

COLOMBIA A strategic partner for international business

March 2012

Tourismus, Investition und Export. • Promotion du Tourisme, de L' Investissement et ees Exportations • Tourism, Foreign Investment and Exports Promotion. • Toeristische, Buitenlandse Invetiringen en Export Promotie. • Promoción de Turismo, Inversión y Exportaciones. • Promocao de Turismo, Investimento e Exportacoes. • Forderung von Tourismus,

Agenda



Italy's investment to the world

Why invest in Colombia?

Colombia as an export platform of Italian products

Investment Opportunities for Italy in Colombia

Legal framework, benefits, and support to invest in Colombia

About us...





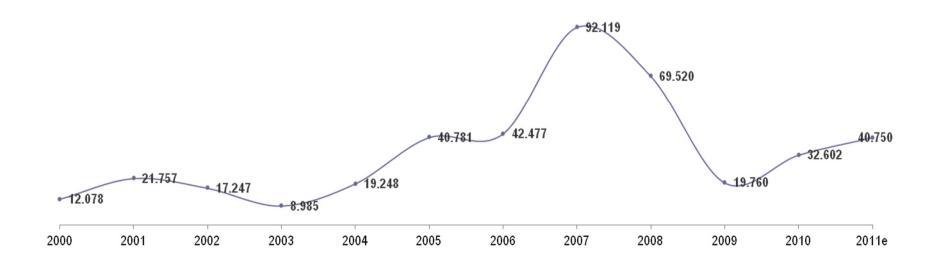
Italian investment is recovering after the world crisis



12th generator of FDI in the World and 8th in Europe

It's expected that at the end of 2011, outflows from Italy to the World reached US\$ 40,750 million and for 2012 a growth of 5%, reaching US\$ 42,790 million.

Italian Investment to the World 2000 - 2011e



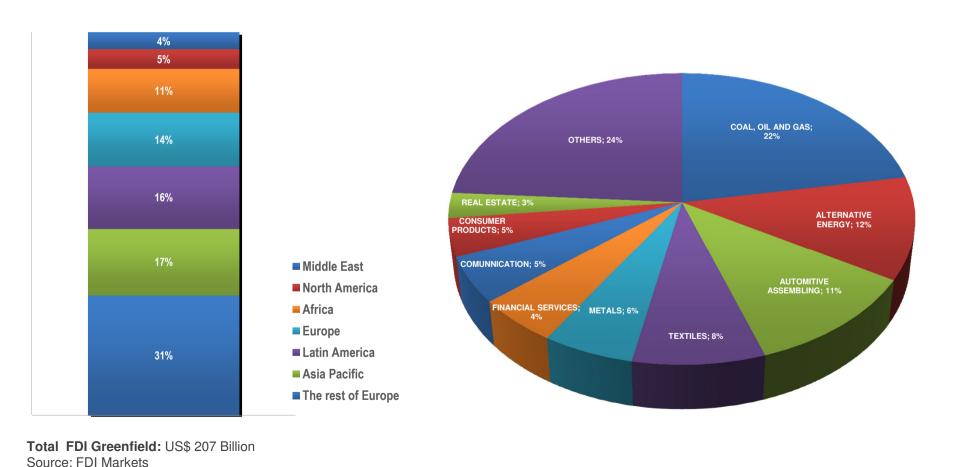
Source: EIU

Italy's investment to the World



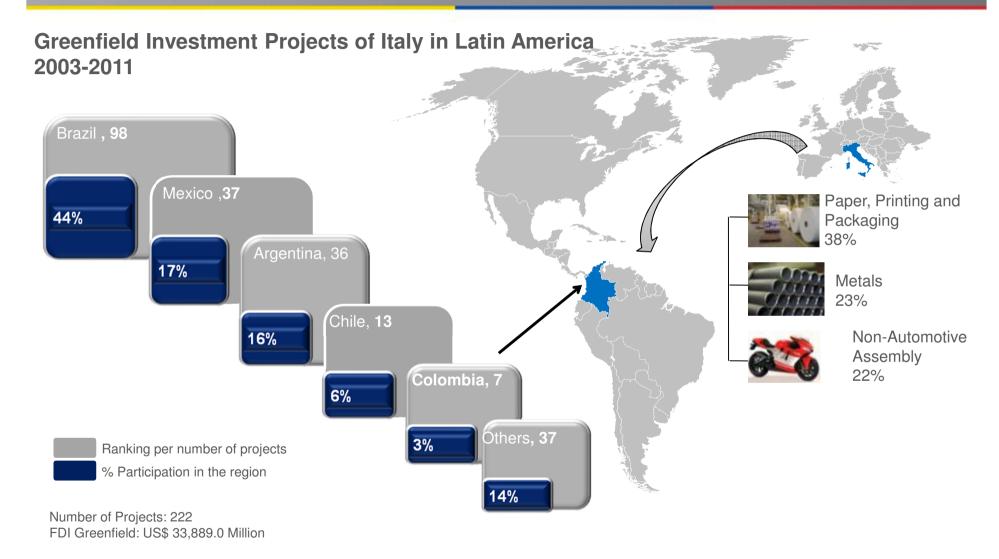
Europe is the top recipient region for FDI Greenfield of Italy, meanwhile Latin America is the third region with 16% of the flow of investment.

Between 2003 and 2011 "Coal, Oil and Gas", "Alternative Energy", "Automotive" and "Textiles" have been the most important sectors with more than 52% of FDI flows to the world.



Colombia is a destination in Latin America for investment still being explored by the Italian investor



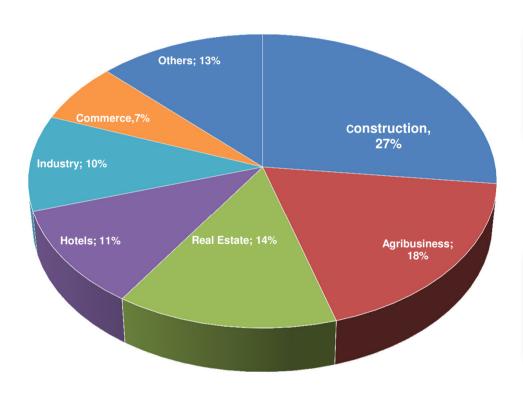


Source: FDIMarkets

Italy's FDI in Colombia



Italy's investment flows in Colombia by sector 2008 – 2011 III TRIM



Construction, agribusiness, and real estate are the main sectors receiving Italy's FDI in Colombia...

However, there may be several opportunities in other sectors that Italian companies have not noticed...

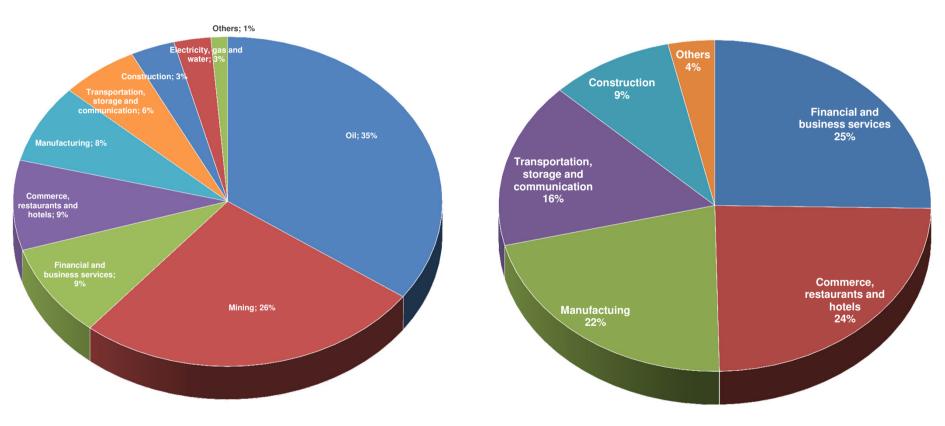
Total investment: US\$ 28,133.4 Source: Balanza de Pagos – Banco de la República

FDI Increase in Non Traditional sectors



FDI in Colombia by Sectors 2009 - III Trim 2011

FDI in Colombia by Non Traditional Sectors 2009 - III Trim 2011



% Share by total FDI of positive flows by origin country, without reinvesting profit and not including the petroleum sector.

Total investment 2009 – III Trim 2011: US\$ 17,999 million.

Source: Banco de la República.

Why invest in Colombia?



Colombia as an Export Platform of Italian Products



FTA's





Preferential access to more than 630 million customers due to Colombian FTA's





Colombia as an export platform of Italian Products to the United States



Colombia as an export platform of Italian Products to the United States

10 Main Sectors	Exports of Italy to the USD Million	Min. Tariff (%)	Max. Tariff(%)	Tariff Colombia (%)
Coal, oil and gas	29.427,00	4.09%	4.09%	0%
Textiles	1.876,28	0.43%	34.49%	0%
Automotive	1.552,07	0.79%	1.25%	0%
Machinery and Industrial Equipment	1.482,45	0.61%	4.4%	0%
Medical Devices	722,10	0.79%	3.91%	0%
Electrical components	716,04	0.34%	1.7%	0%
Chemicals	660,96	1.66%	6.5%	0%
Jewelry	603,18	4.95%	6.22%	0%
Ceramics and Glass	500,23	8.55%	13.47%	0%
Consumer Electronics	473,70	0.28%	0.46%	0%

Coal, oil and gas: One of the main Greenfield investment sectors of Italy in the world, with a total of 78 projects totaling nearly US\$ 45,900 million. This sector is the main export line from Italy to the United States with a figure of over US\$ 29,400 million. Other sectors with opportunity are "Textiles" with 1,100 investment projects, "Machinery and Industrial Equipment" with 271 projects, "Automotive" with 229 projects, "Consumer Electronics" with 61 projects and "Construction and Materials" with 57 projects.

Colombia as an export platform of Italian Products to the United States



Or	Origin		Destination			Freight US\$	
Country	Port		Port	Travel Time (DAYS)	Connections	20 ST	D
Country	Tort	Country	Los Angeles	34	Málaga- Spain; Spain- Panama	Container 5.674	Ton 203
	Geneve	United States	Long Beach	35	Houston- United States; Los Angeles- United States	6.962	249
			Newark	19	Elizabeth- United States	5.391	193
Italy			Los Angeles	33	Algeciras- Spain; Balboa- Panama	5.974	213
_	Salerno	United States	Long Beach	36	Algeciras- Spain; Houston- United States; Los Angeles- United States	7.262	259
		12-1	Newark	24	Algeciras- Spain; Elizabeth- United States	5.691	203
	United Sta	Colomb	pia Dia				
Orio			notion			Eroight	LIOA

Ori	gin	Des	tination			Freight US\$									
Country	Port		Port	Travel Time (DAYS)	Connections	20 S	TD								
Country	FUIL	Country	Port			Container	Ton								
							United States	Los Angeles	10	Direct	1.265	45			
	Atlantic Coast	United States	United States	United States	ntic Coast United States	United States		United States	United States	United States	United States	Long Beach	11	Direct	1.200
Colombia						Newark	20	Manzanillo- Panama	2.500	89					
Colombia			Los Angeles	13	Direct	1.850	66								
	Pacific Coast	oast United States	United States	Long Beach	16	Balboa -Panama	1.800	64							
			Newark	18	Balboa- Panama	1.900	68								

Source: maritime lines - PROEXPORT-COLOMBIA CONVENTION STD: standar container



Colombia as an export platform of Italian **Products to the United States**



Origin		Destination		Connections	Travel Time	Class	Freight US\$ /
Country	City	Country	City	Connections	Havel Hille	Class	KG**
			Chicago	Atlanta - USA	13 Hours 25 Min		1,98
lante	Domo		Los Angeles	Atlanta - USA	16 Hours		2,29
Italy Rome	United States	Miami	Direct	11 Hours 40 Min	passengers	2,13	
		New York	Direct	9 Hours 55 Min		1,84	



Origin		Destination		Connections	Travel Time	Class	Freight US\$ /
Country	City	Country	City	Connections	Havel Hille	Class	KG**
		United Chates	Chicago	Miami - USA	6 Hours 10 Min 5 Hours 25 Min	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1,1
Colombia			Los Angeles	Miami - USA			1,86
Colombia Bogotá	United States	Miami	Direct	3 Hours 40 Min	passengers	1	
			New York	Direct	6 Hours		1,85

Source: International Air Transport Association-IATA and airlines-ROEXPORT-COLOMBIA



^{*} The information does not include waiting time between connections. Not considered change meridian

^{**} Rates up to general cargo. For the highest level designation according to the airline. We performed the exchange rate according to a Dollar Exchange Rate

^{***} All rates are IATA and the airline to the highest level designation

Colombia as an export platform for Italian products to Brazil



Colombia as an export platform of Italian products to Brazil

10 Main Sectors	Exports from Italy to Brazil USD Million	Min. Tariff (%)	Max. Tariff (%)	Tariff Colombia (%)
Machinery and Industrial Equipment	1847,72	3.6%	16.1%	0%
Electrical Components	679,649	2%	19.3%	0%
Automotive	661,107	13.1%	35%	0%
Pharmaceuticals	412,299	3.1%	10.7%	0%
Metals	378,836	8%	19.8%	0%
Consumer Electronics	271,149	9.7%	16.9%	0%
Chemicals	250,737	4.2%	14%	0%
Aerospace	209,82	0%	20%	0%
Plastics	184,779	6.7%	18%	0%
Construction and Materials	146,192	6%	14.5%	0%





Colombia as an export platform of Italian Products to Brazil



	Origin	Desti	nation	Travel Time		Freight l	
Cour	ntry Port	Country	Port	(Days)	Connections	20 ST Container	D Ton
Ital	y Salerno	Brazil	Santos	17	Algeciras- Spain	2.387	85
	Geneve	Brazil	Santos	20	Direct	1.925	69
	Colombia		razi		Italy		

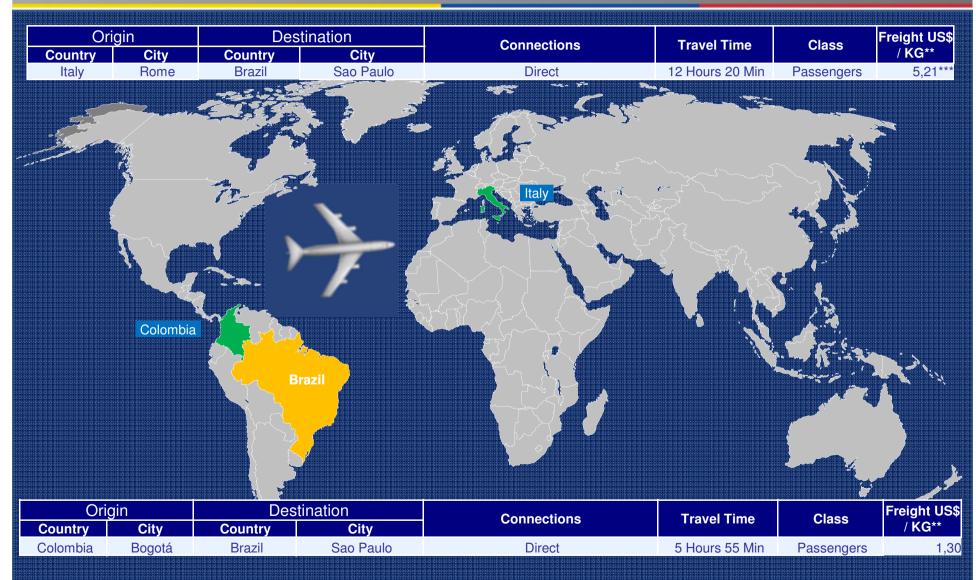
Or	igin	Desti	nation	Troval Time	Acceptance	Freight US\$	
Country	Port	Country	Port	Travel Time	Connections	20 S	TD
Country	Port	Country	Port	(Days)		Container	Ton
Colombia	Atlantic coast	Brazil	Santos	14	Direct	1.400	50
Colombia	Atlantic coast	Brazil	Suape	9	Direct	1.550	55

Source: maritime lines - PROEXPORT-COLOMBIA CONVENTION STD: standar container



Colombia as an export platform of Italian Products to Brazil





Source: Asociación Internacional de Transporte Aéreo-IATA y Aerolineas- Procesada por PROEXPORT-COLOMBIA



^{*} La información no incluye los tiempos de espera entre conexiones. No se considera el cambio de meridiano

^{**}Las tarifas corresponde a carga general. Para la escala de más alta denominación de acuerdo con la aerolínea. Se realizo el cambio de moneda de acuerdo a la Tasa de Cambio a Dólar

^{**} Las tarifas corresponden a IATA v no a la aerolínea, para la escala de más alta denominación

Investment Opportunities for Italy in Colombia



Why invest in Colombia?



National Development Plan 2010 – 2014

Productive Transformation Program

Distinct regions and opportunities for investment

Low risk of political instability in the region

Friendly country

Investment Grade

Connectivity

Investor Protection

GDP per capita

FDI flows

Exports grew four times

Attractive for tourists

Human capital

Opportunities Linked to the "Engines"



INNOVATION



- •Increase Science and Technology share in Domestic GDP. 2019 goal: 2%.
- •Increase the number of patents per 100,000 inhabitants
- •Increase nearly 4 times 2006 results for 2012: the Professional Education Challenge.

INFRASTRUCTURE

 The Government has launched an ambitious infrastructure plan, which involves new inter-departmental highways, ports and airports to make Colombia more competitive. This plan requires over US \$50 billion and significant support from the private sector.



MININE



 Colombia has a potential of approximately 17 billion tons of possible coal reserves and 28 million ounces of gold, generating a competitive advantage compared to other countries in the region

Opportunities Linked to the "Engines"



HOUSING



Requirements: One Million Homes

- Colombia has a high housing deficit in the country's largest cities due to internal displacement and economic difficulties.
- The sector is divided into 2 major areas: Low Income Housing and Non-LIH. The government has planned to build one million homes, 70% of which will be LIH.

AGRIBUSINESS

Opportunities in:

Biofuels, Reforestation and Dairy Sector

 Colombia has potential cultivable areas, which require significant capital investment to mechanize the sector in order to increase exports. Peasants and indigenous communities living in these areas will benefit from this initiative.



Productive Transformation Program: A Public - Private Partnership to strengthen and build "world class sectors"





SERVICES SECTOR

MANUFACTURING SECTORS

AGRIBUSINESS SECTOR







A country with distinct regions and opportunities for investment





- Caribbean Region: tourism, logistics, petrochemical cluster, construction materials, export platform to the Caribbean/Atlantic
- Central/Andean Region: service outsourcing, high value-added manufacturing, hub to cover domestic market, specialized agroindustry
- ✓ Pacific Region: manufacturing, agroindustry, logistics, biotechnology, export platform to the Pacific
- Orinoco Region: agriculture, forestry, biofuels, hydrocarbons
- Amazon Region: conservation, ecotourism (Leticia)

Opportunities in the Textile and Apparel Sector





- ✓ Sector with over 100 years of tradition and experience: Colombia has approximately 450 textile manufacturers and 10,000 apparel companies.
- → The sector has a market share of 7.5% in the industrial GDP and represents more than the 5% of Colombian exports, becoming the main nontraditional export sector.
- ✓ Growing domestic demand in the textile sector: National domestic demand in 2010 was 5.9% driven by a vigorous household consumption, which rose 4.3%. A growth of imports in 2010 of 30% and 75% within the first semester of 2011. Total sales of textile and apparel sector in Colombia have grown at a CAGR* of 8% since 2000.
- The industry generates approximately 130,000 direct jobs and 750,000 indirect jobs, representing about 21% of the labor force generated by the manufacturing industry.
- Government programs of training for the sector: SENA Currently has 12 specialized programs for the sector with national coverage.
- ✓ Excellent geographical location to supply the Americas
- →Public and private entities committed to innovation in the clothing sector: INEXMODA, CIDETEXCO

Companies located in Colombia:



Regions with opportunities for the IT and BPO&O sector





BPO

- Creation of Shared Services Centers for Latin America.
- Opportunities for Outsourcing Companies that provide Customer Care, ESO, FAO, HRO, Telemedicine, and R&D services
- Software & IT Services
 - Development and integration of IT Services and Applications.
 - M&A and Software Factories
 - Creation of Data Centers
- **◄** Telecommunications
- Provide Telecommunications Services for growing markets and strengthen Telecommunications Infrastructure.

Opportunities in the Cocoa Sector





→Processed foods

- Colombia is the second largest producer of fine and flavored cocoa.
- Companies in Colombia already have important international certifications, such as Iso, Basc, Kosher, HACCP, amongst others.

◄ Research and Development

- •R&D agenda by CORPOICA to support the industry Development of fine flavor cocoa and the selection of clones (cocoa tree) to obtain better quality.
- Establish agroforestry systems and transfer technology to the Cocoa Associations in order to purchase production. Worldwide, they are the small farmers who grow cocoa
- For the Cosmetic Industry: chains of natural ingredients (Center for bioprospecting. PTP)

Opportunities in the Renewable Energy Sector





Potential of Geothermal Energy:

More than 300 deposits of hot springs.

✓ Solar Energy

Colombia has an excellent opportunity to generate clean energy due to its geographical position and diversity of climatic conditions. Daily Average 4.5 Kwh/m2.

→ Hydropower:

742,725 watersheds, streams of 52.075 m3 / s per year and annual rainfall of 3.000 mm (more than three times the world average of 900 mm and twice that of South America of 1600 mm); in addition, precipitation of 1,313 km3

™Wind Energy

More than 7 regions showed wing intensity equal or greater to 5 m/sec throughout the year.

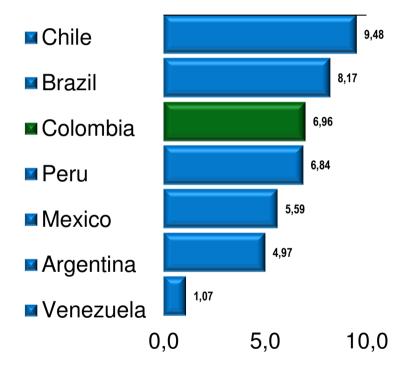
→Biomass:

From rice husk, sugarcane, bagasse and residuals, honey and brown sugar, residuals from plantations and natural forests.

Colombia is among the countries with a low risk of political instability in the region



Risk of Political Instability, 2011 7/ Scale 0-10. 0: high – 10: low



Bureaucracy, 2011 8/
Scale 0-10. 0: it is an obstacle – 10: it is not an obstacle

Cou	ntry	Rating
*	Chile	4.82
	Colombia	3.05
	Mexico	2.26
	Peru	1.95
	Brazil	1.62
	Argentina	1.44
***	Venezuela	0.59

Source: IMD World Competitiveness, 2011. Ranking of 59 countries.

7/ The risk of political instability is very low.

8/ Bureaucracy is not an obstacle for business activity.

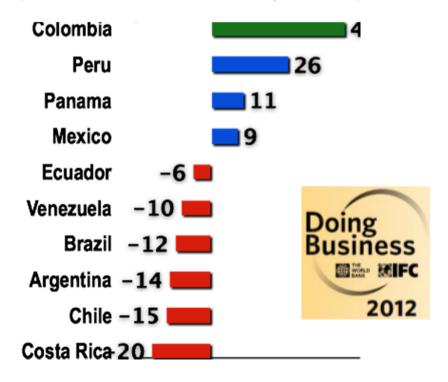
Colombia: 3rd "friendliest" country to do business in Latin America and the biggest reformer of the region



Colombia remains as the top reformer of the region during the last years.

Change in Doing Business Ranking, 2007-2012*

(Variation in the number of positions)



	Country	World Ranking 2012	World Ranking 2011
×	Chile	39	41
d	Peru	41	39
	Colombia	42	47
Je J	Mexico	53	54
*	Panama	61	63
•	Argentina	113	114
	Costa Rica	121	121
	Brazil	126	120
E.	Ecuador	130	131
8	Venezuela	177	175

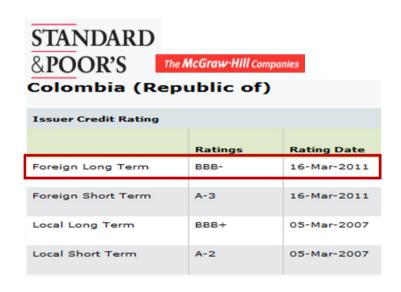
Source: Doing Business 2012 World Bank Report



^{*}Positive numbers indicate improvements in business environment

Three of the top risk rating agencies gave Colombia the "Investment Grade"





The three agencies agree on the country's positive economic and financial situation, highlighting:

- ✓ Its ability to deal with external shocks
- ✓ Its historic fulfillment of obligations
- ✓ An increase in its macroeconomic credibility
- ✓ A visible improvement in security conditions



Colombia, Government of

Moody's Org ID: 186200 Previous Name: COLOMBIA, REPUBLIC OF

May 31, 2011

ong Term Rating > Baa3, Not on Watch
Outlook > Stable

Other Debts on Watch?: No



Colombia Upgrade

Long Term Issuer Default Rating:	BBB- □	22-JUN-2011
Short Term Issuer Default Rating:	<u> F3</u>	22-JUN-2011
Local Currency Long Term Issuer Default Rating:	<u> </u>	22-JUN-2011
Country Ceiling:	<u>BBB</u>	22-JUN-2011



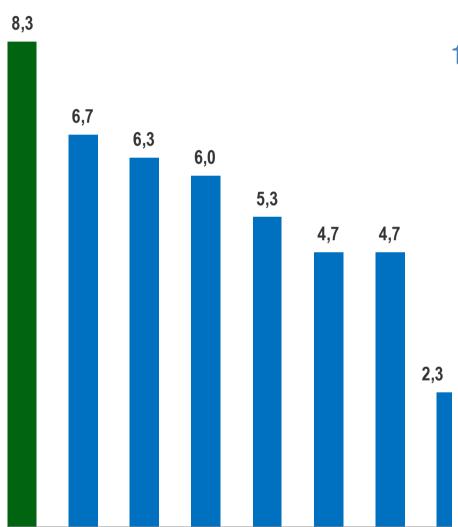
A competitive location with easy access to America





Investor Protection Index 2011





Colombia is ranked 5th worldwide and 1st in Latin America in terms of Investor Protection

World Ranking	Country
5	Colombia
20	Peru
28	Chile
44	México
74	Brazil
109	Argentina
109	Panama
179	Venezuela

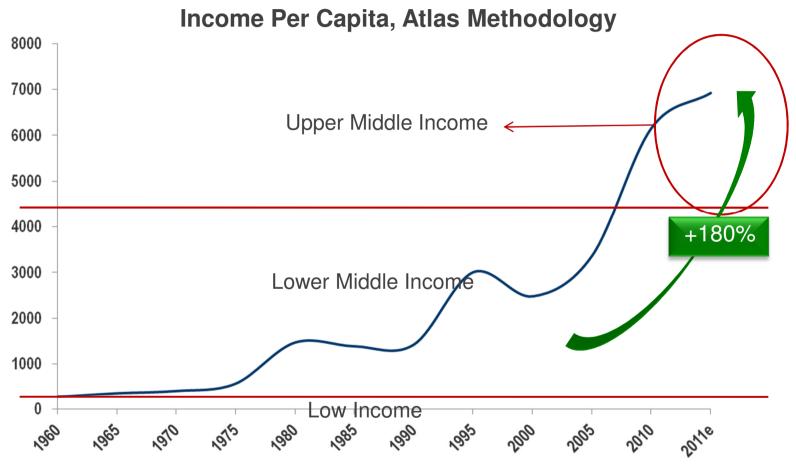
Source: Doing Business, 2011 - World Bank



According to international standards, Colombia classified in Upper – Middle Income Economies.



US\$



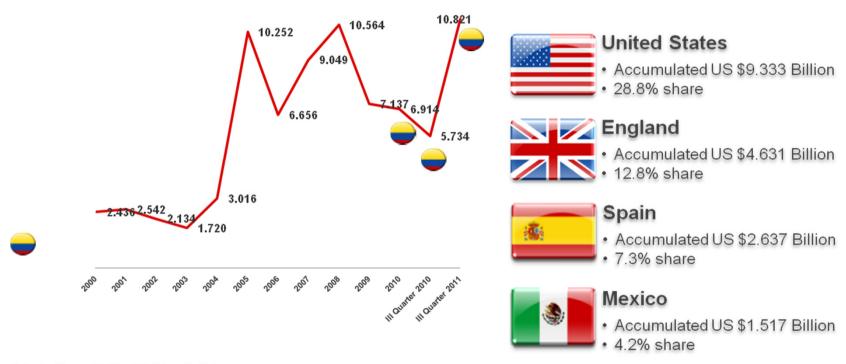


FDI flows have increased significantly



FDI, 2000 - 3rd Quarter 2011 US \$Million

Main Investors in Colombia 2000 – 2010**



Variation 2009–2010: -3.1%

Variation 3rd Quarter 2010 – 3rd Quarter 2011: 88.7%

*Figures obtained through the foreign currency balance of the Bank of the Republic.

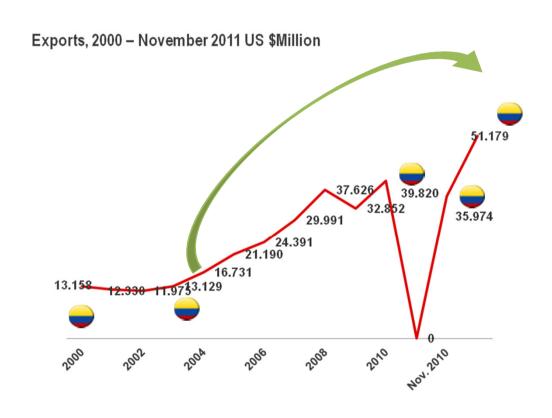
**Share of all countries with positive cumulative investment, without reinvested profits or investments in the oil sector. Accumulated value 2000 – 2010: US \$45,946 million

Note: the list of the top countries investing in Colombia does not include Anguilla or Panama, in third and fourth place.

Source: Bank of the Republic - Balance of Payments

Within 7 years exports grew four times





Top destinations of exports, 2010









Variation 2008 - 2009: -12.7% Variation 2009 - 2010: 21.2%

Variation Jan Nov 2010 - Jan Nov 2011: 42.3% Source: DANE (National Department of Statistics)

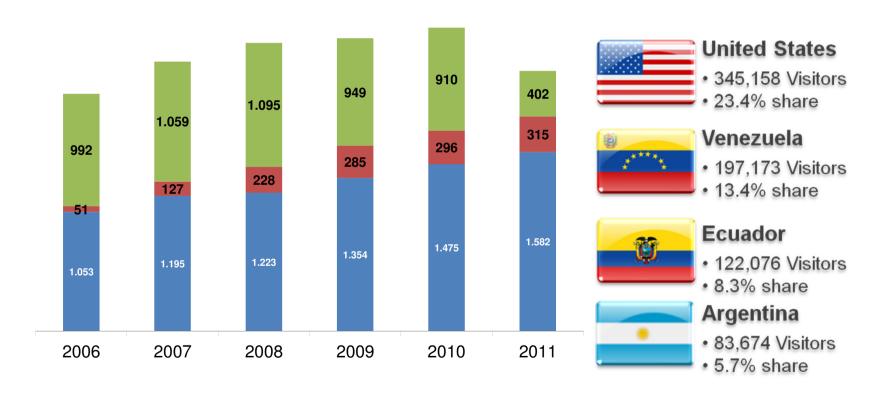


Colombia is becoming more attractive for tourists





Main nationalities of visitors arriving to Colombia, 2010**



■ land border crossings

Sources: DAS, MCIT, Bank of the Republic. Proexport Calculations.

Cruise

DAS



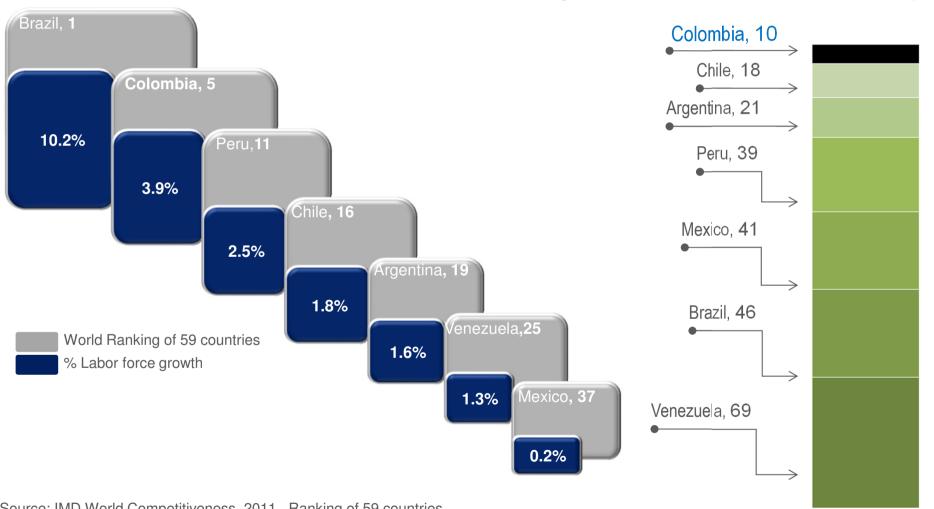
Colombia's human capital





Labor Market Flexibility, 2011^{3/}

Rating scale from 0-100. 0: Flexible - 100: Rigid



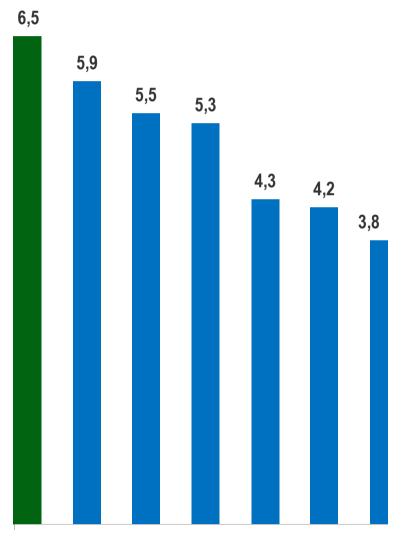
Source: IMD World Competitiveness, 2011. Ranking of 59 countries.

- 2/ Ranking, percentage change
- 3/ The flexibility of the labor market is measured by the rigidity of the employment index.

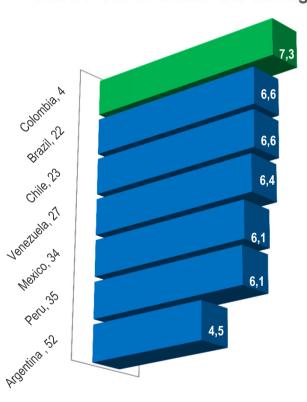
Colombia's human capital



Availability of Skilled Labor, 2011 ^{6/}
Scale 0-10. **0: low availability – 10: high availability**



Manager Credibility, 2011 7/ Scale 0-10. 0: weak- 10: strong



Source: IMD World Competitiveness, 2011. Ranking of 59 countries.

6/ The labor market has skilled labor available.

7/ The credibility of managers in the society is strong.

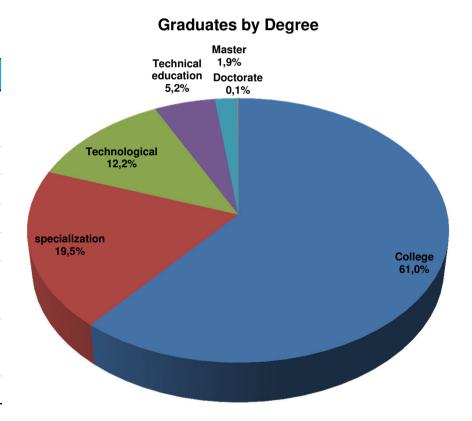
Level of Education - Colombian Workforce



Between 2001 and 2010, more than 1.6 million graduates entered the job market in Colombia.

Graduates by area of study 2001 – 2010

raduates
23,305
54,999
186,362
147,081
305,602
195,915
380,818
26,607



Source: Labor Observatory



Legal framework, benefits, and support to invest in Colombia



A Competitive legal framework of areas





- 15% Income Tax
- No taxes on imports and VAT
- It benefits from FTAs
- No restrictions on sales to the local market
- Different types of Free Trade Zones according to the needs of the investor
- Approximately 30 industrial park zones
 (Multiuse) and 70 Free Trade Zones around
 the country (Single Business)
- About 4 million Mt2 available for companies that want to locate in permanent FTZ's

Other incentives by sector: Income tax exemption for up to 30 years



Tourism	•Exemption for 30 years for those who invest in the construction or renovation of hotels between January 1 st , 2003 and December 31, 2017.			
Eco-tourism	•Exemption for 20 years starting from 2003.			
Late yield crops	•Exemption for 10 years after the start of production in crops planted between 2003 and 2014.			
Forestry	•Permanent exemption for in∨estment in new forest plantations, sawmilling and timber plantations.			
Editorial	Publishing of books, magazines, booklets or collections of scientific or cultural characteristics are exempt until 2013.			
New medicinal products and software	•Exemption for 10 years for products manufactured in Colombia with high scientific and technological research content, starting from 2003.			
Renewable energy	•Exemption for 15 years for sale (by the generators) of electricity based on wind resources, biomass or agricultural waste.			
River transport	•Exemption for 15 years starting from 2003 to provide services in slabs and boats with net weight below 25 tons.			
Research and Technological Development	•175% income tax deduction over investments in scientific and technological developments.			

Formalization and Generation of Employment



NEW employees under twenty eight years of age (28). Duration of benefits per employee: 2 years.

Discount on income tax and additional fiscal and other payroll contributions

(Does not include jobs created by mergers or replacements)

NEW certified employees in a situation of displacement, reintegration or disability. Duration of benefits per employee: 3 years

NEW women employees over the age of 40 that have been unemployed for over 1 year. Duration of benefits per employee: 2 years.

NEW employees whom earn less than 1.5 SMMLV. Duration of benefits per employee: 2 years.

R&D Tax Incentives



- 175% income tax deduction over investments in scientific and technological developments. (not to exceed 40% of income)
- Revenue does not constitute income: The contributions received for fund projects in science, technology and/or innovation are not constituted as income.
- **Equipment import benefits:** The equipment and items imported by R&D centers recognized by Colciencias shall be exempt from sales tax (VAT).
- Income exempt: income from new medicinal products and software developed in Colombia

Other R&D incentives



Colciencias gives an incentive for companies that **develop R&D projects**, hiring new high performance staff for these activities. The incentive will be offered for salaries in PhD, not PhD and training:

	Year 1	Year 2	Year 3	Terms
Salaries (PhD)	90%	80%	70%	
Salaries (Not PhD)	75%	65%	55%	National researchers %: year 1: 25% year 2:, 50% and year 3: 75%.
Training	50%	50%	50%	Courses or seminars cost, airline tickets and accommodation for working dives in another country. (On-the job-training).

Source: Colciencias

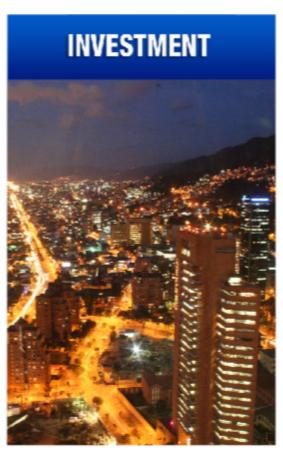
Minimum investment amount of the research project should be around USD 7.8 million. Approval of the incentive is subject to budget availability.

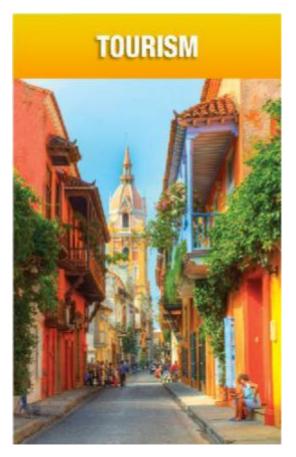
About Us



Entity responsible for the promotion of international tourism, foreign direct investment and non-traditional exports.







Proexport around the world





Process of attracting Foreign Direct Investment



Proexport offers detailed and professional assistance for investors that find interesting business opportunities within the different economic sectors in Colombia.

- Search for opportunities in international markets that encourage diversification and innovation.
- The countries' competitive offer according to the sectors that generate added value.
- Proactive work directed to potential companies in priority sectors, market niches with opportunity, and strategic markets.
- · Work with partners within the region(s).
- Support for installed investors. Implement expansion plans (re-investment, exports, corporate tourism).
- Detect obstacles and refer concerns to relevant parties'.
- · Work with partners within the region(s).



- Information tailored to meet clients' needs.
- Providing information of Colombia and the industry for investment.
- · Setting up agendas to Colombia.
- Facilitate contacts within the public and private sector.
- · Work with partners within the region(s).

- · Identifying / Linking projects with national and regional support.
- · Work with partners within the region(s).





Facilitation System to Attract Investment - (SIFAI) 4



- Public / private system which identifies information regarding regulatory reforms required to facilitate the installation of investors and whose adoption is managed through a Joint Technical Committee.
- The Technical Committee of SIFAI belongs to a system of National Competitiveness and consists of high level officials, under the coordination of the Presidency of the Republic.
- ✓ The reforms to be handled are prioritized according to the investment that is affected and its impact on investment amounts and / or employment.





Count on us to support you in identifying and developing business with Colombia



www.proexport.com.co

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