COLOMBIA

According to 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
- **3rd** in Latin America

**4th largest BPO market in LATAM**

**One of the most dynamic sectors of the Colombian economy,**

with an average annual growth of 16% in the last five years.

It is expected a growth of 8% in the next two years.

**Industry with a high international component**

- 63% of contact centers in Colombia export services

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

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>100</td>
<td>113</td>
<td>106</td>
<td>109</td>
<td>143</td>
</tr>
<tr>
<td>CARG</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>16%</td>
</tr>
</tbody>
</table>

- **Size of the contact center industry in Colombia (2013-2020)**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>667</td>
<td>819</td>
<td>984</td>
<td>1,068</td>
<td>1,232</td>
<td>1,375</td>
<td>1,501</td>
<td>1,605</td>
</tr>
<tr>
<td>CARG</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
</tr>
</tbody>
</table>

- **BPO by service type (2017)**

- **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.

- **Destinations of Contact Center exports 2017**

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

- **40% of the contact centers have foreign capital**

**Some international contact centers established in Bogota**

- CONCENTRIX/CONVERGYS
- SUTHERLAND + SITEIL + SYKES
- TELEPERFORMANCE + ARVATO
- AVANZA + KONECTA + ATENTO
- UNISONO + TELEMARK + ONELINK

**Colombia’s main contact center cluster**

- **Bogota**: 63% of revenues and 43% of employment
  - **Medellin**: 22% of revenues and 16% of employment
  - **Cali**: 10% of revenues and 8% of employment
  - **Barranquilla**: 5% of revenues and 2% of employment
  - **Others**: 3% of revenues and 28% of employment

**Revenue and employment generated by contact centers in Colombia, 2017**
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%.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Management, economics, accounting and related areas</th>
<th>Computer systems engineering and related</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>63</td>
<td>12</td>
<td>75</td>
</tr>
<tr>
<td>2008</td>
<td>72</td>
<td>14</td>
<td>86</td>
</tr>
<tr>
<td>2009</td>
<td>76</td>
<td>13</td>
<td>89</td>
</tr>
<tr>
<td>2010</td>
<td>63</td>
<td>12</td>
<td>75</td>
</tr>
<tr>
<td>2011</td>
<td>81</td>
<td>19</td>
<td>100</td>
</tr>
<tr>
<td>2012</td>
<td>110</td>
<td>15</td>
<td>125</td>
</tr>
<tr>
<td>2013</td>
<td>130</td>
<td>16</td>
<td>146</td>
</tr>
<tr>
<td>2014</td>
<td>144</td>
<td>17</td>
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</tr>
<tr>
<td>2015</td>
<td>151</td>
<td>18</td>
<td>169</td>
</tr>
<tr>
<td>2016</td>
<td>160</td>
<td>22</td>
<td>182</td>
</tr>
<tr>
<td>2017</td>
<td>186</td>
<td>22</td>
<td>208</td>
</tr>
</tbody>
</table>

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

### Graduates in selected careers by city (2007-2017)

- 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).

### Bilingual Population in Colombia

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

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