

New and Expansion
Foreign Direct
Investment Report
in Bogotá.





Invest in Bogotá is a public-private partnership agency that facilitates international investment, attracts world-class meetings and events, and coordinates the region's high-impact entrepreneurship ecosystem to contribute to the socioeconomic development, competitiveness, and quality of life of the Bogotá-Region, positioning it as the preferred destination for doing business in Latin America.

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Report on new and expansion Foreign Direct Investment in the Bogotá-Region*

Analysis period: 2025

* The Bogotá-Region is composed of the city of Bogotá and the municipalities of Cundinamarca that registered investment during the reference period.

** The figures presented for 2024 and 2025 are preliminary and are subject to updates based on the information recorded in the sources and the corresponding validation processes.

Note: investment amounts and newly created jobs are estimated values provided by the data sources used in this report.



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Key messages

- Fewer projects in globally leading sectors and regions in 2025: 5 of the 7 regions experienced a decline in investment projects.
- In line with the global trend, Latin America and the Caribbean recorded a decline in investment projects in software and information technology and corporate services during 2025.
- In this context, among the major Latin American capitals, Bogotá emerged as the second-fastest-growing city in terms of the number of FDI projects in 2025, securing a spot in the top 3 cities with the highest number of projects alongside Mexico City and São Paulo.
- Nationally, 231 FDI projects were recorded in 2025, representing a 1.3 % decrease compared to 2024. In contrast, the Bogotá - Region, which was the destination for 119 new and expansion FDI projects, saw a 5.3 % increase.

- The retail , consumer products, corporate services, and software and IT services sectors accounted for 69 % of the FDI projects that arrived in the Bogotá–Region during 2025.
- The United States continued to be the leading investor country in the Bogotá–Region, accounting for 27.7 % of FDI projects in 2025. In addition, 37 % of the projects originated in Europe, consolidating the region as an investment hub.



Introduction

Attracting **Foreign Direct Investment (FDI)** is a key factor for economies. FDI fosters stable ties that, under an appropriate policy framework, can offer host locations significant benefits such as financial and technological resources that increase productivity, create jobs, boost exports, generate knowledge, and promote innovation.

The Report on New and Expanding Foreign Direct Investment in the Bogotá - Region is an essential tool for understanding and characterizing the investment flowing into the region. Its focus is on analyzing trends in the number of projects announced by international companies. The investment and employment estimates associated with these projects paint a forward-looking picture, with a projected economic impact that will materialize gradually in the years following the initial announcement.



This report examines investment trends, identifying strategic sectors and the main countries of origin of capital, with the aim of generating key information for strategic decision-making that strengthens investment attraction and economic growth in the region.

The analysis focuses on **greenfield** investment, covering both the creation of new projects and the expansion of operations in the Bogotá-Region. This includes the establishment of new business entities, such as the construction of offices, buildings, plants, and factories, as well as the expansion of operations by foreign companies already established in the region.

However, the report **does not include** infrastructure projects developed through public-private partnerships (PPPs) or **brownfield** investment related to mergers, acquisitions, or joint ventures with companies already established in the Bogotá-Region.

Invest in Bogotá has established itself as the leading source of specialized information on Foreign Direct Investment (FDI) for Bogotá, providing up-to-date data and strategic analysis for investors and decision-makers.

Thanks to the specialized expertise of our team, we develop key reports and tools that facilitate understanding of the investment landscape in the region. In doing so, we contribute to the formulation of policies and strategies that strengthen the economic growth and competitiveness of the Bogotá-Region, promoting its positioning as an ideal destination for investment.

1

Analysis of Foreign Direct Investment: Global and Regional Dynamics



1.1 Global FDI trends during 2025

In 2025, the number of new and expansion investment projects worldwide decreased by 17.2 % compared to 2024.

At the regional level, 5 of the 7 regions experienced a decline in investment projects. First, Western Europe, which accounted for 25.7 % of total projects, saw a 25.2 % decline, driven by fewer projects in corporate services, software and IT, industrial machinery, and renewable energy.

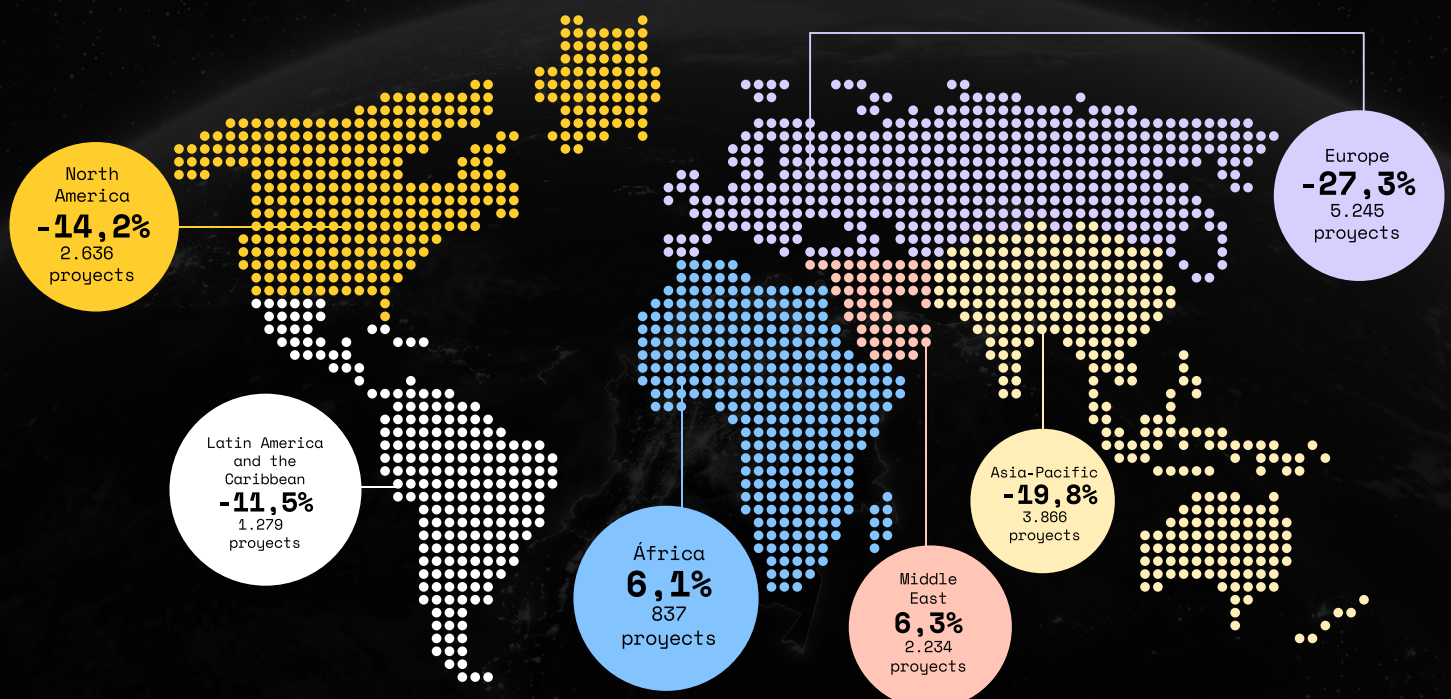
Asia-Pacific, the region with the second-highest number of FDI projects in 2025, saw a 19.8 % decline in the number of investment projects, primarily in software and corporate services, transportation and warehousing, and retail of consumer goods and textiles sectors.

North America saw a 14.2 % decline in the number of projects, driven by negative trends in the textile and consumer goods retail sector and renewable energy projects.

Meanwhile, Latin America and the Caribbean saw a contraction in the number of projects of nearly 11.5 %, with retail projects in the textile and consumer goods sectors, as well as in transportation and warehousing, industrial equipment, and communications, experiencing the sharpest declines.

Despite the negative trend in most regions regarding investment projects, there was a notable increase in capital amounts in Western Europe, North America, and the Middle East, where there is a focus on larger-scale projects.

New and expansion FDI by region
Percentage change in 2025 compared to 2024



Source: fDi Markets (2025).

1.2 New and expansion foreign direct investment worldwide by destination sector

Globally, 8 of the 10 main sectors receiving new and expansion FDI experienced a decline in the number of investment projects.

The sector with the most FDI projects in 2025 was software and IT services, which saw a 9.0 % decline; activity in the sector was primarily concentrated in Western Europe and the Asia-Pacific region.

Corporate services projects saw a 13.2 % decline, with a contraction in the number of projects across most regions of the world.

Projects related to industrial equipment showed a 10.4 % decline, with negative trends in the world's major regions.

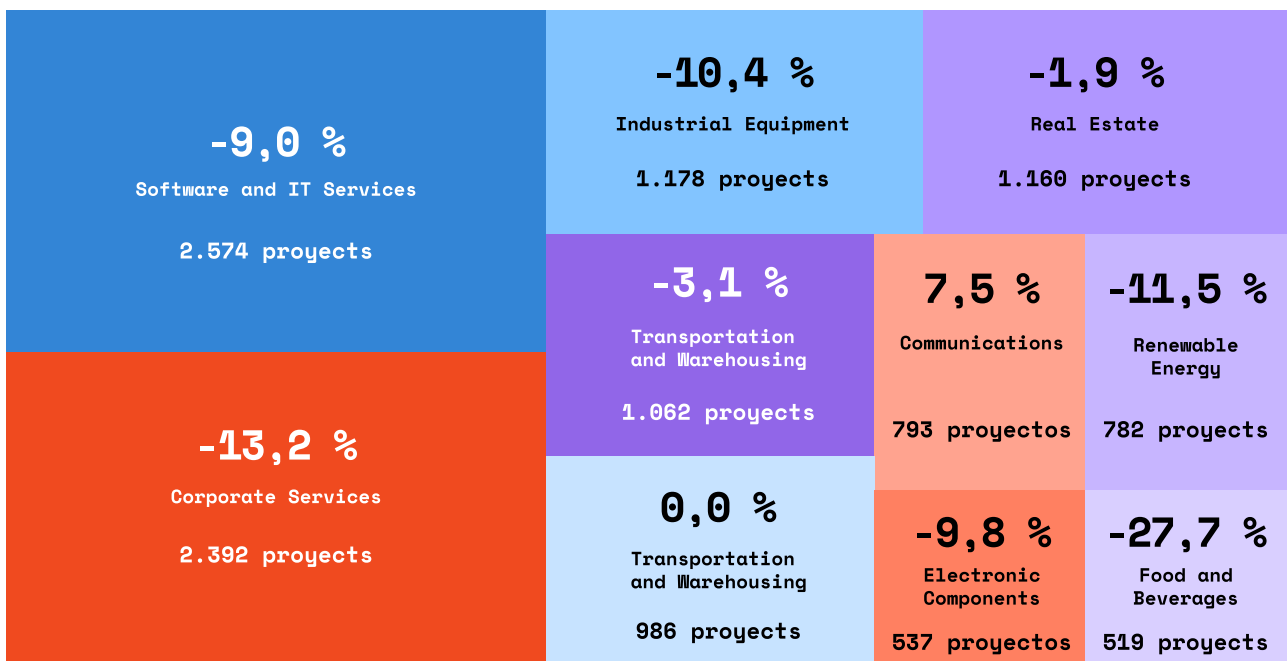
Real estate projects fell by 1.9 % in 2025, showing negative trends in most regions with the exception of the Middle East and Latin America and the Caribbean.



Regarding capital associated with FDI projects, the industrial equipment and electronic components sectors showed an increase in average capital per project, reflecting a higher incidence of larger-scale projects, primarily in the United States, India, and South Korea, which have significantly high investments in the manufacturing of power transmission equipment.

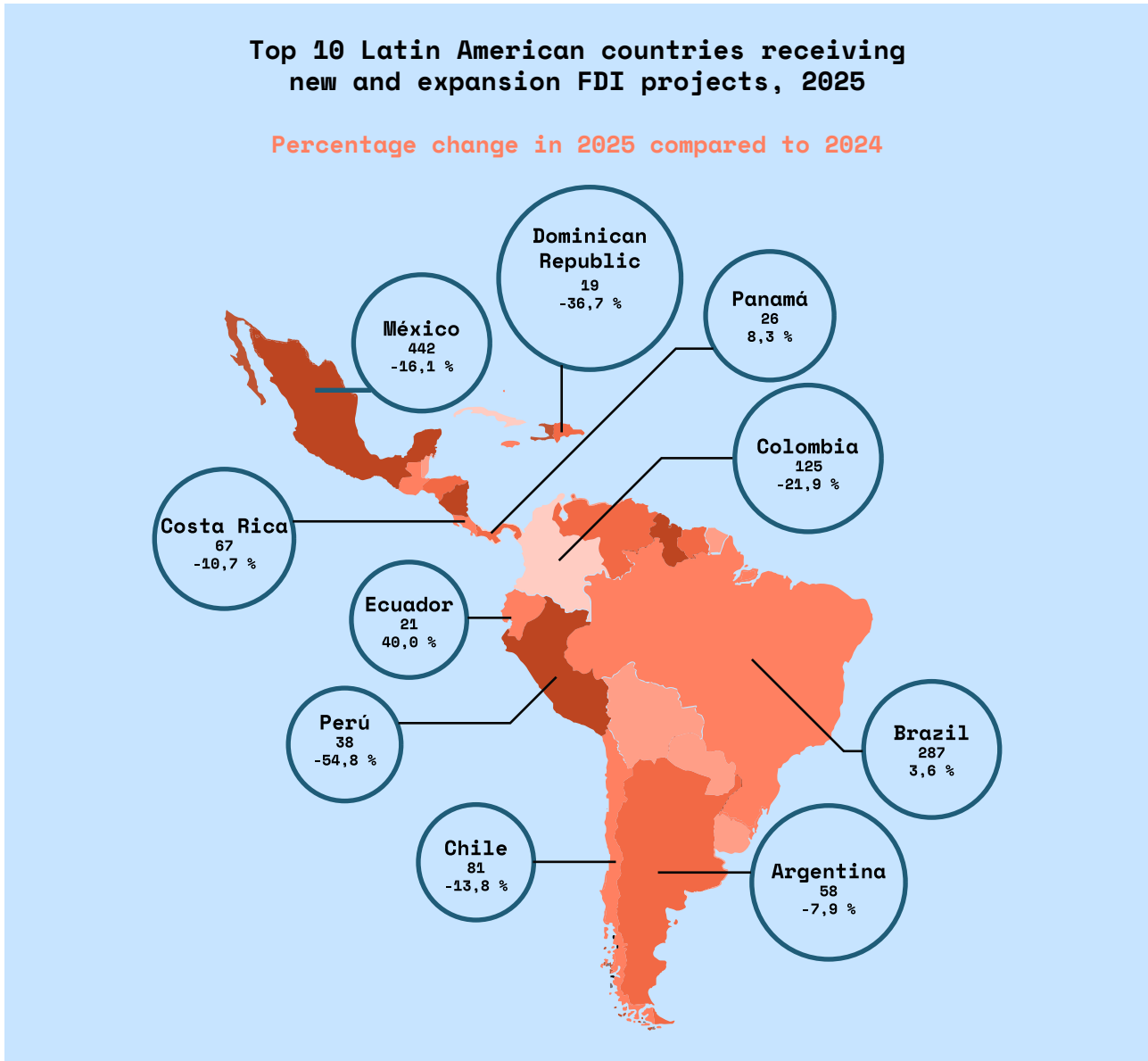
Top 10 sectors receiving FDI projects


Percentage change in 2025 compared to 2024





Source: fDi Markets (2025).


1.3 New and expansion foreign direct investment in Latin America





 In Latin America and the Caribbean, during 2025 the leading countries showed a downward trend in the number of investment projects.

 Among the top three leading countries in terms of FDI projects, Mexico and Colombia saw declines in the number of investment projects and in the estimated capital associated with these projects, while Brazil saw a slight increase in this variable.

 Mexico saw a -16.1 % change in the number of projects; this trend is explained by corporate services, software and IT, and industrial equipment.

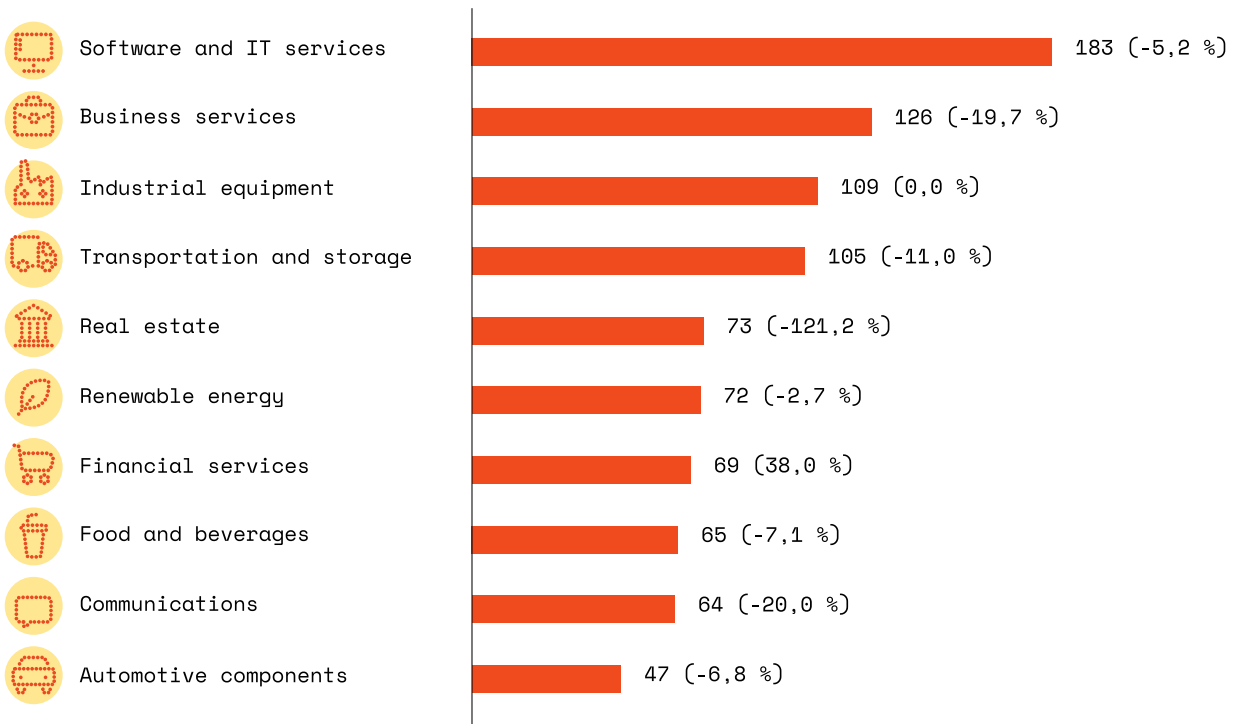
 For its part, Brazil saw a 3.6 % change in the number of projects; however, the estimated capital for these projects is lower than in 2024.

 Colombia recorded a -21.9 % decrease in the number of FDI projects during 2025. There was a significant decline in projects related to renewable energy, transportation and storage, and food and beverage.



Number of FDI projects by sector in Latin America, 2025

Percentage change in 2025 compared to 2024



Source: fDi Markets (2025).

1.4 Top destination cities for FDI projects in Latin America

According to figures from FDI Markets, Bogotá ranked as the third city with the highest number of FDI projects in Latin America in 2025, a position the city has held in the region for more than 10 years.

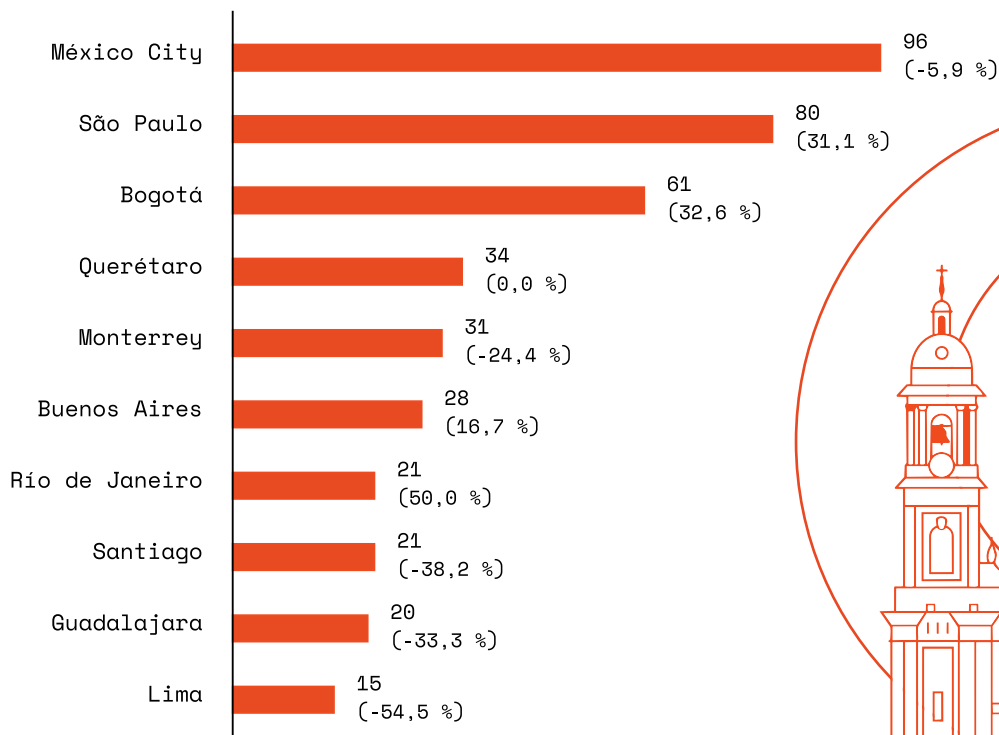
A particularly noteworthy fact is that Bogotá is among the fastest-growing cities among the top 10 recipients of FDI projects in the region, recording a remarkable increase of 32.6 % in 2025. This is even more significant when considering that it is the only Colombian city to rank among the top 10 cities in the region.

With four destinations, Mexico ranked as the country with the highest number of cities in the top 10 investment project destinations: Mexico City, Querétaro, Monterrey, and Guadalajara accounted for more than 180 FDI projects in 2025, representing a 44 % share of the FDI projects attracted by the top 10 Latin American cities.

Overall, the region showed a trend toward larger-scale FDI projects, with higher average investment per project in 6 of the top 10 FDI destinations.

Top 10 Cities Receiving FDI Projects in Latin America, 2025

Number of projects and percentage change in 2025 compared to 2024

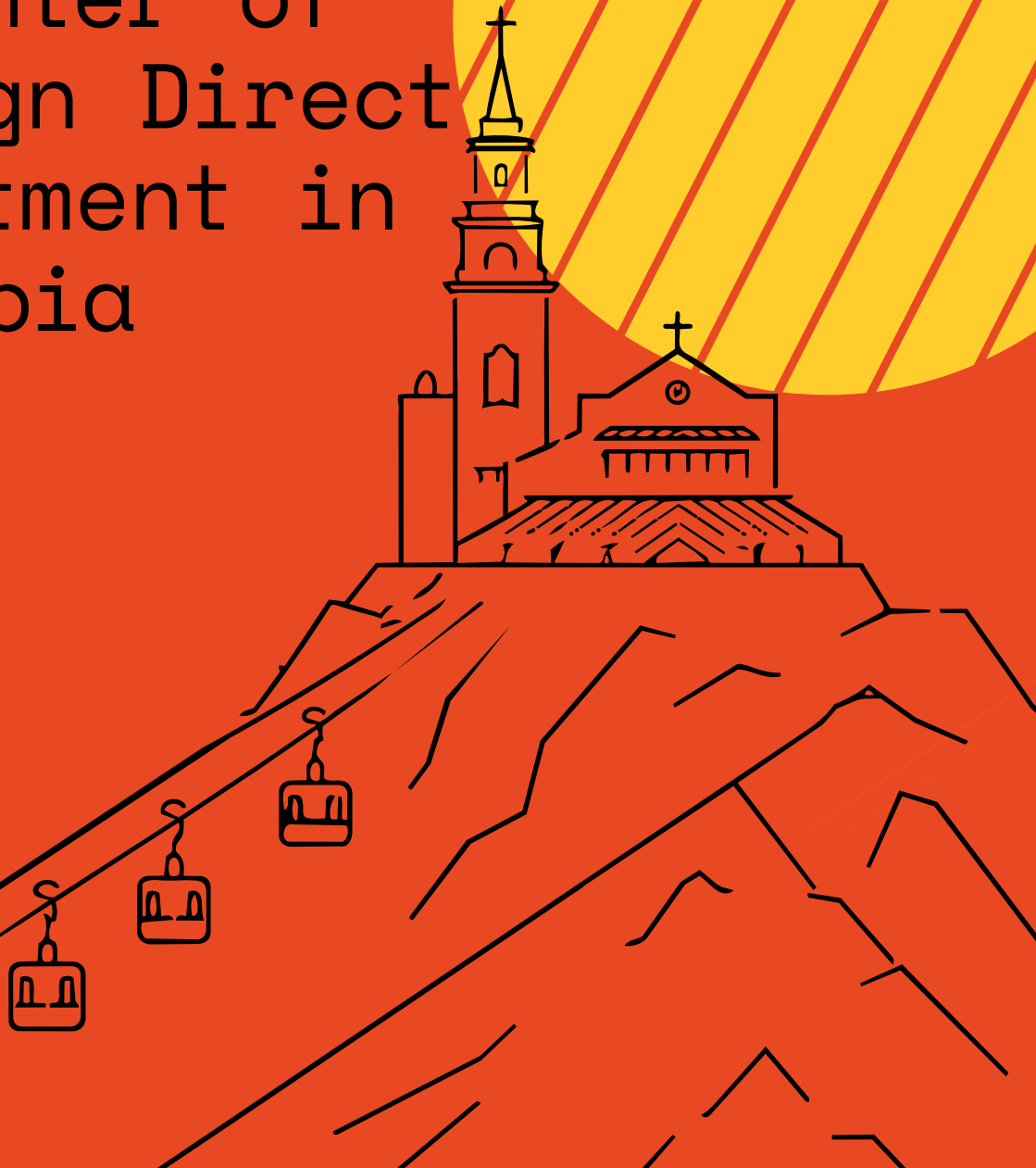


Source: fDi Markets (2025).



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Bogotá-Region: Epicenter of Foreign Direct Investment in Colombia

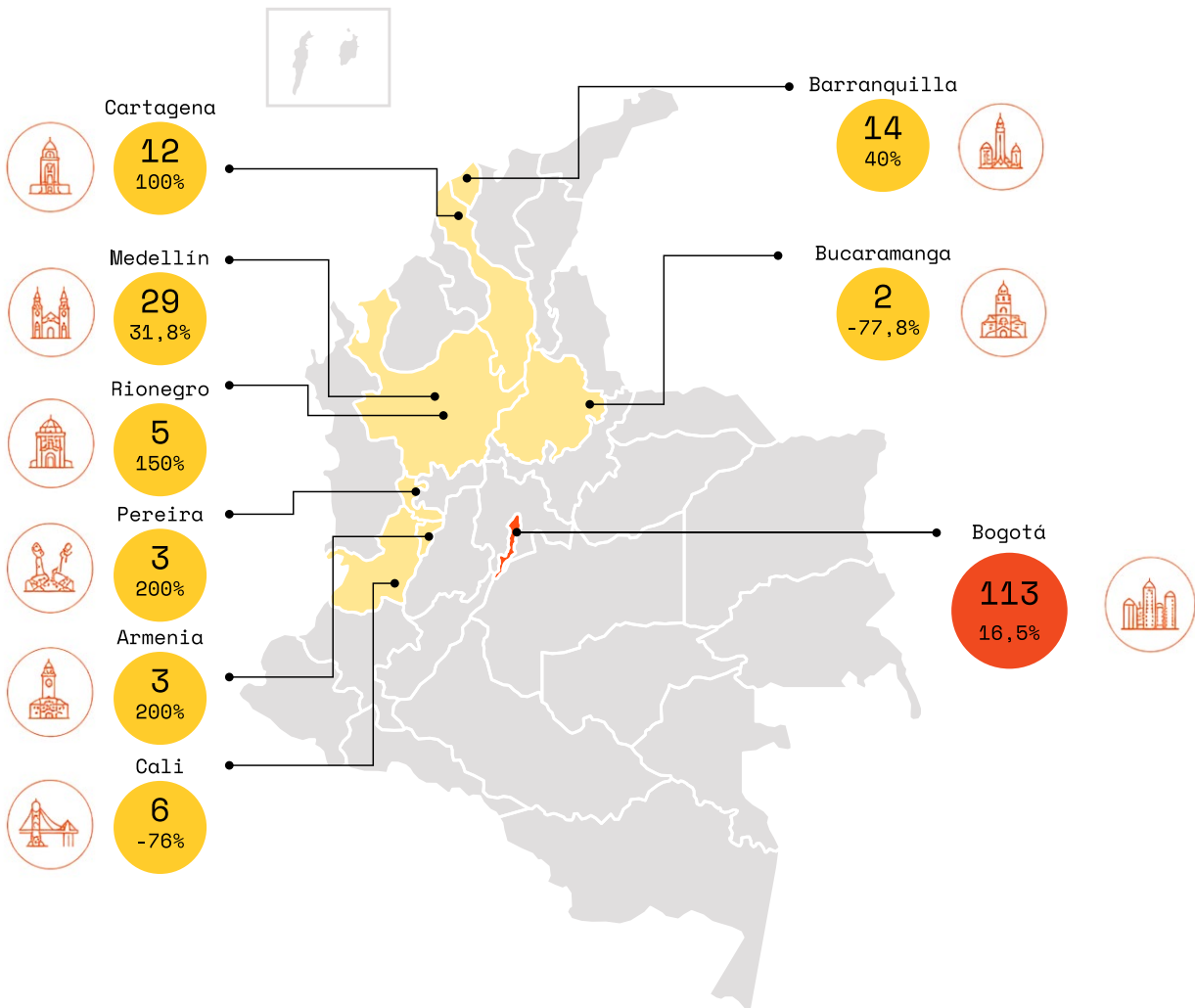


2.1 New and expansion foreign direct investment in Colombia

According to the methodology used to compile the mapping of FDI projects announced in 2025—based on external sources and data from Invest in Bogotá—Colombia received 231 investment projects, representing a 1.3 % decline compared to the previous year.

While there was an increase in the number of projects in retail and consumer goods, as well as in both software and corporate services, this trend was offset by negative performance in sectors such as communications, renewable energy, chemicals, and pharmaceuticals.

Top recipient cities by number of FDI projects
 Number of projects and percentage change, 2025



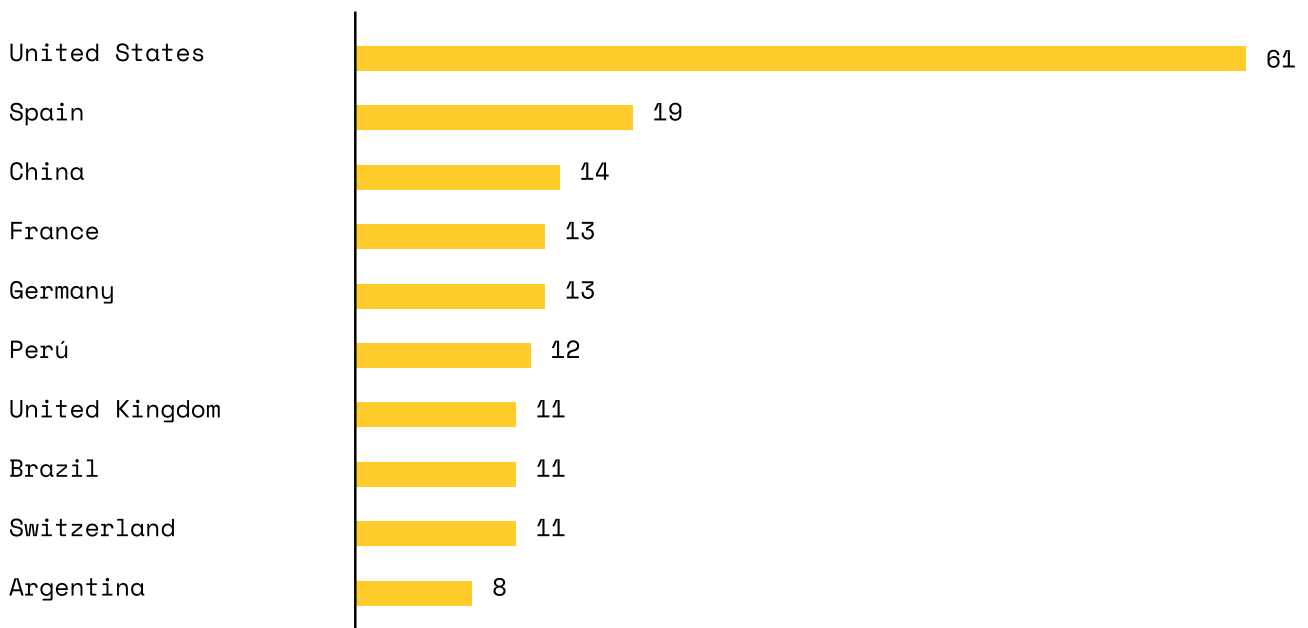
Source: Invest in Bogotá based on information from fDi Markets, Orbis Crossborder and projects supported by Invest in Bogotá.

Meanwhile, estimated investment amounts and new jobs associated with FDI projects declined compared to 2024, with negative growth rates of 51.5 % and 26.9 %, respectively.

This decline was driven primarily by the decrease in retail and consumer goods activities, particularly in Valle de Cauca, and the absence of renewable energy projects on the Atlantic coast, which last year attracted large-scale projects to the country.

Regarding the origin of investment, in 2025, the United States established itself as the leading investor in the country, with 61 FDI projects accounting for a 26.4 % share, followed by Spain and China with 8.2 % and 6.1 %, respectively. France and Germany, each with 5.6 %, rounded out the top five investor countries in Colombia.

Top 10 countries with the most FDI projects in Colombia, 2025



Source: Invest in Bogotá based on information from fDi Markets, Orbis Crossborder and projects supported by Invest in Bogotá.



2.2 Expansion and growth of foreign direct investment in the Bogotá - Region

In 2025, 119 new investment and expansion projects were registered in the Bogotá-Region, representing a 5.3 % increase compared to the same period the previous year.

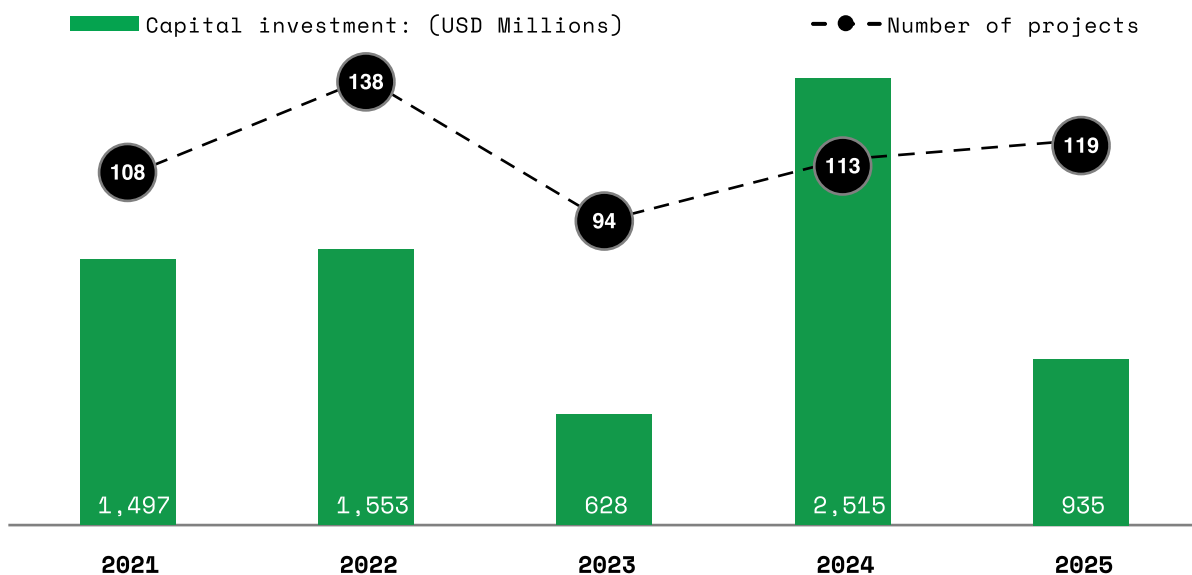
In terms of investment, the year closed with an estimated investment of USD 935 million, representing a 62.8 % decline compared to 2024. In terms of employment, these projects are estimated to generate more than 13,400 new jobs, representing a 3.8 % increase.

The main investor countries were the United States with a 27.7 % share, followed by Spain (8.4 %) and Germany (6.7 %). Meanwhile, the retail, software and IT services, and corporate services sectors accounted for 69 % of the FDI projects that arrived in the Bogotá - Region in 2025.

An analysis of the activities of these FDI projects, reveals a marked concentration in three sectors that accounted for 58.7 % of all projects in the Bogotá - Region: retail trade, business services, and office opening, marketing, and support.



History of New and Expansion FDI 2021-2025



Source: Invest in Bogotá based on information from fDi Markets, Orbis Crossborder and projects supported by Invest in Bogotá.

2.3 Investor countries in the Bogotá - Region: share and Strategic projects

In 2025, new FDI and expansion projects developed in the Bogotá - Region originated from 28 countries. Among these, the United States stands out with a 27.7 % share, followed by Spain (8.4 %) and Germany (6.7 %).

In addition, the United States maintains its position as the leading investor in the city-region, thanks to a 6.5 % increase in investment projects—from 31 to 33—compared to the previous year.

In addition to Bogotá, projects in other municipalities stand out for their strong ability to attract capital. For example, Ubaté attracted a project from the German company Scania, which will open a new regional headquarters for its corporate services segment, focusing

on preventive and corrective maintenance for vehicles operating under demanding conditions in the mining sector—specifically in coal extraction and transportation. Furthermore, this project has an estimated investment of USD 64 million.

Other municipalities also stand out: Cajicá, with a sales office for industrial machinery operated by Manitowoc Company; Tenjo, which will host a logistics and distribution center for PepsiCo; Funza, where Emergent Cold LatAm is expanding its distribution center; and Mosquera, where Aruma will establish a new cosmetics store.

Top 10 Major Investor Countries, 2025

Country	Number of FDI projects	Estimated investment (USD million)
United States	33	343
Spain	10	73
Germany	8	104
Switzerland	6	25
United Kingdom	6	65
France	6	45
Brazil	5	7
Perú	5	27
Netherlands	4	81
Japan	4	28

Source: Invest in Bogotá based on information from fDi Markets, Orbis Crossborder and projects supported by Invest in Bogotá.

2.4 Sectors receiving foreign direct investment: investment and growth dynamics

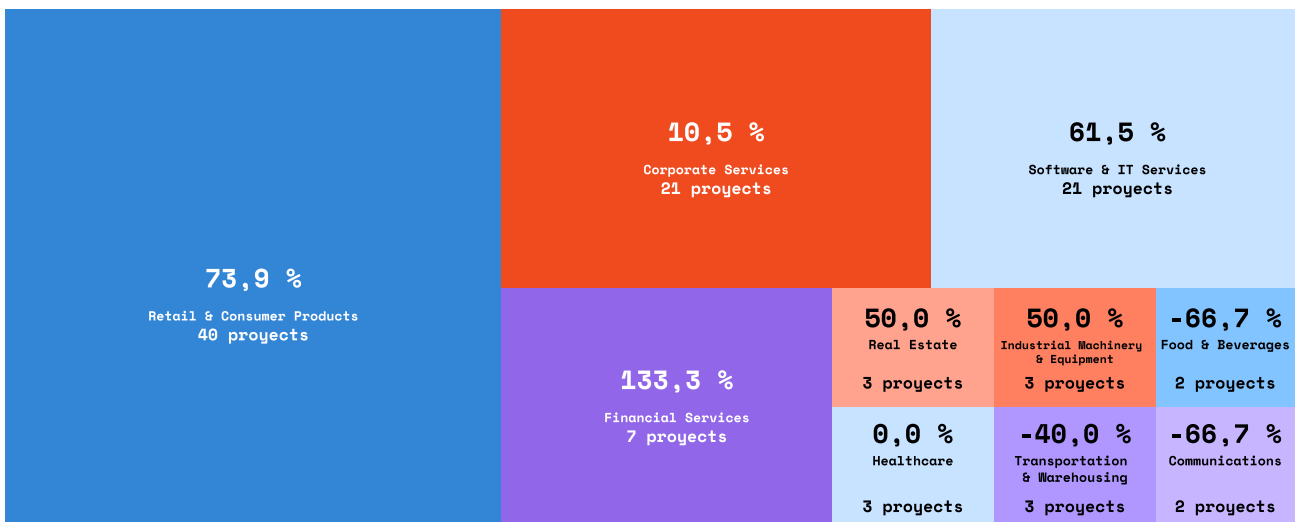
The retail and consumer goods, corporate services, and software and IT services sectors led investment attraction in the Bogotá–Region in 2025, accounting for 69% of the FDI projects that reached the city-region. This performance was mainly driven by the arrival of large-scale projects in the corporate services and software and IT sectors, which was reflected in an increase in the average investment amount per project.

Among the standout projects were the arrival of Electronic Arts, with an investment of USD 120 million; the regional headquarters of Scania, with an estimated investment of USD 63.7 million; a USD 28 million project by Equinix

in the data center sector; and a renewable energy project by Zelestra valued at more than USD 20 million. These projects help explain the dynamics of FDI investment amounts in 2025.

Finally, in terms of job creation, the report highlights projects expected to generate a high number of new jobs in the services sector, particularly the iGaming infrastructure project by the UK-based company Arrise, which is projected to create 1,500 jobs, the shared services center by SGS, and the business support center by Genpact.

Top 10 sectors for new and expansion FDI projects, 2025
 Percentage change 2025 vs. 2024



Source: Invest in Bogotá based on information from fDi Markets, Orbis Crossborder and projects supported by Invest in Bogotá.

2.5 Activities carried out in FDI projects in the Bogotá- Region

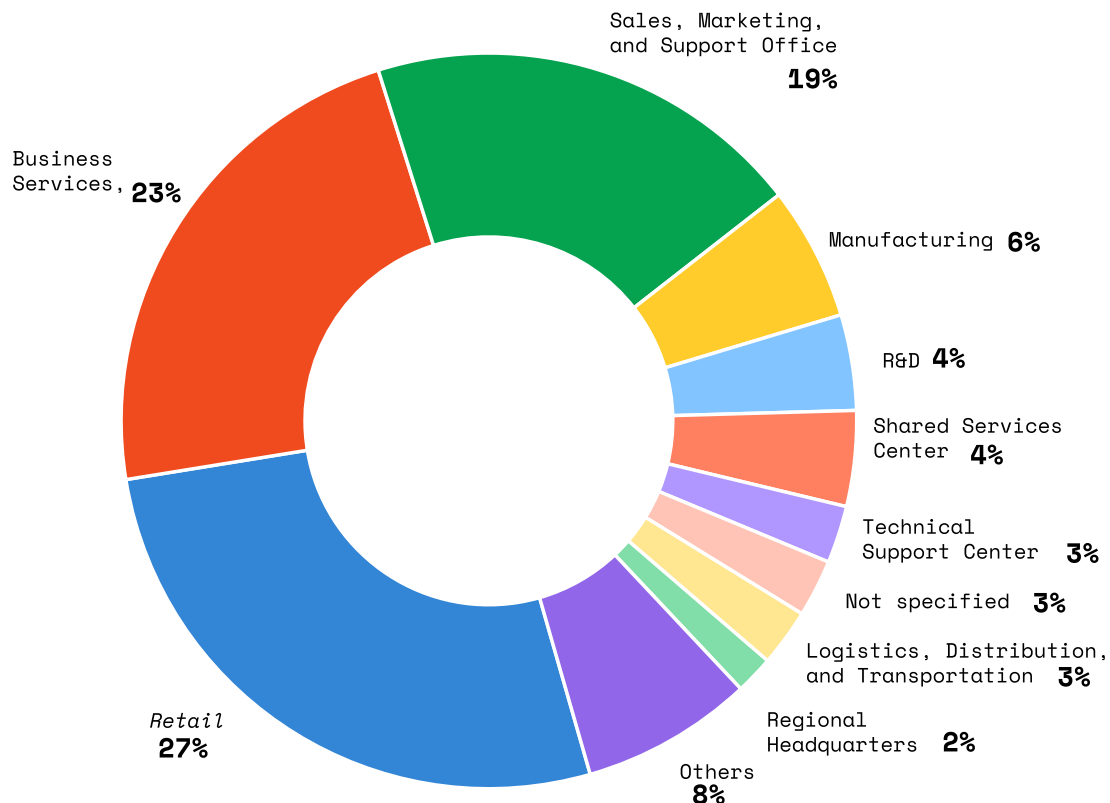
In addition to the sectoral focus, the analysis of FDI projects allows for a deeper look into the types of activities that will be carried out. These activities are cross-cutting; for example, opening an office can occur in sectors associated with services and/or manufacturing.

In 2025, the most common activity in FDI projects was associated with retail trade. Most of these activities (29 of the 32 projects) were related to the consumer goods sector.

Activities associated with business services were carried out in 27 FDI projects. Of these, 23 are related to the services sector, particularly corporate, software, and financial services.

Finally, activities associated with office openings, marketing, and support were primarily linked to consumer products; however, they were also present in sectors such as software, renewable energy, and communications.

Top 10 activities carried out in new and expansion FDI projects, 2025



Source: Invest in Bogotá based on information from fDi Markets, Orbis Crossborder and projects supported by Invest in Bogotá.

3

Conclusions



The global outlook for Foreign Direct Investment (FDI) in 2025 showed a 17.2 % decline in new and expansion investment projects compared to 2024. Most regions, except the Middle East and Africa, recorded a decline in the number of projects.

By sector, 8 of the top 10 sectors receiving new and expansion FDI experienced a decline in the number of investment projects. The leading sectors in attracting FDI projects—Software and IT, and Corporate Services—fell by 9.0 % and 13.2 %, respectively.

In this context, according to FDI Markets, Bogotá stands out regionally: among the top 10 cities receiving FDI projects in Latin America, Bogotá ranked second in terms of growth, with a 32.6 % increase projected in 2025. Furthermore, it is the only Colombian city in the region's top 10.

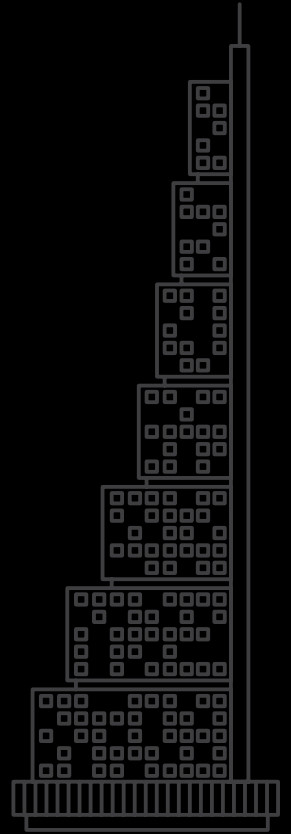
According to Invest in Bogotá methodology, which consolidates various sources of information, the Bogotá - Region showed a 5.3 % increase in 2025 in the number of new and expansion FDI projects, demonstrating a positive trend contrary to global trends.

The United States continues to lead as the main investing country in FDI projects. Despite the political uncertainty experienced during 2025, companies continue to place their trust in the business environment and capabilities of the Bogotá–Region for the development of FDI projects.

European countries also consolidated their position as a major source of investment, accounting for a 37 % share of projects, with Spain, Germany, Switzerland, and the United Kingdom standing out among the leading contributors.



Although projections for 2025 pointed to a global downward trend in FDI, the Bogotá–Region maintained positive momentum and closed the year by consolidating its position as a regional benchmark for multinational investment projects, driven by the continuous strengthening of its competitiveness and the further development of key sectors and markets.



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