
Gobierno de
Colombia
PROCOLOMBIA
EXPORTS TOURISM INVESTMENT COUNTRY BRAND
MASIFF
Region
INVESTMENT GUIDE
COLOMBIA CO

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MASIFF Region

The region is composed of the departments of **Cauca, Huila and Nariño.**

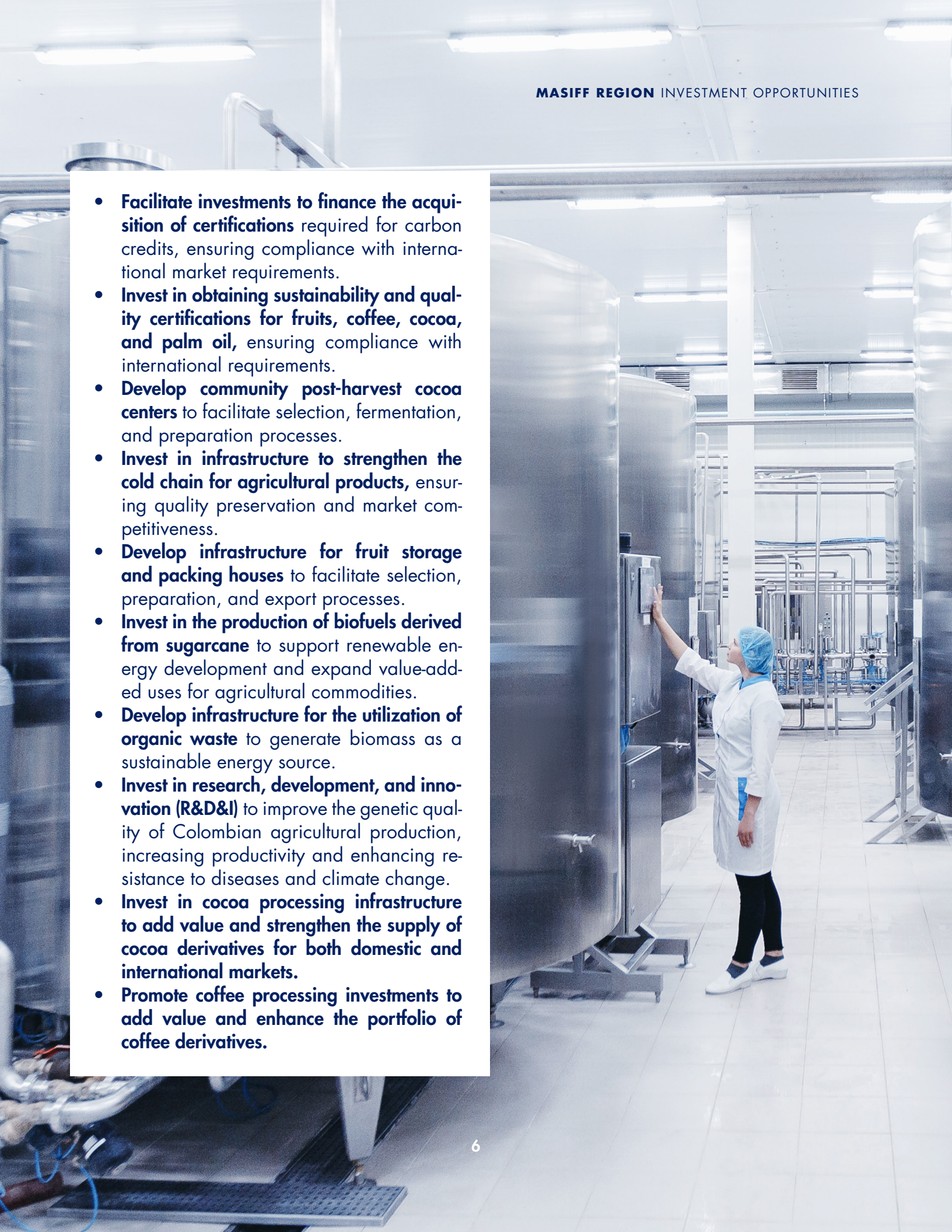
In the past five years, the region has attracted **two investment projects** from around the world, representing an estimated capital investment of **USD $133 million.**

Source: fDi Markets

01.

FOOD SECURITY AND AGRO-INDUSTRIAL DEVELOPMENT

- **Increase the production of Hass avocado, Tahiti lime, specialty coffee, and cocoa through sustainable practices** to strengthen both domestic and international supply and provide raw materials for value-added products.
- **Expand the cultivated area of commercial forest plantations** to promote sustainable forestry and increase raw material availability.
- **Increase sustainable aquaculture production of tilapia and trout** to meet growing market demand.
- **Develop infrastructure for the processing of aquaculture products (tilapia and trout) into value-added products.**
- **Increase sustainable aquaculture production of shrimp for export purposes.**
- **Invest in infrastructure for shrimp processing** to strengthen competitiveness in export markets.
- **Develop alternative flours from products such as cassava, yam, and plantain.**
- **Invest in structured carbon offset projects to contribute to climate change mitigation and environmental sustainability.**



- **Facilitate investments to finance the acquisition of certifications** required for carbon credits, ensuring compliance with international market requirements.
- **Invest in obtaining sustainability and quality certifications for fruits, coffee, cocoa, and palm oil,** ensuring compliance with international requirements.
- **Develop community post-harvest cocoa centers** to facilitate selection, fermentation, and preparation processes.
- **Invest in infrastructure to strengthen the cold chain for agricultural products,** ensuring quality preservation and market competitiveness.
- **Develop infrastructure for fruit storage and packing houses** to facilitate selection, preparation, and export processes.
- **Invest in the production of biofuels derived from sugarcane** to support renewable energy development and expand value-added uses for agricultural commodities.
- **Develop infrastructure for the utilization of organic waste** to generate biomass as a sustainable energy source.
- **Invest in research, development, and innovation (R&D&I)** to improve the genetic quality of Colombian agricultural production, increasing productivity and enhancing resistance to diseases and climate change.
- **Invest in cocoa processing infrastructure to add value and strengthen the supply of cocoa derivatives for both domestic and international markets.**
- **Promote coffee processing investments to add value and enhance the portfolio of coffee derivatives.**



02.
MANUFACTURING

- **Install paper and cardboard manufacturing plants** to serve various industries and supply both domestic and international 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.

03.

PHYSICAL, SOCIAL, AND TOURISM INFRASTRUCTURE

- **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 specific needs of each territory,** with a sustainability focus and leveraging the productive vocation of the region.
- **Attract investment in theme parks to enhance tourism in the territory**—particularly nature and adventure tourism—capitalizing on the region's biodiversity.
- **Attract investment for the development of physical and social infrastructure** to improve regional connectivity, strengthen food security, and facilitate the energy transition.



04.
SUSTAINABLE ENERGY TRANSITION

- **Develop renewable energy generation projects based on Non-Conventional Renewable Energy Sources (NCRES)** such as solar, wind, biomass, small hydropower plants (SHPs), geothermal, and low- and zero-emission hydrogen.
- **Expand and upgrade transmission and distribution infrastructure through public tenders to increase reliability and strengthen support for the energy sector.**
- **Implement sustainable energy solutions for Non-Interconnected Zones (NIZ)** to improve access, resilience, and sustainability in remote areas.

THE REGION IN FIGURES

REGIONAL GDP 2024 PR

COP$ 86,247 Billion
5.1% of national GDP

PR: provisional (temporary / subject to change)

MUNICIPALITIES

143 municipalities,
of which **53** have **ZOMAC**[1]
and/or **PDET**[2] status **(37%)**

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

4,556,911
people

LABOR FORCE*

203 Technical graduates
5,140 Technology graduates
15,741 University graduates
4,087 Postgraduate graduates

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

CONNECTIVITY AND FREE TRADE ZONES



1 PORT ZONE with 1 public service container terminal in operation



6 NATIONAL AIRPORTS



2 PERMANENT FREE TRADE ZONES

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

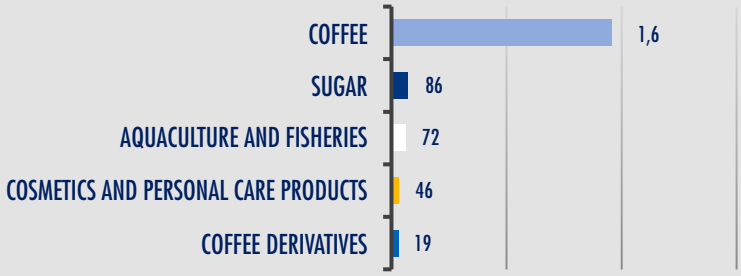


EXPORTS

Non-Mining, Non-Energy Exports 2025
USD 1.2 BILLION

Represents **7%** of national exports
Source: DANE

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



TOURISM

In 2025, the Massif region received **29,047** non-resident foreign visitors.

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

Ipiales (7,541)
Pasto (6,886)
Popayán (4,539)
Neiva (4,147)

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



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

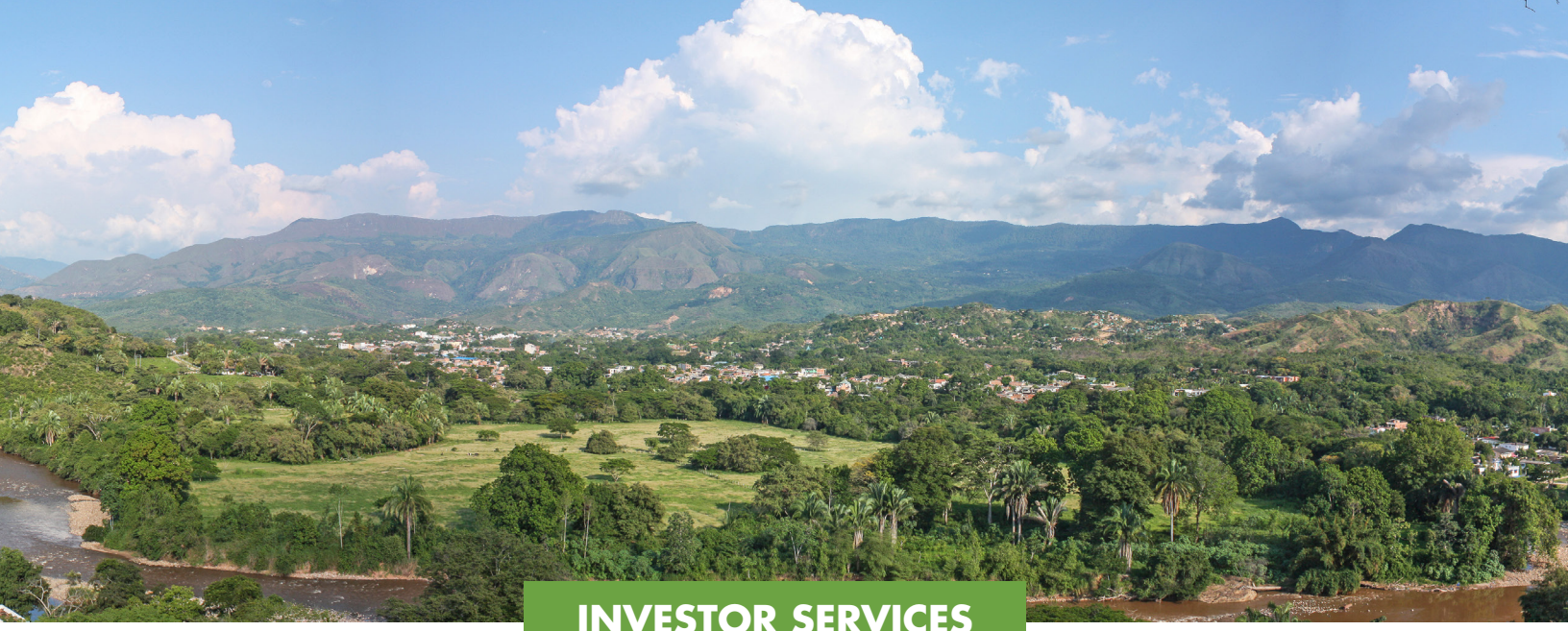


THE REGION HAS

2 REGIONAL INVESTMENT PROMOTION AGENCIES

THAT FACILITATE INVESTOR ENTRY:

1. INVEST IN NARIÑO
2. Cámara de Comercio del Huila



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