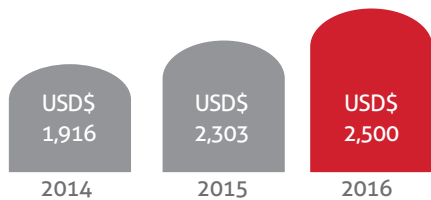


# BPO Sector in Bogota

## A Seasoned Sector in the Region

BPO Operational Income Trend in Colombia

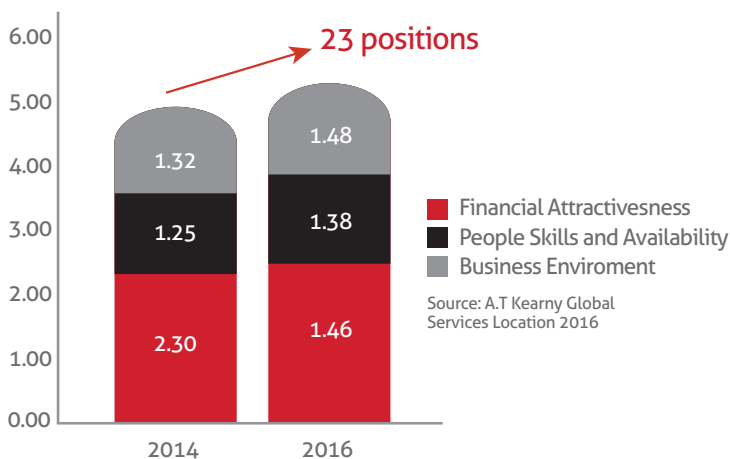


\* Million USD- COP 3,100

- The outsourcing of services in Colombia is on an upward trend.
- In 2016, the operational income increased 8.5%.
- For more than 15 years, companies in Bogota have developed extensive expertise in tax management, finance and accounting, document management, HRO and other non-voice BPO services.

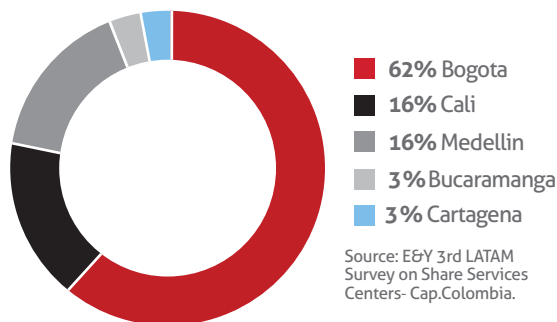
Source: National Study of the Service Outsourcing Sector; 139 companies in the survey.

Colombia's Performance- A.T. Kearney Global Services Location Index



Source: A.T. Kearney Global Services Location 2016

SSC Location by City



Source: E&Y 3rd LATAM Survey on Shared Services Centers- Cap.Colombia.

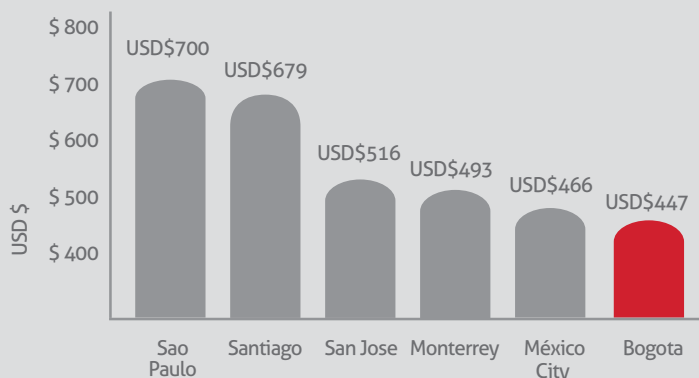
- According to the AT Kearney Global Services Index, Colombia increased 23 positions from the 43rd to the Top 20.

- Bogota concentrates 63% of all the shared service centers in Colombia.

## Competitive Costs

- Bogota has a highly competitive salary structure for non-voice BPO operations when compared to the LATAM region.
- In addition, Colombia displays one of the most flexible labor legislations in Latin America.

Entry-Level Salary in some Latin American Cities (2016)



Source: Invest in Bogota calculations Exchange rate: 1USD = 3,100 COP.

## Abundant and Highly Qualified Talent

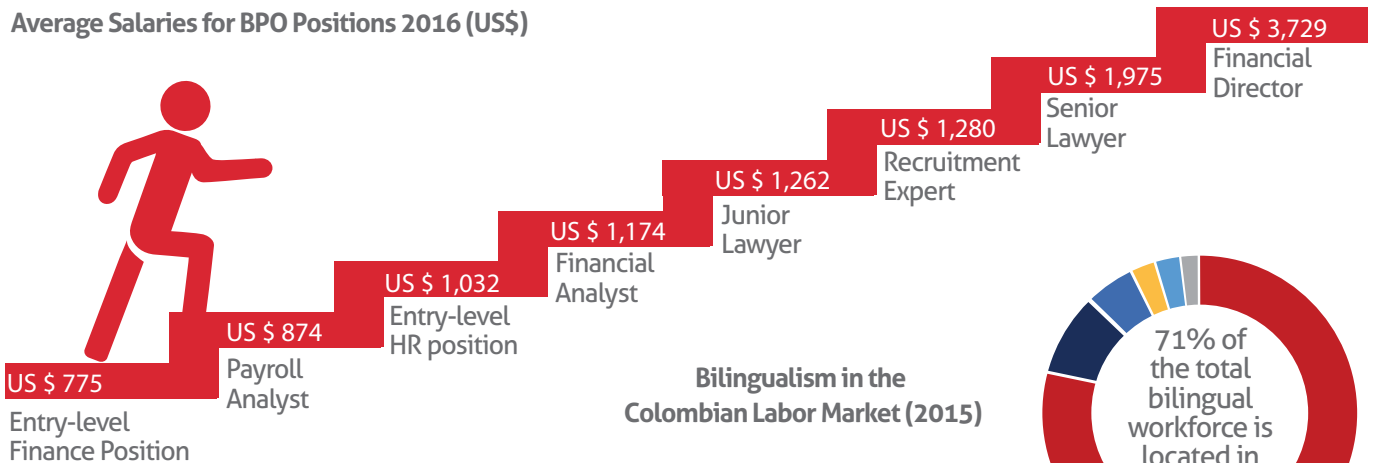
### Educational Profile in Bogota 2016

Education Streams	2016	%	F&A	Core IT	Basic IT	Digital Media	Contact Center	Tele Medicine
Total	141,056	100%						
Economics and Accounting	58,273	41.31%	●	●	●	●	●	●
Engineering and Urban Planning	30,406	21.56%	●	●	●	●	●	●
Social Sciences and Humanities	23,551	16.7%	●	●	●	●	●	●
Education Services	11,045	7.83%	●	●	●	●	●	●
Health Services	8,637	6.12%	●	●	●	●	●	●
Fine Arts	6,270	4.45%	●	●	●	●	●	●
Basic Sciences	1,965	1.39%	●	●	●	●	●	●
Agriculture and Veterinary Sciences	909	0.64%	●	●	●	●	●	●

Source: Ministry of Education - SINES.

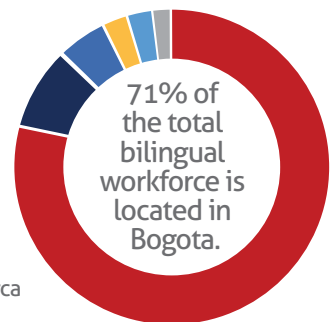
- In 2016 Bogota graduated 141,056 professionals from different areas, being the first city in Colombia in regards to human talent availability.
- Between 2001-2016 Bogota graduated 1,384,479 professionals.

### Average Salaries for BPO Positions 2016 (US\$)



\*TRM = COP 3,100  
Source: Human Capital Total Rewards 2016

### Bilingualism in the Colombian Labor Market (2015)



Source: Fedesarrollo; Bilingualism in the Colombian Labor Market (2015).

Invest in Bogota is the investment promotion agency for Bogota and Cundinamarca. The Agency offers, free of charge, and in absolute confidentiality, services for investors during each stage of their investment process: Exploratory phase, start-up phase, operational phase and re-investment.

Carrera 7 No. 71-21, Torre B, Suite 407, Bogota, Colombia.  
PBX: +57 (1) 742 3030  
info@investinbogota.org  
www.investinbogota.org

Invest in Bogota

