Invest in Bogota

March, 2022
WELCOME TO BOGOTA, THE STAR CAPITAL
Located 8,661 ft above sea level on the eastern mountain range of the Colombian Andes.

**Electricity:**
The voltage is usually 110 V, the frequency is about 60Hz, plugs are A/B type.

**Currency:** Colombian Peso (COP). 1 dollar (USD) is equal to 4,000 COP approx.

**Time zone:** Bogotá GTM-5

**Entertainment and cultural art like no other place.** You can visit 90 art galleries, 45 theaters, and 132 museums to visit.

**Is the largest city in Colombia,** almost 11 million inhabitants including its metropolitan area.

**70% of rural areas, natural and green ecosystems.** There are countless routes to explore.

**An average temperature of 50-66° F,** spring-like weather sensation all year round.

**Our official language:** Spanish.
MAIN BOGOTA’S ATTRIBUTES

1. The most **dynamic economic performance** of the region

2. **Strategic location** in the middle of the Americas.

3. Efficient and skilled **human talent**.
THE MOST DYNAMIC ECONOMIC PERFORMANCE IN THE REGION
COLOMBIA HAS A STABLE ECONOMY THAT WILL KEEP IMPROVING BY 2022

**Economic growth 2022**

- **Colombia**: 4.1%
- **Paraguay**: 4.0%
- **Ecuador**: 3.9%
- **Bolivia**: 3.5%
- **Peru**: 3.2%
- **Uruguay**: 3.1%
- **Argentina**: 2.6%
- **Chile**: 2.2%
- **Brazil**: 1.4%

Source and copyright: World Bank.
BOGOTA HAS A BETTER ECONOMIC PERFORMANCE THAN MANY COUNTRIES

32% Of Colombia's GDP in 2020.

7,933 GDP per capita USD 2020. USD 2,505 more than Colombia’s avg.

23% Of Colombia’s population.

GDP current prices in Latin America 2020 - USD MM

Sources: International Monetary Fund, World Economic Outlook Database October 2020 estimates for Latin American countries; DANE, National Accounts. * Invest in Bogota estimate based on the average share of the Bogota Region in Colombia’s GDP.
The presence of companies with foreign capital in Bogota Region grew 200% in the last 12 years. Currently about 1,500 have operations in the capital¹.

Companies were created in 2021 in Bogota Region. This accounted for 28% of the country’s total.

Of the Latin American companies installed in Colombia are located in the Bogota Region

Companies of the FORBES 2000, are located in Bogota.

Sources: Bogota Chamber of Commerce, Confecámaras, Global Forbes 2000; América Economía, The 500 largest companies in Latin America 2018, Multilatinas Ranking 2016; Multilatinas Index of Latin Trade of 2019; Boston Consulting Group, Why Multilatinas Hold the Key to Latin America’s Economic Future; Orbis; EMIS; fDi Markets; Company web pages.

¹: (2002-2018)
### STRATEGIC SECTORS WITH VALUE PROPOSITION FOR THE WORLD

**Where are the opportunities?**

- Life sciences
- Creative industries
- Infrastructure
- Value-added manufacturing
- IT BPO
- Meetings and events
- Entrepreneurship
BOGOTA AND COLOMBIA HAVE AN OUTSTANDING VACCINATION PROCESS

Colombia

47.13% 1st dose
40.85% 2nd dose
Population over 3 years of age

Bogota

57.81% 1st dose
50.46% 2nd dose
Population over 3 years of age
95.0% 1st dose
95.4% 2nd dose
Population over 11 years of age in Bogota

DESPITE OF THE CRISIS, THE CITY CONTINUES TO GROW

RECOVERY RATE NOVEMBER 2021/2019

Source: Dave, Chamber of Commerce of Bogota. Elaborated by Economic Development Secretariat of Bogota.
STRATEGIC LOCATION
IN THE MIDDLE OF THE AMERICAS
BOGOTA: THE GATEWAY TO LATIN AMERICA CONNECTED WITH THE WORLD

AIR CARGO MOVEMENT LEADERSHIP

Bogota El Dorado Airport

Air cargo movement

#1 in LATAM
#32 in the world

2019
740,000 tons / year

71%
Of domestic cargo

Source: Airports Council International – ACI, Opain, ANI 2021
700 Mn flowers exported to the US for St. Valentine’s 2021

Source: Asocolflores
AIR CARGO MOVEMENT LEADERSHIP

1. El Dorado International Airport
   Bogota, Colombia
   718,300 tons/year (2021)

2. Guarulhos International Airport
   Sao Paulo, Brasil
   471,300 tons/year (2021)

3. Benito Juarez International Airport
   Mexico City, Mexico
   567,800 tons/year (2021)

4. Arturo Merino Benitez International Airport
   Santiago, Chile
   457,200 tons/year (2021)

Source: Civil Aviation of Colombia and Chile, Benito Juarez International Airport, Guarulhos International Airport
## AIR CARGO MOVEMENT LEADERSHIP

<table>
<thead>
<tr>
<th></th>
<th>El Dorado International Airport Bogota, Colombia</th>
<th>Guarulhos International Airport Sao Paulo, Brasil</th>
<th>Benito Juarez International Airport Mexico City, Mexico</th>
<th>Arturo Merino Benitez International Airport Santiago, Chile</th>
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<tbody>
<tr>
<td>Cargo Airlines</td>
<td>25</td>
<td>15</td>
<td>13</td>
<td>10</td>
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<tr>
<td>Cargo Terminals</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Cargo Parking Positions</td>
<td>25</td>
<td>17</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Cargo Loading Gates</td>
<td>63</td>
<td>43</td>
<td>33</td>
<td>25</td>
</tr>
</tbody>
</table>

Source: El Dorado Airport, ANI, GRU Airport, AICM. Civil Aviation Colombia.
3.

EFFICIENT AND SKILLED HUMAN TALENT
1. Also called the Economically Active Population (EAP), it is the group made up of people of working age who work or are looking for a job. Source: DANE.

2. Information as of 2019

Source: DANE, INDEC, INE, INEGI, Ecuador in figures, National Institute of Statistics and Census of Panama, IGBE, Statista.

+6 MM
people represent the young labor force in Bogota Region

**Main Cities in Latin America 2020 (Millions of People)**

- Buenos Aires: 18.7
- Sao Paulo: 15.8
- Bogota Region: 5.9
- Lima: 5.1
- Santiago: 4.1
- Mexico City: 3.9
- Rio de Janeiro: 2.8
- Quito: 0.98
- Panama: 0.85
- Montevideo: 0.82

Labor force:

- 1. Main Cities in Latin America 2020 (Millions of People)
- 2. Information as of 2019
best Latin American universities.

40% of the country’s active research groups.

39% of the country’s total Ph.Ds.

35% of the country’s technicians and technologies.

**INTERNATIONAL RANKINGS HIGHLIGHT BOGOTA´S BUSINESS ENVIRONMENT**

- **#2** FDI Latin American Cities of the future (2020-2021)
- **#3** City with the highest number of M&As in LATAM (2018-2019)
- **#3** Doing Business LATAM (2020)
- **#4** Global CityLATAM (2020)

**CITY OF ENTREPRENEURSHIP**

- **2nd** Spanish-speaking city in the global Fintech ecosystem index (2020).
- **2nd** Emerging entrepreneurship ecosystem in Latin America (2020).
- **3rd** Emerging entrepreneurship ecosystem in Latin America (2020).

- **#1** “South America’s Leading Business Travel Destination” by World Travel Awards (2020 and 2021).
WE ARE THE FOREIGN INVESTMENT PROMOTION AGENCY AND CONVENTION BUREAU OF BOGOTA

Contribute to the **positioning of Bogota Region** as the preferred destination for doing business in Latin America.

Contribute to the **improvement of the business environment** in Bogota Region.

Foreign investment promotion

Meetings and events attraction
## OUR MAIN SERVICES

AS YOUR **KEY PARTNER IN BOGOTA** ARE:

<table>
<thead>
<tr>
<th>Construction of taylor-made high-quality information</th>
<th>Networking with <strong>public</strong> and <strong>private</strong> stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation of <strong>investment agendas</strong></td>
<td>Commercial <strong>contacts</strong></td>
</tr>
<tr>
<td>Connection of foreign companies with <strong>human talent</strong>, and the best <strong>local suppliers</strong></td>
<td>Support to <strong>communication strategies</strong> and marketing</td>
</tr>
<tr>
<td><strong>Structure of bidding books</strong></td>
<td><strong>Organization of site visits</strong></td>
</tr>
</tbody>
</table>
WE GENERATE A POSITIVE IMPACT ON OUR CITY

+440 projects

3,229 USD MM Investment

61,877 Direct jobs

+160 events

75,2 USD MM Economic contribution

Foreign companies:

International events:
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