



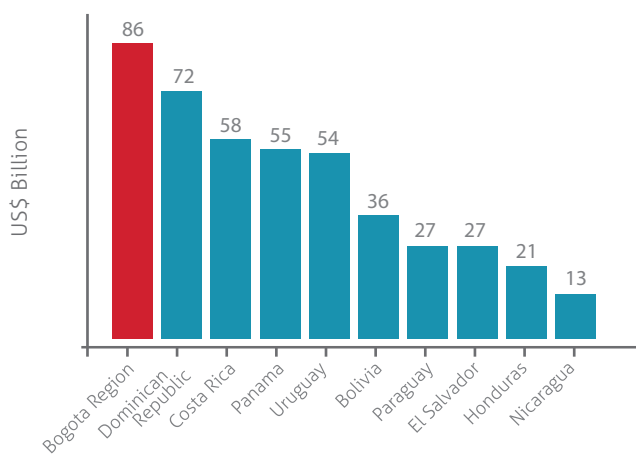
Global  
Business Center  
and a Great Place  
to Live

# Bogota, is an emerging business center with great investment potential. Its main advantages are:

## 1. Economic Strength

The Colombian capital is a dynamic market and the backbone of the national economy.

Bogota Region's GDP vs. GDPs of some Countries in Latin America (2016)



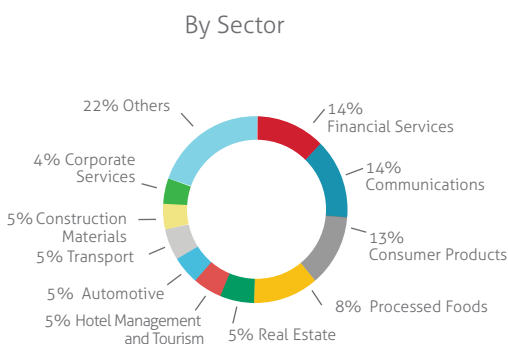
Source: International Monetary Fund, World Economic Outlook Database October 2016; DANE, National Accounts. Calculations by Invest in Bogota.

- **4.6%** average growth in the last 10 years, higher than that of Latin America (3.2%).
- **10** million inhabitants.
- **57%** of the financial transactions in Colombia.
- **34%** of all companies in the country.

Source: DANE: National Accounts and Population Projections Census 2005; Financial Superintendence; Confecamaras.

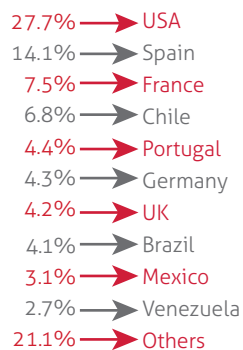
Over the past 10 years, the Bogota region has received more than US\$ 17 billion in foreign investment

Foreign Investment \* (2006–2016)

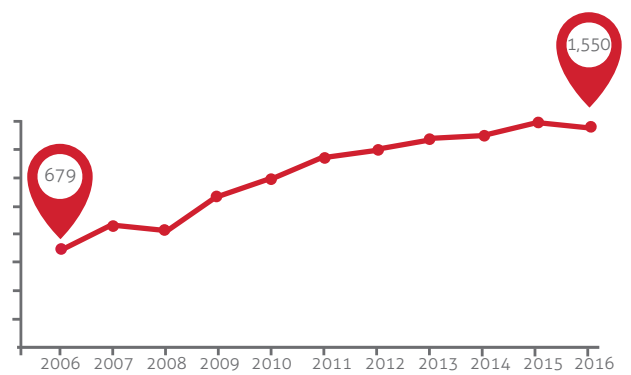


\* FDI greenfield (includes expansion). Extraction activities are not included. Estimation based on information provided by fDi Markets, ProColombia, Invest in Bogota certifications and companies' web pages.

By Country of Origin



Foreign Capital Companies (2006-2016)



Source: Bogota Chamber of Commerce.

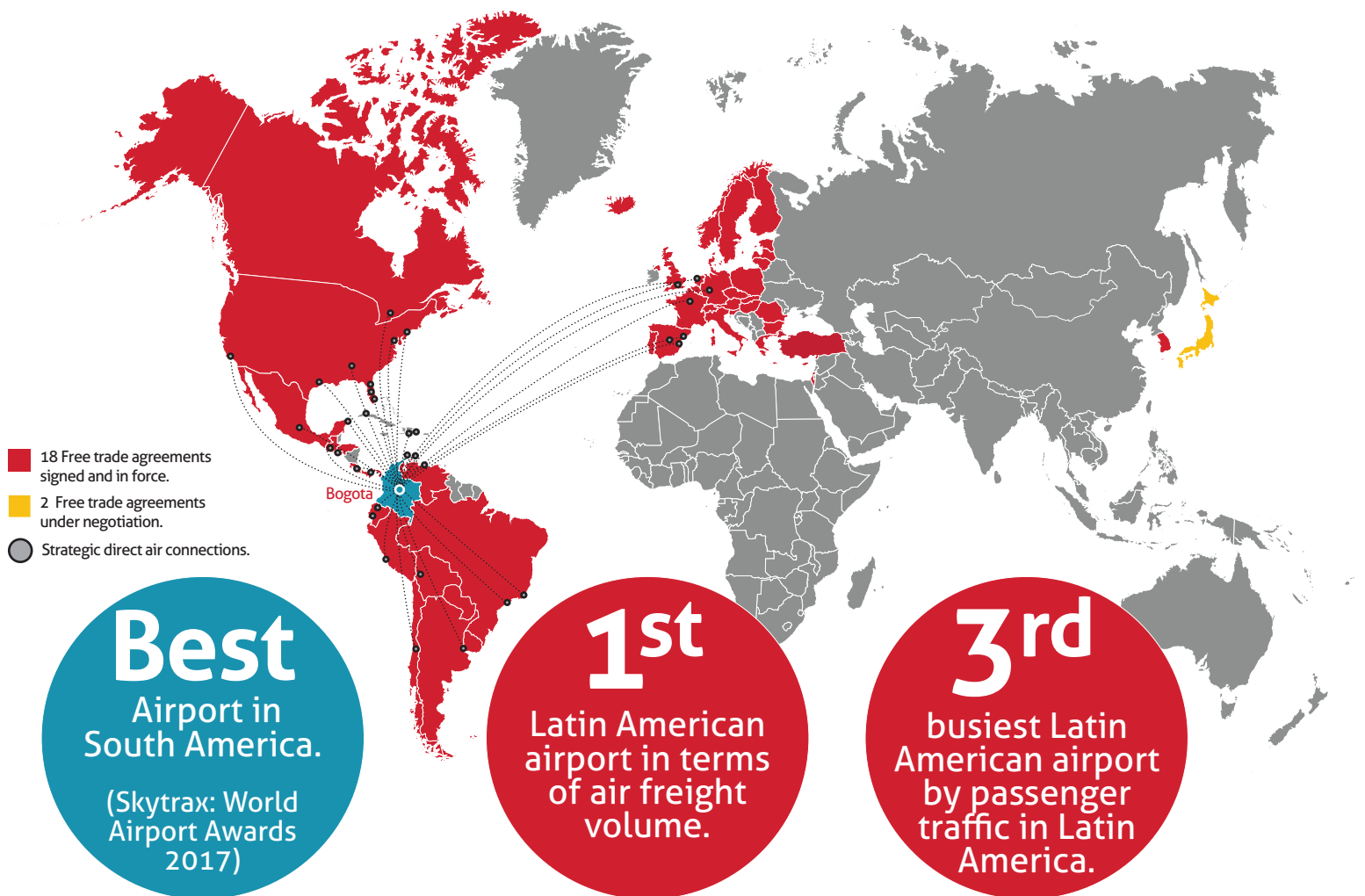
Prestigious multinationals have found Bogota region the ideal place for business.

- **3M** (USA) • **Accor** (France) • **Alstom** (France) • **Amazon Web Services** (UK) • **Amgen** (USA) • **Arup** (UK) • **B. Braun** (Germany)
- **BBVA** (Spain) • **Bimbo** (Mexico) • **BYD** (China) • **Castem** (Japan) • **Carré** (Spain) • **Cencosud** (Chile) • **Daimler** (Germany)
- **Danone** (France) • **Deutsche Post** (Germany) • **DSM** (Netherlands) • **Falabella** (Chile) • **FEMSA** (Mexico)
- **General Electric** (USA) • **General Motors** (USA) • **Globant** (Argentina) • **Grupo Alto** (Chile) • **Grupo Delaware** (Spain)
- **HBO** (USA) • **HINO** (Japan) • **Intercontinental Hotels Group** (UK) • **Marriott** (USA) • **Microsoft** (USA)
- **Pelikan** (Malasya) • **PepsiCo Inc.** (USA) • **Pfizer** (USA) • **SABMiller** (South Africa) • **Saint Gobain** (France)
- **SAP** (Germany) • **Schneider** (France) • **Siemens** (Germany) • **Super Polo** (Brazil) • **Telefónica** (Spain) • **Telmex** (Mexico)
- **Toyota** (Japan) • **UPS Capital** (USA) • **Viacom** (USA) • **Yara** (Norway)

Source: Bogota Chamber of Commerce and Invest in Bogota.

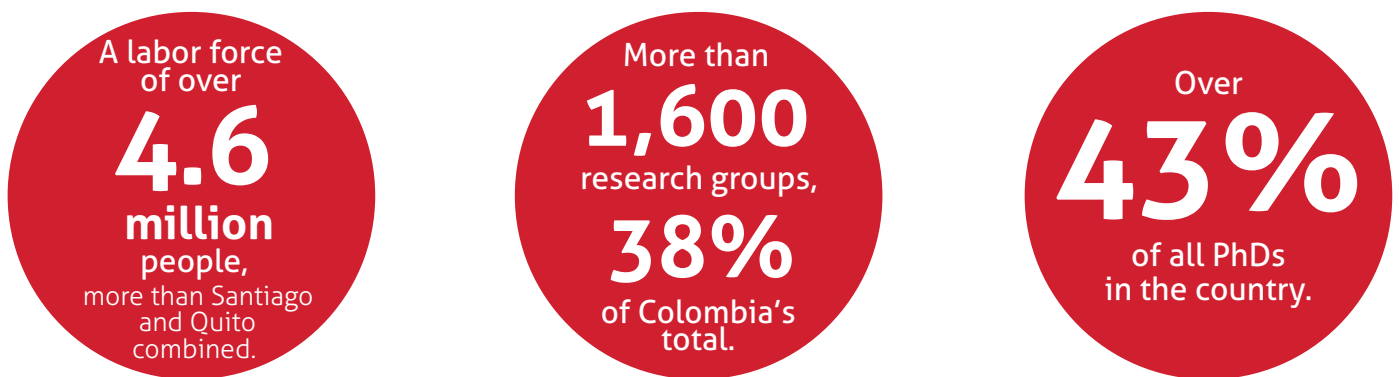
## 2. Strategic Location

Thanks to its privileged location, Bogota allows any company to access an extended market of more than 1.5 billion people and US\$ 43 trillion.

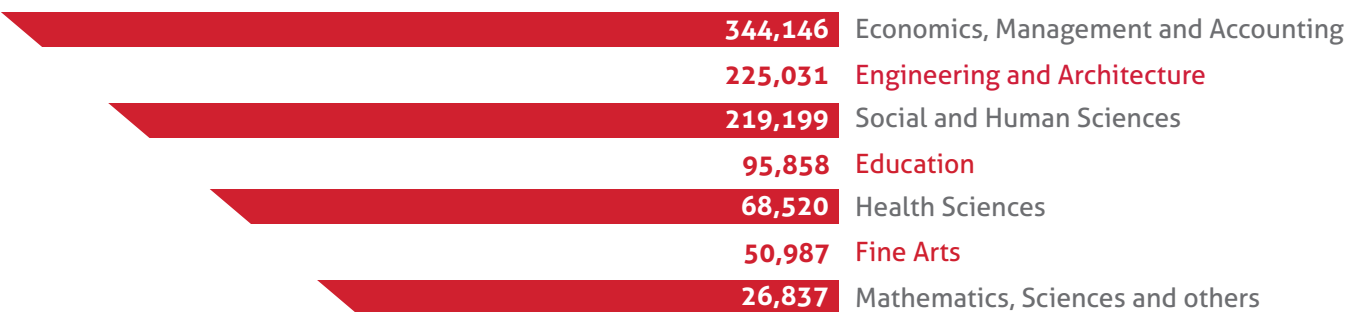


## 3. Workforce

Bogota has ample supply of well-qualified human capital in different areas of knowledge.



Graduates from Higher Education in Bogota (2005–2015)



Source: Ministry of National Education, Observatory on Employment.

## 4. Quality of Life

Bogota is a great place to live in terms of natural environment and the quality of life provided by its highly developed modern infrastructure and its vibrant cultural scene.



Sources: District Department of Culture, Recreation and Sports, IDARTES, District Department of Environment, District Institute of Tourism, Biblored and Arteria Foundation.

## 5. Business Environment

Colombia is one of the most competitive countries in Latin America and offers an excellent, stable business environment.



Country in investor protection  
in Latin America  
(Doing Business 2017)



Country with best business  
environment in Latin America  
(Doing Business 2017)



Most competitive country  
in Latin America  
(Institute for Management  
Development 2016)

Bogota is positioned as one of the main region's business centers.

1<sup>st</sup>

City with best FDI strategy  
in Latin America  
(fDi Magazine American Cities  
of the Future 2017-2018)

5<sup>th</sup>

Global City  
in Latin America  
(AT Kearney 2016)

5<sup>th</sup>

Best city to do business  
in Latin America  
(América Economía 2016)

5<sup>th</sup>

City of the future  
in Latin America  
(fDi Magazine 2017-2018)

6<sup>th</sup>

City in Latin America  
for corporate tourism  
(ICCA 2015)

7<sup>th</sup>

Smart City in Latin America  
(Cities in Motion 2016)

Bogota offers significant incentives for investment in the following areas:

Free Trade  
Zones

Job  
creation

Exports of goods and services  
from Bogota

Research and  
innovation  
projects

Environmental  
projects

Newly established  
businesses

## 6. Sectors Showing Strong Growth Opportunities

### Services

- Technical and Professional Services
- BPO and Shared Services
- Creative Industries
- IT Services

### Life Sciences

- Medical Devices and Supplies
- Pharmaceuticals
- Health Services

### Light Manufacturing

- Processed Foods
- Construction Materials

### Infrastructure

- Sustainable Construction
- Logistics Platforms

Invest in **Bogotá**

10  
years

A public–private initiative of the Bogota Chamber of Commerce and the Office of the Mayor of Bogota.

Its mission is to promote and position the Bogota region as a preferred destination for business in Latin America. It manages the city's investment promotion and international positioning strategy.

It offers companies specialized investment services, free of charge and with total confidentiality, for each stage of the investment process: exploration, decision-making, installation, operations, and reinvestment.

[www.investinbogota.org](http://www.investinbogota.org)



**BOGOTÁ  
MEJOR  
PARA TODOS**