

BOGOTA

IS

CREATIVE INDUSTRIES



Invest in Bogota!



3rd
Latin American
airport in passenger traffic



44
international
direct flights connections

BOGOTA IS A CITY OF BUSINESS



5 hours
from New York, Mexico City
and Sao Paulo

Bogota Region's GDP is larger than that of many countries.

Latin America GDP – 2018 – USD Bn



Bogota is located in the center of America.

3.6% was the city average GDP growth in the last ten years.

4.6 million people is the city's workforce (larger than Santiago and Quito's workforces combined).



Do you want to see more?

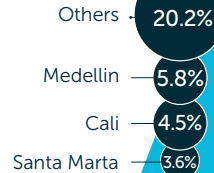
Source: IMF, World Economic Outlook Database, April 2018; ProColombia; Airports Council International, ACI World Airport Traffic Report 2017; Skytrax, World Airport Awards 2018; Ministry of Commerce, Industry and Tourism, WEF and Economic District Secretary.

A city for Creativity

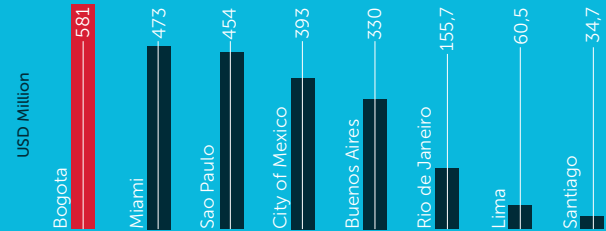


Bogota is top lead in terms of graduates for Creative Industries sector and has the largest educational offering for the Audiovisual Industry segment with **34.3% in 2019** (followed by Antioquia:18.6%, Valle del Cauca: 7.9%, Atlántico: 6.1%, Santander: 4.3%, and others: 28.8%).

65.9%
Bogota Region



Foreign direct investment in the Creative Industries cluster between January 2008 and December 2018



Source: fDi Intelligence, from the Financial Times Ltd. 2019



Total % of GDP of Creative Industries in Colombia 3,2%



More than 528 thousand of jobs related to the Creative Industry in Colombia in 2020.



USD 12.5 Bn represents the total of the GDP generated by the Creative Industry in Bogotá in 2019 and represents 5.2% of the GDP of the city.

The number of people employed in the Orange Economy represents **2.66%** of the total number of people employed nationwide.



Sources: characterization of creative industries sector in Bogota, CCB 2019 / Ministry of Education, Graduates 2014-2018 / Dane -Culture and Orange Economy Satellite Account, last update July 23rd, 2021 / Fifth Orange Economy Report, 2021 - Dane.

A friendly city for the creative industries

The promotion of creative industries is a common goal shared by the local and national government. This is a key sector in the attraction of foreign direct investment, and several regulations have been issued in order to provide incentives and facilitate the landing of national and foreign investors.



Income tax exemption

- Companies developing activities labelled as “orange economy” can apply to an income tax exemption benefit for 7 years.
- If a company wishes to apply for this exemption, it shall be incorporated in Colombia before December 31, 2021.
- In order to benefit from this exemption, the company shall comply with a minimum amount of jobs and an investment threshold which will be defined by the national government.



Sales tax (V.A.T) exemption or refund

Services rendered in the country and used exclusively abroad by companies or individuals without businesses or activities in Colombia, are exempted from the VAT or are entitled to a refund.



Real productive asset purchase incentive

Those responsible for the payment of the VAT have the possibility to deduct their income tax and 100% of the VAT paid in the purchase, construction, or creation and import of productive real fixed assets, including expenses incurred in associated services required to make those assets fit for use.



Colombian Holding Companies (CHC)

This incentive applies to Colombian entities that hold shares and invest in shares in Colombia and abroad.

In order to obtain this benefit, companies must have direct or indirect participation in, at least, the 10% of the capital of those companies for a period of 12 months or more.

Benefits

- The dividends distributed by foreign companies to CHCs are tax exempt.
- Profits from the sale of foreign company shares by a CHC are also tax exempt.
- Dividends distributed by the CHC to its non-resident shareholders, or CHC share transfers by its shareholders not living in Colombia, are also tax exempt.
- CHC dividend distributions to shareholders living in Colombia, as well as the sale of CHC shares by shareholders living in Colombia, will also be tax exempt.



And welcoming with the production

Industry

Audiovisual incentives

40-20%

FFC: Colombia offers a refund for films wholly or partially shot in Colombia. The same refund offered to films would apply to orhee audiovisual content.

40%

Of the value of the expenses incurred for cinematographic services (activities directly related to pre-production, production and postproduction of cinematographic works including artistic and technical services).

20%

Of the values incurred in cinematographic logistics services (hotel, food and transport).



Important facts of the incentive:

- The project in question shall entail expenditures in film services or film logistics services of approximately USD 470,000 (TRM 1 USD = 3,000 COP)
- Easy Application

Important facts about the incentive

- Extension of Law until July 2032.
- Both CINA and FFC incentives can be awarded to other formats/genres of audiovisual content

**NETFLIX, MEDIAPRO,
SONY, HBO, SECUOYA,
DISCOVERY NETWORKS,
FOLKS VFX.**

Major audiovisual sector companies have chosen Bogota as headquarters for their operations and for serving Latin American markets

Bogota Multilocation

Due to its privileged location, Bogota have on its outskirts (no more than 2hr ride) every climate.



Desert climate
45 min car ride



Tropical forest
1,5 hr car ride



Watter falls
1 hr car ride



City slums



International center

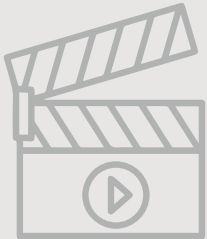


Historic center

New Transferable tax credit CINA

35%

Foreign audiovisual content of any genre totally or partially produced or coproduced in Colombia can benefit from up to 35% tax deduction over the invested amount. Nonetheless, it is mandatory to obtain a previous approval issued by the “Colombian Film Promotion Committee”.



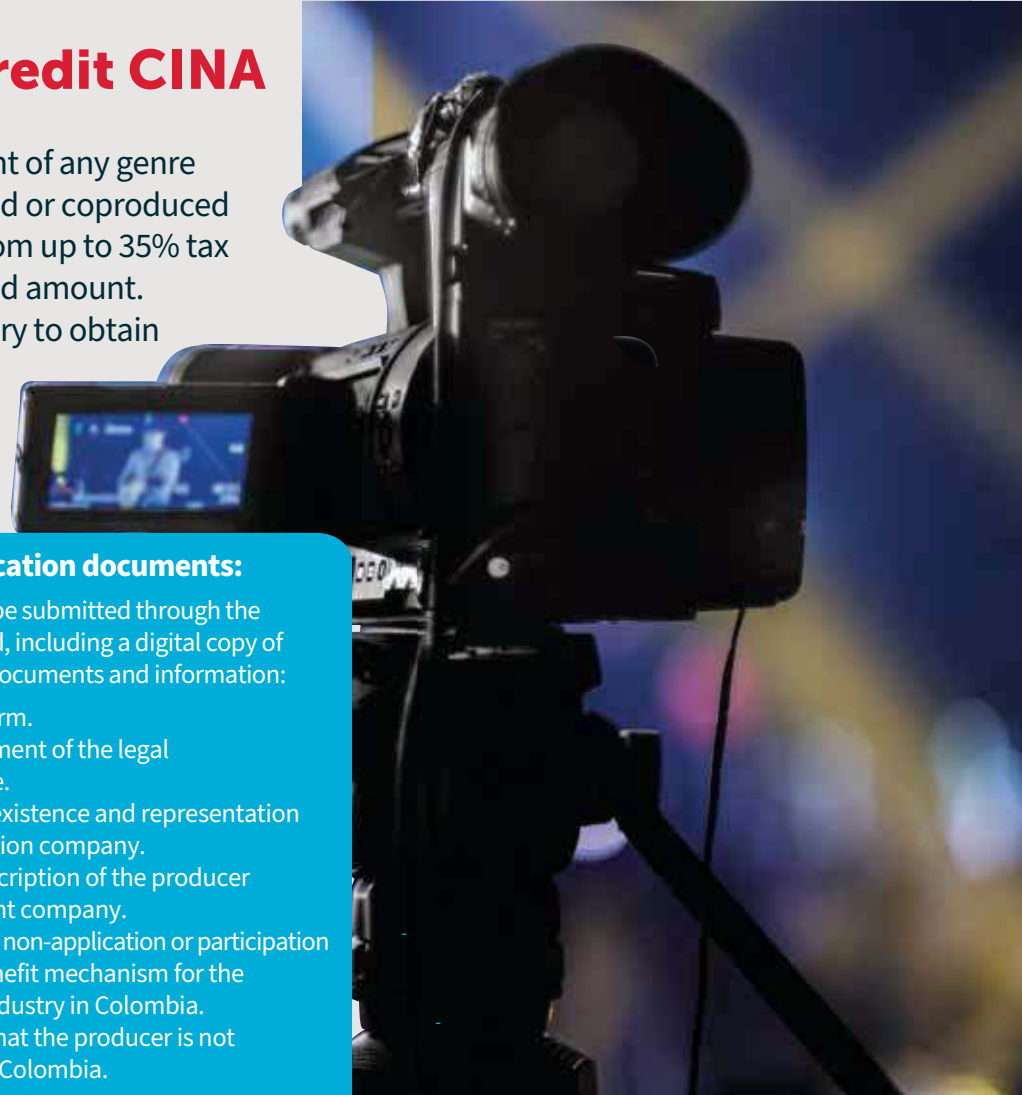
The Certificates of Audiovisual Invest in Colombia (CINA) were created for foreign investment projects. The audiovisual projects eligible for the CINA are:

- Film Works.
- Series.
- Music Videos.
- Video Games.
- Advertising Audiovisual Production.
- The postproduction component is covered by this incentive (Minimum amount spent USD 95,000).

General application documents:

The project shall be submitted through the platform provided, including a digital copy of all the following documents and information:

- ▶ Application form.
- ▶ Identity document of the legal representative.
- ▶ Certificate of existence and representation of the production company.
- ▶ Curricular description of the producer of the applicant company.
- ▶ Certification of non-application or participation in another benefit mechanism for the audiovisual industry in Colombia.
- ▶ Certification that the producer is not a declarant in Colombia.



An aerial photograph of a city street. A prominent white-striped crosswalk runs vertically on the right side of the frame. Several pedestrians are scattered across the dark asphalt, some walking across the crosswalk. The overall scene is captured from a high angle, looking down at the street.

**PRODUCE
YOUR CONTENT,
COST EFFICIENCY,
WITH GREAT QUALITY,
TOP HUMAN TALENT
AND THE BEST INCENTIVES.**



Learn what others have discovered yet.



Invest in Bogota is the investment promotion agency for Bogota, a public-private partnership between the Bogota Chamber of Commerce and the Bogota City Government. Our mission is to support investors that are exploring opportunities in Bogota.

We offer, 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.

To receive all the information and advice you need to invest in creative industries in Bogotá, please contact us:

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