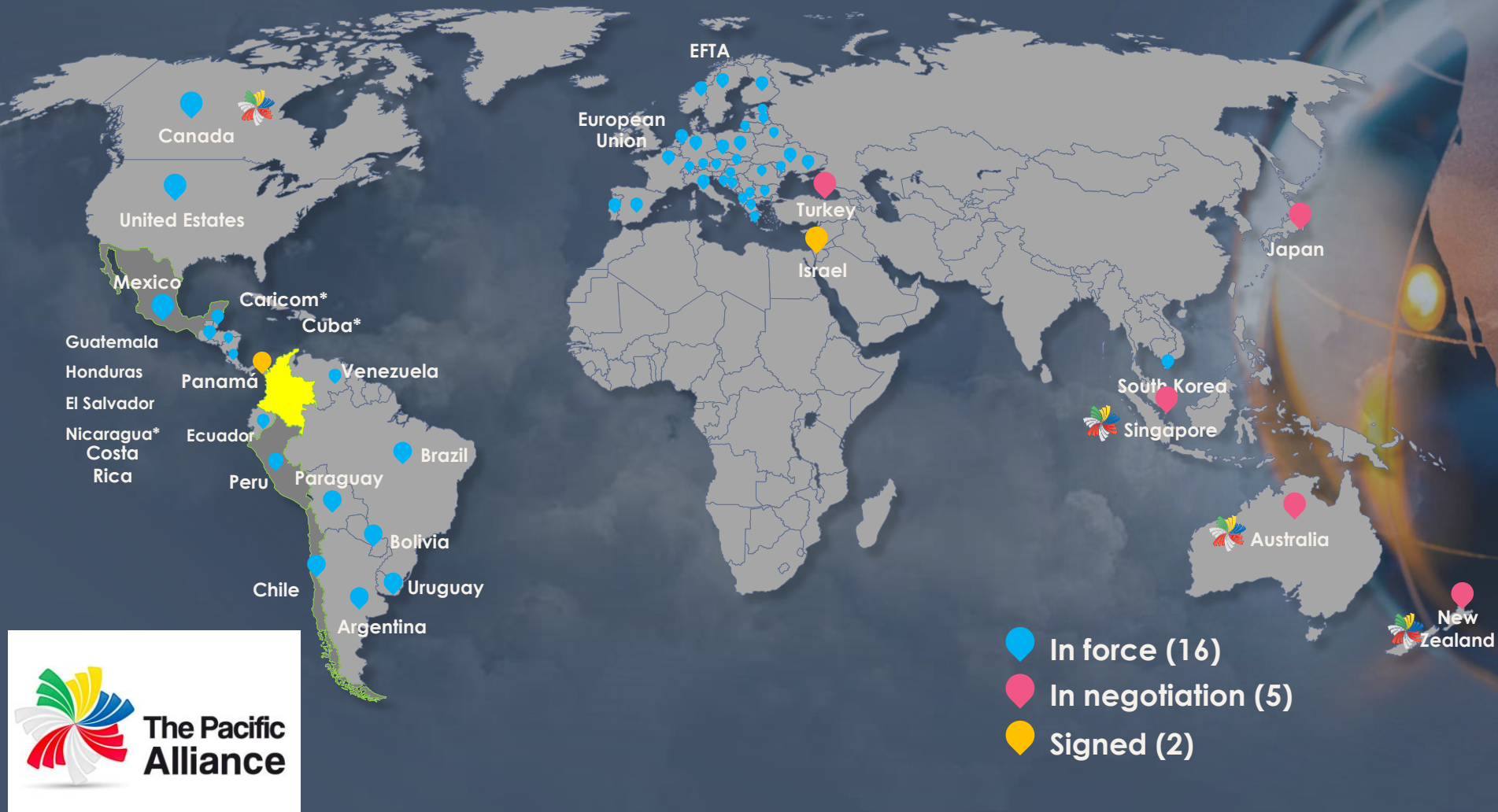
We promote country brand



We promote tourism



# COLOMBIA AND THE PACIFIC ALLIANCE



Source: Colombian Ministry of Commerce,



The country has undergone a remarkable transformation and boasts a dynamic and stable economy

**Today,  
Colombia is rising!**

The country has undergone a remarkable transformation and boasts a dynamic and stable economy

**Today,  
Colombia is rising!**



# WHY COLOMBIA?



STRATEGIC PLATFORM WITH  
EASE OF DOING BUSINESS



A DYNAMIC AND  
STABLE ECONOMY



RAPIDLY GROWING  
MIDDLE CLASS



STRONG FDI  
PROTECTION

# Colombia is a member state of the Pacific Alliance

Latin American trade bloc Pacific Alliance (AP) began formal negotiations in October of 2017 towards a trade agreement with Australia, Canada, New Zealand and Singapore

EXPORTS WITH ASSOCIATE STATE CANDIDATES



Associate State of the Pacific Alliance are those with whom every State Party to the Pacific Alliance celebrates and implementates a binding agreement of high commercial and economic standards that contributes to the achievement of the objectives of the Pacific Alliance Framework Agreement.

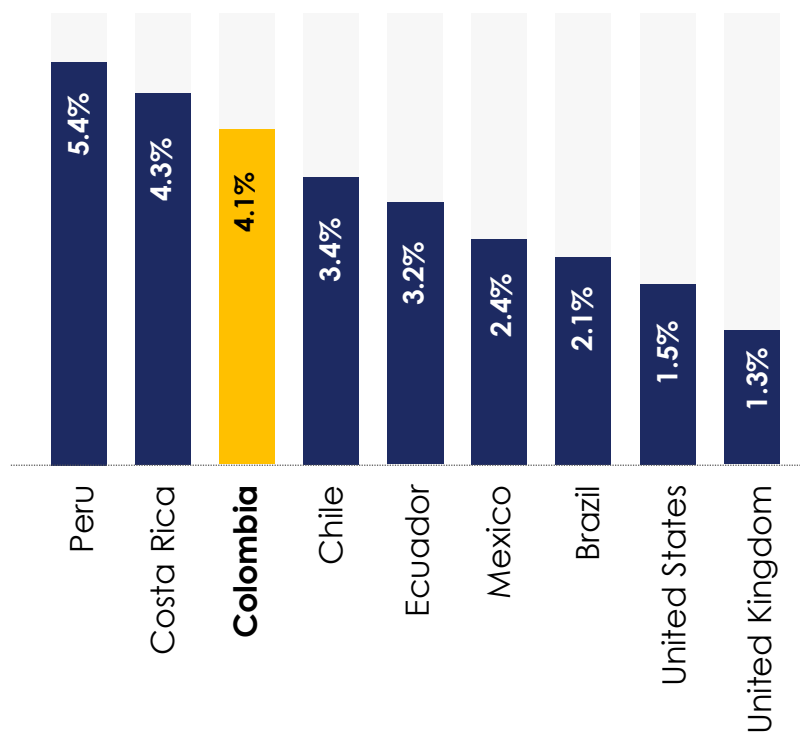


# Colombia – A hub for the Americas to reach 900 MM people

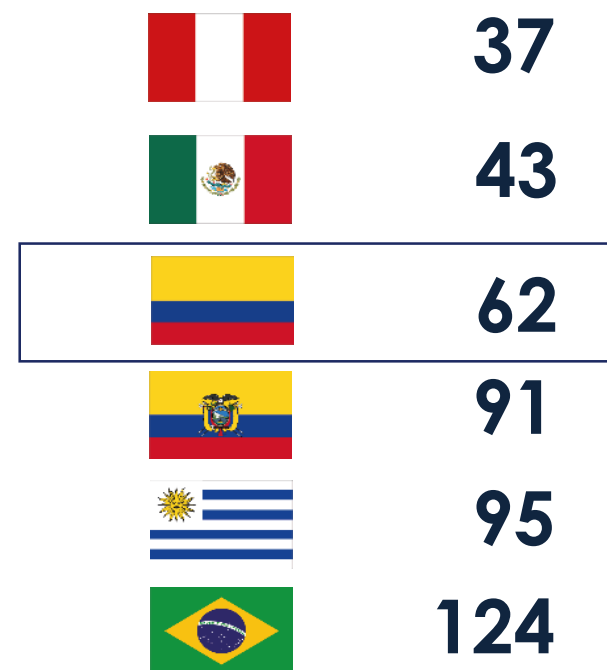


# Colombia- A dynamic and stable economy

**Gross Domestic Product, Annual growth rate**  
2005-2017



**Macroeconomic stability index**  
World ranking 2017-2018





# COLOMBIA compared to...



# Doing Business 2018 ranking

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



**#1** in obtaining credit

**#1** in protecting minority investors

**#3** in registering property

**#3** in resolving insolvency

**#4** in ease of doing business

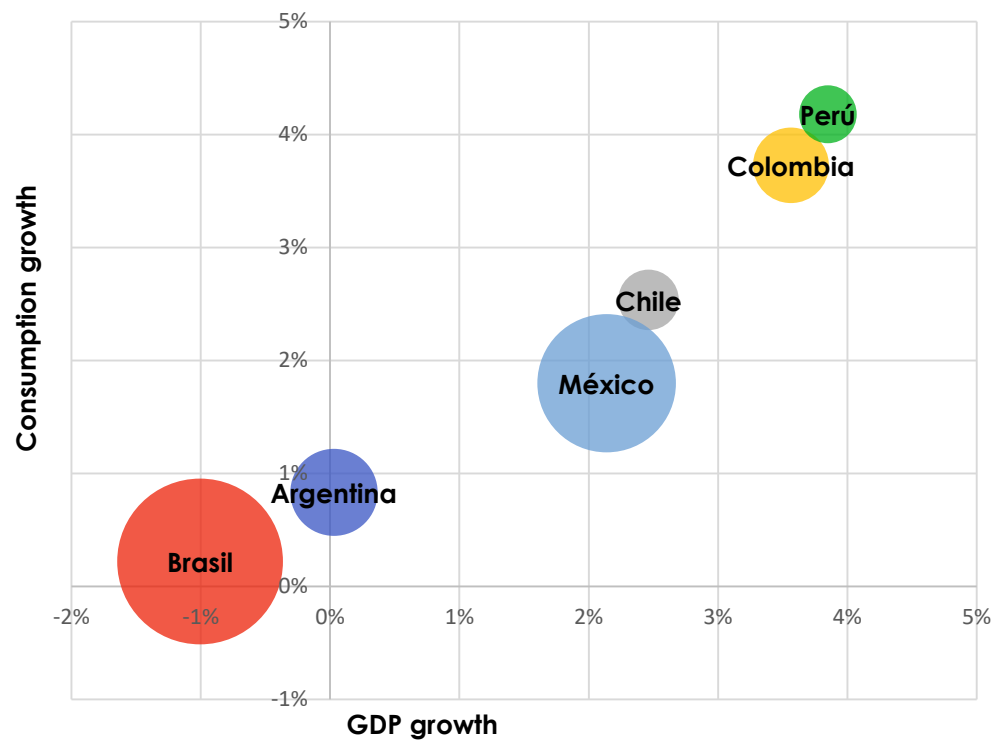
## COLOMBIA

Has implemented the most reforms in Latin America to improve business environment

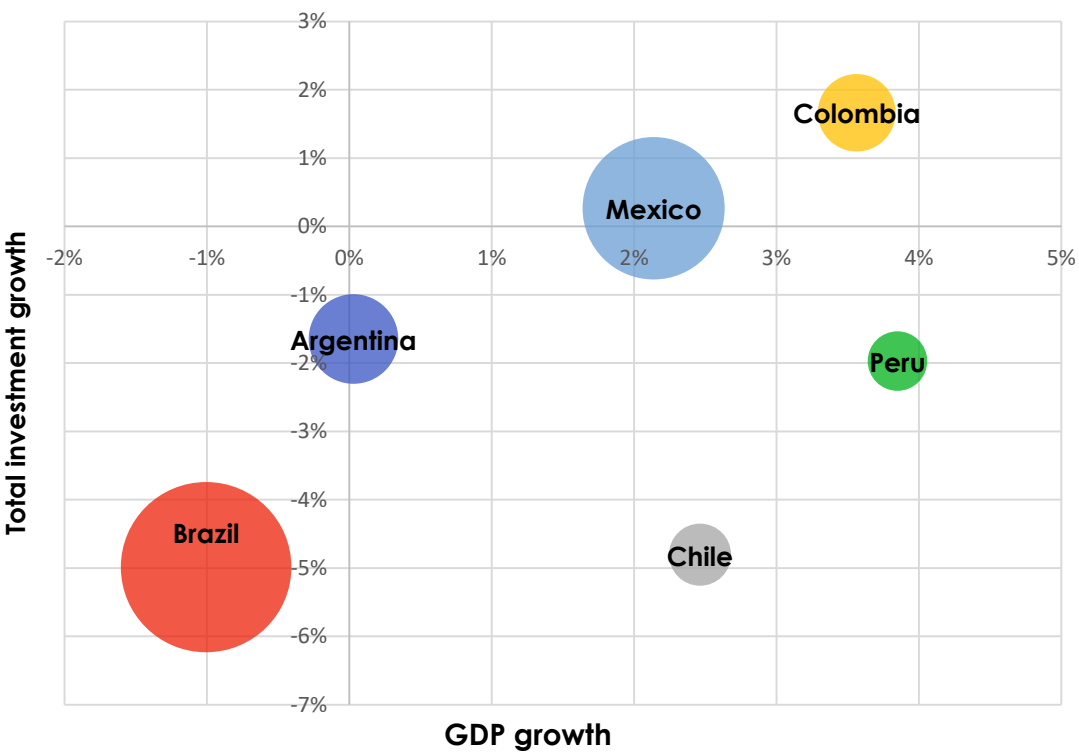
Country	Ranking 2018	# of reforms 2006-2018
<b>Colombia</b>	<b>59</b>	<b>34</b>
Peru	58	24
Panama	79	18
Ecuador	118	13
Argentina	117	10
Chile	55	8
Mexico	49	6
Brazil	125	5

# Colombia is leading sustainable growth in the region

## GDP growth vs. Consumption 2012-2016 - (%)



## GDP growth vs. Investment 2012-2016 - (%)



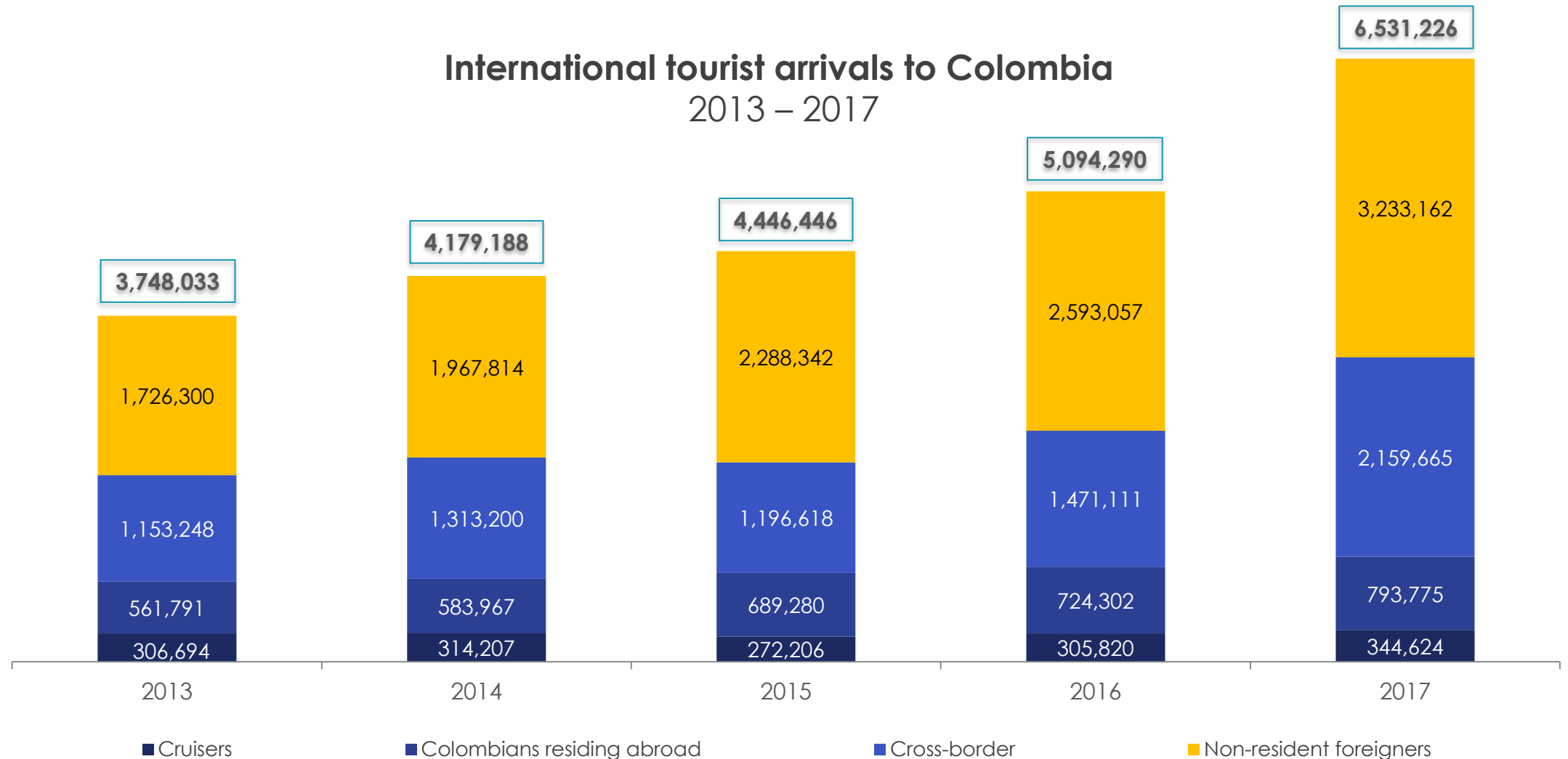
Source: ProColombia based on World Bank data and Canadian Travel and Tourism, Bubble sizing corresponds to the size of the economy.





**NEW ZEALAND** is a  
new source market  
for tourism to  
Colombia from the  
Asia Pacific region

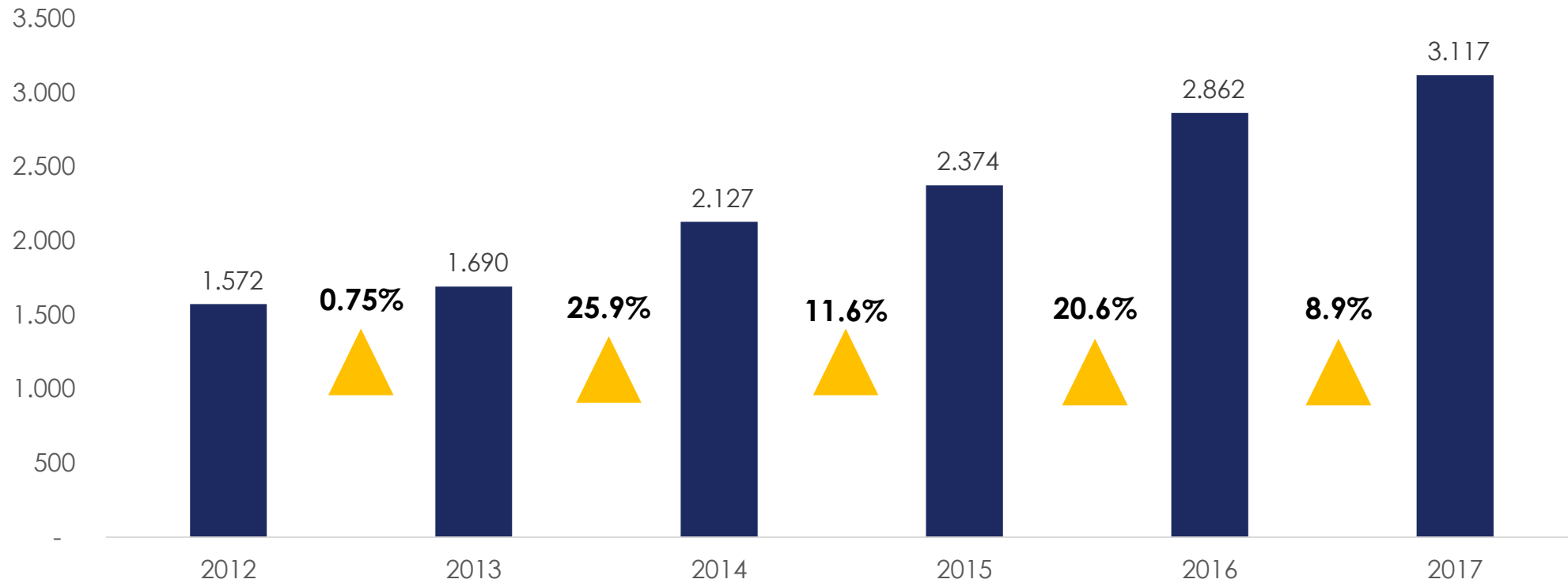
**In 2017, international tourist arrivals to Colombia has increased 28.2% compared to 2016**





In recent years, the amount of tourists from New Zealand to Colombia has grown at a steady pace

### International tourist arrivals from New Zealand to Colombia 2012 – 2017



# Sectors of opportunity – tourism

## Colombian tourism offer to New Zealanders

## Key drivers



### Culture



### Adventure



### Heritage Towns and UNESCO World Heritage Sites



### Coffee region

- 9% tariff reduced for hotels in cities and towns with less than 200.000 people built before 2027.
- Foreign tourists not residing in Colombia have the right to a 100% refund of value-added tax\* (VAT) paid on the goods\*\* and travel services taxed in Colombia.
- International tourism in Colombia grew 28% in 2017.
- Luxury and wellness hotels can take advantage of Colombia's biodiversity to offer high-end or premium services.

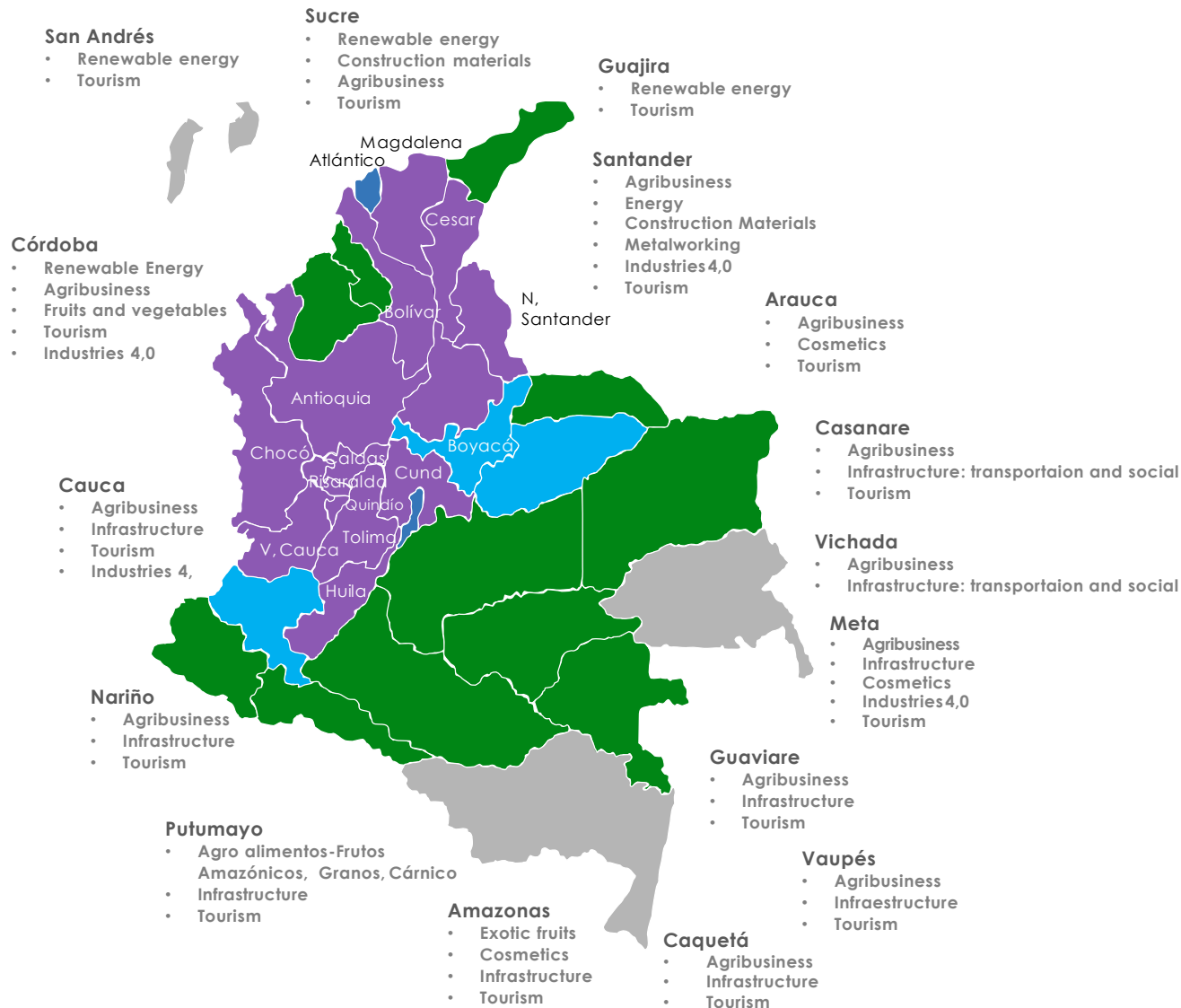


A background image of a sunset over the ocean. The sun is a bright yellow circle partially obscured by dark, horizontal clouds. The sky transitions from a deep orange near the horizon to a darker blue at the top. The water in the foreground is dark and calm, reflecting the light from the sun.

Peace is bringing  
new export and  
**INVESTMENT  
OPPORTUNITIES**  
to Colombia

# A Greater Colombia- Postconflict

## FDI promotion impact in regions- coverage



Existing agencies(15)    New regions (11)    Regions in process (3)

**More regions, more opportunities, greater development**

**Management Strategy**  
(One stop shop, softlanding, SIFAI, management incentives)



## Exports will benefit directly from peace

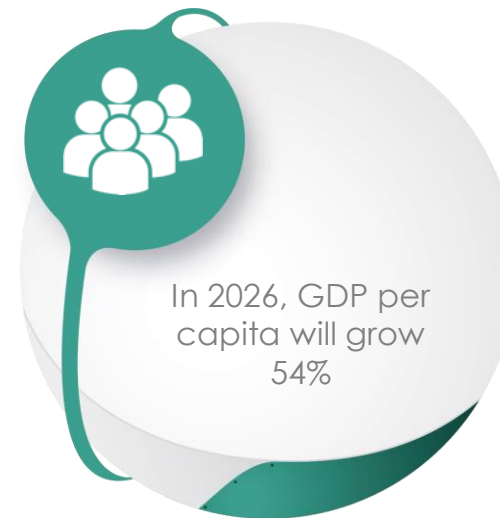


Exports are expected  
to grow 12% by 2024,  
reaching USD 61.4  
billion

17

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

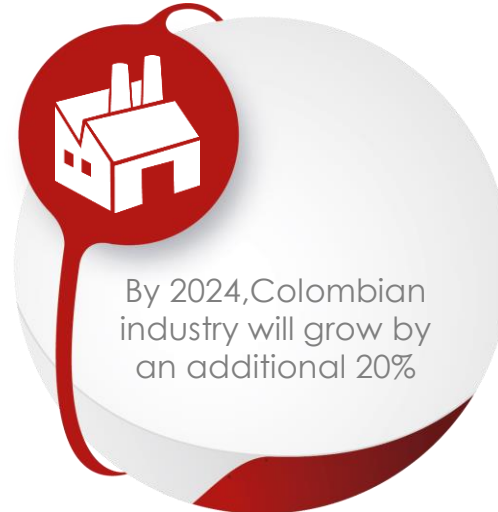
It's expected that...





# Peace will also bring a growing competitive Colombian industry

It's expected that...

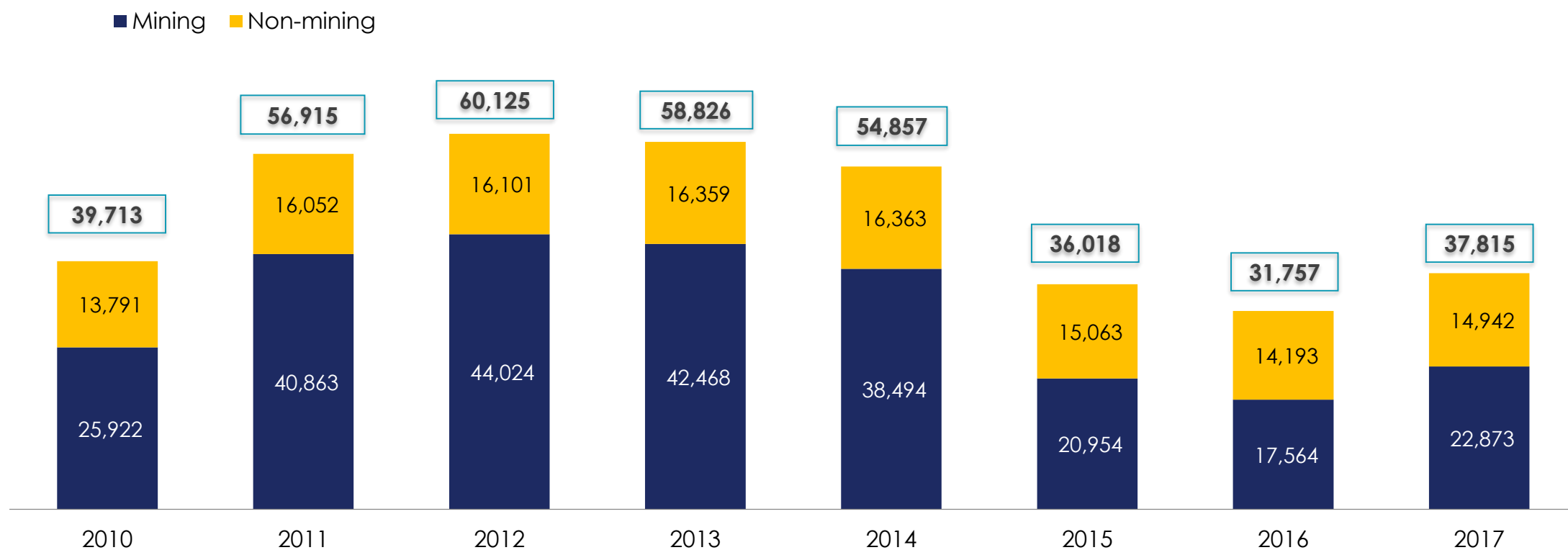


A large container ship is docked at a port at night. A massive gantry crane stands over the ship, its structure illuminated by bright lights. The ship's deck is visible, showing stacks of colorful shipping containers. The water in the foreground reflects the lights from the port. The scene is dark, with the primary light sources being the port's infrastructure.

# Colombian **EXPORTS TO NEW ZEALAND**

## Non-mining sector exports increased 5.3% in 2017 compared to 2016

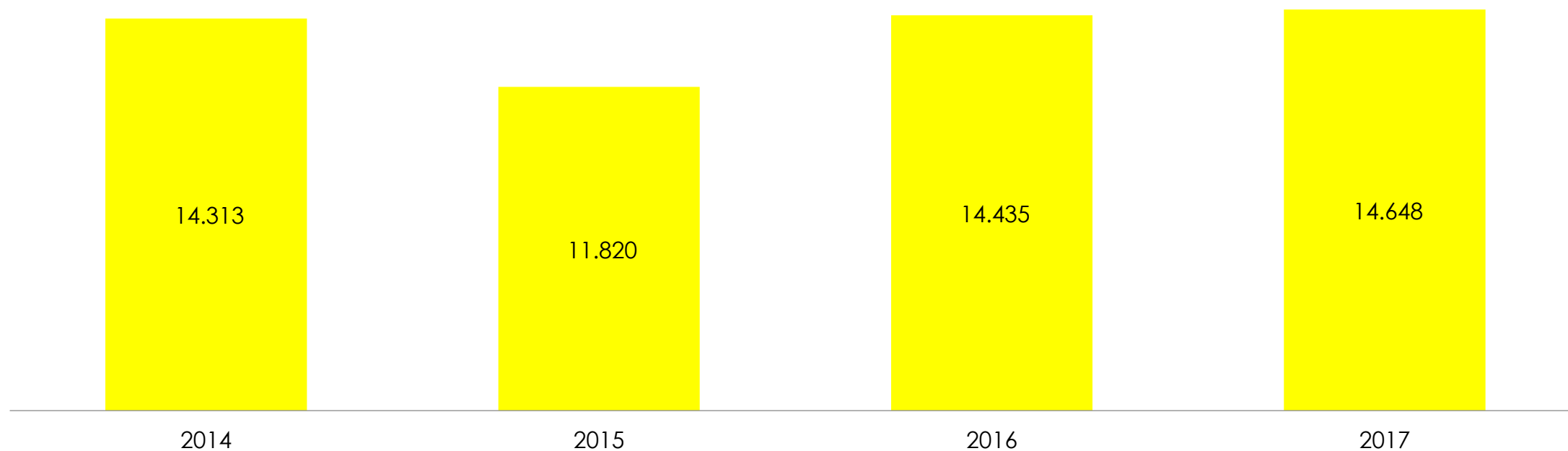
Evolution of Colombian Exports, 2010-2017  
(USD millions)





# Non-mining sector exports to New Zealand have begun a slow but steady growth

## Evolution of Colombian exports to New Zealand 2010-2017 (USD thousands)



## Coffee was the subsector that exported the most to New Zealand in 2017, followed by animal by-products and fresh flowers

### Non-mining exports to New Zealand by subsector

Subsector	USD FOB 2016	USD FOB 2017	Variation %	Share % 2017
Coffee	6,196,080	6,578,908	6%	56,92%
Animal by-products	3,856,580	3,405,912	-12%	29,47%
Fresh flowers	716,959	789,379	10%	6,83%
Coffee Derivatives	397,896	337,523	-15%	2,92%
Processed Fruits and vegetables	106,239	176,795	66%	1,53%
Confectionery products	78,779	148,765	89%	1,29%
Oils and derivatives	61,374	100,776	64%	0,87%
Prepared food products	12,997	20,929	61%	0,18%
Pharmaceutical products	1,559,613	1,756,648	13%	11,99%
Organic chemical products	587,050	661,450	13%	4,52%
<b>Others</b>	<b>862,255</b>	<b>671,330</b>	<b>-22%</b>	<b>4,58%</b>
<b>Total</b>	<b>14,435,825</b>	<b>14,648,418</b>	<b>1,47%</b>	<b>100%</b>

An aerial photograph of a large port facility. In the foreground and middle ground, there are extensive stacks of colorful shipping containers (red, blue, white, yellow) and several large blue gantry cranes. A large cargo ship is docked at a pier. To the left, a smaller barge or pier extension has more cranes. In the background, across a body of water, is a dense city skyline with many tall buildings. The sky is clear and blue.

# EXPORT OPPORTUNITIES to New Zealand



# Colombia has a wide variety of products with export opportunities to New Zealand



## Agribusiness

Coffee and its byproducts  
Fresh cut flowers  
Processed fruits and vegetables  
Oils and fats  
Alcoholic and non alcoholic beverages  
Confectionery products  
Bakery and milling products



## Metalworking and other industries

Home and office furniture  
Tools  
Household goods  
Electric appliances  
Paper and paperboard  
Promotional items



## Chemicals and Life Sciences

Plastic packaging  
Plastic  
Fertilizers  
Pharmaceutical products



## Apparel Industry

Jeanswear  
Leather Goods  
Casual wear  
Sportswear  
Underwear  
Swimwear  
Custom Jewelry

# Colombian offer of interest to New Zealand



## Agribusiness

### Coffee

Colombia is the world's largest soft coffee producer, with a great variety of special coffee beans that stand out due to their origin, plantation technique, and benefits with premium qualities.

In 2017, New Zealand imported USD 6.8 million in specialty coffees.

### Processed Foods

The Colombian processed food sector is a mature industry with constant and diversified export experience, and with high responsiveness to new opportunities. The offer includes products such as chocolates, hard and soft candy, gum and sauces that have been leading export products.

In 2017, New Zealand imported USD 3.7 million in confectionery products.

### Flowers

Colombia has the world's largest variety of exotic flowers for export, which always allows it to forefront consumer trends. Colombia is the second exporter of cut flowers of the world.

In 2017, New Zealand imported just under one USD million in cut flowers.

# Colombian offer of interest to New Zealand



## Metalworking and other industries

### Furniture

- Innovative pieces of great design, with high quality raw materials and high-end products.
- The main furniture manufacturers in the country focus on innovation as a competitive factor.
- Colombian companies are aware and committed to the environment through the implementation of ecofriendly manufacturing practices.
- Great variety of products oriented to different types of buyers: schools, offices, public and private entities, among others.

### Tools

- Products with excellent quality, high diversification and short delivery times.
- Large number of companies certified with ISO and QS standards.
- Companies have installed capacity to manufacture large quantities of products.
- Long experience companies with local market dominance.



# Colombian offer of interest to New Zealand



## Chemicals and Life Sciences

### Agrochemicals

Colombian companies have been working on green chemicals.

Fertilizers, pesticides and herbicides are the main products on the agrochemicals market in Colombia.

### Chemicals

In 2016, the gross production of chemicals was USD 8,630 billions, growing 7.2% compared to 2015 where the production was of USD 8,050 billions.

Products in the chemical sector with the highest sales in 2016 were:  
Polypropylene  
Liquid insecticides and fungicides  
Polyvinyl chloride.

### Pharmaceutical products

There are 130 pharmaceutical companies in Colombia, certified in Good Manufacturing Practices.

Colombian Offer:  
Tranquilizers, analgesics, antipyretics, antibiotics, cough suppressants, flu medicines, erectile dysfunction, gastric acid inhibitors and anti H2, soft and rigid capsules for the pharmaceutical industry.

# Colombian offer of interest to New Zealand



## Apparel Industry

### Swimwear

Colombian swimwear is characterized for having a blend of elegance, comfort and color.

The Colombian supply has different innovative designs, such as two-piece swimwear, trikinis, monokinis and tankinis, in multiple colors and using high quality materials.

### Jeanswear

The offer includes classic jeans with straight boots, skinny jeans, bells, as well as jeans "lifts tail", shirts, jackets, overalls, shorts and skirts.

Garments with different shades and finishes that incorporate added value through applications and designs that highlight the figure.

The industry adjusts to trends, generating up to 5 annual collections.

### Underwear

Colombia offers high value-added brands with innovative proposals for various segments. There are brands for the high segment with sexy, functional and comfortable approaches. At the same time, there are brands for the younger population, for pregnant women, or for a conservative audience.

There are variety of designs adapted to customer needs.

A large stack of colorful shipping containers (blue, red, green, and white) is the central focus of the image. The containers are stacked in a way that creates a sense of depth and scale. In the background, a large commercial airplane is flying towards the viewer. The sky is a clear, light blue. The overall scene suggests a busy port or logistics hub.

# Colombian **LOGISTICS** TO NEW ZEALAND



# Maritime connectivity

## COLOMBIAN PORTS

offer more than **52** services, direct and in connection, provided by **8** shipping lines.

### Shipping lines and consolidators



Origin	Destination	Connections	Transit time
Cartagena	Auckland	Direct	22
Buenaventura		Balboa - Panama	24
Barranquilla		Cartagena - Colombia	28
Santa marta		Manzanillo - Panama, Balboa - Panama	25
Cartagena	Wellington	Direct	25
Buenaventura		Balboa - Panamá	27
Barranquilla		Cartagena - Colombia	31
Santa marta		Cartagena - Colombia	29
Cartagena	Christchurch	Direct	21
Buenaventura		Cartagena - Colombia	26
Barranquilla		Cartagena - Colombia	33
Santa marta		Manzanillo - Panama, Balboa - Panamá, Auckland New Zealand-	32

Referential rates USD			
Origin	Destination	20' container	20' container
Atlantic coast	Auckland	1250-1750	2400-2950
Pacific coast		2100-2400	3000-3500
Atlantic coast	Wellington	1250-1750	2400-2950
Pacific coast		2100-2400	3000-3500
Atlantic coast	Christchurch	1300-2400	2500-2950
Pacific coast		1700-2400	3000-3200

# Air connectivity



Airlines	Destination	Connections
	Auckland	Houston - United States
		Santiago - Chile
		Toronto - Canada
		Memphis - Estados Unidos
  	Melbourne	Los Angeles - United States
		Santiago - Chile
		Memphis - Estados Unidos

Origin	Destination	Rates * USD			
		Mínimun	+100 KG	+300 KG	+500 KG
Bogotá	Auckland	125	11.21	10.87	10.4
	Wellington	125	11.61	11.27	10.8



# New Zealand **INVESTS IN** **COLOMBIA**



# Peace will also bring a growing competitive Colombian industry



## ZOMAC

These are territories where special fiscal incentives were established for the companies that are located in the most affected areas by the armed conflict.

Companies that settle in these areas will receive a reduction in the income tax until 2027.



## LAND LAW

In order to close gaps between the use of land and its vocation, the Government will define the general guidelines for land use, taking into account the development visions for the different territories, promoting citizen participation in the creation of these territorial regulations and designing reconversion programmes.



## ZIDRES

This law sets a new model of agricultural development, which allows the availability of land, where companies and agricultural workers, with or without land, are able to create production activities on a big scale. This allows them to maximize labor productivity and to reduce agricultural production costs.



## PUBLIC PROJECTS INSTEAD OF TAXES

It allows corporations, with gross income equal to or greater than 33,610 TVU, To choose to pay up to 50% of their taxes through direct investment in projects of social importance or infrastructure, in the areas classified as ZOMAC

# Sectors with opportunity

## Agribusiness

### Some niche opportunities



**Aquaculture**



**Cocoa**



**Cereals**



**Fruits and  
vegetables**



**Meat**



**Processed food**



**Rubber**



**Biofuels**



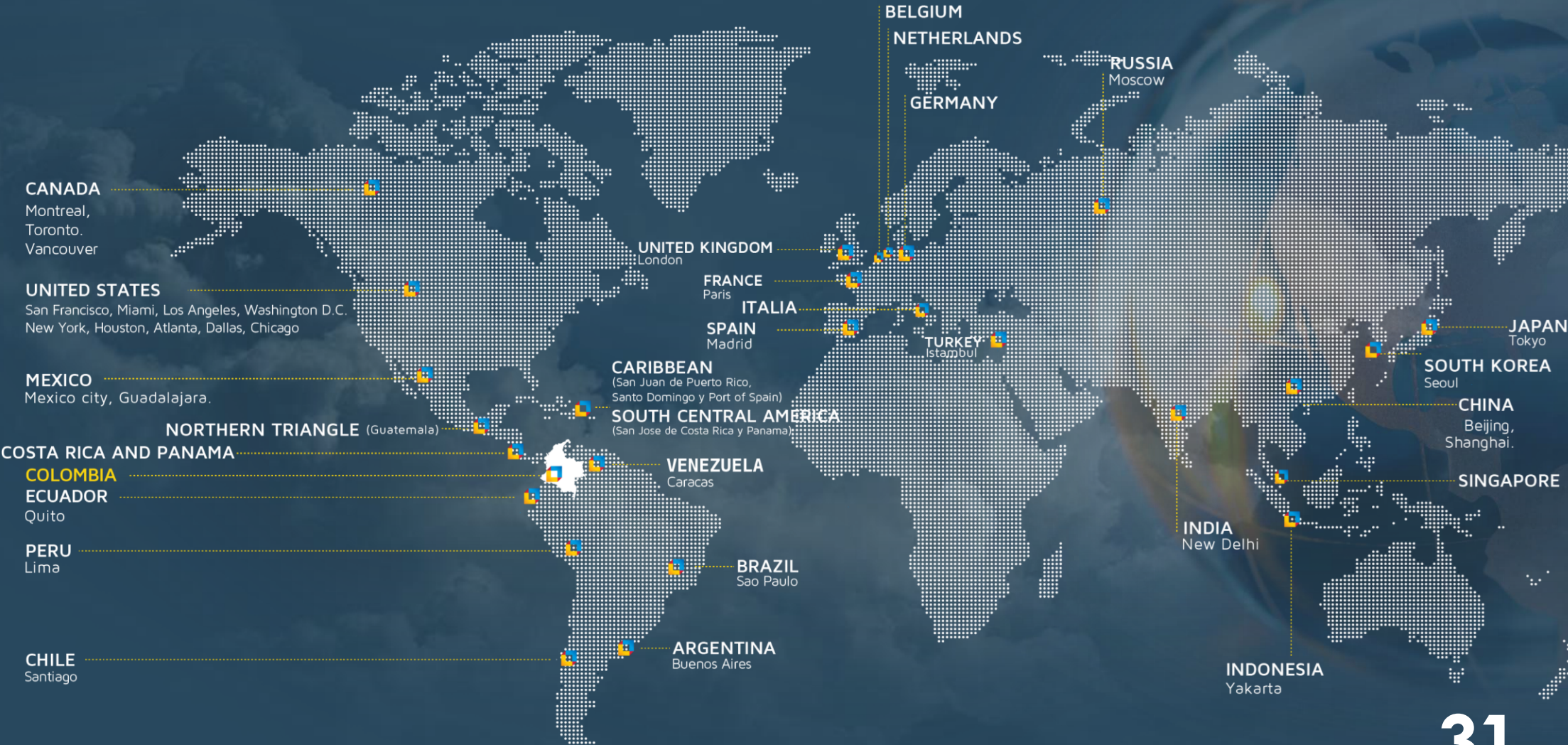
**Forestry**

### Investment Opportunities

- ❑ Colombia is the 2<sup>nd</sup> largest flowers exporter worldwide, with around U\$1.28 billion
- ❑ Colombia is the 3<sup>th</sup> largest coffee producer worldwide and the 2<sup>nd</sup> of Latin America.
- ❑ Colombia is the world's 4<sup>th</sup> largest producer of palm oil with close to 1 million tonnes.
- ❑ Colombia has one of the largest biodiversity by km<sup>2</sup> in the world.
- ❑ In 2018, there will be one million more hectares due to "Colombia Siembra Plan"



# Worldwide presence of ProColombia





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 GRAZIE  
谢谢 OBRIGADO A RIGATO VINAKA  
SULPÁY SPASIBO WELALINTAK KÖSZÖNÖM  
DIOLCH ACIU DIOLCH  
EKELE NGIYABONGA MATUR NUWUN KIITOS DZIĘKUJĘ



**PROCOLOMBIA**  
EXPORTS TOURISM INVESTMENT COUNTRY BRAND



**GOVERNMENT OF COLOMBIA**