Bogota, an opportunity for shared services centers

According to AT Kearney’s Global Services Location Index 2017:

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COLOMBIA

- The SSC industry is recent and thriving. More than 60% of the centers are between three and five years old.
- More than 50% of the SSCs have more than 200 employees.
- 98% of the SSCs offer services in Spanish, 40% in English, 20% in Portuguese, 3% in French, and 1% in German.
- Around 50% of the SSCs cover the Americas (North, Central, and South), 39% have a local focus and 13% have a global reach.

SSC Services Portfolio, 2016

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance &amp; Accounting</td>
<td>65%</td>
</tr>
<tr>
<td>Technology</td>
<td>42%</td>
</tr>
<tr>
<td>General &amp; Administration</td>
<td>39%</td>
</tr>
<tr>
<td>Human Resources</td>
<td>35%</td>
</tr>
<tr>
<td>Procurement &amp; Logistics</td>
<td>32%</td>
</tr>
<tr>
<td>Others</td>
<td>6%</td>
</tr>
</tbody>
</table>

Bogota 4th city of Latin America after Sao Paulo, San Jose and Mexico City, with more than 35 SSCs.

The city stands out as the country’s main cluster, with more than 60% of the SSCs and around 50% of the jobs generated by SSC in Colombia (2016).

Some foreign companies with SSC established in Bogota:

- Scotiabank + Amazon + Delta + Diageo
- Johnson & Johnson + Medtronic
- Abbot + BBraun + Belcorp + Nokia
- Schlumberger + Thomas Greg & Sons
In the last 10 years, the number of annual graduates in Colombia in 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%.

Bilingual Population in Colombia
- 73% Bogota
- 9% Medellin
- 5% Cali
- 3% Bucaramanga
- 2% Barranquilla
- 8% Others

It is estimated that between 8% and 17% of the Colombian labor force is bilingual (2-4.5 million). Bogota shares more than 70% of this population.

Bogota’s strategic position
- 47 daily international flights
- Neutral accent with willingness to support
- Low risk of natural disasters (earthquakes)

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

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Carrera 7 No. 71-21, Tower B, Suite 407, Bogotá, Colombia.
PBX: +57 (1) 742 3030

Learn more on www.investinbogota.org