



## GLOSSARY OF TERMS INVEST IN BOGOTÁ 2025

**After care:** development of a relationship of trust and added value to the installed investor, of long term and mutual benefit. For IIB, it means the opportunity to work on future reinvestments and/or management of the business climate with the active participation and support of the investor.

**Anchor company:** foreign company with international recognition, relevance in its industry and reliability, which could attract other investors along the value chain.

**Anchor project:** investment by an internationally recognized foreign company, with characteristics such as quality, presence in international rankings and media exposure.

**Bogotá communication story:** the basis of the city's communication strategy that guides the messages to be communicated in any medium.

**Brownfield investment:** projects that make use of already installed capital, such as mergers and acquisitions (M&A), venture capital (VC), or seed capital.

**Business profile:** document that summarizes characteristics and informative data of companies of interest to visit in campaigns.

**Campaign:** agendas of visits abroad that are developed in one or more sectors of proactive promotion, including visits to companies or networks of allies previously identified.

**Construction of the city's image:** a process that includes strategies to position Bogotá as an attractive destination for investment and business.

**Digital ecosystem:** set of digital media that are part of the Corporation's communications strategy, including the website, social networks and application for mobile devices.

**Directory of professional services:** a registry of companies, organizations or institutions that can provide goods or services to investors.

**Early On:** anticipating the moment of contact with the potential investor, arriving as early as possible in the life cycle of the investment.

**Economic bulletin:** article with analysis and data related to current issues that impact the objective management of the Corporation. It is published monthly.

**Event:** forum, conference or activity that positions Bogota as a potential city, supported or organized by IIB, with the aim of identifying investment opportunities.



**FDI Balance:** quarterly update document that includes a detailed analysis of what has happened in terms of Foreign Direct Investment flows worldwide, Latin America, Colombia and Bogota.

**Foreign direct investment flows:** long-term capital movements placed somewhere in the world with the purpose of internationalizing operations.

**Greenfield investment:** a project in which a company considers building its own headquarters or subsidiary, involving the installation of new equipment and the creation of jobs.

**High-impact investment:** new investment or reinvestment that generates a positive impact on the city, such as an increase in export capacity, knowledge transfer or generation of quality employment.

**Information repository:** digital library that collects bulletins, reports, documents and articles made by the Strategy area.

**Information Request (IR):** an abbreviation used to refer to Information Requests.

**International projection:** condition that a project related to visibility outside the country must have.

**Invest in Bogotá-SIIB Information System:** system that includes variables, data and indicators organized by topics, to support the Corporation's mission processes.

**Investment amount estimation:** methodology for calculating an estimated investment amount based on data provided by investors.

**Investment environment / business environment / investment climate:** set of factors that determine the risks and transaction costs associated with operating and investing in an industry.

**Investment environment bulletin:** a bulletin prepared by the investment climate or environment area on a quarterly basis for investors. Its content is in accordance with the current issues or projects that are being developed for the corporation from the area.

**Investment generation:** process that includes the identification, qualification and management of investment opportunities in Bogota.

**Investment managed by IIB:** investment project in which the management of Invest in Bogota is recognized as a determining factor for investment decision-making.

**Investment profile:** document that summarizes variables related to Foreign Direct Investment flows for countries or cities that are the destination of campaigns.



**Investment Signals:** News-based report on potential investments targeting the Latin American market, used to define target companies.

**Investment supported by IIB:** investment project in which the management of Invest in Bogota was recognized as an added value by the investor during the installation phase.

**Lead Qualification (LQ):** process for prioritizing companies to contact using criteria defined by IIB, such as belonging to prioritized markets.

**Lead:** foreign company.

**Long list of sectors:** sectors identified as dynamic in Latin America, which could present opportunities for investment promotion in Bogota-Region.

**Macroeconomic profile:** document that summarizes the main macroeconomic and competitiveness variables for Colombia, Bogotá and campaign destination countries.

**Marketing plan:** document that contains the description of the sector, analysis of the city's potential to attract investment, definition of strategies and proposal of campaigns and events.

**Marketing-based proposition:** creation of tailor-made value propositions for impact projects or anchor projects, based on previous detailed studies.

**Network of allies:** public and/or private entities that support the management of the Corporation, such as guilds, associations, universities and embassies.

**New investment:** new foreign operation, project or business initiative that is established in Bogotá-Region, with an amount greater than USD500 thousand and generation of more than 20 jobs.

**(Investment) opportunity:** possibility to establish a new foreign investment or reinvestment in the city.

**Opportunity qualification:** process by which a viable and feasible investment opportunity is established to invest time and resources through real contact with the investor.

**Pipeline:** management tool to manage, monitor and measure the progress of opportunities over time.

**Policy advocacy:** strategic management to achieve changes or actions in public policy that improve the business climate in the city-region.

**Press trip):** invitation, coordination and development of the city agenda for an international journalist.



**Prioritization of sectors:** methodology based on a matrix with variables to define sectors susceptible to promotion by IIB.

**Proactive opportunity:** identified through an active process of the corporation.

**Project (event, forum, conference, icon, etc.):** activity that positions Bogotá as a creative and innovative city in areas of business, culture, mobility, tourism, among others.

**Reactive opportunity:** identified without active management by the corporation.

**Referral:** companies referenced by personnel from other companies, entrepreneurs or network of allies as potential investors.

**Reinvestment:** investment made by foreign companies already established in Bogota-Region, where the management of IIB is recognized by the investor.

**Sector plan:** document that establishes the roadmap for the promotion of investment in priority sectors, including SWOT analysis, meetings with sector actors and niche mapping.

**Short list of sectors:** sectors with potential to attract investment in which Bogota-Region presents optimal conditions.

**Site visit:** On-site visit to the city for business purposes, as part of the investment promotion methodology.

**"Standard" requests for information:** requests that can be answered with information available in the IIB information system.

**"Tailored" requests for information:** Requests that require additional research or analysis to provide a response.

**Target audience:** people and entities to whom the strategy must address to reduce the gap between perception and reality.

**Target company:** companies identified as potential to be contacted in campaigns or events to promote Bogota as an investment destination.

**Virtual campaign:** virtual agendas held with foreign investors through teleconferences, in order to promote the promotion sectors.

**Visit to Facilities:** On-site visit to certified or non-certified foreign companies, in order to promote IIB services to achieve reinvestment.



## Convention Bureau Glossary

**Briefing:** summary with key information about an event or recruitment strategy.

**Business visitors:** people who attend a destination for work or corporate reasons.

**Buyer persona:** ideal profile of the organizer or company that seeks to attract the city to hold events.

**Candidacy:** formal proposal submitted by a city or country to host an international event.

**Convention center:** space designed to host large events and meetings.

**Corporate event:** a meeting organized by a company, such as launches, conventions or team buildings.

**Destination marketing:** strategy to promote a city as a venue for international events.

**DMC (Destination Management Company):** company specialized in the management and logistics of events in a specific destination.

**Economic spillover:** the concept of the economic spillover motivated by tourism activity includes the quantification of the average total monetary value (in current pesos), of the expenses that are at least made by overnight visitors to the main tourist centers of the State during the period of analysis.

**Event attraction:** strategy to attract and bring international congresses, conventions and fairs to a city or country.

**Event destination:** city or country that offers infrastructure and services for the realization of events.

**Event infrastructure:** set of spaces, hotels and services available in an event destination.

**Exhibition:** space within an event where companies present their products or services.

**FAM trip (familiarization trip):** organized trip for event organizers to get to know a destination and its infrastructure.

**Forum:** a meeting of experts to discuss a specific topic.

**Hybrid event:** combination of an in-person and virtual event.

**Incentives:** trips organized by companies as a reward for their employees or partners.



**Matchmaking:** event strategy that facilitates meetings between buyers and sellers in the industry.

**Meetings Tourism:** a segment of tourism focused on attracting events and conventions.

**MICE (Meetings, Incentives, Conferences, Exhibitions):** the tourism industry of meetings, incentives, conferences and exhibitions.

**Registration of Participants:** registration process and control of access to the event.

**Sponsor:** a company that finances or financially supports an event in exchange for brand visibility.

**Sustainability in Events:** practices that minimize the environmental impact of an event.

**Trade Fair District:** Bogota's Fair, Events and Convention District is a venue in the heart of the city that offers a comprehensive experience for world-class events. It is made up of Agora, Corferias and Hilton Corferias.

**Venue:** space where an event takes place, such as hotels, convention centers or auditoriums.

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