



## COLOMBIA, A NEW PERSPECTIVE

Investment environment and Business Opportunities

Istanbul Chamber of Industry

November, 2016



<https://www.youtube.com/watch?v=y7AW8rEaeIU>

# Cacao Hunters, profitable social investment



## Challenge

ACUMEN, an American impact fund, was searching for **projects with high social impact** to invest.



## Strategy

They found in a Colombian based producer & marketer of premium chocolate sourcing cocoa from local farmers in post-conflict areas (Cacao de Colombia) a **strategic partner** to invest US\$1.1 million in a new plant to produce exclusive and premium chocolates.



## Result

In September of 2016, a **new plant was inaugurated**, increasing the production capacity of premium chocolates and benefiting a greater number of small cacao farmers. 60% of the production will be exported.



## Agriculture



The Pacific  
Alliance

2010-2016 (I semester)

US\$959,8 M



Source: fDi Markets.



# Hero MotoCorp's first overseas plant



## Challenge

Hero MotorCorp was seeking to **expand its operations in new regions**, particularly Latin America, and emerge as a strong global player in the two-wheeler industry.



## Strategy

In 2015 they inaugurated their **first overseas manufacturing plant** in Colombia (USD 83 millions).



## Result

Achieved cost competitiveness to strengthen their position in the local and regional markets.



## Manufacturing



The Pacific  
Alliance

2012-2016 (I semester)

US\$11.369,5 M



Source: fDi Markets.

# China's first Infrastructure Investment in Colombia



## Challenge

**CHEC** (China Harbour Engineering), a Chinese construction firm wanted to participate in **major infrastructure projects in Colombia**.



## Strategy

Find **local partners** to form consortium JV and participate in 4G Government Roads & Highway projects.



## Result

In 2015, it was **awarded the public tender** to build the Mar 2 Highway, with an estimated investment of **USD 392 million** (construction of new road surface and improvement of existing infrastructure).



## Infrastructure



The Pacific  
Alliance

2010-2016 (I semester)  
US\$5.136,4 M



Source: fDi Markets.

# Trade possibilities



2015

Source: TradeMap, DANE.



The Pacific  
Alliance

- **1.142 M Km2** ( = Spain + France)
- **Coastlines** in the Atlantic & Pacific
- 10 port areas & **25 sea terminals** for public use
- **Borders** with Panama, Venezuela, Brazil, Peru and Ecuador
- Diversity of **thermal floors**: tropical rainforests, savannas, steppes, deserts and mountain climate

## Positive Outlook



- Population of **48 M**
- In 2015, the average age of the Colombian population was **30 years**.
- The middle class made up **32%** of the population.
- **Private consumptions** is contributing to the growth of the economy.
- **8 out of 10** Colombians are using Internet, **41.8%** of homes have access to Internet.

# GDP (Current Prices)



US\$292.091 M



US\$6.060



3,1%



8% (2016)

## 2015

Source: DANE, World Bank.





## Colombian trade with the world








**US\$35.691 M**

**58%** 

**42%** 

**2015**

Source: DANE

-  Agribusiness 48%
-  Chemicals 10%
-  Plastics and Rubbers 7,4%
-  Textile and apparel 5,3%
-  Automotive 2%

## Trading Partners



United States 28%



Panama 7%



China 6%



Netherlands 4%



## Free Trade Agreements

- United States
- Canada
- MERCOSUR (Argentina, Brazil, Bolivia, Paraguay, Uruguay and Venezuela).
- CAN (Ecuador y Peru)
- Mexico
- Chile
- The Pacific Alliance
- CARICOM (Caribbean Community)
- El Salvador, Guatemala, Honduras, Nicaragua, Cuba, Costa Rica
- EFTA (Iceland, Liechtenstein, Norway and Switzerland.)
- European Union
- South Korea

**2015**

Source: DANE

Plan Vallejo

Free Trade Zones

Free Trade  
Agreements

National  
Treatment



## Results



The Pacific  
Alliance

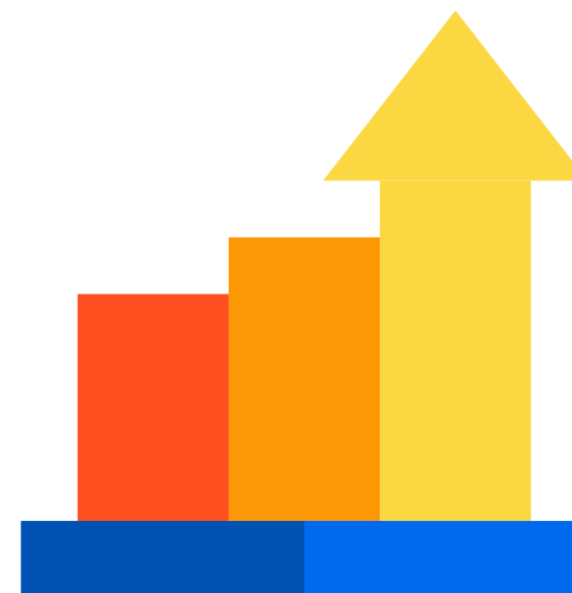
# US\$12.107,9 M (FDI)

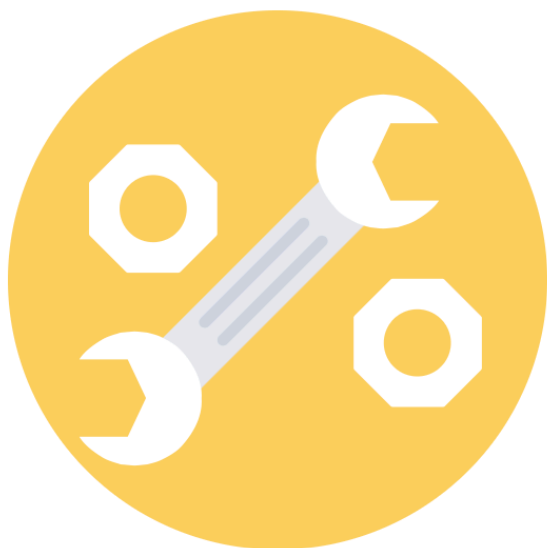
FDI has increased **17%** in the I semester of 2016.

More than **200 Foreign Companies** Have Arrived in Colombia in the Last 5 Years.

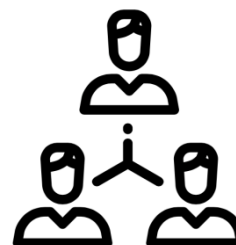
## 2015

*Source: Banco de la República*





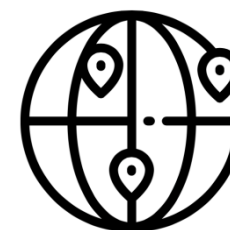
Information



Networking



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TAIKU PALDIES ΕΥΧΑΡΙΣΤΩ TANAN благодаря  
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THANK YOU

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