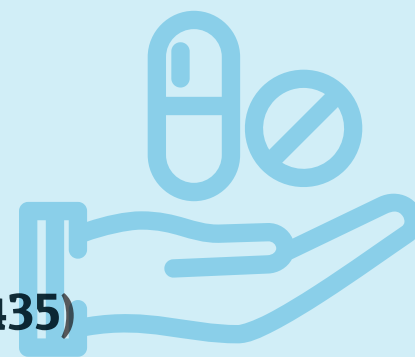


## The Bogota region, strategic center for the pharmaceutical industry



**Bogota**  
main center of the  
pharmaceutical industry  
in Colombia, with:

- 82 % of imports
- 47 % of exports
- 49 % of the sector's jobs
- 66 % of manufacturers (435)
- 65 % of wholesalers



**Ideal climate for the manufacturing of medicines, an aspect that generates cost savings and benefits the quality of the product.**

### Business opportunities for the sector

#### Development, production and distribution

of biological, biosimilar and chemical synthesis medicines, as an export hub for the Americas.

**Local manufacturing** of imported chemicals and excipients.

**R&D+i of molecules and ingredients**, by making the most of the Colombian biodiversity. Development of nutraceuticals and identification of ingredients for production.

32.4%

of national GDP (2017)

2.6%

of economic growth (2017)

22%

of the country's population

51.6%

of its population belongs to the middle class.\*

**9,834 USD** GDP per capita for the urban area (2017)

\*Middle class : Daily per capita income reported between USD 10 and USD 50 (PPP). Source: Invest in Bogota calculations based on DANE, GEIH; Departamento de Prosperidad Social, 2016.



### Bogota aims to be the Bio-hub of Colombia,

by the development of bioeconomics.

Several opportunities come up for innovation, sustainable use of resources and natural products, to be used by the pharmaceutical and health sectors. (Vision 2025).

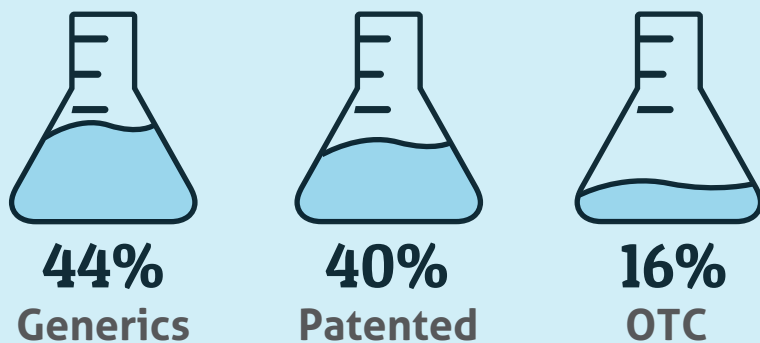
**Bogota is the main nutraceuticals market in Colombia, due to the cosmopolitan lifestyle of its inhabitants and their tendency towards selfcare.**

### Some companies that chose Bogota as their headquarters

ABBOT + ABBVIE + ASPEN + ASTELLAS + ASTRAZENECA + BAYER  
BLAU FARMACÉUTICA + BOEHRINGER INGELHEIM + ELI LILLY & CO  
GENOMMA LAB + JANSSEN CILAG + MERCK + NOVARTIS  
NOVO NORDISK + PFIZER + ROCHE + SANOFI + TAKEDA

# Colombia is the fifth largest pharmaceutical market in Latin America

## Colombian pharmaceutical market, by category (2017)



**2017 Market:**  
3,419 USD Mn

**2022 Market forecast:**  
4,371 USD Mn

**CAGR '18 - '22: 4.8%**

Source: Invest in Bogota, based on Business Monitor International.

## ▶ Colombia has a mandate to provide health coverage for the entire population

- **#1 healthcare system in Latin America and #22 worldwide** with 20 of the top 49 hospitals in Latam (7 of them are in Bogota).
- **96% of health coverage**, with over 46 million members\*; more than 9 million are in the Bogota region.
- **Fourth country in Latin America in health spending:**
  - 2017 Expenditure: 24,084 USD Mn
  - Projected 2022 expenditure: 34,724
  - CAGR projection ('18-'22): 6.9%
- **20% of Colombia's healthcare** providers and 1/5 of the hospital beds are in Bogota region.

\*Source: Superintendence of Health, Ministry of Health, América Economía and Business Monitor International.

## ▶ Incentives:

- Free trade zones
- Preferential income tax. Payment of 20% rate instead of 33%.
- Duty free-import and purchase of equipment, supplies, capital goods or services.
- Income tax deduction  
By hiring personnel belonging to certain population groups.
- Income tax deductions
  - 100% deduction and 25% discount on investments made in innovation, research and development.
  - Deduction of 200% of the salaries of employees with disabilities.
  - 25% discount of the investments in the control and improvement of the environment.
- VAT exemption
  - For R&D centers.
  - Import of equipment for science, technology and innovation projects.

**AMGEN + AUROBINDO  
BLUEPHARMA + CIPLA  
EUROFARMA + FRESENIUS  
GSK + MSN LABS + SIEGFRIED**

**Companies recently supported by Invest in Bogota**

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