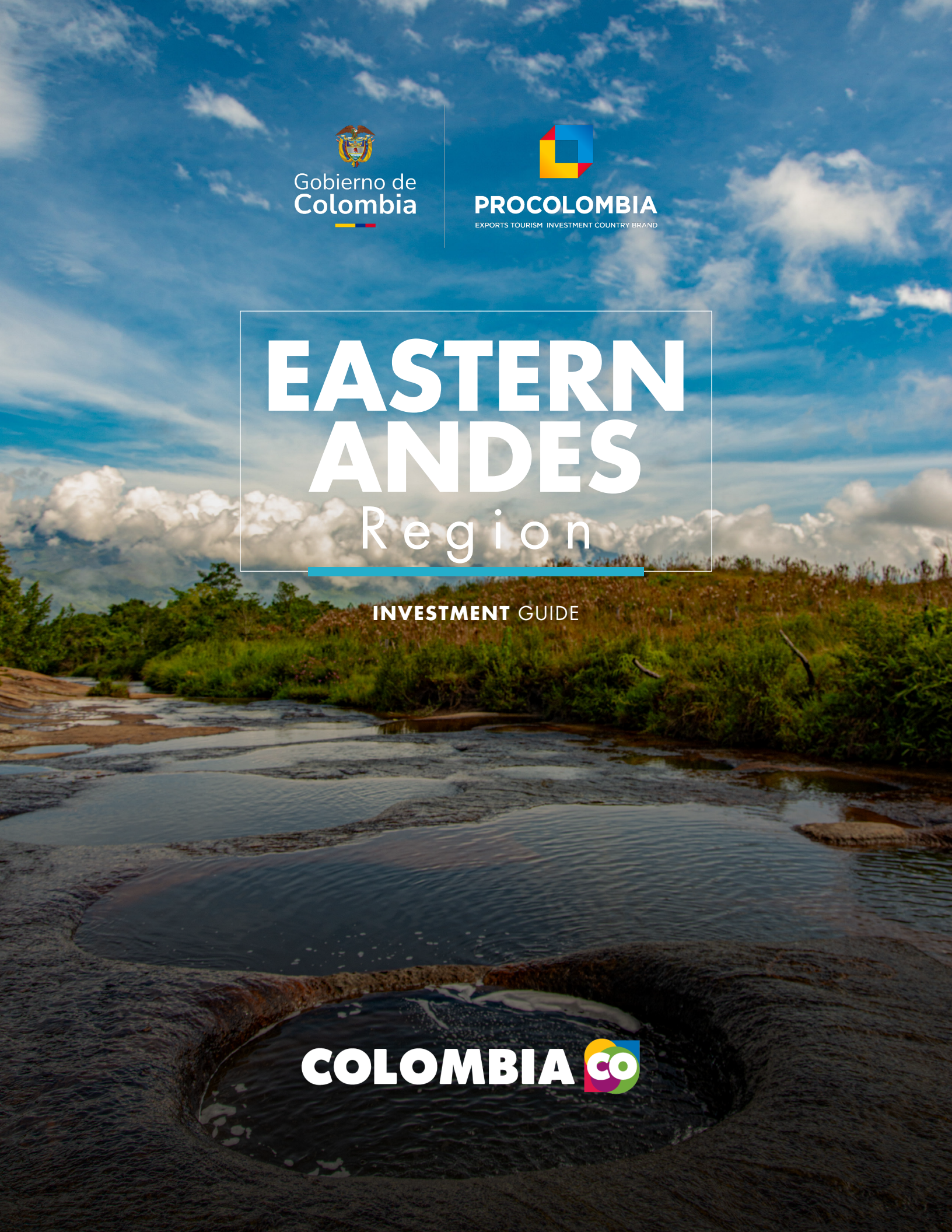


Gobierno de Colombia

PROCOLOMBIA
EXPORTS TOURISM INVESTMENT COUNTRY BRAND

EASTERN ANDES Region

INVESTMENT GUIDE

COLOMBIA CO

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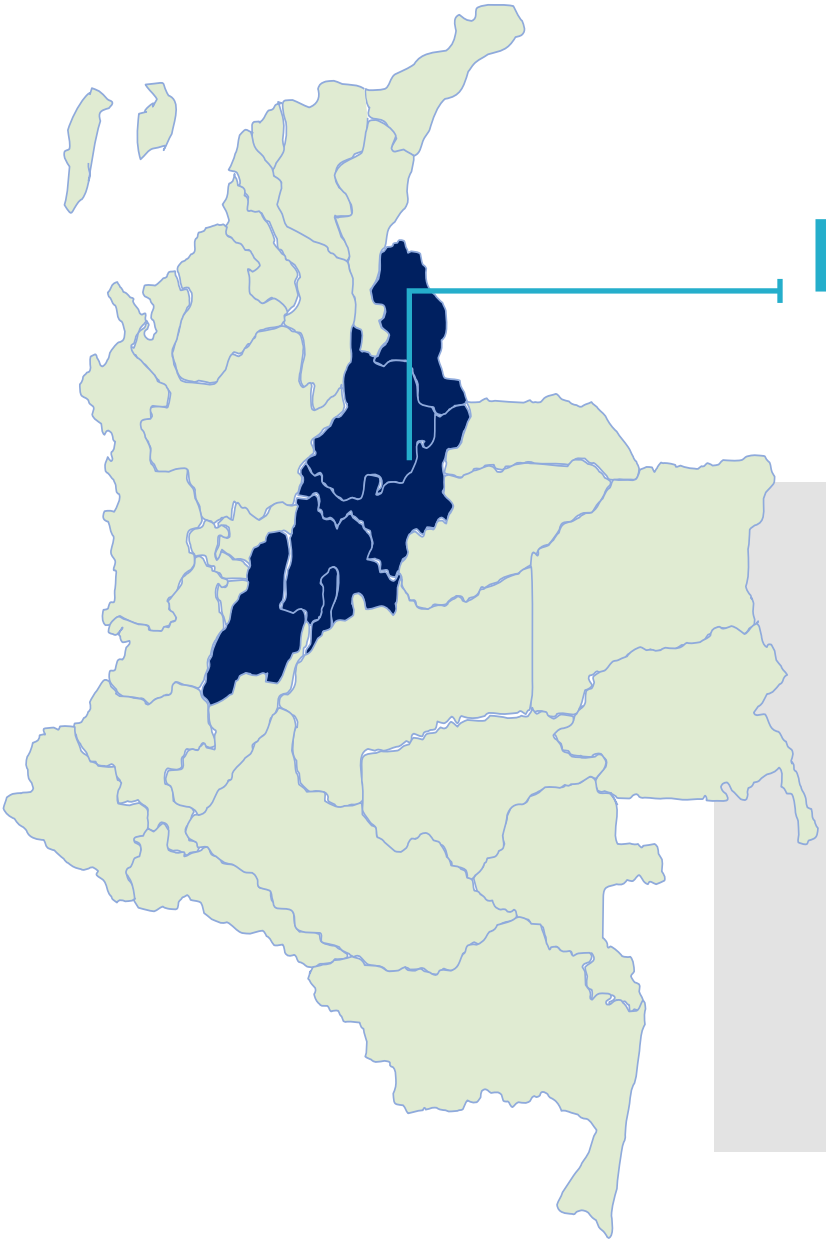
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EASTERN ANDES Region

The region is composed of the departments of **Cundinamarca-Bogotá, Boyacá, Norte de Santander, Santander, and Tolima.**

In the past five years, the region has attracted **273 investment projects** from around the world, representing an estimated capital investment of **USD $5.5 billion.**

Source: fDi Markets

01.
FOOD SECURITY AND AGRO-INDUSTRIAL DEVELOPMENT

- **Increase the production of Hass avocado, Tahiti lime, Golden pineapple, mango, palm oil, coffee, and blueberries, incorporating sustainable agricultural practices** to strengthen supply for both domestic and international markets, and to ensure the availability of raw materials for value-added products.
- **Enhance productivity in the dairy sector through investment in the primary production stage,** with a strong sustainability focus.
- **Produce high value-added dairy derivatives for international markets.**
- **Invest in soybean processing** (full-fat production, soybean meal, and oil) for various applications such as the animal feed industry.
- **Develop alternative flours from products such as cassava, yam, and plantain.**
- **Invest in refining palm oil for food industry applications, with an export orientation.**
- **Promote fruit processing investments** to add value and strengthen the supply for both domestic and international markets.
- **Produce plant-based beverages for domestic and export markets.**
- **Develop premium snacks for domestic and international markets,** leveraging the country's diverse fruit varieties.
- **Produce non-alcoholic beverages with a strong R&D&I focus,** responding to growing demand for low-sugar and functional beverage options.



- **Promote investment in the production of healthy, ready-to-eat processed foods** to meet evolving consumer preferences in both domestic and international markets.
- **Invest in research, development, and innovation (R&D&I)** to improve the genetic quality of Colombia's agricultural and livestock offer, increasing productivity and enhancing resistance to diseases and climate change.
- **Attract investment in structured carbon offset projects** to strengthen Colombia's role in global climate change mitigation.
- **Invest in infrastructure for the utilization of organic waste** to generate biomass as a renewable energy source.
- **Promote R&D&I investments that foster strategic alliances** for the development of a dairy sector innovation center.
- **Invest in cocoa processing infrastructure** to add value and strengthen the supply of cocoa derivatives for both domestic and international markets.
- **Develop infrastructure to strengthen the cold chain for agricultural products, ensuring quality, reducing losses, and expanding access to markets.**
- **Invest in the construction of community post-harvest cocoa centers** to facilitate selection, fermentation, and preparation processes.
- **Develop infrastructure for fruit storage and packing houses** to improve handling, quality, and export readiness.
- **Invest in infrastructure for pet food production** to meet growing domestic and international market demand.
- **Promote investment in coffee processing** to add value and strengthen the supply of coffee derivatives.
- **Invest in the production of palm-based biofuels** to support the renewable energy transition and promote value-added use of agricultural commodities.
- **Establish agricultural machinery manufacturing plants** to serve both domestic demand and export markets.





02. MANUFACTURING

- **Establish manufacturing plants for vehicle and motorcycle parts and accessories** to supply local assemblers, the aftermarket segment, and export markets in the region.
- **Attract automotive parts companies** to facilitate the attraction and development of electric vehicle assembly operations.
- **Attract companies in the autotech segment (electronic parts, control systems, autonomous vehicles)** to strengthen the national vehicle assembly value chain.
- **Establish tool manufacturing plants** to meet demand from various sectors in both domestic and export markets.
- **Develop factories for industrial machinery** to serve local and international demand.
- **Promote supply chain development and attract companies for the manufacturing, assembly, and distribution of household appliances to meet domestic and international demand.**
- **Install paper and cardboard manufacturing plants** to serve various industries and supply both local and export markets.
- **Establish plants for the production of construction materials and finishes,** or form strategic alliances with Colombian companies in the sector, to meet national and regional demand.



- **Establish bus assembly plants** to meet the replacement demand for integrated public transport systems.
- **Set up cargo vehicle assembly plants** to serve the domestic market and export to the region.
- **Establish motorcycle assembly plants** to supply both domestic demand and regional export markets.
- **Develop cosmetics logistics centers** to supply the growing Latin American market.
- **Establish manufacturing plants for yarns and fabrics made from synthetic or artificial staple fibers,** either on their own or blended with natural fibers, to produce garments with specific performance characteristics.
- **Set up plants for the production of fully synthetic or artificial fiber yarns and fabrics, or blends with natural fibers, to provide specialized properties for apparel manufacturing.**
- **Establish manufacturing plants for textile and apparel sector inputs and intermediate goods** currently imported by the industry, to supply domestic and regional demand.
- **Form strategic alliances for the installation and modernization of textile input and apparel production plants,** oriented toward meeting domestic demand and expanding exports to the region.

03.
PHYSICAL, SOCIAL, AND TOURISM INFRASTRUCTURE

- **Attract investment for the development of physical and social infrastructure** to enhance regional connectivity, strengthen food sovereignty, and facilitate the energy transition.
- **Attract FDI to boost tourism infrastructure at the Topocoro Reservoir** ("The Sea of Santander") to position the area within the nature-based tourism niche.
- **Attract FDI to enhance tourism infrastructure in the Yariguíes and Guanentá provinces, particularly in Barichara.**
- **Attract FDI to improve the tourism attractions of the municipality of Melgar.**
- **Develop accommodations that highlight the region's natural and cultural wealth** while ensuring the sustainability of the destination.
- **Construct venues for social events tailored to the needs of each territory,** with a sustainability focus and leveraging the productive vocation of these regions.
- **Promote investment in theme parks** to strengthen tourism in the territory, particularly nature and adventure tourism, capitalizing on the region's biodiversity.

04.
KNOWLEDGE-BASED SERVICES

- **Establish captive or outsourced Shared Services Centers** to provide finance, human resources, IT support, tax, and other corporate services, with the capability to export these services to other countries.
- **Develop Data Centers leveraging Colombia's large domestic market, strong connectivity, favorable geographic conditions, and stable, eco-friendly energy sources.**
- **Attract investment in the audiovisual sector** by capitalizing on the country's cinematic tradition, diverse filming locations, skilled talent pool, incentives, and institutional support.
- **Promote investment to foster entrepreneurship, innovation, and venture capital attraction, leveraging Colombia's innovation ecosystem, which includes nearly 1,700 startups operating across more than 31 sectors.**
- **Establish software development or innovation centers** specializing in solutions for business digital transformation and the use of technologies such as artificial intelligence, Internet of Things, and blockchain.
- **Attract investment in the telecommunications sector** by offering opportunities for companies seeking to participate in the construction and upgrading of rural and urban communications infrastructure, given the high demand potential and regulatory framework that promotes investment in the sector.
- **Set up BPO/KPO centers (voice and non-voice)** specializing in back-office operations, financial and accounting services, human resources, logistics services, help desks, and other support functions, targeting export to international markets.





05.

REINDUSTRIALIZATION FOR DEFENSE AND LIFE

- **Attract MRO (Maintenance, Repair, and Overhaul)** service companies to serve the growing regional passenger and cargo transport market.
- **Promote investment that enables technology transfer from international companies to local firms with experience in aircraft parts manufacturing.**
- **Establish metal products manufacturing plants** to meet domestic demand and supply export markets in the region.



06.
SUSTAINABLE ENERGY TRANSITION

- **Develop renewable energy generation projects based on Non-Conventional Renewable Energy Sources (NCRES)** such as solar, biomass, small hydropower plants (SHPs), geothermal, and onshore wind.
- **Expand and upgrade transmission and distribution infrastructure** through public tenders, aimed at increasing reliability and providing stronger support to the energy sector.
- **Attract manufacturing companies that support activities linked to renewable energy production, integration into the national interconnection grid, energy efficiency projects, and the production of components, equipment, and services for these sectors, to meet both domestic demand and export opportunities.**



07.
REINDUSTRIALIZATION IN THE HEALTH SECTOR

- **Establish production centers for advanced, biotechnological, and biosimilar pharmaceuticals** to strengthen the national life sciences sector and supply high-value markets.
- **Develop logistics and pharmaceutical manufacturing centers** to meet the growing demand of the Latin American market.
- **Establish clinical research centers incorporating new technologies** to conduct studies across various therapeutic areas.
- **Set up companies specializing in the manufacturing, filling, and packaging of vaccines.**
- **Install companies producing veterinary pharmaceuticals** to supply both domestic and regional markets.
- **Produce hospital supplies and finished medical products at varying technological levels.**
- **Establish companies for the production of eco-friendly packaging** to meet local demand and serve regional export markets.
- **Build hospital equipment production and logistics centers** to supply the growing Latin American market.

THE REGION IN FIGURES

REGIONAL GDP 2024 PR

COP$ 757,552 Billion
44.4%% of national GDP

PR: provisional (temporary / subject to change)

MUNICIPALITIES

414 municipalities,
of which **60** have **ZOMAC**[1]
and/or **PDET**[2] status **(14%)**

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

18,362,595
people

LABOR FORCE*

12,883 Technical graduates
69,685 Technology graduates
128,081 University graduates
87,981 Postgraduate graduates

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

CONNECTIVITY AND FREE TRADE ZONES

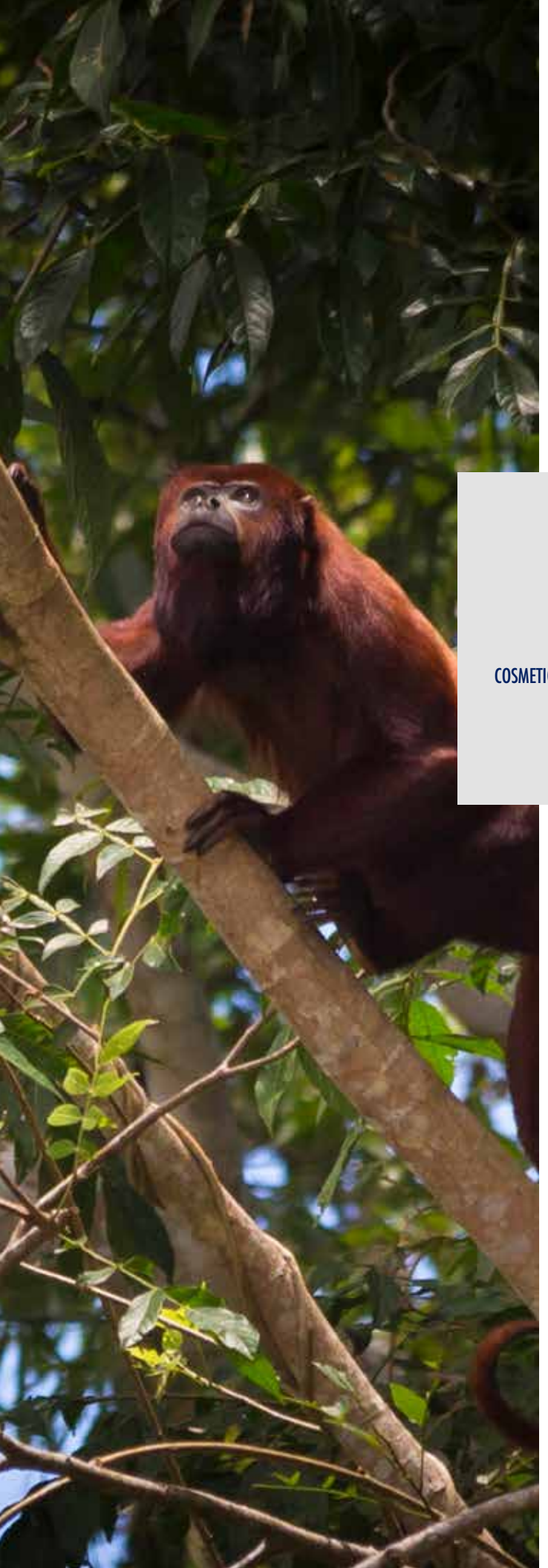
2 RIVER PORT ZONES with 4 public service terminals, including 1 container terminal.

12 NATIONAL AIRPORTS

3 INTERNATIONAL AIRPORTS

10 PERMANENT FREE TRADE ZONES

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

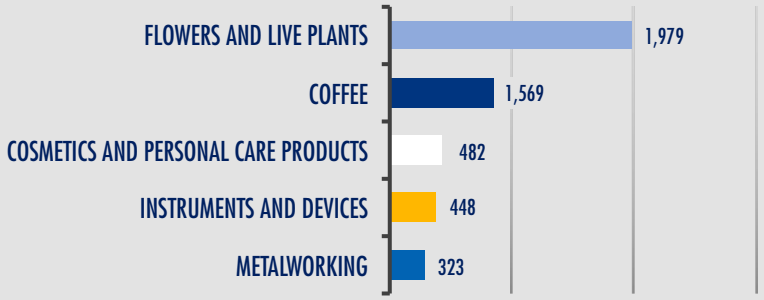


EXPORTS

Non-Mining, Non-Energy Exports 2025
USD 8.3 Billion

Represents **32%** of national exports
Source: DANE

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



TOURISM

In 2025, the Eastern Andes region received **1,851,505** 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
Bogotá (1,674,932)	1,054	207,002
Cúcuta (74,564)	7	1,120
Bucaramanga (29,453)	8	1,152
Ibagué (8,560)		

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

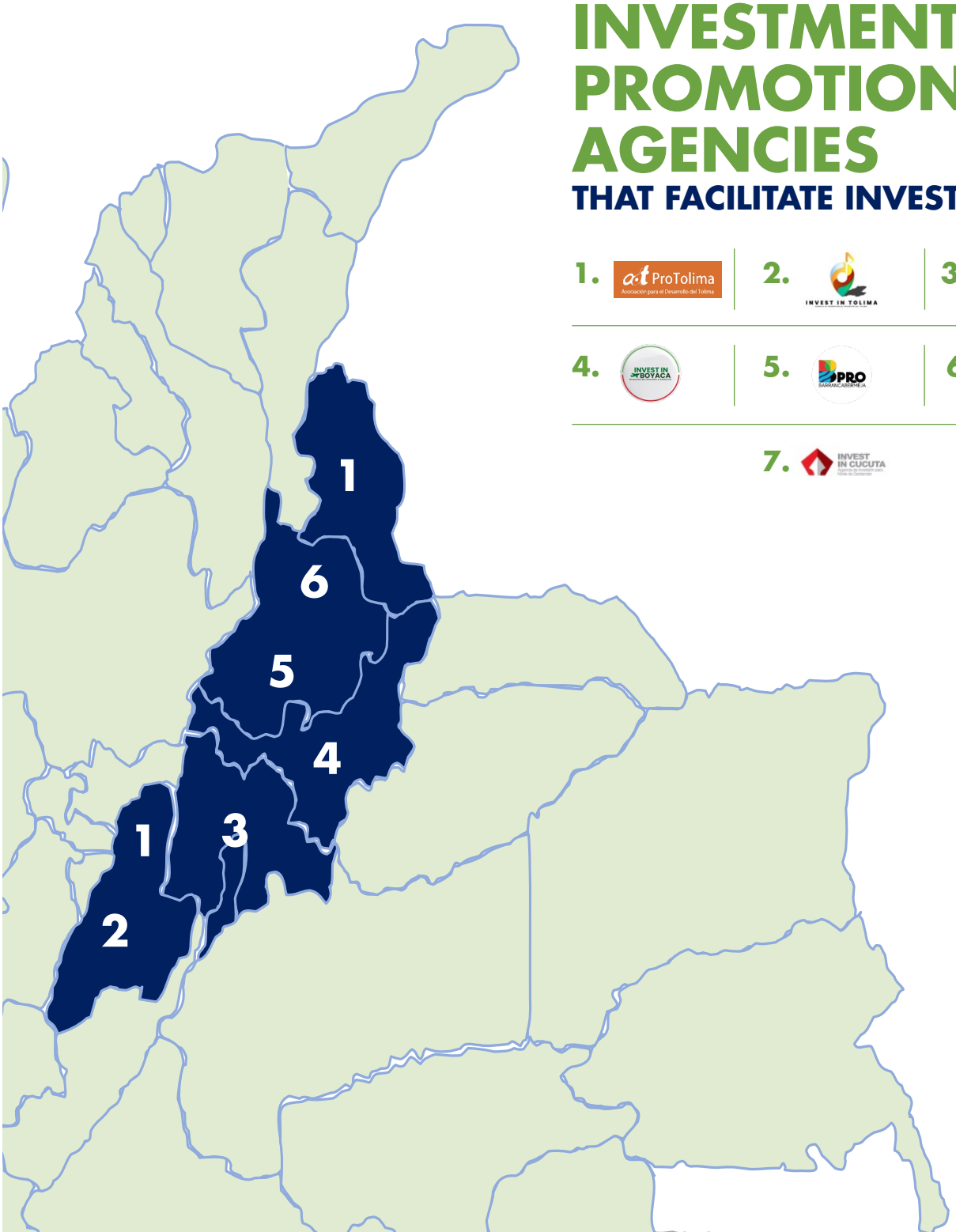
LEARN MORE

THE REGION HAS

7 REGIONAL INVESTMENT PROMOTION AGENCIES

THAT FACILITATE INVESTOR ENTRY:

1. ProTolima
2. Invest in Tolima
3. Invest in Bogotá
4. Invest in Boyacá
5. PROBARRANCABERMEJA
6. Invest in Santander
7. Invest in Cucuta





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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EXPORTACIONES TURISMO INVERSIÓN MARCA PAÍS