INVESTMENT ROAD MAP

COLOMBIA AND THE UNITED STATES:
A 200-YEAR PARTNERSHIP

Two hundred years ago, the United States and Colombia established diplomatic relations. Aligned under principles of governance, democracy, and the respect to the institutions in the hemisphere.

COLOMBIA

CHAPTER 1: U.S.- COLOMBIA RELATIONS

Regarding business relations, the United States is Colombia's main bilateral trade partner, its major investor, and the primary source for inbound tourism.

In 2020 the U.S remained the largest investor in Colombia. We share a sustainable vision of the future business models.

CHAPTER 2: MAKE THE MOST OF BUSINESS OPPORTUNITIES IN LEADING SECTORS OF COLOMBIA

Colombia stands out as a strategic regional hub. Our location in the heart of the Americas gives companies logistical advantages to supply the region from the Atlantic and Pacific. Investment opportunities for U.S. companies have been identified in the following leading sectors of the Colombian economy:

AGRICULTURAL PRODUCTS & FOOD PRODUCTION

Processed Food - Valle, Cauca and Nariño, Risaralda, Quindío and Norte del Valle, Manizales, Atlántico, Cesar, Magdalena, La Guajira.

Fresh fruits and vegetables - Valle, Cauca and Nariño, Risaralda, Quindío and Norte del Valle, Manizales Santander, Antioquia, Bolivar, Córdoba y Sucre

Cocoa – Valle, Cauca and Nariño, Risaralda, Quindío and Norte del Valle, Caldas, Atlántico, Cesar, Magdalena, La Guajira, Santander and Norte de Santander

INFRASTRUCTURE

Transport Infrastructure - Valle, Cauca y Nariño, Risaralda, Quindío y Norte del Valle, Norte de Santander, Santander, Atlántico, Cesar, Magdalena, La Guajira

Social Infrastructure - hospital infrastructure, schools, cultural centers, and prisons - Valle, Cauca y Nariño, Risaralda, Quindío and Norte del Valle, Norte de Santander, Santander, Atlántico, Cesar, Magdalena, La Guajira.

Hotel and Tourism Infrastructure - Valle, Cauca and Nariño, Risaralda, Quindío and Norte del Valle, Manizales, Santander, Antioquia, Atlántico, Cesar, Magdalena, La Guajira, San Andrés.

HEALTHCARE SERVICES AND LIFE SCIENCES

Production and distribution - Pharmaceutical Sector - Valle, Cauca and Nariño, Antioquia

Containers and packaging of glass: Valle, Cauca y Nariño, Norte de Santander, Atlántico, Cesar, Magdalena, La Guajira

MANUFACTURING INDUSTRIES

Construction Materials - Norte de Santander, Atlántico, Cesar, Magdalena, La Guajira, Bolivar, Córdoba and Sucre
Products of iron and Steel - Atlántico, Cesar, Magdalena, La Guajira

Electrical devices - Valle, Cauca and Nariño, Antioquia, Atlántico, Cesar, Magdalena, La Guajira

Real Estate - construction – housing – offices – industrial – hotel industry – senior living – student residences

ENERGY

Solar, wind and other technologies - Valle, Cauca and Nariño, Norte de Santander, Atlántico, Cesar, Magdalena, La Guajira, Bolivar, Córdoba and Sucre

INFORMATION TECHNOLOGY AND CREATIVE INDUSTRIES

BPO Services - Valle, Cauca and Nariño, Risaralda, Quindío and Norte del Valle, Manizales, Santander, Antioquia, Bolivar, Córdoba and Sucre

Software And It Services - Valle, Cauca and Nariño, Risaralda, Quindío and Norte del Valle, Manizales, Norte de Santander, Santander, Antioquia

CHAPTER 3: COLOMBIA AS AN ALLY IN U.S. CRITICAL SUPPLY CHAINS

The United States needs to enhance its supply chains in the Pharmaceutical and Semiconductor sectors and Colombia has a potential opportunity to be part of both chains.

Pharmaceutical sector: cardiovascular drugs, anti-infective, antibiotics, contraceptives, and Penicillin G.

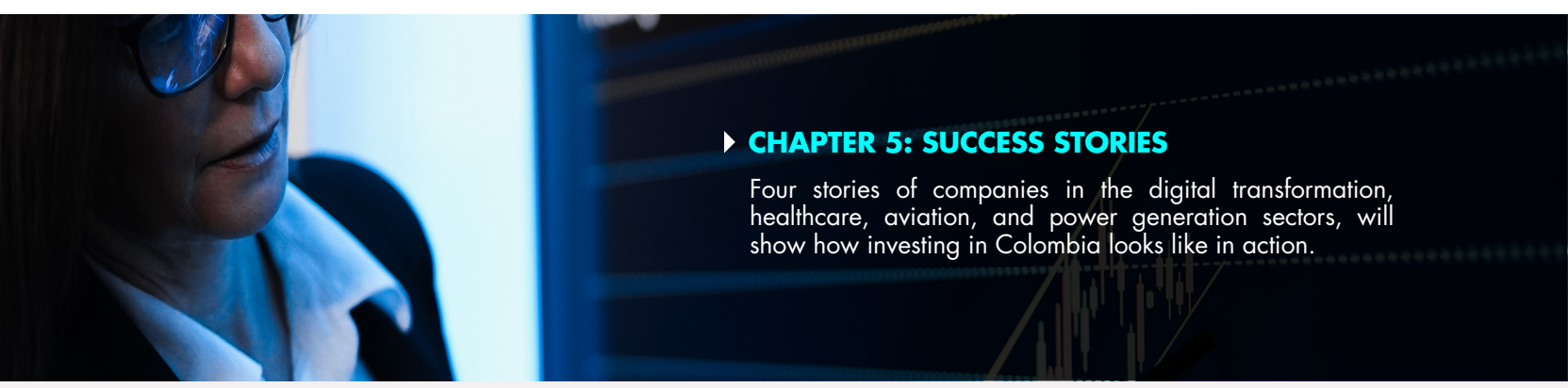
Semiconductor sectors: design, assembly, packaging, and testing

CHAPTER 4: INVESTMENT CLIMATE IN COLOMBIA

Recent Investment Climate improvements: progress in the Unique Investment Window (VUI), a single contact channel for various types of institutional offerings.

Facilitation/attraction tools:

I) Red Carpet
II) Investor's Ombudsman
III) The SIFAI Committee



CHAPTER 5: SUCCESS STORIES

Four stories of companies in the digital transformation, healthcare, aviation, and power generation sectors, will show how investing in Colombia looks like in action.