Bogota, epicenter for Information Technology

4th largest IT market in Latin America after Brazil, Mexico and Argentina.

It is one of the most dynamics industries in the Colombian economy, with an annual average growth of 14% in the last 10 years.

IT Market Revenues in Colombia 2007-2017 (US$ million)

IT Exports Main Destinations, 2017

USA and Spain highlight as the main IT export destinations sharing nearly 40% of the flows.

Colombia: second country with best connectivity in the region with 10 submarine cables

Number of submarine cables in Latam

Some International Technology Companies established in Bogota

- GLOBANT + GOOGLE + IBM + TATA CONSULTANCY SERVICES
- INDRA + UNISYS + GETRONICS + SIXBELL + SOFTEK + AMADEUS
- SYBAOSIS + EVERIS + BELATRIX + GRUPO GESFOR + OESIA
**Main IT Industry Salaries**

<table>
<thead>
<tr>
<th>Role</th>
<th>Monthly Wage (US$)</th>
<th>Years of Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development Manager</td>
<td>US$ 3,900</td>
<td>5.6</td>
</tr>
<tr>
<td>Project director</td>
<td>US$ 3,250</td>
<td>3.6</td>
</tr>
<tr>
<td>Commercial director</td>
<td>US$ 2,571</td>
<td>4.1</td>
</tr>
<tr>
<td>Senior software architect</td>
<td>US$ 2,321</td>
<td>5.0</td>
</tr>
<tr>
<td>Standard software architect</td>
<td>US$ 1,928</td>
<td>3.2</td>
</tr>
<tr>
<td>Junior software architect</td>
<td>US$ 1,214</td>
<td>1.8</td>
</tr>
<tr>
<td>Senior development engineer</td>
<td>US$ 1,800</td>
<td>3.4</td>
</tr>
<tr>
<td>Standard development engineer</td>
<td>US$ 1,357</td>
<td>2.2</td>
</tr>
<tr>
<td>Junior development engineer</td>
<td>US$ 1,071</td>
<td>1.3</td>
</tr>
<tr>
<td>Senior - Service engineer/Support</td>
<td>US$ 1,357</td>
<td>2.0</td>
</tr>
<tr>
<td>Junior - Service engineer/Support</td>
<td>US$ 571</td>
<td>1.0</td>
</tr>
</tbody>
</table>

**Exchange rate:** US$ 1 = COP$ 2,800
Salaries do not include social benefits nor payroll taxes which varies from 37% up to 47% depend of the amount.

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**Human Talent**

Colombia: third largest labor force of Latin America, with 26.4 million people. Bogota stands out as the main generator of talent, sharing more than 25% of the country’s labor force.

During the last 10 years graduates in computing systems engineering and related areas registered an annual average growth of 6%.


![Bar chart showing number of graduates by region]

Bogota stands out as the country’s main education cluster, with 38% of graduates of careers of interest.

**Graduated in Systems & Telematic Engineering and similar by Region, 2007-2017**

- 38% Bogota
- 14% Medellin
- 9% Cali
- 5% Bucaramanga
- 4% Barranquilla
- 30% Others

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

**Bilingual Population in Colombia**

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

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**Institutional support**

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

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**Invest in Bogota**

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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