

Prot. n. 1679

li, 14/10/2021

ALLE AZIENDE ASSOCIATE  
LORO SEDI

**Oggetto: Business meeting con la Vice Presidente colombiana Martha Lucía Ramírez Blanco – Confindustria, 25 ottobre 2021.**

In occasione della visita in Italia della **Vice Presidente e Ministro degli Esteri della Colombia, Martha Lucía Ramírez Blanco**, Confindustria organizza un business meeting con le imprese italiane che guardano al Paese per un futuro sviluppo delle proprie attività o che hanno già interessi in Colombia.

L'incontro si terrà **in presenza lunedì 25 ottobre dalle ore 14:00 alle ore 15:30 in Confindustria** (Viale dell'Astronomia 30, Roma).

La Colombia è la terza più grande economia dell'America Latina, dopo il Brasile ed il Messico e, di tutta l'area, si prevede sarà tra quelle a più rapida ripresa (+5,2% quest'anno e +3,6% nel 2022 stimato da SACE), puntando su infrastrutture, transizione energetica, turismo ed economie creative.

Le aziende che intendono partecipare potranno confermare la partecipazione ai seguenti indirizzi **entro il 21 ottobre**:

[internazionale@confindustria.it](mailto:internazionale@confindustria.it)

[eitalia@cancilleria.gov.co](mailto:eitalia@cancilleria.gov.co)

Si allegano:  
programma della giornata  
slides con presentazione economica della Colombia.

*L'evento è stato organizzato nel rispetto delle misure di protezione e contenimento del contagio da COVID-19. Tutti coloro che prenderanno parte all'incontro sono tenuti ad esibire il Green Pass in corso di validità per accedere alla sede di Confindustria.*

Cordiali saluti.

f.to IL DIRETTORE GENERALE  
(Dr. Enrico Barbone)

**Business Meeting with H.E. Martha Lucía Ramírez Blanco**  
**Vice President & Minister of Foreign Affairs of the Republic of Colombia**

**Rome - Monday, October 25<sup>th</sup>, 2021**  
*Confindustria – Viale dell’Astronomia 30*

**PROGRAM**

14.00	Arrival of participants
<b>14.15-15.30</b>	<b>Business Meeting</b>
14.15-14.20	Opening Remarks - <b>Barbara Beltrame</b> , Vice President for Internationalization Confindustria
14.20-14.30	Keynote Speech - <b>H.E. Marta Lucía Ramírez Blanco</b> , Vice President & Minister of Foreign Affairs of the Republic of Colombia
14.30-14.45	SIMEST as a partner in Colombia - <b>Mauro Alfonso</b> , CEO SIMEST
14.45-15.00	Successful case history - Italian company tbc
15.00	Q&A session
15.30	End of proceedings

*Working Language: English*



# ENVIRONMENT

FOR BUSINESS OPPORTUNITIES IN COLOMBIA

2021



El futuro  
es de todos

Gobierno  
de Colombia



**PROCOLOMBIA**  
EXPORTS TOURISM INVESTMENT COUNTRY BRAND



# COLOMBIA

## OFFERS:



A responsible Government committed in promoting public health and economic growth



Political stability in Latin America thanks to its government's commitment to develop private entrepreneurship, protect public institutions and promote democracy



A strategic point for regional supply, due to its geographic location and its network of free trade agreements



A developed and tech-savvy ecosystem and society that meets the standards of the "new normality" created by the COVID-19 pandemic

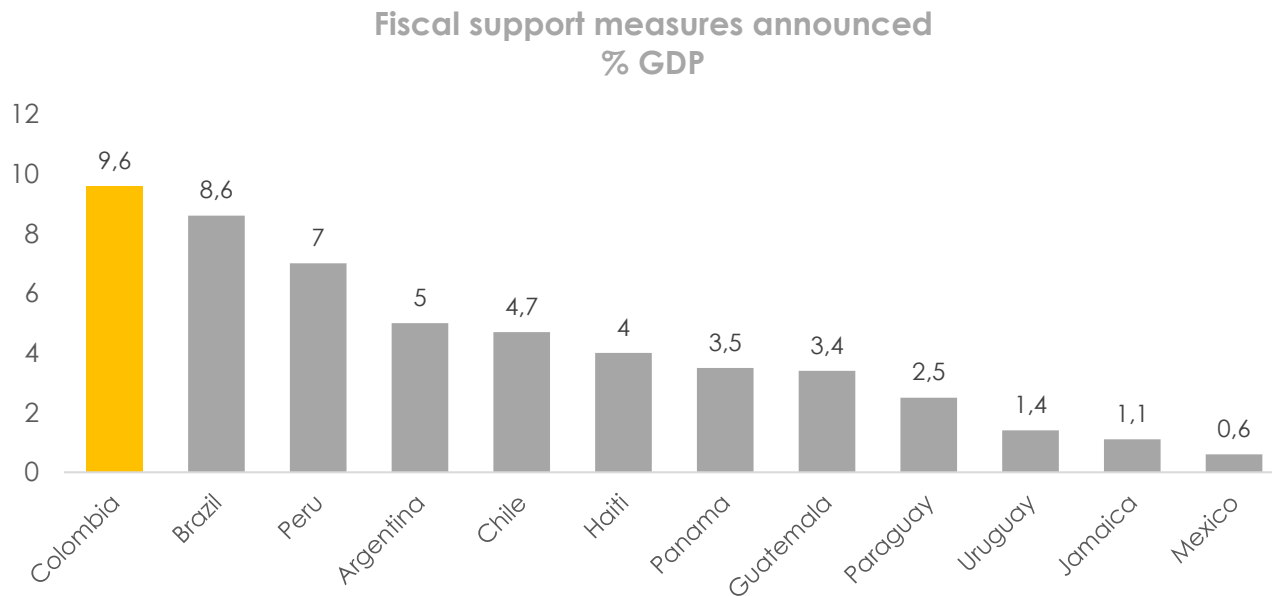


A leading country in receiving FDI in the region

Fiscal stability allowing to be the only country in Latin America to meet all its debt obligations in the last century

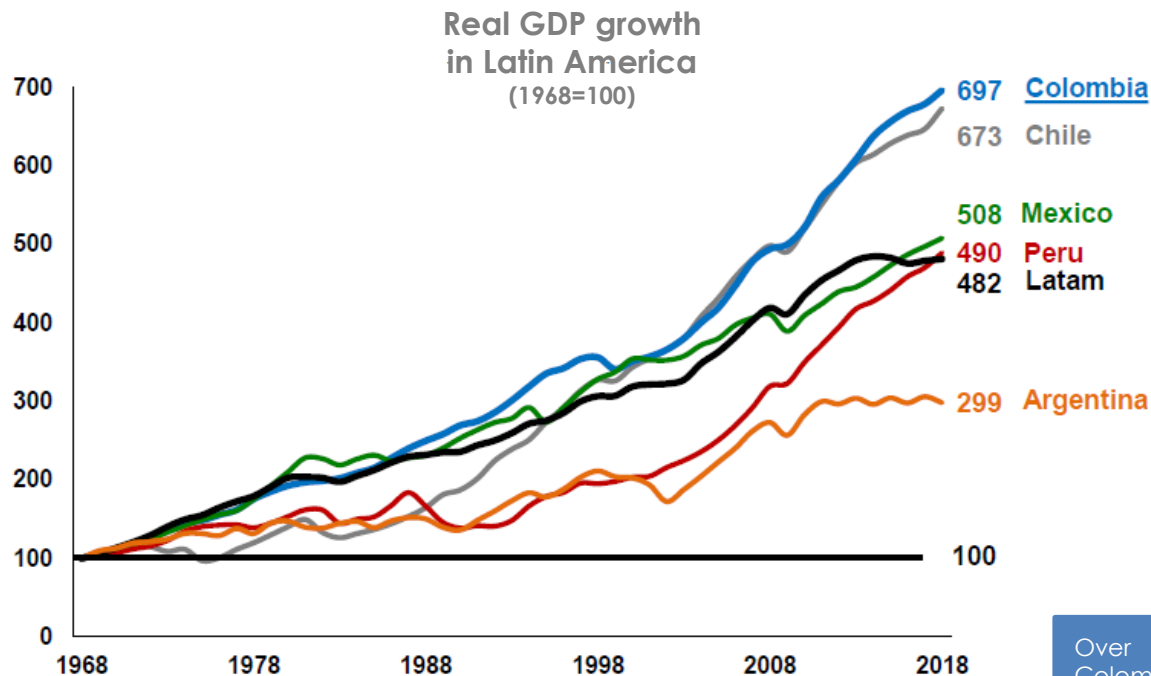


# Colombia has been the country in Latin American that has invested most, in proportion to its GDP, to tackle and mitigate the pandemic's effects



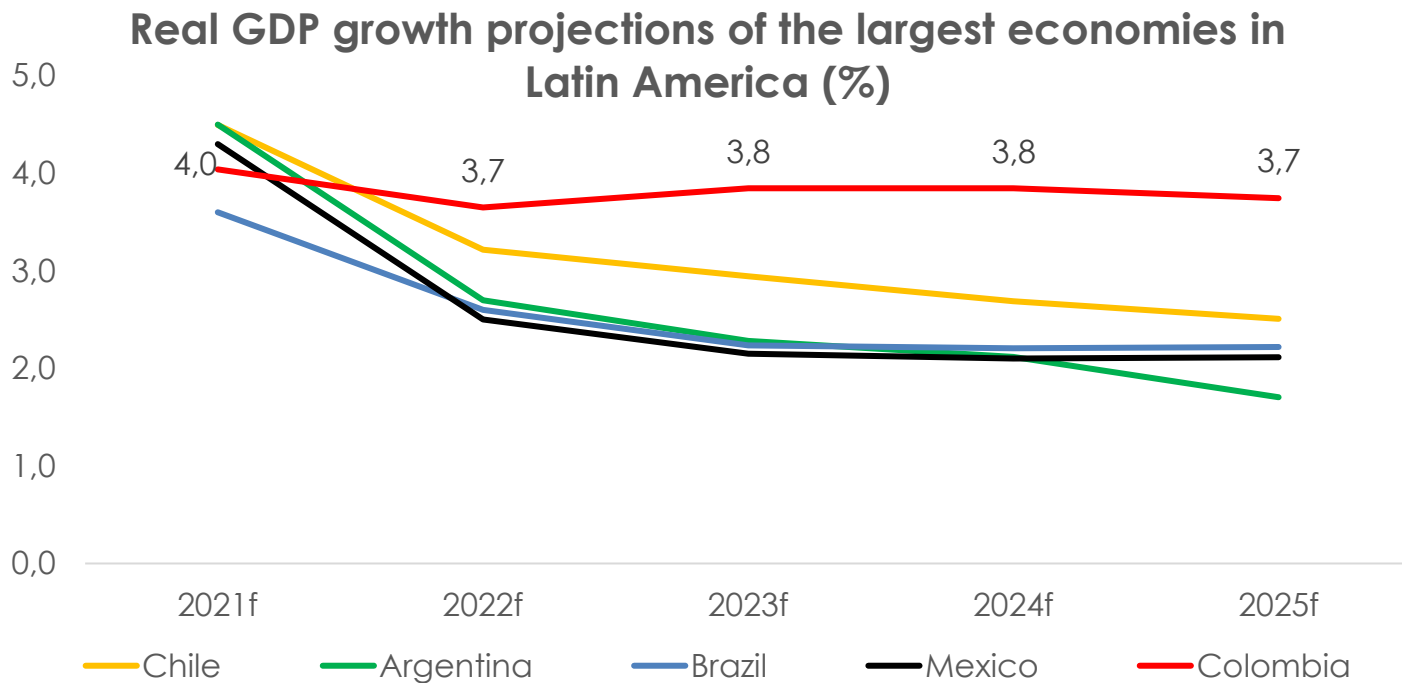
*Note: Measures are the total amount announced, including discretionary spending, loan guarantees, and other credit measures. Data are as of May 29, 2020 and are subject to change.*

# The global pandemic was the vector to momentarily slow down 50 years of exemplary economic growth



Over the past 50 years, the Colombian economy has been the fastest growing in the region.

# Colombia is projected as the most stable economy in the region.



# Its economy's Dynamic nature allows the country to project strong indicators, despite the global impact of COVID-19

## 4.6% - 4.9% Growth

is predicted for the **the Colombian economy in 2021**, according to the IMF and the World Bank, respectively

## 2.4%

Is predicted to be the **Inflation rate in 2021** according to IMF

**A remaining low inflation rate**

## US \$4,093 millions

received in **non-mining FDI**, between January and September 2020

## 75.1%

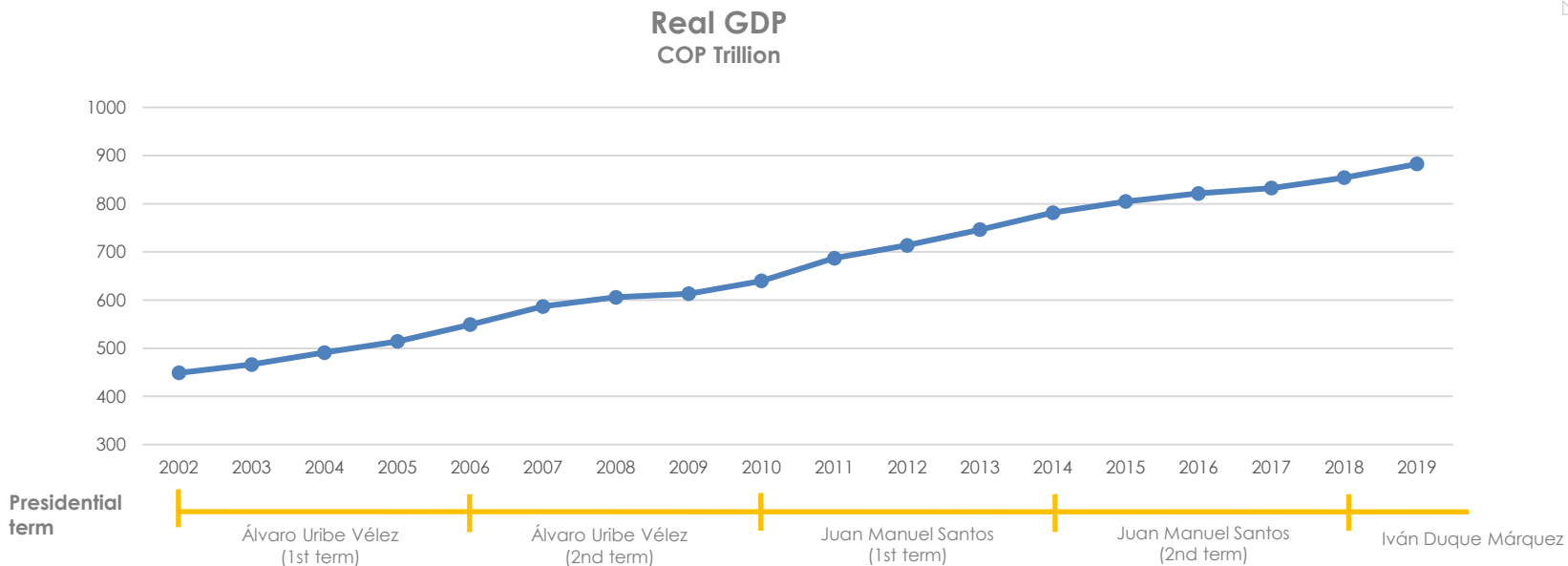
Of participation in total investment





Colombia stands out in the  
region for its political  
stability and solid  
institutions

# The country has excelled in maintaining political stability regardless of the presidential administration, proof of Colombia's resilient economy



Governments, regardless of presidential administration, have been committed to the country's economic development.

Source: IMF, GDP constant prices.

Furthermore, Colombia has strong institutions which have allowed to position itself in the international context



According to the Global Competitiveness Report:



Corporate government  
**1<sup>st</sup> in Latin America**



Business dynamism  
**2<sup>nd</sup> in Latin America**



Financial system stability  
**2<sup>nd</sup> in Latin America**

## Global Competitiveness Report 2019



33



48



54



57



65



71



83

Source: Global Competitiveness Report 2019, World Economic Forum.

# Due to the country's solid economy and political stability, Colombia was officially accepted by the OECD

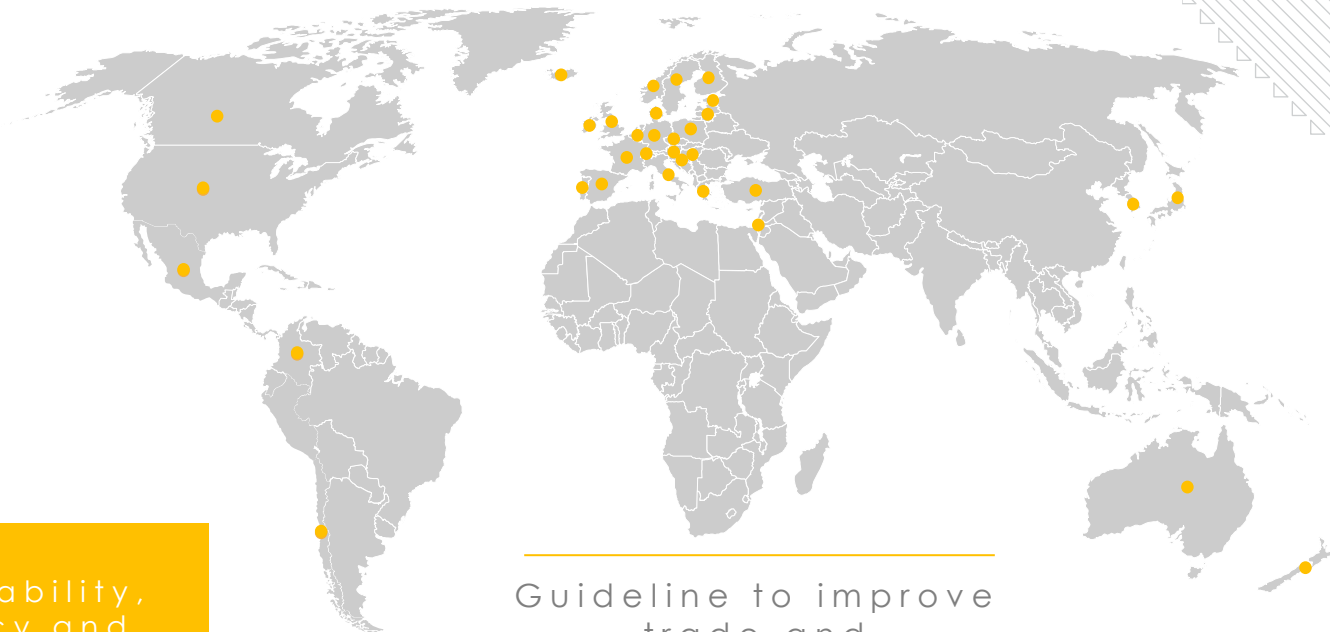
CANADA  
UNITED STATES  
MEXICO  
CHILE  
COLOMBIA

AUSTRIA  
BELGIUM  
CZECH REPUBLIC  
DENMARK  
ESTONIA  
FINLAND  
FRANCE  
GERMANY  
GREECE  
HUNGARY  
ICELAND  
IRELAND  
ISRAEL  
ITALY

JAPAN  
SOUTH KOREA

LITHUANIA  
LATVIA  
LUXEMBOURG  
NETHERLANDS  
NORWAY  
POLAND  
PORTUGAL  
SLOVAK REPUBLIC  
SLOVENIA  
SPAIN  
SWEDEN  
SWITZERLAND  
TURKEY  
UNITED KINGDOM

AUSTRALIA  
NEW ZEALAND



 Economic stability,  
transparency and  
government discipline

Guideline to improve  
trade and  
investment barriers



# The country stands out amongst the economies of the region, for having a **government committed to the private sector**



**THE WORLD BANK**

According to Doing Business:



In getting credit  
**1<sup>st</sup> in Latin America**



In protecting minority investors  
**1<sup>st</sup> in Latin America**

## Doing Business 2020 *World ranking 2020*

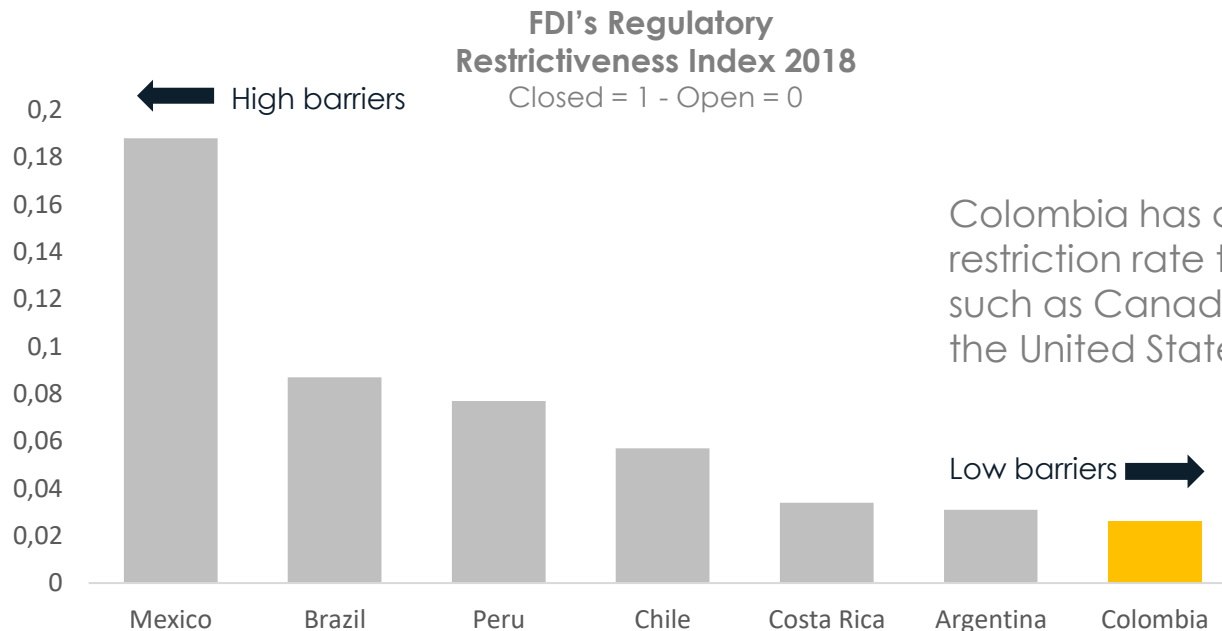


Source: Doing Business 2020, World Bank.





# According to OECD, **Colombia has the lowest FDI barriers of Latin America**



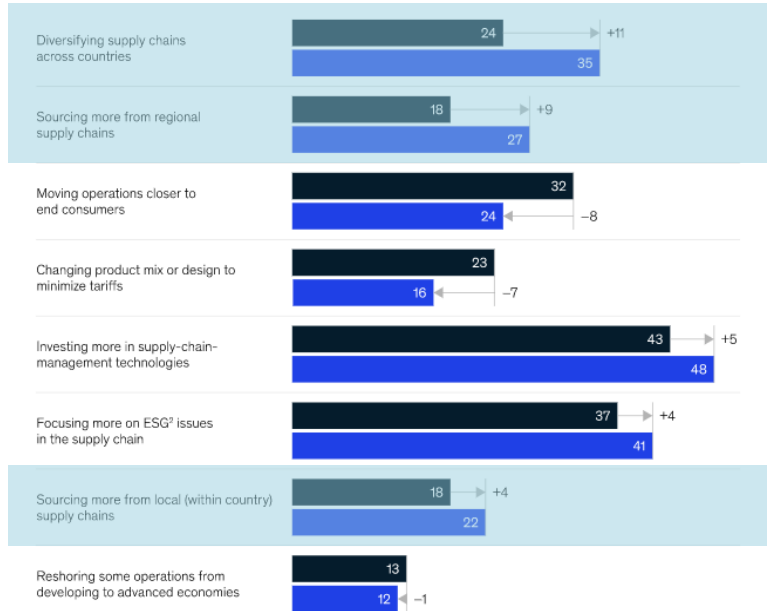
Colombia has a lower FDI restriction rate than countries such as Canada (0.16) and the United States (0.09).



The new dynamics of global trade  
represent opportunities for  
Colombia as **a regional  
supplier**

# The pandemic's outbreak has led to a **reorganization of global supply chains, which are moving towards regionalization**

**Biggest changes to companies' globalization strategies in the next 3 years,**  
% of respondents<sup>1</sup>



<sup>1</sup>The online survey was in the field from March 2 to March 6, 2020. Respondents who said "other" or "don't know" are not shown. In Dec 2019, n = 60; in Mar 2020, n = 235.  
<sup>2</sup>Environmental, social, and governance.



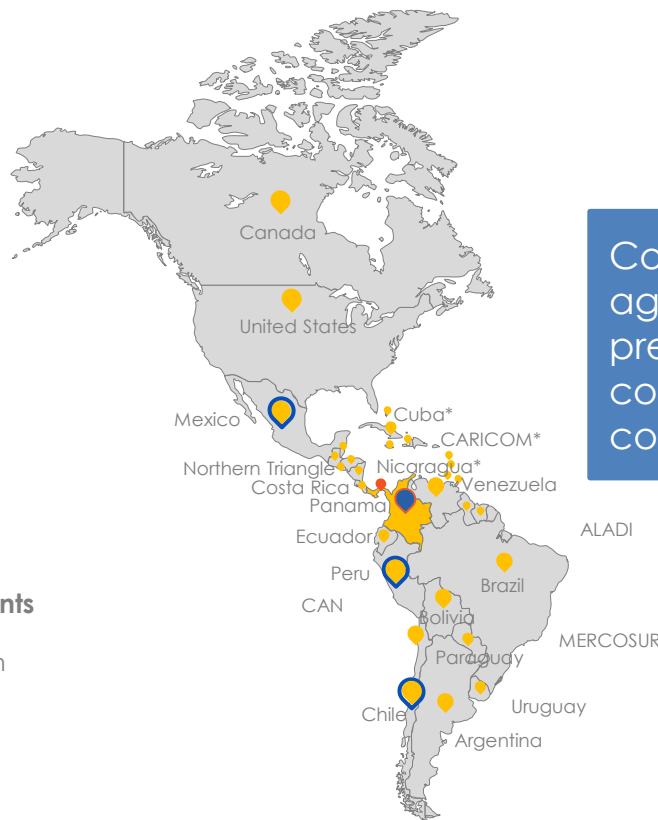
More than **80%** of the 3,000 companies surveyed in 12 global sectors, in North America, Europe, and Asia Pacific (ex-China), have implemented or announced **plans to relocate** at least part of their supply chains from current locations. **Back Shoring & Near Shoring -Bank of America**



Companies will be increasingly inclined to **spread their risks rather than "putting all their eggs in the lowest-cost basket"**. The threat of a future crisis will force companies to structure their global supply chains, looking for greater resilience, as well as lower risks and costs. **-Re-shoring index, Kearney**



# Colombia is ready to address the relocation challenge, offering preferential access to 97%\* of the regional economies



Colombia has 17 free trade agreements in force, allowing preferential access to 60 countries and 1.5 billion consumers

## Regional agreements

- Andean Community
- Pacific Alliance
- Chile
- Mexico
- Canada
- United States
- Northern Triangle
- Costa Rica
- Mercosur
- Cuba
- Caricom
- Nicaragua
- Venezuela

## Other agreements

- EFTA
- European Union
- South Korea
- Israel

## Signed agreements

- Panama
- United Kingdom

- In force
- Signed
- Pacific Alliance

Source: MinCIT

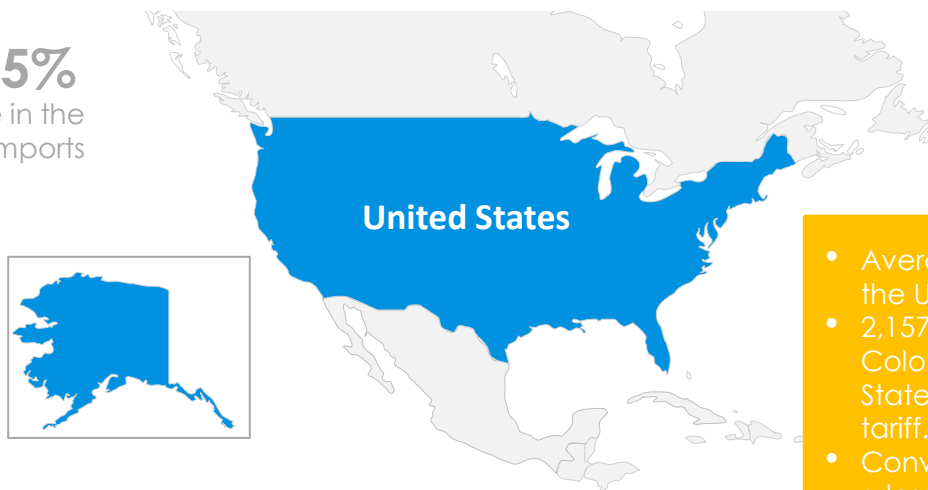
\*Non-self-governing territories are not included.

Within the region, **Colombia enjoys the best access conditions to the United States, thanks to its FTA**

**Preferential access to the world's largest importing market**

**13.5%**

U.S. market share in the world's imports



- Average tariff of 0% from Colombia to the U.S.
- 2,157 (96%) of the subheadings that Colombia exports to the United States, entered the market with a 0% tariff.
- Convenient regional content value rules.

# Colombia has a free trade zone regime with one of the region's most attractive incentive packages

## Benefits within the Free Trade Zones



20% income tax rate  
in free trade zone



Exemption of customs  
duties (i.e. VAT and  
tariffs) for goods  
imported from  
abroad to the Free  
Trade Zone



The sale of raw materials,  
parts, inputs and finished  
goods to industrial users  
of goods and services is  
exempted from VAT,  
provided that these  
goods are necessary for  
the execution of the  
user's corporate purpose



The merchandise within  
a Free Trade Zone may  
remain inside such zone  
indefinitely



The sale and shipment  
of goods abroad which  
are located within the  
Free Trade Zone is  
exempted from VAT



These Free trade zones are located throughout the country, **especially close to the country's main seaports and airports**

### Free trade zones\* map

#### Free trade zones\* by department

- Bogota
- Cundinamarca
- Santander
- Norte de Santander
- Atlántico
- Bolivar
- Magdalena
- Risaralda
- Quindío
- Antioquia
- Valle del Cauca
- Huila

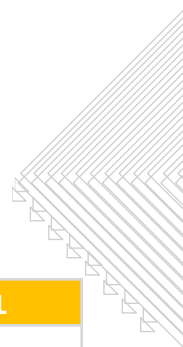


Thanks to its location, Colombia offers direct access to the two main continental oceans.

Source: Free trade zone directory 2019, ProColombia.  
\*Permanent free trade zones



# The combined incentives position Colombia as **the country with the best tax regime for investors in Latin America**



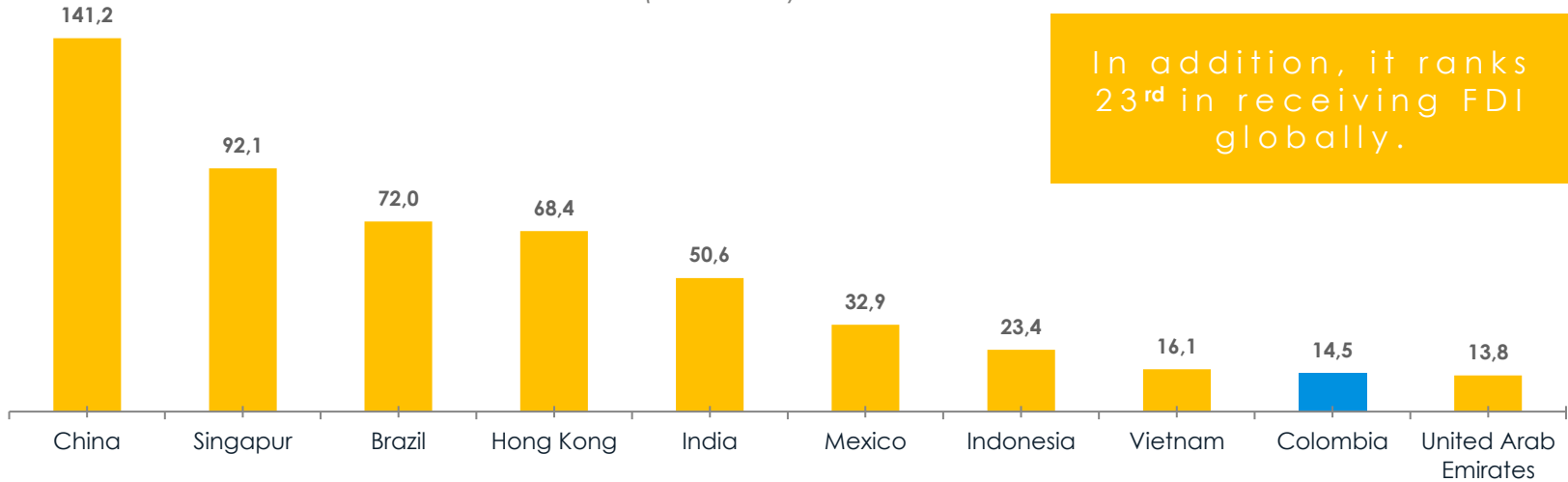
Tax burden	COLOMBIA	CHILE	PERU	MEXICO	ARGENTINA	BRAZIL
Income tax	<b>31% - 2021</b> <b>30% - 2022</b>	25% a 27%	29,5%	30%	25%	34%
Special benefits	<b>Mega investment - 27%</b> <b>FTZ - 20%</b>	Exempts in FTZ of Iquique and Punta Arenas	Exempt in 4 operative FTZ	20% in the Northern Border Free Zone	No	- 75% in FTZ of Manaus
VAT	<b>Exempt from FTZ</b>	Exempt From FTZ	Exempt from FTZ	8% in the Northern Border Free Zone	Exempt from FTZ	55% to 100% reduction
Custom Duties	<b>Exempt in FTZ</b>	Exempt in FTZ	Exempt in FTZ	No (Only IMMEX)	Exempt in FTZ	- 75% on supplies
Accelerated Depreciation	<b>In 2 years for mega investment</b>	50% snapshot until 2021	No	No	No	No
Dividend Tax	<b>10% (DTA)</b> <b>Mega investment 0%</b>	5% to 10 %	5%	10%	13%	No
Legal Stability Contract	<b>In mega investment projects</b>	Yes	Yes	No	Yes	No



All these  
conditions **place**  
**the country as a**  
**regional leader in**  
**receiving FDI**

# Colombia ranks 9<sup>th</sup> among developing countries in receiving FDI

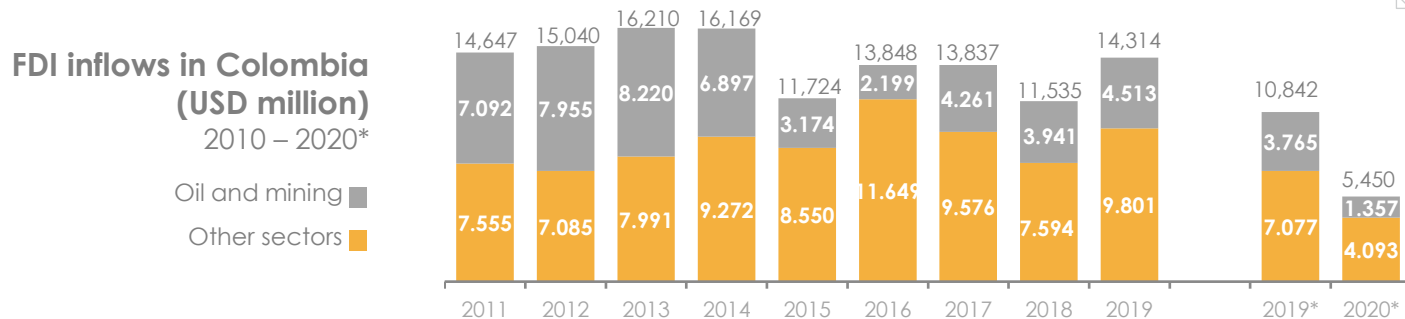
Top 10 developing economies  
in receiving FDI in 2019  
(USD billion)



Source: UNCTAD, 2020.  
\*Cayman Islands and British Virgin Islands are not included.



# Since 2014 non-mining sectors have registered a major participation in Colombia's FDI



In 2019, investment flows **grew by 24.1%** compared to 2018, meanwhile investment in **non-mining sectors grew by 29.1%**

## Top investors in Colombia, by country\*\*

2015-2019



**United States**  
USD 11.61 billion  
17.8%



**Spain**  
USD 9.58 billion  
14.7%



**United Kingdom**  
USD 5.22 billion  
8.0%



**Canada**  
USD 3.84 billion  
5.9%

Source: Balance of Payments – Banco de la República.

\* January-September.

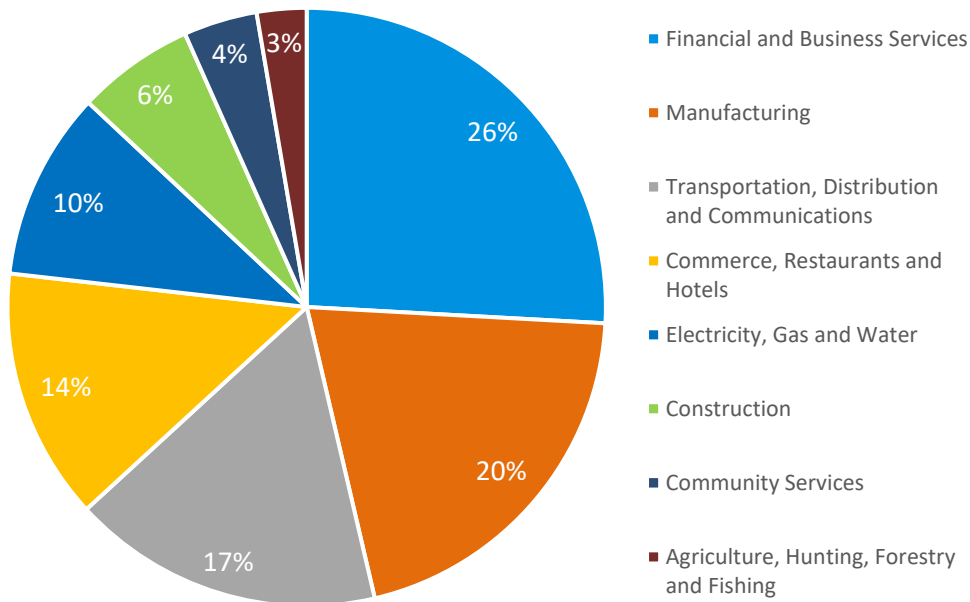
\*\*Panama and Switzerland are not included





# Investment in Colombia spreads across various sectors of the economy

FDI by economic activity\*  
2015 – 2019



Between 2015 and 2019, a total of US\$47.17 billion in non-mining FDI arrived to the country

Source: Banrep.

\*Mining-energy investments are excluded.

# National Development Plan 2018 – 2022 “Pact for Colombia, pact for equity”



LEGALITY



EQUITY



ENTREPRENEURSHIP