

コロンビア貿易振興局日本事務所 (PROEXPORT COLOMBIA)

コロンビアと米国の 自由貿易協定 (FTA) 発効

2012年5月15日、コロンビアと米国のFTAが発効した。これにより、日本製品の米国向け生産・輸出拠点としてコロンビアが改めて注目されている。

対米輸出においては、2001年に第2位であった日本が、2010年にはカナダ、メキシコに抜かれ第4位となった。こうした日米貿易を取り巻く環境の変化をとらえ、日本企業も生産の現地化を進めつつ、第三国経由での米国向け輸出に切り替える動きが少しずつ広がってきている。米国とFTAを結ぶコロンビアを活用したビジネスモデルは、そうした第三国経由での輸出を促進し、日本が米国市場における地位を取り戻すための選択肢となるだろう。

対コロンビア投資のサポート

この10年、日本からの対コロンビア直接投資は、マツダの自動車組み立て、日野自動車のトラック生産、伊藤忠商事の石炭鉱山開発事業投資などをはじめとし、主に製造業、鉱業および貿易部門において発展をみせている。

コロンビア貿易振興局では、今後も対コロンビア投資を振興するため、外国投資家向けの情報提供、パブリックセクターと民間セクターの橋渡しなどのサポートを行っていく。

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Colombia – United States Free Trade Agreement: Platform for Japanese Products

A while ago, it was hard to think that Colombia could become an exporting platform for Japanese products. Today, thanks to its excellent macroeconomic performance, strategic location, multiple development hubs, available human resources, and positioning as an exporting platform thanks to different free trade agreements (or FTAs) - particularly, the most recent one celebrated with the US and valid as of May 15th -, the Japanese are looking to this South American nation as an investment destination.

Due to the high tariffs products of Japanese origin currently pay to enter the US, investors who decide to produce in Colombia sugar, processed foods, textiles, chemicals, tobacco, metals, automobiles, chocolates, African palm, BPO services, oils and fats, non alcoholic beverages, cosmetics and personal care product, construction materials, electronic equipment, and medical equipment will be able to export their products and enjoy all the tariff benefits granted by the US to Colombia through the FTA.

An analysis conducted by Proexport Colombia (the organism in charge of promoting non-traditional exports, tourism, and direct foreign investment), which considered the trade balance and tariff behavior between Japan and the US, showed an outstanding potential for auto parts, electronic equipment, and iron and steel manufactures. These three sectors represent the main Japanese exports to the US with excellent commercial behavior and growth. Furthermore, the largest amount of Japan's worldwide foreign investment is concentrated in these sectors.

According to FDI Markets, Japan has 93 investment projects in Latin America and 1393 in the rest of the world in the automotive sector; 61 and 835 respectively in electronic equipment, and 25 and 341 respectively in iron and steel manufacturing.

In 2001, Japan was the second largest supplier to the US, according to the US International Trade Commission (USITC). However, in 2010, Japan fell behind Mexico and Canada. For this reason, if the Asian country wants to recover its leadership, it must find new ways to enter this market. And Colombia could be an option.

Japanese Investment in Colombia

In the last decade, the Japanese foreign direct investment (FDI) to Colombia has been mainly directed to the manufacturing, mining, and trade sectors. It must be noted that in 2003, direct investment equaled US\$ 41.2 million, year in which Mazda made a significant investment in the automotive assembly sector. On the other hand, the Japanese company Hino Motors, dedicated to the production and marketing of vehicles, built in 2008 its first Latin American factory in Colombia. The factory has an annual production capacity of 3,500 units, mostly medium-sized trucks for distribution in Colombia and Ecuador. This investment reached the US\$ 19.4 million

More recently, in 2011, Itochu decided to invest US\$ 1.6 billion with the acquisition of 20% of the Drummond mining operation in Colombia.

A few noteworthy companies with presence in Colombia are Mitsubishi, Mitsui, Marubeni, Sumitomo, Yamaha, Bank of Tokyo UFJ Mitsubishi, Sumitomo Mitsui Financial Group, Toshiba, Suzuki, Fujitsu, Hanwa, Terumo, among others.

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Proexport, is your best ally to make the most out of your interests in making business with Colombia. We offer Information on how to capture business opportunities, provide you with contacts in the public and private sector, and help you organize business agendas and guide you during your visit to Colombia among others.

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