

Colombia: An Attractive Investment Environment



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Former Ambassador of Colombia to Japan

Given a strategic location, a population of 47 million people, a network of signed Free Trade Agreements and a commitment to economic growth and prosperity for all, Colombia has remarkably expanded its presence in global markets and has positioned itself as a reliable partner that offers an attractive business environment for international firms to invest.

Colombia has been ranked as the third most business-friendly and leading reforming country in Latin America, according to the Doing Business report 2014 of the World Bank.

Other international entities and organizations have emphasized the positive conditions that Colombia has to offer, a country striving for innovation, recognized for its skilled labour and with an extensive range of free trade zones.

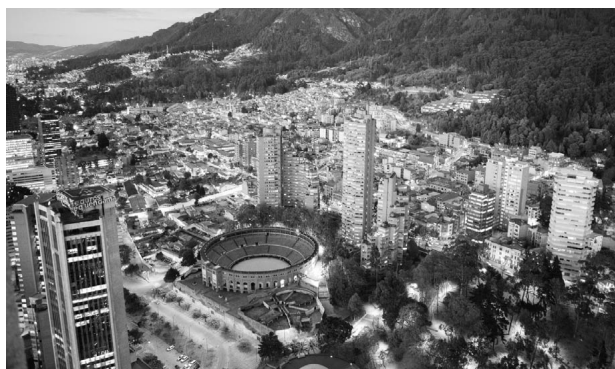
Indeed, innovation has been included as one of the driving engines of the National Development Plan (2010-2014). Colombia is considered as one of the countries with the largest annual increase in availability of human resources according to the 2012 IMD Workforce Growth Rate. Additionally, the

country has a competitive Free Trade Zone regime which grants benefits such as a single 15% income tax rate, among many more advantages.

The UNCTAD 2012 World Investment report ranks Colombia as one of the countries in the region with the highest potential for foreign direct investment in line with the investor's expectations.

After having granted an investment grade to Colombia in 2011, Standard and Poor's, Fitch and Moody's, the top three risk rating agencies in the world, improved again in 2013 the Colombian grade, which endorses the country's economic and fiscal conditions and encourages global firms to consider the nation as a destination.

Undoubtedly, this positive outlook coincides with the foreign investment boom that Colombia has registered since the beginning of this century. The country has received large investments in the nation's oil and mining sector, and lower percentages have taken part in the manufacturing industry, the transport and communication areas and the retail sector.



Bogotá, the capital city
Photo Credit: PROEXPORT COLOMBIA



Medellín, Colombia's second largest city
Photo Credit: PROEXPORT COLOMBIA

As an attractive destination for investment given the variety of possibilities it can offer and the generous conditions for foreign firms, Colombia has maintained a continuous presence of Foreign Direct Investment flows from the United States in the first place, England in the second, Spain in the third and Chile in the fourth since 1994.

Although the investment flows from Asia are moderate if compared with other nations, the current national policies to further engage with the Asian region are opening new possibilities for stronger ties in this area.

Japanese firms have increased their presence in the past year and, in the context of the negotiation of the Economic Partnership Agreement and the already signed Bilateral Investment Agreement, the future outlook implies endless opportunities. One of the recent notorious cases of Japanese investment in Colombia was the one made by ITOCHU, which in June 2011 acquired a 20 per cent of Drummond in Colombia, \$1.52 billion, the largest flow of investment coming from Japan.

Certainly Colombia is a country on the rise, and while challenges undoubtedly still exist, its best years are yet to come. International studies and reports support this changing view of the country and as Colombia's global standing increases, international investment do too. Being part of this ongoing transformation will indeed result in mutual benefits for all, and in this particular case, for Colombia and Japan.



The visit of President Juan Manuel Santos to Japan in September 2011, when the Bilateral Investment Agreement was signed and the creation of a study group for EPA was announced.



A breakfast meeting organized by PROEXPORT as well in the framework of President Santos visit to Japan in September 2011. Different representatives of a variety of firms gathered to listed about the great opportunities that Colombia offers.



One of the rounds of the negotiations of the EPA Colombia-Japan, which took place in Tokyo in December 2012 with the presence of Minister of Trade, Industry and Tourism, Sergio Díaz Granados.

*H.E. Ms. Patricia Cárdenas had completed her seven years tenure as ambassador to Japan in April 2014 and has been appointed as ambassador to Brazil.

JOI 特別会員

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コロンビア貿易振興機構 (PROEXPORT COLOMBIA) は、コロンビアへの海外投資誘致、コロンビアの輸出および観光の促進を目的とした政府機関で、世界に30以上ある拠点から、各分野に関するさまざまな情報を発信しております。日本事務所はコロンビア大使館・通商部として、両国間の貿易やビジネスを活性化するため、セミナーや講演会を開催しているほか、コロンビアの各セクターにおける市場分析や投資誘致政策など、日本企業の皆さまからの個別のご相談に対し、無償で情報提供しております。コロンビアへの進出に関するお問い合わせについては、PROEXPORT COLOMBIA日本事務所 和合ヒロシ代表および中園竜之介投資アドバイザーが担当しておりますので、下記へご照会ください。

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