BOGOTA

A global center for Contact Center Operation (BPO)

Junio 2021

Invest in Bogota
BOGOTA
THE PERFECT COMBINATION

1 Invest in Bogota
2 ¿Why Bogota?
3 Investment Opportunities in BPO
INVEST IN BOGOTA
Invest in Bogota: Investment Promotion Agency

A public-private partnership between the Bogota Chamber of Commerce and the Bogota City Government (2006)

01
Market analysis and custom made information

02
Coordination of institutional and commercial agendas

03
Establishing and landing support
We have accompanied more than 410 projects

50,730 Jobs
US$3.128 Billion
2 ¿WHY BOGOTA?
Latin America

- 1st airport in air cargo movement
- 3rd airport in passenger traffic
- 1st airport in costumer services and facilities
- 5 hours from New York, Mexico City and Sao Paulo

```
<table>
<thead>
<tr>
<th>Source</th>
</tr>
</thead>
</table>
```
Bogota Region GDP is higher than that of several countries.

Latinamerica GDP – 2019 – USD Billion

- Bogota Region: 102
- Dominican Rep.: 89
- Panama: 66
- Costa Rica: 62
- Uruguay: 56
- Bolivia: 41
- Paraguay: 38
- El Salvador: 27
- Honduras: 25
- Nicaragua: 13

Source: World Bank; DANE, National Accounts.
2. COMPETITIVE ADVANTAGES

Bogota GDP Growth (2001-2019)

Fuente: Secretaría de Desarrollo Económico

Inflation

Fuente: Secretaría de Desarrollo Económico
FDI* IN BOGOTA

Around US$20.3 billion (2010-I Semester 2020)

by source country

- United States 24%
- Spain 17%
- France 7.2%
- United Kingdom 5.1%
- Argentina 4%
- Mexico 3.7%
- Germany 3.6%
- Chile 3.5%
- Canada 3%
- Venezuela 2.5%
- Otros 26.1%

by industry sector

- Business Services 19.1%
- Software & IT services 13.4%
- Textil 8.6%
- Consumer products 8.08%
- Financial services 5.9%
- Food and tobacco 4.83%
- Communications 4.51%
- Pharmaceutical 3.64%
- Entertainment 3.56%
- Industrial machinery, equipment and… 24.78%

Calculations by: Invest in Bogota based on information provided by fDi Markets, Invest in Bogota certifications and companies’ web pages. *FDI greenfield (includes expansion).
ATTRACTION CITY FOR INVESTMENT

Distribution of large and medium sized companies in Colombia (2019)

Resto 32%
Bogotá Region 68%

Companies with foreign capital established in Bogota (2002-2018)

492 679 1,550

Source: Confecamaras; Bogota Chamber of Commerce, Knowledge management and Transformation based on Mercantile Registry. Process by Invest in Bogota
More than 6.2 million people represent the Young labor force in the región.

184,419 higher education graduates in 2018.

The city have the 37% of the country's total Ph.Ds.*

35% of the Colombia’s technicians and technologies are in Bogota*.

2/10 best Latin America Universities are based in Bogota.

27% of the country's active research groups are located in the city.

In Bogota, there are 133 high education centers.

COMPETITIVES ADVANTAGES

Awards and Recognition on the world stage

**Orbis**
City with the highest number of M&As in Latam (2017-2018)

**ATKearney**
- Global City in Latam (2019)
- Stands out in development of human capital, stability and security

**FDi American cities of the future**
Ranked 5th in 2017-2018

**ICCA**
- City for corporate tourism in Latam
- First destination in Colombia with the largest number of international events. Ranked 6th in 2017
Investment opportunities in BPO
Business opportunity

01. Growing market: Bogota main cluster
02. Connectivity
03. Human Capital
04. Competitive Costs (Wages & Real estates)
05. Physical & Institutional Security
06. Tax Incentives
Business opportunity

Growing market: Bogota main cluster
DYNAMIC MARKET
Contact Center Industry in Colombia and Latin America

Contact Center Industry Size in Colombia, 2014-2022* (US$ Million)

- 2014: 759
- 2015: 972
- 2016: 1,039
- 2017: 1,198
- 2018: 1,483
- 2019: 1,618
- 2020*: 1,752
- 2021*: 1,864
- 2022*: 1,941

CAGR 16%
CAGR 6%

Latin America Market Size by Country, 2019

- Brazil 33%
- Mexico 14%
- Argentina 5%
- Central America & Caribbean 26%
- Colombia 13%
- Chile 4%
- Peru 5%
- Paraguay 0.5%

*Forecast
Source: Estudio Nacional del Sector de Tercerizacion de Servicios 2020 based on Frost & Sullivan
Central America & Caribbean: Guatemala, El Salvador, Jamaica, Costa Rica, Dominican Rep., Nicaragua, Honduras y Panama
BPO Services in Colombia at a glance

**BPO by Type of Service Delivered, 2019**

- **Spanish customer service**: 44%
- **Telesales**: 15%
- **Software, platform & cybersecurity**: 13%
- **English customer service**: 10%
- **Finance, billing & pay collections**: 8%
- **Consultancy**: 4%
- **Commercial solutions**: 2%
- **Others**: 4%

**Main BPO Industry Consumers, 2019**

- **Telecommunications**: 35%
- **Finance & banking**: 28%
- **Retail - massive consumption**: 8%
- **Health**: 8%
- **Utilities**: 8%
- **Commerce**: 5%
- **Tourism**: 3%
- **Government**: 3%
- **Media**: 3%

Source: Encuesta Anual Sectorial BPO 2020

*Others: Infraestructura como servicio y Atención en punto*
BPO Services in Colombia at a glance

BPO by Type of Activity, 2019
- InBound: 26%
- OutBound: 22%
- Face to Face: 17%
- BackOffice: 7%
- Others*: 28%

BPO by Mean of Contact, 2019
- Voice: 47%
- Web & Chat: 10%
- Email: 7%
- SMS: 7%
- Social Media: 3%
- Others: 26%

Source: Encuesta Anual Sectorial BPO 2020
Contact Centers´ Exports
53% of the contact centers export services

Contact Centers Exports in Colombia, 2013-2020 (US$ Million)

<table>
<thead>
<tr>
<th>Year</th>
<th>Exports (US$ Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>281</td>
</tr>
<tr>
<td>2014</td>
<td>317</td>
</tr>
<tr>
<td>2015</td>
<td>296</td>
</tr>
<tr>
<td>2016</td>
<td>305</td>
</tr>
<tr>
<td>2017</td>
<td>399</td>
</tr>
<tr>
<td>2018</td>
<td>500</td>
</tr>
<tr>
<td>2019</td>
<td>626</td>
</tr>
<tr>
<td>2020</td>
<td>829</td>
</tr>
</tbody>
</table>

Source: Muestra trimestral de comercio exterior de servicios (MTCES) - DANE, Encuesta Anual Sectorial BPrO 2020

Contact Centers Exports by Services, 2019

- English costumer service: 21.4%
- Spanish costumer service: 26.8%
- Telesales: 23.8%
- Software & cibersecurity: 8.0%
- Finance, billing & pay collections: 8.0%
- Human resources: 5.4%
- Others: 6.6%

Destination of Contact Centers´ Exports 2020

- USA: 63%
- Spain: 15%
- Mexico: 2%
- Puerto Rico: 1%
- Panama: 1%
- Ecuador: 1%
- Peru: 2%
- Uruguay: 2%
- Argentina: 3%
- Chile: 9%
- Rest to the World: 2%

CAGR 17%
BPO and Contact Center employment in Colombia

BPO & Contact Centers’ Employment in Colombia, 2010-2020 (Thousand)

CAGR 8%

Absenteism Rate

Attrition Rate

Contact Centers’ Employees by Degree, 2019

Postgraduates 9%

Technologist 18%

High School 27%

Technician 23%

Bachelors 23%

Attrition and Absenteeism Rates in Contact Centers’ in Colombia, (Monthly) 2018 Vs 2019

Attrition Rate

Absenteism Rate

2019 2018

8,4% 8,1%

8,4% 8,1%

8,1% 7,1%

Source: Encuesta Anual Sectorial BPrO 2020
Contact Centers’ at a glance
Bogota main cluster in the country

Call Centers’ Deliveries by Language, 2019**

- 1 Language: 58%
- 2 Language: 29%
- 3 Language: 10%
- More: 3%

Contact Centers Industry by Cities in Colombia, 2019

- **To be updated**

Source: Encuesta Anual Sectorial BPrO 2020 (CIIU 8220)
Call Centers Composition by Capital

Call Centers by Nature of Capital, 2019

- Local: 60.3%
- Foreigner: 39.7%

- Spain: 43.5%
- United States: 26.1%
- Chile: 8.7%
- Argentina: 4.3%
- Others: 17.4%

Some Call Centers Established in Bogota

- Teleperformance
- sitel group
- TATA
- Concentrix
- Amazon
- Sutherland
- Conduent
- Majorel
- Atento
- Konecta
- Avanza
- Accedo
- 24-7 Intouch
- Unisonte
- OneLink
- CallZilla
- OutPLEX
- Indra
- TDCX
- Skytel

Source: Informe Sector Contact Center y BPO 2020. IS Sectorial
Institutionality of Contact Center Sector

Bogota institutional cluster

- BPro: Colombian Association of BPO
- ANDI: Chamber of Digital Industry and Services – ANDI
- colcob: Colombian Association of BPO-Pay Collections
- Fedesoft: Colombian Federation of Software
- Colombia Productiva: High Counseling for Innovation and Digital Transformation

Governmental program for industry development
1. Financial Attractiveness:
   - Compensation costs
   - Infrastructure costs
   - Tax and regulation

2. People skills and availability:
   - Cumulative service experience and skills
   - Labor force availability
   - Language capabilities

3. Business environment:
   - Country risk (economic and political)
   - Cultural adaptability
   - Country infrastructure
   - Security of IP

4. Digital resonance:
   - Digital skills
   - Legal and cybersecurity
   - Corporate activities
   - Outputs

Colombia, 13th best country for a Global Service Location, and 3rd in Latin America

Source: The 2019 Global Services Location Index
Business opportunity

Connectivity
## 2 CONNECTIVITY

High Connectivity with 10 Submarine Cables

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Cables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>17</td>
</tr>
<tr>
<td>Colombia*</td>
<td>10</td>
</tr>
<tr>
<td>Panama</td>
<td>9</td>
</tr>
<tr>
<td>Chile</td>
<td>9</td>
</tr>
<tr>
<td>Argentina</td>
<td>7</td>
</tr>
<tr>
<td>Mexico</td>
<td>5</td>
</tr>
<tr>
<td>Ecuador</td>
<td>4</td>
</tr>
<tr>
<td>Uruguay</td>
<td>3</td>
</tr>
<tr>
<td>Peru</td>
<td>3</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>3</td>
</tr>
</tbody>
</table>

- With **10 in operations** and **2 under construction**, Colombia provide excellent international connection, faster data transmission, and connection stability.
- 98% of municipalities in Colombia are connected with Fiber Optic.

**Number of Submarine Cables in LaTam, 2018**

Source: https://www.submarinecablemap.com/
Business opportunity

Human Capital
HUMAN RESOURCES

Colombia has the third largest labor force in the region and the second largest among the Spanish speaking countries.

Labor Force in LaTam, 2018 (Million)

- Brazil: 104.3
- Mexico: 58.1
- Colombia: 26.4
- Argentina: 19.9
- Peru: 17.9
- Chile: 9.0
- Ecuador: 8.1
- Guatemala: 6.8
- Costa Rica: 2.3
- Panama: 2.0
- Uruguay: 1.8

Colombian Labor Force by Region, 2018

- Bogota*: 25%
- Medellin: 14%
- Others: 41%
- Bucaramanga: 5%
- Barranquilla: 5%
- Cali: 10%
- Cali: 10%

*Includes Cundinamarca province
Source: World Bank - DANE
More than 1 million Graduates in Administration, Finance & similar disciplines

Graduate Students in Finance, Administration and similars, 2008-2018 (Thousand)

Graduated in Finance, Business, Accounting and similar by Region, Accum. 2008-2018

Graduates by Degree, Accum. 2008-2018

Source: Labor Observatory
### Top 10 Institutions in Finance, Business, Accounting & Similar in Bogota by number of graduated

#### Graduated in Technicians/Technologist in Finance, Business, Accounting in Bogota by Institution, 2018

<table>
<thead>
<tr>
<th>Institution</th>
<th>Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>SENA</td>
<td>43.666</td>
</tr>
<tr>
<td>CUN</td>
<td>6.343</td>
</tr>
<tr>
<td>Unipanamericana</td>
<td>1.309</td>
</tr>
<tr>
<td>Politecnico Internacional</td>
<td>1.199</td>
</tr>
<tr>
<td>Los Libertadores</td>
<td>656</td>
</tr>
<tr>
<td>Politecnico Grancolombiano</td>
<td>630</td>
</tr>
<tr>
<td>Uniminuto</td>
<td>534</td>
</tr>
<tr>
<td>UNAD</td>
<td>528</td>
</tr>
<tr>
<td>Escuela Militar De Suboficiales</td>
<td>506</td>
</tr>
<tr>
<td>Fundacion Universitaria San...</td>
<td>488</td>
</tr>
<tr>
<td>Others</td>
<td>2.376</td>
</tr>
</tbody>
</table>

#### Graduated in Bachelors in Finance, Business and Accounting in Bogota by Institution, 2018

<table>
<thead>
<tr>
<th>Institution</th>
<th>Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uniminuto</td>
<td>8.313</td>
</tr>
<tr>
<td>Politecnico Grancolombiano</td>
<td>3.908</td>
</tr>
<tr>
<td>CUN</td>
<td>3.028</td>
</tr>
<tr>
<td>Fundacion Universitaria del...</td>
<td>1.784</td>
</tr>
<tr>
<td>Universidad Cooperativa</td>
<td>1.712</td>
</tr>
<tr>
<td>ESAP</td>
<td>1.370</td>
</tr>
<tr>
<td>Fundacion Universitaria San...</td>
<td>1.296</td>
</tr>
<tr>
<td>UNAD</td>
<td>1.174</td>
</tr>
<tr>
<td>Universidad De La Salle</td>
<td>1.092</td>
</tr>
<tr>
<td>Universidad Santo Tomas</td>
<td>925</td>
</tr>
<tr>
<td>Others</td>
<td>12.993</td>
</tr>
</tbody>
</table>

Source: Labor Observatory from the Ministry of Education
Graduated in Computing Science and Related Disciplines

Graduated in Computing Science and Similar by Region**, 2008-2018

- **Bogotá**: 38%
- **Medellín**: 14%
- **Cali**: 8%
- **Bucaramanga**: 7%
- **Barranquilla**: 5%
- **Others**: 28%

Graduated in Computing Science and Similar by Degree**, 2008-2018

- **Bachelors**: 43%
- **Technologist/Technician**: 45%
- **Specialization**: 10%
- **Master**: 2%
- **PhD**: 0%

* Bogotá includes Cundinamarca
** Includes Systemas Engineering, Telematics and similars / Electrical Engineering and Allied / Electronic Engineering, Telecommunications and Similars.

Source: Ministry of National Education – Labor Observatory for Education - OLE
### Top 10 Institutions in Computing Science and similar** by number of graduated

**Includes Systemas Engineering, Telematics and similars / Electrical Engineering and Allied / Electronic Engineering, Telecommunications and Similars.**

**Source:** Ministry of National Education – Labor Observatory for Education - OLE

#### Graduated in Technicians/Technologist in Computing Science in Bogota by Institution, 2018

<table>
<thead>
<tr>
<th>Institution</th>
<th>Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>SENA</td>
<td>10,863</td>
</tr>
<tr>
<td>CUN</td>
<td>488</td>
</tr>
<tr>
<td>Unipanamericana</td>
<td>369</td>
</tr>
<tr>
<td>ECCI</td>
<td>321</td>
</tr>
<tr>
<td>Uniminuto</td>
<td>314</td>
</tr>
<tr>
<td>Universidad Distrital</td>
<td>241</td>
</tr>
<tr>
<td>Escuela Tecnologica Instituto</td>
<td>235</td>
</tr>
<tr>
<td>CIDCA</td>
<td>191</td>
</tr>
<tr>
<td>Fundacion Universitaria San...</td>
<td>135</td>
</tr>
<tr>
<td>Universidad Antonio Nariño</td>
<td>104</td>
</tr>
<tr>
<td>Others</td>
<td>580</td>
</tr>
</tbody>
</table>

#### Graduated in Bachelors in Computing Science in Bogota by Institution, 2018

<table>
<thead>
<tr>
<th>Institution</th>
<th>Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNAD</td>
<td>853</td>
</tr>
<tr>
<td>Universidad Distrital</td>
<td>480</td>
</tr>
<tr>
<td>Universidad Antonio Nariño</td>
<td>409</td>
</tr>
<tr>
<td>ECCI</td>
<td>372</td>
</tr>
<tr>
<td>Universidad Cooperativa De...</td>
<td>342</td>
</tr>
<tr>
<td>Universidad Nacional De...</td>
<td>241</td>
</tr>
<tr>
<td>CUN</td>
<td>228</td>
</tr>
<tr>
<td>Unipanamericana</td>
<td>175</td>
</tr>
<tr>
<td>Fundacion Universitaria Los...</td>
<td>161</td>
</tr>
<tr>
<td>UDEC</td>
<td>157</td>
</tr>
<tr>
<td>Others</td>
<td>2,344</td>
</tr>
</tbody>
</table>
Bogota accounts for 71% of bilingual talent in the country

- It is estimated that between 6% and 13% of Bogota’s labor force is bilingual (400K - 850K people).
- In average a bilingual (English) employee earns approx. 25% more than a non-bilingual. A trilingual (Portuguese) earns extra 35%.

### Bilingual Population in Colombia

- Bogota: 71.7%
- Medellin: 8.8%
- Cali: 5.0%
- Bucaramanga: 2.5%
- Barranquilla: 3.0%
- Others: 9.0%

### Bilingual Population by Age in Colombia

- Between 10-19 years: 5%
- Between 20-29 years: 39%
- Between 30-39 years: 25%
- Between 40-59 years: 27%
- Above 60 years: 4%

Source: Estudio de Bilingüismo en el Mercado Laboral Colombiano, Fedesarrollo 2015-2019 / SSON Analytics / Estimaciones Adecco y Deloitte
Business opportunity

04

Competitive Costs
(Wages & Real estates)
**COMPETITIVE COSTS**

Competitive Salaries for a Contact Center

- **Supervisor (Team Leader)**
  - Spanish: US$ 485/month
  - English: US$ 727/month

- **Operations Manager**
  - Bilingual: US$ 2,890/month

- **Campaign Manager**
  - Spanish: US$ 1,340/month
  - English: US$ 1,880/month

- **Agent**
  - Spanish: US$ 290/month
  - English: US$ 490/month
  - Trilingual**: US$ 670/month

- **Site Director**
  - Bilingual: US$ 4,450/month

*The wages do not include statutory costs assumed by the employer. These are between 25% - 52%

**In addition to Spanish and English it includes either Portuguese or French.

Exchange rate: US$1 = COP$3,300

Source: BPRO – Colombian Contact Center Survey 2019
# Competitive Salaries for a Back Office Operation

**Average Salaries for a Back Office Operation in Bogota, 2019 (US$/Month)**

<table>
<thead>
<tr>
<th>Positions</th>
<th>Years of Experience</th>
<th>Finance</th>
<th>Accounting</th>
<th>Procurement</th>
<th>Administrative</th>
<th>Auditing</th>
<th>Taxation</th>
<th>Human Resources</th>
<th>Payroll</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>10-12</td>
<td>6,729</td>
<td>6,902</td>
<td>5,594</td>
<td>6,199</td>
<td>5,755</td>
<td>6,047</td>
<td>6,181</td>
<td>-</td>
</tr>
<tr>
<td>Manager</td>
<td>8-10</td>
<td>4,006</td>
<td>3,536</td>
<td>3,708</td>
<td>3,306</td>
<td>3,772</td>
<td>3,579</td>
<td>3,653</td>
<td>2,935</td>
</tr>
<tr>
<td>Lead</td>
<td>5-8</td>
<td>2,176</td>
<td>1,610</td>
<td>2,015</td>
<td>2,230</td>
<td>1,965</td>
<td>2,152</td>
<td>2,320</td>
<td>1,743</td>
</tr>
<tr>
<td>Coordinator</td>
<td>5-8</td>
<td>1,252</td>
<td>1,239</td>
<td>1,352</td>
<td>1,099</td>
<td>-</td>
<td>-</td>
<td>1,488</td>
<td>1,217</td>
</tr>
<tr>
<td>Analyst</td>
<td>3-5</td>
<td>1,058</td>
<td>1,075</td>
<td>1,052</td>
<td>948</td>
<td>1,322</td>
<td>949</td>
<td>1,101</td>
<td>819</td>
</tr>
<tr>
<td>Clerk</td>
<td>1-3</td>
<td>805</td>
<td>710</td>
<td>589</td>
<td>613</td>
<td>951</td>
<td>-</td>
<td>615</td>
<td>453</td>
</tr>
<tr>
<td>Assistant</td>
<td>1-3</td>
<td>480</td>
<td>453</td>
<td>491</td>
<td>507</td>
<td>575</td>
<td>662</td>
<td>490</td>
<td>451</td>
</tr>
</tbody>
</table>

*The wages do not include statutory costs assumed by the employer. These are between 25% - 52%*

Exchange rate: US$1 = COP$3,300

Source: Total Rewards Survey 2019 Human Capital
## Main Salaries in IT Industry in Bogota

<table>
<thead>
<tr>
<th>Position</th>
<th>Years of Experience</th>
<th>Average Wage (US$/Month)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology Manager</td>
<td>10 - 12</td>
<td>US$ 6,557</td>
</tr>
<tr>
<td>Development Director</td>
<td>8 - 10</td>
<td>US$ 3,777</td>
</tr>
<tr>
<td>Technology Director</td>
<td>8 - 10</td>
<td>US$ 3,417</td>
</tr>
<tr>
<td>Software Architect</td>
<td>3 - 5</td>
<td>US$ 2,632</td>
</tr>
<tr>
<td>Senior Consultant</td>
<td>4 - 6</td>
<td>US$ 2,516</td>
</tr>
<tr>
<td>Boss of Technical Support</td>
<td>5 - 8</td>
<td>US$ 2,032</td>
</tr>
<tr>
<td>Boss of Data Processing</td>
<td>5 - 8</td>
<td>US$ 1,710</td>
</tr>
<tr>
<td>Senior Programmer Analyst</td>
<td>4 - 6</td>
<td>US$ 1,411</td>
</tr>
<tr>
<td>Software Engineer</td>
<td>3 - 5</td>
<td>US$ 1,204</td>
</tr>
<tr>
<td>Technology Analyst</td>
<td>3 - 5</td>
<td>US$ 990</td>
</tr>
<tr>
<td>Junior Consultant</td>
<td>3 - 5</td>
<td>US$ 919</td>
</tr>
<tr>
<td>Application Development Analyst</td>
<td>3 - 5</td>
<td>US$ 915</td>
</tr>
<tr>
<td>Web Master</td>
<td>3 - 5</td>
<td>US$ 892</td>
</tr>
<tr>
<td>Programmer Analyst</td>
<td>3 - 5</td>
<td>US$ 888</td>
</tr>
<tr>
<td>Engineer Technical Support</td>
<td>3 - 5</td>
<td>US$ 879</td>
</tr>
<tr>
<td>Help Desk Analyst</td>
<td>3 - 5</td>
<td>US$ 697</td>
</tr>
<tr>
<td>System Support Clerk</td>
<td>1 - 3</td>
<td>US$ 431</td>
</tr>
</tbody>
</table>

*The wages do not include social benefits assumed by the employer. These are between 25% - 52%*  
Exchange rate: US$1 = COP$3,300  
Source: Total Rewards Survey 2019 Human Capital
Extralegal benefits offered by the labor market

Extralegal Benefits in Colombia, 2018

- Cell phone: 81%
- Private health plan: 66%
- Life insurance: 66%
- Free days for marriage, birthday, etc: 54%
- Flextime: 52%
- Transportation assistance: 50%
- Parking lot: 47%
- Food vouchers: 44%
- Home office: 36%
- Higher education assistance: 35%
- Loan options: 33%
- Corporate car: 31%
- Extralegal holidays: 27%
- Language studies assistance: 26%
- Educational assistance for employees’ children: 20%
- Pharmacy / optical assistance: 16%
- Gym plan: 15%
- Dental plan: 15%
- Money vouchers on special occasions: 14%

Extra benefits Contact Centers Industry in Colombia, 2018

- Stress management programs: 62%
- Psychological counseling: 54%
- ATM machine: 46%
- Spots to post announcements: 46%
- Labour advisory / for pensin: 46%
- Birthday presents: 38%
- Nutrition programs: 33%
- Presents for children birth: 23%
- Tax advisory: 23%
- Clubs memberships: 15%
- Pets insurance: 8%
- Delivery service for personal needs: 8%
- Shoe shiner service: 8%
- Wedding presents: 8%

Source: HAYS - BPRO
### Labor Regime: Type of Contracts & Work Schedule

#### Indefinite Term or Open-ended
- **Description:** Does not determine a definite length

#### Fixed Term
- **Duration:**
  - $X < 1$ year, or $1 < X < 3$ years. Less than a year may be renewed for 3 equal or shorter terms; after must be for 1 year.
  - Between 1 and 3 years is indefinitely

#### Personal provision of the service
- **For the duration of the work or hired service. Cannot be renewed**

#### Trial Period:
- **Cannot exceed 2 months**
- **Cannot exceed the fifth (1/5) part of the contract, never exceeding 2 months**

#### Compensation termination of contract:
- **- Wages below 10 monthly minimum wages:** 30 days/salary for first year and 20 days/salary further.
- **- Wages above 10 monthly minimum wages:** 20 days/salary for the first year and 15 days/salary further
- **The amount of wages for the time remaining to meet the term agreed**
- **The amount of wages for the time remaining to complete the work or service. This compensation cannot be less than fifteen 15 salary days**

### Work Schedule (Overtime & Holidays)
- **8 hours a day, maximum 48 hours a week, distributed as agreed by the parties (Monday to Friday or Saturday)**
- **Overtime cannot exceed 2 hours a day and 12 hours a week**
- **Day shift from 6:00am to 8:59pm. Night shift from 9:00pm to 5:59pm**
- **Night shift has a surcharge of 35% on the ordinary hour value**
- **Overtime during the day has a surcharge of 25%, while on night is 75% on ordinary hour value**
- **Work on Sundays or holidays has a surcharge of 75% on ordinary hour value**
- **Overtime does not apply:** Trust-management positions, intermittent activities and security guards living at workplace
Labor Regime: Social Benefits

**Social Security Contributions**

- **Healthcare:** 12.5%
  - Employer 8.5%
  - Employee 4%

- **Pension:** 16%
  - Employer 12%
  - Employee 4%

- **Occupational hazard:** Employer From 0.35% to 8.7% depending on the risk

**Payroll Taxes**

- **Compensation fund:** Employer 4%

- **National Training Service (SENA):** Employer 2%*

- **Colombian Institute for Family Welfare (ICBF):** Employer 3%*

**SubTotal:** 21.35%

**TOTAL:** 25.35%

**Fringe or Social Benefits**

- **Severance pay – Salary #13 (8.3%):**
  - A monthly wage for each year of work, deposited in the severance fund no later than February 14 of every year

- **Severance pay interest (1%):**
  - 12% of the annual severance pay. It is paid every year on January to the worker

- **Legal service-Salary #14 bonus (8.3%):**
  - 15 days of salary for each semester of service, and must be paid no later than June 30 and December 20

- **Yearly holidays (4.2%):**
  - 15 labor days of remunerated holidays for each year of work.

- **Workwear**: For workers earning up to 2 monthly minimum wages. It provide a pair of shoes and a uniform every 4 months

- **Commuter allowance**: At least US$28 per month. Applies to employees earning up to 2 monthly minimum wages

**TOTAL:** 21.8%

---

*Employers hiring more than 2 workers shall not make contributions to SENA nor ICBF on the wages of employees earning less than a Minimum Monthly Integral Salary (COP$10,765,508 or US$3,475). In any case, employers must pay 4% for Compensation Funds

** Exclusively for workers earning up to 2 Monthly Minimum Wages (US$534). Monthly Minimum Wages in Colombia is COP$828,116 or US$267

Exchange rate: US$1 = COP$3,100
Office Market Overview of Main Latin America Cities

**Total Stock Office Market (Million m²), 2019**

- **Mexico City**: 6.74
- **Sao Paulo**: 3.72
- **Santiago**: 3.29
- **Bogota**: 2.50
- **Rio de Janeiro**: 1.76
- **Buenos Aires**: 1.53
- **Lima**: 1.21
- **Medellin**: 0.85
- **Guadalajara**: 0.43
- **Asuncion**: 0.24
- **Montevideo**: 0.17

**Office Market Vacancy Rate (%), 2019**

- **Rio de Janeiro**: 44.4%
- **Sao Paulo**: 23.0%
- **Guadalajara**: 22.6%
- **Lima**: 20.9%
- **Asuncion**: 19.4%
- **Mexico City**: 14.0%
- **Bogota**: 9.1%
- **Montevideo**: 9.1%
- **Buenos Aires**: 8.0%
- **Medellin**: 7.9%
- **Santiago**: 4.6%

Exchange rate: US$1 = COP$3.300
Source: Jones Lang LaSalle, Latin America Office Market Overview, H1 2019
### Office Market Overview of Main Latin America Cities

#### Office Rental Average (US$/m²/month), 2019

<table>
<thead>
<tr>
<th>City</th>
<th>Class A</th>
<th>Class AB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buenos Aires</td>
<td>30,6</td>
<td>23,4</td>
</tr>
<tr>
<td>Montevideo</td>
<td>28,2</td>
<td>19,7</td>
</tr>
<tr>
<td>Mexico City</td>
<td>24,9</td>
<td>19,9</td>
</tr>
<tr>
<td>Sao Paulo</td>
<td>23,5</td>
<td>17,5</td>
</tr>
<tr>
<td>Rio de Janeiro</td>
<td>22,4</td>
<td>20,8</td>
</tr>
<tr>
<td>Santiago</td>
<td>22,3</td>
<td>17,8</td>
</tr>
<tr>
<td>Bogota</td>
<td>20,1</td>
<td>17,1</td>
</tr>
<tr>
<td>Guadalajara</td>
<td>20,0</td>
<td>19,9</td>
</tr>
<tr>
<td>Medellin</td>
<td>19,8</td>
<td>15,5</td>
</tr>
<tr>
<td>Lima</td>
<td>16,2</td>
<td>14,3</td>
</tr>
<tr>
<td>Asuncion</td>
<td>15,7</td>
<td>10,0</td>
</tr>
</tbody>
</table>

#### Average Purchase Price Range (USD/m²), 2019

<table>
<thead>
<tr>
<th>City</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buenos Aires</td>
<td>3,000-6,000</td>
</tr>
<tr>
<td>Sao Paulo</td>
<td>3,500-4,000</td>
</tr>
<tr>
<td>Mexico City</td>
<td>3,000-4,500</td>
</tr>
<tr>
<td>Montevideo</td>
<td>2,500-5,000</td>
</tr>
<tr>
<td>Bogota</td>
<td>2,500-5,000</td>
</tr>
<tr>
<td>Santiago</td>
<td>3,300-4,000</td>
</tr>
<tr>
<td>Asuncion</td>
<td>3,000-4,200</td>
</tr>
<tr>
<td>Guadalajara</td>
<td>2,000-2,800</td>
</tr>
<tr>
<td>Medellin</td>
<td>1,800-2,900</td>
</tr>
<tr>
<td>Lima</td>
<td>1,900-2,350</td>
</tr>
</tbody>
</table>

Exchange rate: US$1 = COP$3,300
Source: Jones Lang LaSalle, Latin America Office Market Overview, H1 2019
Office Stock in Colombia by Main Regions, 2019

- **Caribbean Region**
  - Stock: 272,000m²
  - Vacancy: 18.5%
  - Average Rent Class A: US$16.1 m²/month
  - Average Rent Class AB: US$15.5 m²/month

- **Medellin**
  - Stock: 848,000m²
  - Vacancy: 7.9%
  - Average Rent Class A: US$19.8 m²/month
  - Average Rent Class AB: US$15.5 m²/month

- **Cali**
  - Stock: 233,000m²
  - Vacancy: 7.6%
  - Average Rent Class A: US$19 m²/month
  - Average Rent Class AB: US$14.7 m²/month

- **Bogota**
  - Stock: 2,497,000m²
  - Vacancy: 9.1%
  - Average Rent Class A: US$20.1 m²/month
  - Average Rent Class AB: US$17.1 m²/month

- **Bucaramanga**
  - Stock: 127,000m²
  - Vacancy: 25.2%
  - Average Rent Class A: US$13.1 m²/month
  - Average Rent Class AB: US$12.4 m²/month

- **Barranquilla**
  - Stock: 77,000m²
  - Vacancy: 5.4%
  - Average Rent Class A: US$19.0 m²/month
  - Average Rent Class AB: US$13.8 m²/month

- **Santa Marta**
  - Stock: 111,000m²
  - Vacancy: 14.1%
  - Average Rent Class A: US$22.3 m²/month
  - Average Rent Class AB: US$16.3 m²/month

- **Cartagena**
  - Stock: 79,000m²
  - Vacancy: 8.6%
  - Average Rent Class A: US$19.8 m²/month
  - Average Rent Class AB: US$14.7 m²/month

Exchange rate: US$1 = COP$3,000
Source: Jones Lang LaSalle, Panorama de Oficinas Bogotá-Colombia Q1 2019
Bogota's Main Business Districts

*Transmilenio Stations (Massive transportation System).

Source: Jones Lang LaSalle, Panorama de Oficinas Bogotá-Colombia Q1 2019
### BPO/SSC Locations in Bogota

#### Map Letter | Company | Address
--- | --- | ---
A | Convergys 127 | Cll. 127 #7a-28
B | Unisono | Cll. 127 #7-47
C | Sutherland | Cra. 21 #164-09
D | Sitel | Cll. 143 #45-50
E | Convergys 116 | Autopista Norte #114-90
F | Convergys 93 | Cll. 93 #11a-11
G | Grupo Konecta | Cll. 116 #71d-46
H | Avanza | Km1. Vía Autopista Medellín
I | Atento | Cll. 67 #12-35
J | ACS – Xerox | Cra.13 # 61-15
K | Interactivo | Cra 7 # 16-36
L | Teleperformance Connecta Bogota | Cll. 26 # 92-32
M | Contact Center Américas | AC 26 #85d-55
N | Unisono Sede 2 | Av.100 #13-21
O | Allus | AC. 24 # 86-49
P | Digitex | Cra. 106 # 15a-25
Q | Teleperformance ZF | Cll. 13 #108-85
R | Scotiabank CSC | Av.26 # 92-32
S | Diageo CSC | Av. 100 #13-21
T | Jonhson & Johnson CSC | Ac. 26 #69-76
U | Millenium BPO | Cra. 16#100-20
V | Grupo Konecta Sede Dorado | Ac.26 #85-55
W | Belcorp CSC | Cll. 113 #7-80
X | Carvajal Tecnología y Servicios CSC | AC. 26 #90-10

Fuente: Invest in Bogota - Google Earth y direcciones en las páginas web de las empresas
# Office Market Indicators in Bogota Business Districts

<table>
<thead>
<tr>
<th>Zone</th>
<th>Subzone</th>
<th>Stock (m²)</th>
<th>Share (%)</th>
<th>Vacancy (%)</th>
<th>Rent (US$/m²/month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NORTE</td>
<td>Avenida Chile</td>
<td>199,760</td>
<td>8%</td>
<td>1,8%</td>
<td>Class A: N.A.</td>
</tr>
<tr>
<td></td>
<td>Class AB: 11,5 –</td>
<td></td>
<td></td>
<td></td>
<td>Class AB: 19,7</td>
</tr>
<tr>
<td>NORTE</td>
<td>Andino / Nogal</td>
<td>199,760</td>
<td>8%</td>
<td>5,8%</td>
<td>24,2 – 29,7</td>
</tr>
<tr>
<td></td>
<td>Class AB: 18,8 –</td>
<td></td>
<td></td>
<td></td>
<td>Class AB: 29,1</td>
</tr>
<tr>
<td>NORTE</td>
<td>Chico</td>
<td>399,520</td>
<td>16%</td>
<td>8,7%</td>
<td>17,9 – 29,7</td>
</tr>
<tr>
<td></td>
<td>Class AB: 13 – 24,2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NORTE</td>
<td>Calle 100</td>
<td>249,700</td>
<td>10%</td>
<td>5,9%</td>
<td>15,8 – 28,8</td>
</tr>
<tr>
<td></td>
<td>Class AB: 11,5 –</td>
<td></td>
<td></td>
<td></td>
<td>Class AB: 19,1</td>
</tr>
<tr>
<td>NORTE</td>
<td>Santa Barbara</td>
<td>374,550</td>
<td>15%</td>
<td>5,8%</td>
<td>11,5 – 19,1</td>
</tr>
<tr>
<td></td>
<td>Class AB: 11,5 - 20</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL NORTE</td>
<td></td>
<td>1,423,290</td>
<td>57%</td>
<td>5,6%</td>
<td>17,3 – 26,8</td>
</tr>
<tr>
<td></td>
<td>Salitre</td>
<td>399,520</td>
<td>16%</td>
<td>5,8%</td>
<td>15,8 – 35,8</td>
</tr>
<tr>
<td></td>
<td>Class AB: N.A.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SALITRE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EL DORADO</td>
<td></td>
<td>274,670</td>
<td>11%</td>
<td>12,3%</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>Class AB: 12,1 -</td>
<td></td>
<td></td>
<td></td>
<td>Class AB: 17</td>
</tr>
<tr>
<td></td>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CENTRO INTERNACIONAL</td>
<td>74,910</td>
<td>3%</td>
<td>8,6%</td>
<td>18,2 – 30,9</td>
<td>9,4 – 19,1</td>
</tr>
<tr>
<td>OTHERS</td>
<td></td>
<td>324,610</td>
<td>13%</td>
<td>19,1%</td>
<td>11,5 – 19,7</td>
</tr>
<tr>
<td></td>
<td>Class AB: 8,5 –</td>
<td></td>
<td></td>
<td></td>
<td>Class AB: 23,6</td>
</tr>
<tr>
<td></td>
<td>23,6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td></td>
<td>2,497,000</td>
<td>100%</td>
<td>9,1%</td>
<td>20,1</td>
</tr>
<tr>
<td></td>
<td>Class AB: 17,1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Exchange rate: US$1 = COP$3.300

Source: Jones Lang LaSalle, Panorama de Oficinas Bogotá-Colombia Q2 2019
Social Stratification in Bogota

Population Distribution by Strata in Bogota, 2018

- Strata 1: 9%
- Strata 2: 42%
- Strata 3: 33%
- Strata 4: 9%
- Strata 5: 3%
- Strata 6: 2%
- Non Classified: 2%

Source: Bogota Mayor’s Office
Business opportunity

Physical & Institutional Security
**Physical and Institutional Security**

**Comparative Homicide Rates in Latin America**

<table>
<thead>
<tr>
<th>Country</th>
<th>Homicide Rate per 100,000 Inhabitants, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venezuela</td>
<td>51,1</td>
</tr>
<tr>
<td>El Salvador</td>
<td>50,3</td>
</tr>
<tr>
<td>Honduras</td>
<td>40,3</td>
</tr>
<tr>
<td>Brazil</td>
<td>30,3</td>
</tr>
<tr>
<td>Mexico</td>
<td>26,7</td>
</tr>
<tr>
<td>Colombia</td>
<td>25,4</td>
</tr>
<tr>
<td>Guatemala</td>
<td>22,5</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>12,8</td>
</tr>
<tr>
<td>Nicaragua</td>
<td>10,9</td>
</tr>
<tr>
<td>Panama</td>
<td>10,0</td>
</tr>
<tr>
<td>Uruguay</td>
<td>8,1</td>
</tr>
<tr>
<td>Peru</td>
<td>7,8</td>
</tr>
<tr>
<td>Argentina</td>
<td>6,0</td>
</tr>
<tr>
<td>Chile</td>
<td>3,5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>Homicide Rate per 100,000 Inhabitants, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Salvador</td>
<td>95,4</td>
</tr>
<tr>
<td>Guatemala City</td>
<td>61,0</td>
</tr>
<tr>
<td>Caracas</td>
<td>36,8</td>
</tr>
<tr>
<td>Tegucigalpa</td>
<td>34,2</td>
</tr>
<tr>
<td>Guadalajara</td>
<td>31,7</td>
</tr>
<tr>
<td>San Jose</td>
<td>25,7</td>
</tr>
<tr>
<td>Medellin</td>
<td>24,6</td>
</tr>
<tr>
<td>Rio de Janeiro</td>
<td>21,4</td>
</tr>
<tr>
<td>Mexico City</td>
<td>13,9</td>
</tr>
<tr>
<td>Bogota</td>
<td>12,7</td>
</tr>
<tr>
<td>Montevideo*</td>
<td>11,7</td>
</tr>
<tr>
<td>Panama City*</td>
<td>11,4</td>
</tr>
<tr>
<td>Lima*</td>
<td>8,0</td>
</tr>
<tr>
<td>Managua*</td>
<td>7,8</td>
</tr>
<tr>
<td>Sao Paulo</td>
<td>5,5</td>
</tr>
<tr>
<td>Santiago</td>
<td>4,8</td>
</tr>
<tr>
<td>Buenos Aires</td>
<td>4,7</td>
</tr>
<tr>
<td>Quito*</td>
<td>4,2</td>
</tr>
</tbody>
</table>

*Source: [homicide.igarape.org.br/](https://homicide.igarape.org.br/)*
## Comparative Homicide Rates with American cities

### Homicide Rate in American Cities & Bogota per 100,000 Inhabitants, 2018

<table>
<thead>
<tr>
<th>City</th>
<th>Rate per 100,000 Inhabitants</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Louis</td>
<td>61,0</td>
</tr>
<tr>
<td>Baltimore</td>
<td>50,5</td>
</tr>
<tr>
<td>Detroit</td>
<td>39,6</td>
</tr>
<tr>
<td>New Orleans</td>
<td>36,9</td>
</tr>
<tr>
<td>Cleveland</td>
<td>31,1</td>
</tr>
<tr>
<td>Memphis</td>
<td>30,5</td>
</tr>
<tr>
<td>Orlando*</td>
<td>30,3</td>
</tr>
<tr>
<td>Kansas City</td>
<td>27,4</td>
</tr>
<tr>
<td>Atlanta City*</td>
<td>23,5</td>
</tr>
<tr>
<td>Newark</td>
<td>23,5</td>
</tr>
<tr>
<td>Washington</td>
<td>23,3</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>23,1</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>20,2</td>
</tr>
<tr>
<td>Chicago</td>
<td>19,8</td>
</tr>
<tr>
<td>Houston</td>
<td>14,1</td>
</tr>
<tr>
<td>Bogota</td>
<td>12,7</td>
</tr>
<tr>
<td>Miami*</td>
<td>12,2</td>
</tr>
<tr>
<td>Dallas</td>
<td>11,6</td>
</tr>
<tr>
<td>Minneapolis*</td>
<td>8,4</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>7,0</td>
</tr>
<tr>
<td>New York</td>
<td>3,4</td>
</tr>
</tbody>
</table>

*Source: https://homicide.igarape.org.br/
Homicide rates: Colombia break down

Homicide Rate in Colombia & Bogota per 100.000 Inhabitants, 2000-2018

Source: https://homicide.igarape.org.br/ Ministry of Defense of Colombia
Colombian Security Improvements 1999 - 2019

Kidnappings and Terrorist Actions in Colombia
1999 - 2019

Kidnapings
Terorist Attacks

CAGR: -13%

Source: Ministry of National Defense of Colombia
Terrorismo: Acción de provocar o mantener en estado de zozobra o terror a la población o a un sector de ella, mediante actos que pongan en peligro la vida, la integridad física o la libertad de las personas o las edificaciones o medios de comunicación, transporte, procesamiento o conducción de fluidos o fuerzas motrices, valiéndose de medios capaces de causar estragos.
Rankings for Doing Business 2020 LatAm

Colombia is the best country in LatAm for protection of investors

LatAm Ranking, Ease for Doing Business, 2020

- Colombia: 59
- Mexico: 60
- Venezuela: 67
- Costa Rica: 74
- Peru: 76
- Panama: 86
- El Salvador: 91
- Guatemala: 96
- Uruguay: 101
- Dominican Rep.: 115
- Brazil: 124
- Argentina: 126
- Ecuador: 129
- Venezuela: 188

LatAm Ranking, Protection of Investors, 2020

- Colombia: 13
- Peru: 45
- Chile: 51
- Mexico: 61
- Argentina: 61
- Brazil: 61
- Panama: 88
- Costa Rica: 110
- Ecuador: 114
- Dominican Rep.: 143
- Uruguay: 153
- Guatemala: 153
- Venezuela: 170

LatAm Ranking, Getting Credit, 2020

- Colombia: 11
- Mexico: 11
- Guatemala: 15
- Costa Rica: 15
- Panama: 25
- Peru: 37
- Uruguay: 80
- Chile: 94
- Argentina: 104
- Brazil: 104
- Ecuador: 119
- Dominican Rep.: 119
- Venezuela: 132

Note: The ranking for Doing Business goes from 1 to 190 where 1 is the best and 190 is the worst.
Source: Doing Business 2020 – World Bank
### Colombian International Risk Rating 2018

<table>
<thead>
<tr>
<th>Rating Agency</th>
<th>Foreign Currency</th>
<th>Local Currency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STANDARD &amp; POOR’S</strong></td>
<td>BBB-/Stable/A-3</td>
<td>BBB/ Stable/A-2</td>
</tr>
<tr>
<td><strong>Fitch Ratings</strong></td>
<td>BBB/Stable</td>
<td>BBB/ Stable</td>
</tr>
<tr>
<td><strong>MOODY’S</strong></td>
<td>Baa2/Stable</td>
<td>Baa2/ Stable</td>
</tr>
</tbody>
</table>

**Colombia’s International Risk Rating 2018**

Colombia has achieved “Investment Grade” by the three main Rating Agencies.

**Source:** Finance and Economic Ministry of Peru
Business opportunity

Tax Incentives
ATTRACTION FOR INVESTMENT

Income tax (32%)
- Preferential Tariff

 Possibility to:
- Sell to the local market
- Create a Single Company Free Trade Zone (subject to certain requirements)
- Partial process (up to 40%) outside the Free Trade Zone

Ease of export:
- Neither shipment authorization, nor export declaration is needed*

20%

VAT (Value Added Tax)
(19%)
- Purchase of international and national raw materials, capital goods and services
- Exported goods and services

0%

Local ICA tax (1.14% of gross sales)
- Exported goods and services

0%

Duties
- Free import of machinery and raw materials

0%

Incentives

*Only requirement: FTZ's User Operator authorization
Attractive city for investment
Free trade zones

ZF Metropolitana
- 235,320 m² at 3.5 km from Bogota
- Potential segments: ITC industry, BPO services, pharmaceutical, logistics, call centers

ZF de Tocancipa
- 387,000 m² at 35 km from Bogota
- Potential segments: autoparts, cosmetics, pharma, biotech, construction materials, manufacturing, logistics

ZF Exennta
- 276,322 m² at 30 km from Bogota
- Potential segments: ITO, BPO, KPO, industrial activities

ZF de Bogotá
- 960,000 m²
- Potential segments: SCM and logistics, cosmetics and pharmaceutical, Biotech, (BPO, ITO, KPO)

ZF de Occidente
- 328,000 m³ at 12 km from Bogota
- Potential segments: autoparts, logistics, O&G services, coatings, packaging, SW development.

Intexzona
- 860,000 m² at 2.2 km from Bogota
- Potential segments: diagnostic and medical devices, contact centers, data centers, logistics

Source: Invest in Bogota

Note: IFOU FTZ and El Dorado FTZ are not included since both are conceived for special purpose.
### Permanent Free Trade Zone

<table>
<thead>
<tr>
<th>Total Assets</th>
<th>Investment (USD)</th>
<th>Direct Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than US$134.700*</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3 upon beginning the project</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 next year</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 in the third year</td>
</tr>
<tr>
<td>Between US$ 134.7 and US$1.3*</td>
<td>US$269.300</td>
<td>20</td>
</tr>
<tr>
<td>Between US$ 1.300.000 and</td>
<td>US$1.300.000</td>
<td>30</td>
</tr>
<tr>
<td>US$ 8.100.000*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than US$ 8.100.000</td>
<td>US$ 3.100.000</td>
<td>50</td>
</tr>
</tbody>
</table>

### Special/Single Free Trade Zone

<table>
<thead>
<tr>
<th>Investment (USD)</th>
<th>Direct Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between $2.700.000 and $12.400.000</td>
<td>500</td>
</tr>
<tr>
<td>Between $12.400.000 and $24.800.000</td>
<td>350</td>
</tr>
<tr>
<td>More than $24.800.000</td>
<td>150</td>
</tr>
</tbody>
</table>

*Exchange Rate 3.000 COP/1 USD*
ATTRACTIVE CITY FOR INVESTMENT

**Discount of 25%**
- of investment for the control and improvement of the environment

**Up to 200%**
- deduction of disabled employees’ salaries over the income tax

**Up to 120%**
- of deduction from salary payments, for hiring employees under twenty-eight years of age, if this is their first job. It shall not exceed 115 UVT (US$ 1.106 / COP$4.094.805 in 2020).

**Discount of 25%**
- of the investment on R&D or innovation over the income tax

**Up to 100%**
- deduction on R&D and innovation projects over the income tax

**Up to 100%**
- deduction on value paid for VAT in acquisition of capital assets with global tariff charge over the income tax

**Up to 165%**
- income tax deduction for those who invest in cultural and creative projects.
Attractive City for Investment

Creative industries companies

Requirements

- Must have their principal place of business within Colombian territory
- Incorporated and operating before December 31, 2021
- Hire a minimum of 3 employers directly related with the ICT industry
- Minimum investment of US$ 50,000 in maximum 3 years. The company’s gross income must be a maximum of US$ 917,000*
- Companies have to file application request to the Ministry of Culture. It is compatible with the Free Trade Zone regime.

100% corporate tax exemption for 7 years

Source: Law 1943 of 2018. *USD 1 = COP 3,000
Attractive City for Investment

Exemption with bimonthly VAT refund

Special Plan for Exporting Services
Allowes the temporary importation of equipment with total or partial suspension of tariff and deferral of VAT payments up to 7 years.

Electronic invoice as a value title

BOGOTÁ
HAS WHAT YOU NEED

Juan Fernando Anzola
Senior Investment Officer
jfanzola@investinbogota.org

We are here to solve any questions that you may have and to demonstrate that this is the city for the success of your company