COLOMBIA

According ATKearney’s Global Services Location Index 2017:

10th most competitive country in the world in Latin America, after Brazil and Chile to develop a global services operation

4th largest BPO market in LATAM

One of the most dynamic sectors of the Colombian economy, with an average annual growth of 19.4% in the last seven years.

Industry with a high international component 63% of contact centers in Colombia export services.

Call center exports in Colombia 2013-2017 (US$ million)

Destinations of Call Center exports 2017

Spain, the United States, Chile, and Argentina are the main investors, concentrating 44%, 26%, 9% and 4% of the “sites” established in the Colombia respectively.

58% of the contact centers offer services in one language (Spanish), 29% in two languages (+English), 10% in three languages (+Portuguese/French) and 3% in more than four languages.

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Bogota, a city with opportunities for contact centers

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Human Talent

In the last 10 years, the number of annual graduates in Colombia of careers of interest has tripled, from 63,800 in 2007 to 201,600 in 2017. Management, economics, accounting and related areas register an average annual growth of 13%, while computer systems engineering and related exhibit an average annual growth of 6%.

Number of graduates in Colombia in selected careers (2007-2017) *thousands

- Management, economics, accounting and related areas
- Computer systems engineering and related areas
- Total

Bilingual Population in Colombia

- 73% Bogota
- 9% Medellin
- 5% Cali
- 3% Bucaramanga
- 2% Barranquilla
- 8% Others

Bogota stands out as the country’s main education cluster, with 56% of graduates in careers of interest.


- 56% Bogota
- 12% Medellin
- 7% Cali
- 4% Bucaramanga
- 4% Barranquilla
- 17% Others

It is estimated that between 8% and 17% of the Colombian labor force is bilingual (2 - 4.5 million).

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An industry with competitive salaries

Average salary by position 2017 (US$/Month)

- US$ 340 (US$/Month) Bilingual
- US$ 500 (US$/Month) Professional /Staff
- US$ 670 (US$/Month) Supervisor
- US$ 2550 (US$/Month) Manager

Exchange rate: US$ 1 = COPS 2,800
The wages do not include the social benefits assumed by the employer. These are between 34% - 50%

Bogota’s strategic position

- 47 daily international flights.
- Eastern time zone USA.
- Neutral accent with willingness to support.
- Low risk of natural disasters (earthquakes).

Institutional support

Tax incentives

- Free Trade Zone Regime
- Labor incentives
- VAT exemptions and export/import benefits
- R&D incentives

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.

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Invest in Bogota es la agencia de promoción de inversión de Bogotá y Cundinamarca. La Agencia ofrece, libre de todo costo y en total confidencialidad, servicios especializados para cada etapa del proceso de inversión: fase de exploración, etapa de inicio, fase operativa y re-inversión.

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