Gobierno de Colombia

PROCOLOMBIA
EXPORTS TOURISM INVESTMENT COUNTRY BRAND

CARIBBEAN Region

INVESTMENT GUIDE



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Index

Caribbean Region 4

Investment opportunities in the region

01. Food Security and Agro-industrial Development 5
02. Manufacturing 7
03. Physical, Social and Tourism Infrastructure 8
04. Knowledge-Based Services 9
05. Reindustrialization for Defense and Life 10
06. Sustainable Energy Transition 11
07. Reindustrialization in the Health Sector 12

The Region in Figures 13

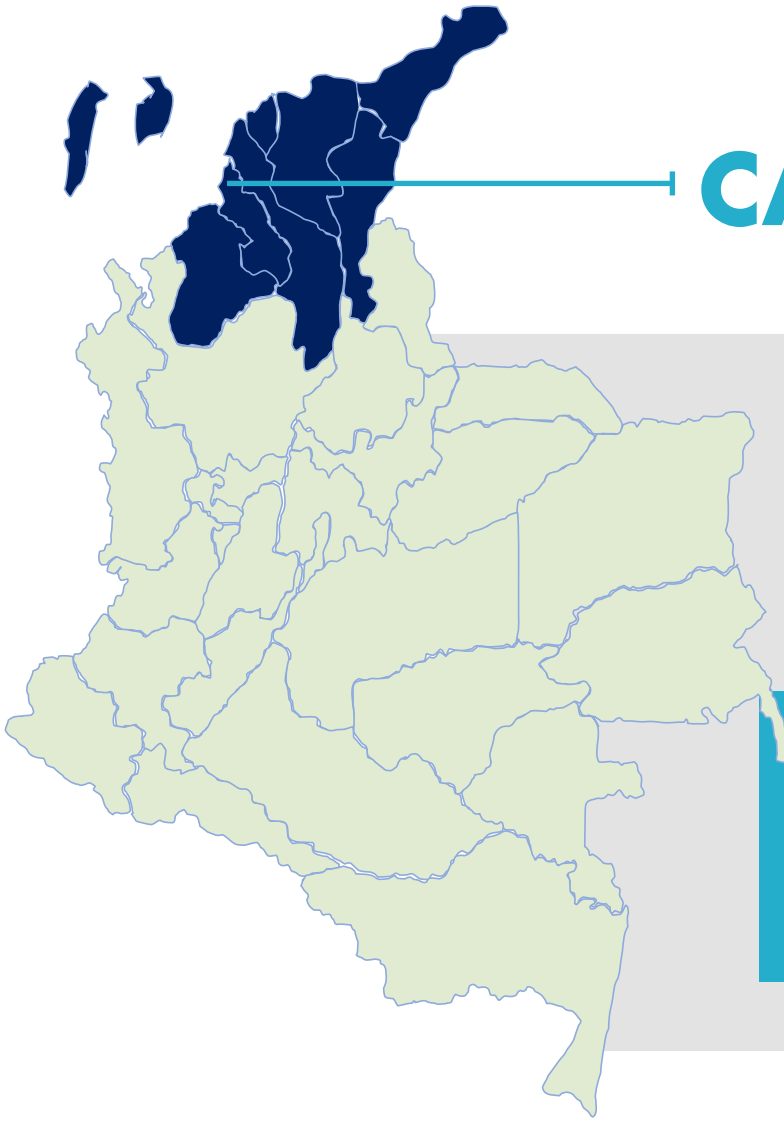
Connectivity and Free Trade Zones 13

Exports 14

Tourism 14

Regional Incentives 15

Investor Services 17



CARIBBEAN
Region

Eight departments make up the Caribbean region, located in the north of the country: **Atlántico, Bolívar, Cesar, Córdoba, La Guajira, Magdalena, San Andrés and Providencia, and Sucre.**

Over the past five years, the Caribbean region has received **65 investment projects** from around the world, with an approximate capital of **USD $2.5 billion.**

Source: fDi Markets

#THECOUNTRYOFBEAUTY

01.
FOOD SECURITY AND AGRO-INDUSTRIAL DEVELOPMENT

- Increase the production of mango, chili pepper, specialty coffee, oil palm, cereals, yellow corn, and cotton, incorporating sustainable agricultural practices to strengthen supply for both domestic and international markets, and to ensure the availability of raw materials for value-added production.
- Promote strategic investments in fruit processing to enhance value creation and improve the competitiveness of the regional offer in domestic and export markets.
- Advance coffee processing initiatives to diversify value-added formats such as roasted, instant, freeze-dried, and coffee extracts, among others, thereby boosting the portfolio of coffee derivatives.
- Strengthen palm oil refining capacity for food industry applications with an export orientation, alongside investments in soybean processing for oil, full-fat products, and soybean meal.
- Develop premium snack production targeting domestic and international markets, leveraging Colombia's diverse fruit base as a competitive raw material source.
- Expand the production of alternative flours from crops such as cassava, yam, and plantain to diversify industrial inputs and promote innovation in food manufacturing.

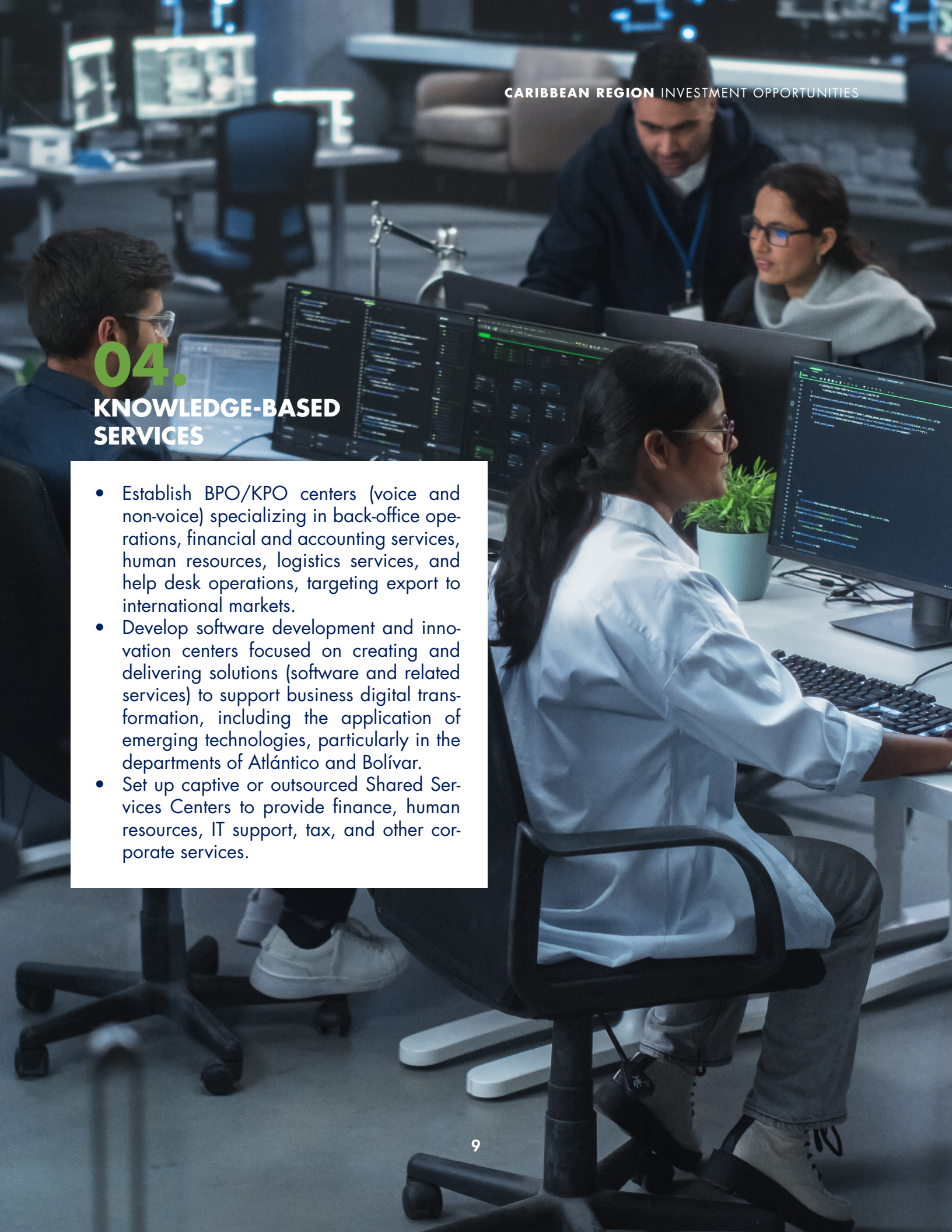
- Foster the development of non-alcoholic beverages with a strong emphasis on research, development, and innovation (R&D&I), responding to growing consumer demand for low-sugar, functional, and differentiated beverage options.
- Develop high value-added buffalo dairy products to diversify the agri-food portfolio and strengthen positioning in premium domestic and international markets.
- Expand the cultivated area of commercial forest plantations to promote sustainable forestry and the supply of timber and related products.
- Increase the sustainable production and processing of shrimp and tilapia with a strong export orientation, ensuring compliance with environmental and quality standards.
- Boost sustainable beef cattle production to improve productivity, competitiveness, and market access.
- Develop bovine slaughtering, deboning, and meat-processing facilities designed for export markets, fully aligned with national and international regulations.
- Promote investments to finance sustainability and quality certifications for key products such as fruit, coffee, cocoa, and palm oil, enabling compliance with the requirements of high-value international markets.
- Foster investment in research, development, and innovation (R&D&I) aimed at genetic improvement of Colombian agricultural and livestock production, increasing productivity, strengthening disease resistance, and enhancing adaptation to climate change.
- Invest in infrastructure for coffee drying and storage to improve post-harvest quality, reduce losses, and ensure consistent supply to domestic and export markets.
- Promote investments in the production of healthy, ready-to-eat processed foods to address evolving consumer preferences and capture opportunities in domestic and export markets.
- Attract investment in structured carbon and blue carbon offset projects to leverage Colombia's biodiversity and contribute to global climate change mitigation efforts.
- Facilitate investments to finance the acquisition of certifications required for carbon offset projects, ensuring credibility, traceability, and compliance with international standards.
- Develop infrastructure for fruit storage and packing facilities to enhance the selection, preparation, and export readiness of agricultural products.
- Strengthen the agricultural supply chain through investment in cold chain infrastructure, ensuring product quality, reducing losses, and expanding market reach.
- Invest in the production of palm-derived biodiesel to support the energy transition and promote value-added uses for agricultural commodities.
- Establish fertilizer formulation and blending plants for both inorganic and organic products, improving access to tailored agricultural inputs and fostering productivity.
- Create agrochemical distribution centers to position Colombia as a competitive export hub for agricultural inputs in the region.

02.
MANUFACTURING

- Establish manufacturing plants for construction materials and finishes, or form strategic alliances with Colombian companies in the sector, to meet both domestic and regional demand.
- Set up manufacturing facilities for vehicle and motorcycle parts and accessories to supply local assemblers and the aftermarket segment.
- Develop factories for industrial and agricultural machinery to serve domestic and regional markets, reducing import dependency and strengthening productive capacity.
- Establish furniture and home goods manufacturing plants to meet local demand and supply export markets with value-added products.
- Install paper and cardboard manufacturing facilities to serve diverse industries and supply both domestic and international markets.
- Attract investment for the establishment of plants producing synthetic or artificial staple fiber yarns and fabrics, either fully synthetic or blended with natural fibers, to provide specific performance characteristics for apparel manufacturing.
- Promote investment in manufacturing plants for textile and apparel sector inputs and intermediate goods currently imported by the industry, in order to supply domestic and regional demand.
- Establish aluminum smelter plants and subproduct manufacturing facilities to serve local needs and export to regional markets.

03.
PHYSICAL, SOCIAL, AND TOURISM INFRASTRUCTURE

- Attract investment to support the construction of trade fair venues and convention centers across the region.
- Public-Private Partnership (PPP) project in Cartagena: Expocenter trade fair venue, planned for construction in the northern area of the city, specifically at kilometer 12 of the Cartagena–Barranquilla coastal highway.
- Promote investment in theme park projects in cities such as Cartagena and Montería.
- Identify opportunities in hospitality, riverfront shopping centers, multipurpose event stadiums, residential developments, and other large-scale projects in cities such as Barranquilla.
- Attract investment for the development of physical and social infrastructure that will improve regional connectivity, strengthen food sovereignty, and facilitate the energy transition.
- Promote investment to specialize the maritime terminals of Cartagena, enhancing competitiveness and operational efficiency.
- Attract investment to improve tourism infrastructure and enabling facilities in Sincelejo and surrounding areas, including: Morrosquillo Gulf aqueduct (enabling infrastructure), Morrosquillo Gulf marina (Tolú), Tourist boardwalk at the Second Inlet – Phase I (Coveñas) and the Morrosquillo Gulf convention center.



04.
KNOWLEDGE-BASED SERVICES

- Establish BPO/KPO centers (voice and non-voice) specializing in back-office operations, financial and accounting services, human resources, logistics services, and help desk operations, targeting export to international markets.
- Develop software development and innovation centers focused on creating and delivering solutions (software and related services) to support business digital transformation, including the application of emerging technologies, particularly in the departments of Atlántico and Bolívar.
- Set up captive or outsourced Shared Services Centers to provide finance, human resources, IT support, tax, and other corporate services.



05.
REINDUSTRIALIZATION FOR DEFENSE AND LIFE

- Design, construction, maintenance, and repair of medium- and large-sized vessels, as well as their parts and components, through joint ventures or strategic alliances.
- Establish manufacturing plants for metal products to serve the shipbuilding industry and other industrial sectors, supplying both domestic demand and export markets in the region.
- Set up production plants for rolled and shaped steel products not currently manufactured in the country, to meet the needs of both domestic and international markets.
- Form strategic alliances with Colombian companies in the iron and steel industry that require technology and capital resources to expand their operations.



06.
SUSTAINABLE ENERGY TRANSITION

- Develop renewable energy generation projects based on non-conventional renewable energy sources (NCRES) such as solar, onshore wind, offshore wind, small hydropower plants (SHPs), geothermal, biomass, and low- and zero-emission hydrogen, across different regions.
- Expand and upgrade transmission and distribution infrastructure through public tenders, aimed at increasing reliability and providing stronger support to the energy sector.
- Implement sustainable energy solutions for Non-Interconnected Zones (NIZ) to ensure access, resilience, and sustainability in remote areas.



07.
REINDUSTRIALIZATION IN THE HEALTH SECTOR

- Establish production centers for advanced, biotechnological, and biosimilar pharmaceuticals to strengthen the local life sciences industry and supply high-value markets.
- Develop logistics and pharmaceutical manufacturing centers to meet the growing demand of the Latin American market.
- Establish logistics hubs for medical devices to supply the expanding Latin American healthcare market.
- Set up companies specializing in the production of environmentally friendly packaging, serving both local demand and export markets across the region.
- Produce propylene for sale as a raw material to Esenttia, the local polypropylene producer, to strengthen the petrochemical value chain.

THE REGION IN FIGURES

REGIONAL GDP 2024 PR

COP$ 257,915 Billion
15.1% of national GDP

PR: provisional (temporary / subject to change)

MUNICIPALITIES

197 municipalities,
of which **59** have **ZOMAC**[1]
and/or **PDET**[2] status **(30%)**

Source: DANE (2024)
Decree 1650 of 2017:

1. ZOMAC: Zones Most Affected by Armed Conflict
2. PDET: Development Programs with a Territorial Focus

POPULATION PROJECTION DANE 2026

12,397,175
people

LABOR FORCE*

6,474 Technical graduates
17,300 Technology graduates
47,413 University graduates
15,874 Postgraduate graduates

* Graduates in 2024
Source: SNIES (2024)
Ministry of Education

CONNECTIVITY AND FREE TRADE ZONES



7 PORT ZONES with 34 public service terminals, including 10 container terminals



5 NATIONAL AIRPORTS



6 INTERNATIONAL AIRPORTS



14 PERMANENT FREE TRADE ZONES

Source: SuperTransporte, DIAN, MinCIT, Aerocivil 2026
(Filter for national airports: public use, runways, excluding classifications 1A, 1B, 1C, 2A, 2B).

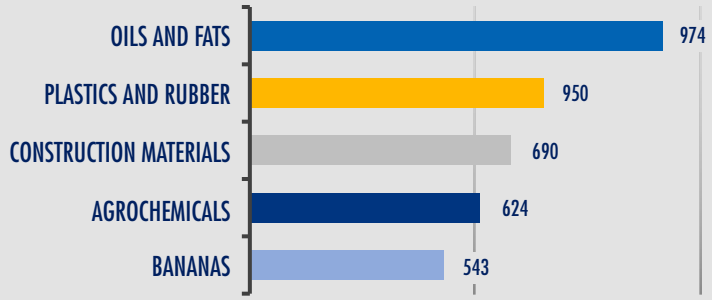


EXPORTS

Non-Mining, Non-Energy Exports 2025
USD 5.8 Billion

Represents **22%** of national exports
Source: DANE

TOP 5 NON-MINING, NON-ENERGY SECTORS 2025 (USD MILLIONS)



TOURISM

In 2025, the Caribbean region received **1,185,636** non-resident foreign visitors.

The cities in the region that recorded the highest number of foreign tourists are:

	Direct International Air Routes	Number of seats
Cartagena (853,780)	103	18,004
San Andrés (117,550)	5	853
Barranquilla (93,493)	37	5,714
Santa Marta (69,222)	3	480

Source: Migración Colombia. Ministry of Commerce, Industry and Tourism (MINCIT), ProColombia calculations. Provisional figures.

Source: OAG, week of December 15–21, 2025.



REGIONAL INCENTIVES

Colombia offers tax and non-tax incentives for foreign investment **nationwide and regionally**, aimed at promoting regional development, job creation, technological development, and environmental protection, among others.

Discover the different types of incentives available by clicking the buttons below or scanning the QR code:

INCENTIVES IN COLOMBIA

LEARN MORE

REGIONAL INCENTIVES

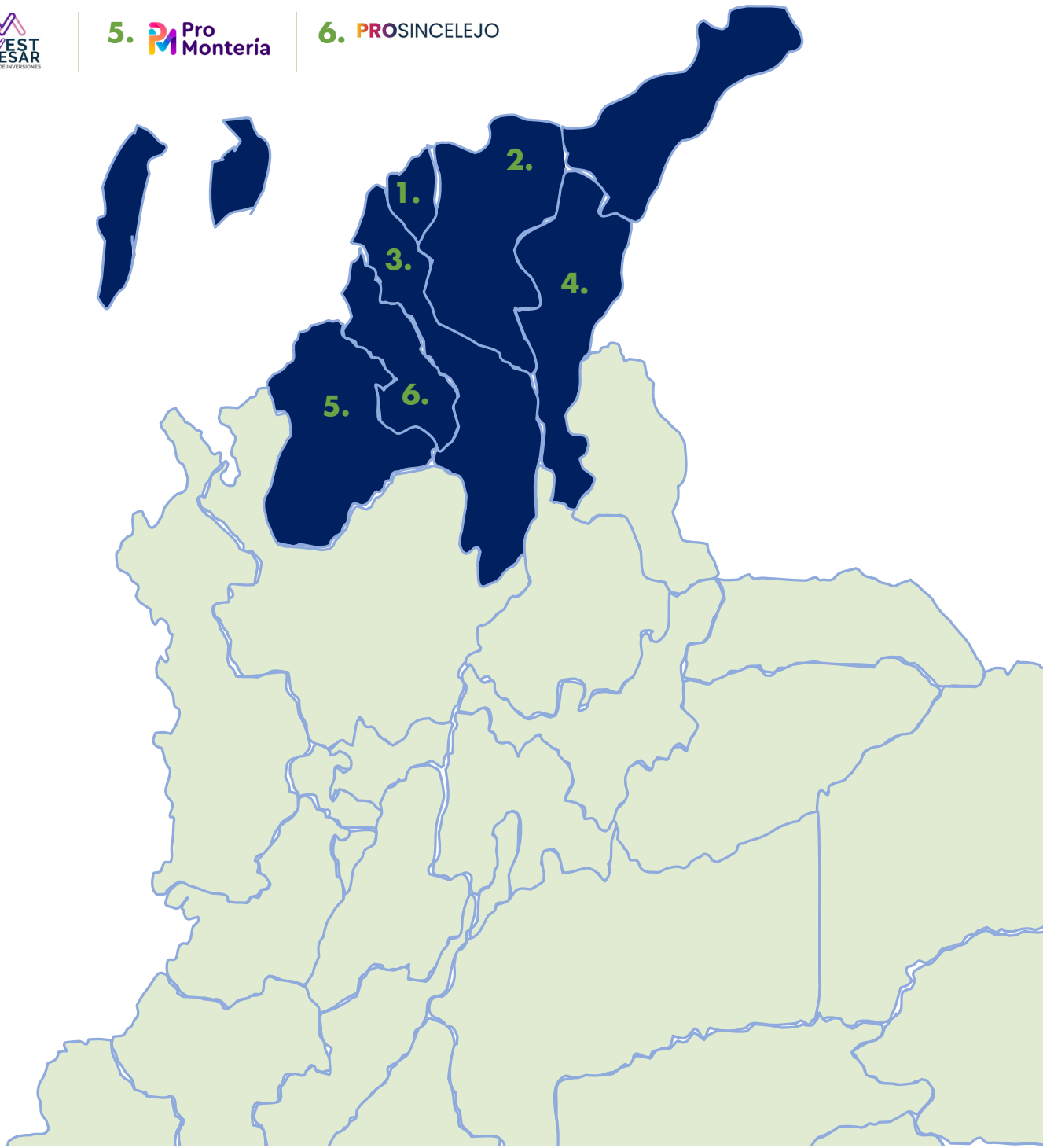
LEARN MORE

THE REGION HAS

6 REGIONAL INVESTMENT PROMOTION AGENCIES

THAT FACILITATE INVESTOR ENTRY:

1. PRO BARRANQUILLA
2. invest in Santa Marta
3. INVEST IN CARTAGENA
4. INVEST IN CESAR PROMOTORA DE INVERSIONES
5. Pro Montería
6. PROSINCELEJO





INVESTOR SERVICES

FACILITATION FOR INVESTMENT AND REINVESTMENT DECISION-MAKING, AND POST-INVESTMENT SERVICES

1. Tailored sectoral and market information.
2. Guidance on the Colombian legal framework.
3. Coordination of investment visits to Colombia.
4. Identification of investment and reinvestment opportunities.

POSITIONING COLOMBIA AS A PRIME FDI DESTINATION IN THE REGION

1. Colombia seminars abroad.
2. Media and communications planning.
3. Pitch sessions.
4. Colombia Investment Summit.
5. Investment opportunity search tools.

LIAISON WITH NATIONAL AND REGIONAL GOVERNMENT – SUPPORT FOR IMPROVING THE INVESTMENT CLIMATE

1. Liaison with central and regional government.
2. Engagement with strategic partners.
3. Identification and management of investment climate issues.
4. Investment facilitation.

CONTACT US

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COLOMBIA CO
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EXPORTACIONES TURISMO INVERSIÓN MARCA PAÍS