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

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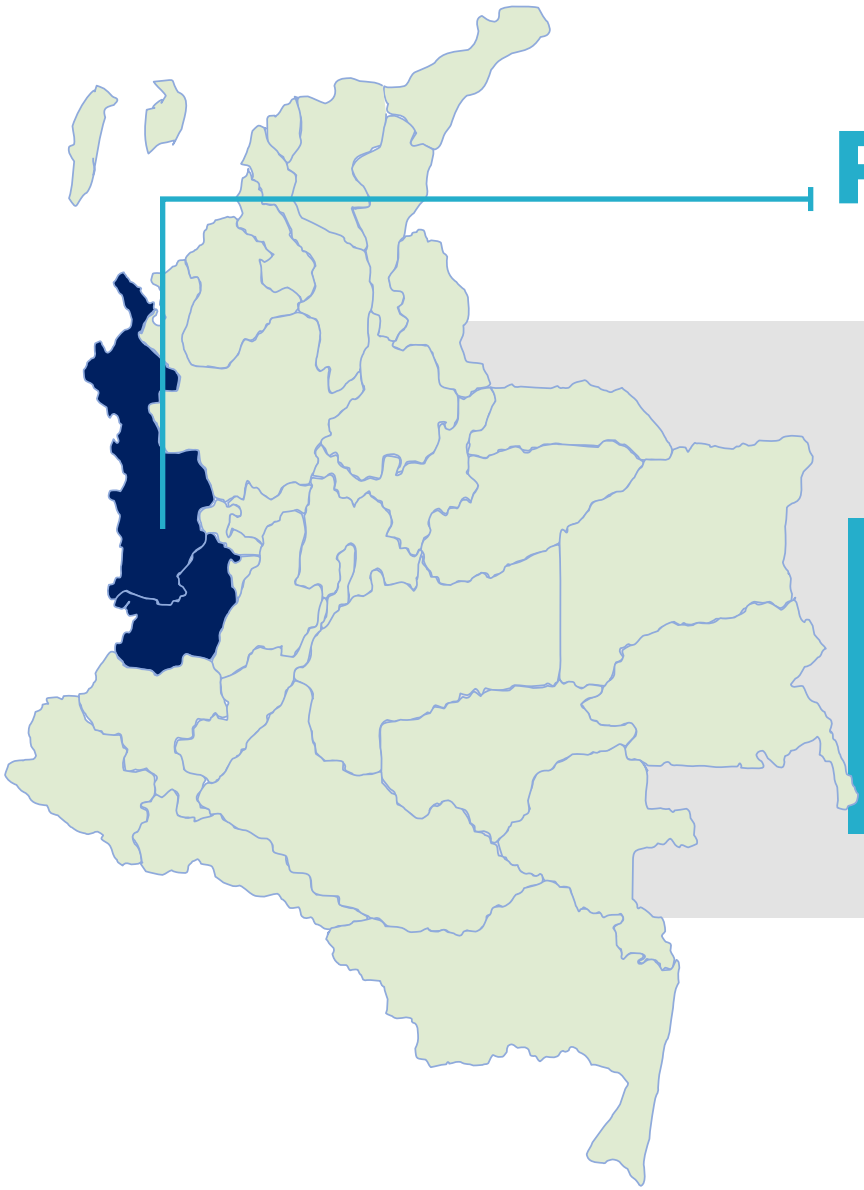
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PACIFIC
Region

The region is composed of the departments of **Chocó and Valle del Cauca**

In the past five years, the region has attracted **26 investment projects** from around the world, representing an estimated capital investment of **USD $534 million.**

Source: fDi Markets

01.
FOOD SECURITY AND AGRO-INDUSTRIAL DEVELOPMENT

- **Increase the production of Hass avocado, Tahiti lime, mango, Golden pineapple, cocoa, corn, and specialty coffee through sustainable practices** to strengthen both domestic and international supply and provide raw materials for value-added products.
- **Produce plant-based beverages for domestic and international markets.**
- **Develop alternative flours from products such as cassava, yam, and plantain.**
- **Produce premium snacks for domestic and export markets, leveraging the country's diverse fruit varieties**.
- **Invest in the production of healthy, ready-to-eat processed foods** to meet evolving consumer demand in both domestic and international markets.
- **Invest in soybean processing (full-fat production, soybean meal, and oil)** for various applications, including the animal feed industry.
- **Promote investments in fruit processing** to add value and strengthen supply for both domestic and international markets.
- **Invest in obtaining sustainability and quality certifications** for fruits, coffee, cocoa, and palm oil, ensuring compliance with international requirements.
- **Develop infrastructure to strengthen the cold chain for agricultural products,** ensuring quality, reducing losses, and expanding market access.



- **Invest in fruit storage and packing house infrastructure** to facilitate selection, preparation, and export processes.
- **Invest in the production of biofuels derived from sugarcane** to support renewable energy development and diversify value-added uses for agricultural commodities.
- **Develop infrastructure for grain drying and storage** to improve post-harvest quality and ensure consistent supply.
- **Promote coffee processing investments** to add value and strengthen the portfolio of coffee derivatives.
- **Invest in infrastructure for the production of palm oil-based products for non-food industries.**
- **Develop infrastructure for the utilization of organic waste to generate biomass** as a renewable 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 infrastructure for pet food production** to meet growing domestic and export demand.
- **Attract investment in blue carbon offset projects** to contribute to ocean and coastal ecosystem conservation.
- **Attract investment in structured carbon offset projects** to strengthen Colombia's participation in global climate change mitigation efforts.



02.
MANUFACTURING

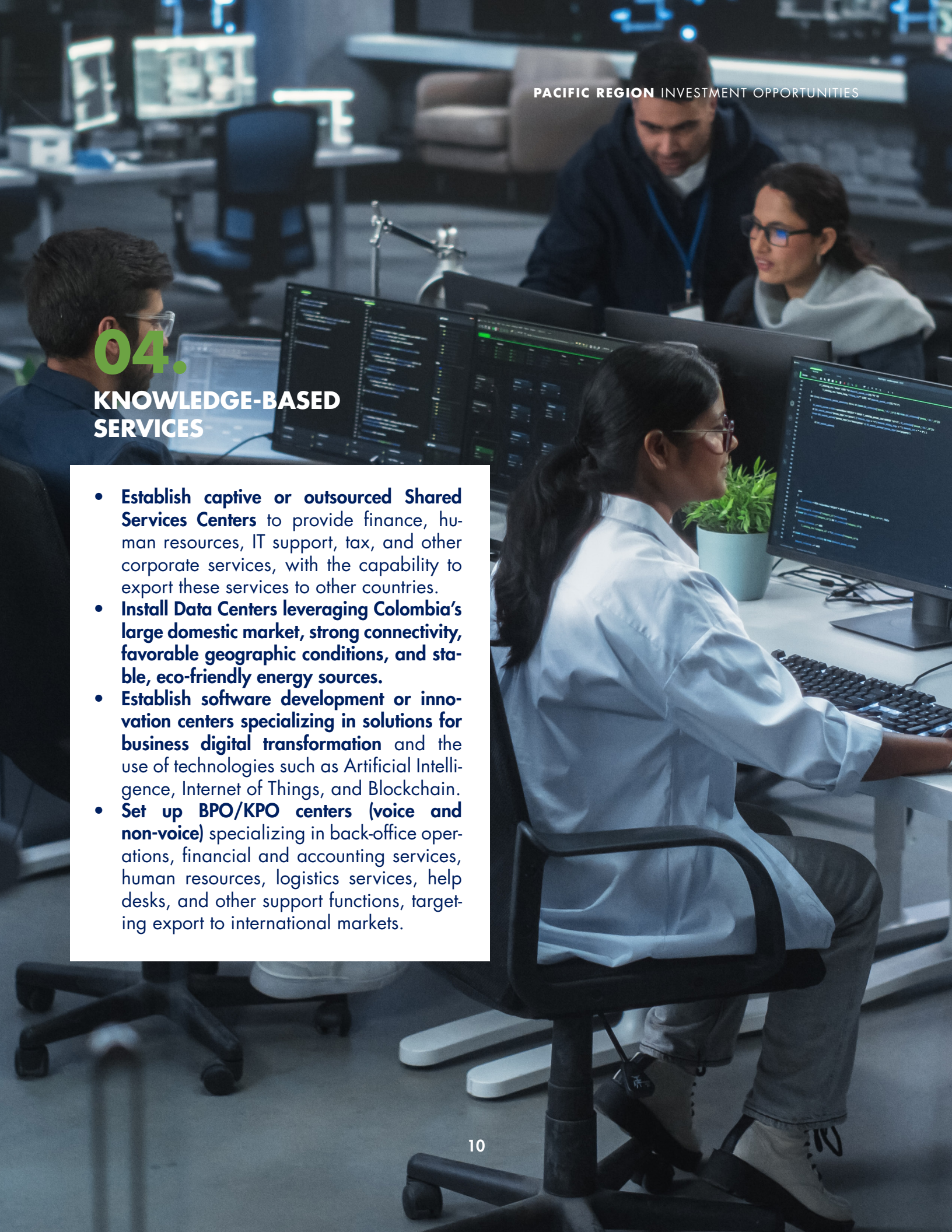
- **Establish manufacturing plants for vehicle and motorcycle parts and accessories** to supply local assemblers, the aftermarket segment, and export markets in the region.
- **Develop industrial machinery manufacturing plants** to serve both domestic and export markets.
- **Establish tool manufacturing plants** to meet demand from various sectors in both local and international markets.
- **Install paper and cardboard manufacturing plants** to serve diverse industries and supply both domestic and export markets.
- **Set up bus assembly plants to meet replacement demand for buses in integrated public transport systems.**
- **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 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.
- **Set up cargo vehicle assembly plants** to serve the domestic market and export to the region.
- **Establish motorcycle assembly plants** to supply both local demand and regional export markets.
- **Produce anionic surfactants and non-ionic surfactants derived from fatty alcohols and ethylene oxide.**
- **Build cosmetics production and logistics centers** to supply the growing Latin American market.

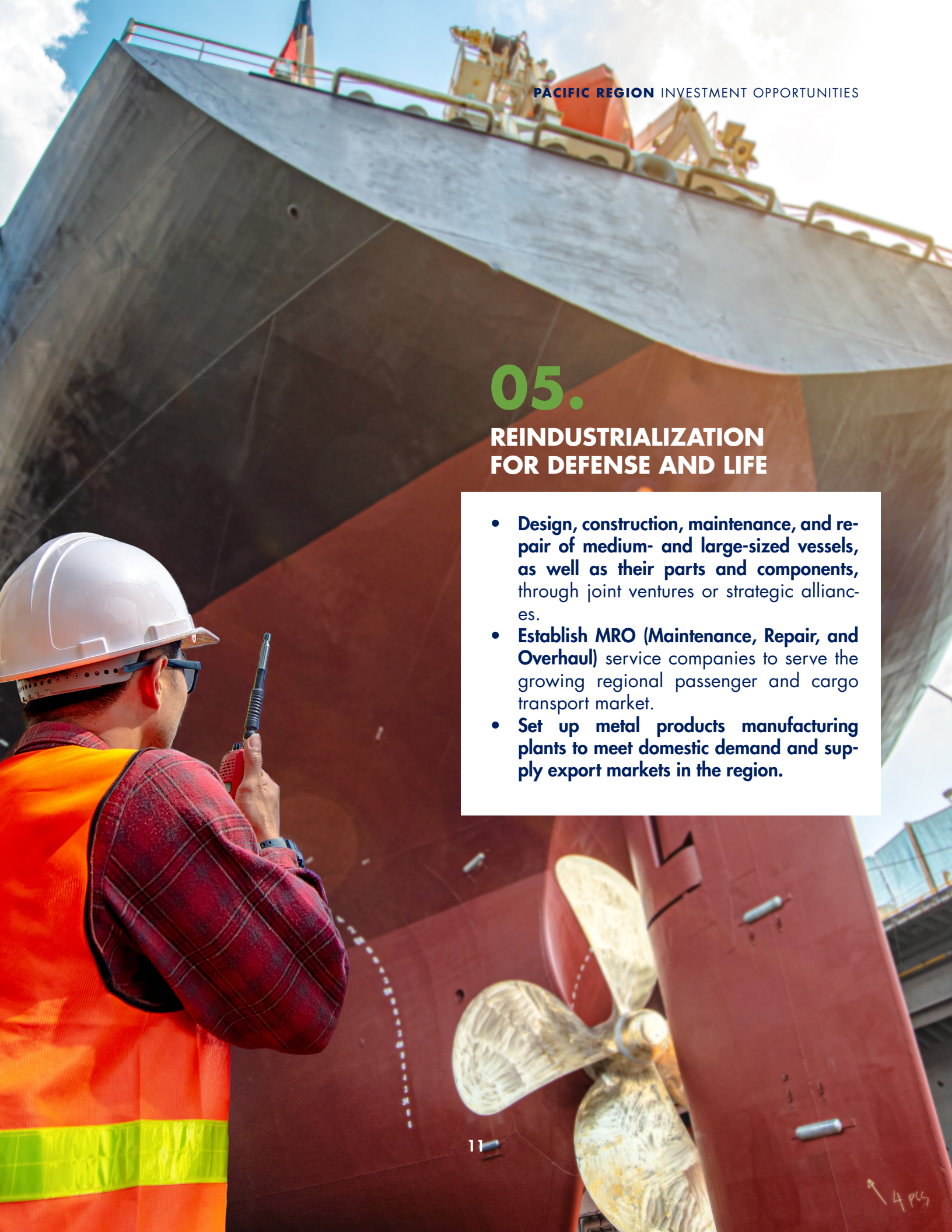
03.
PHYSICAL, SOCIAL, AND TOURISM INFRASTRUCTURE

- **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 needs of the territory,** with a sustainability focus and leveraging the region's productive vocation.
- **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 specialized hotel infrastructure** focused on health tourism.
- **Develop niche hotels in the region to cater to specific market segments.**
- **Attract investment in infrastructure to promote sports tourism at Lake Calima.**
- **Attract investment for the development of physical and social infrastructure** to improve regional connectivity, strengthen food security, and facilitate the energy transition.



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.
- **Install Data Centers leveraging Colombia's large domestic market, strong connectivity, favorable geographic conditions, and stable, eco-friendly energy sources.**
- **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.
- **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

- **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 MRO (Maintenance, Repair, and Overhaul)** service companies to serve the growing regional passenger and cargo transport market.
- **Set up 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, onshore wind, 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.
- **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.**
- **Assemble electric vehicles or establish partnerships with local assemblers** to enable technology transfer and workforce training.



07.

REINDUSTRIALIZATION IN THE HEALTH SECTOR

- **Establish production centers for advanced, biotechnological, and biosimilar pharmaceuticals** to strengthen the 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.
- **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.
- **Set up logistics centers for hospital equipment and supplies** to meet the growing demand of the Latin American market.

THE REGION IN FIGURES

REGIONAL GDP 2024 PR

COP$ 173.930 Billion
10.2% of national GDP

PR: provisional (temporary / subject to change)

MUNICIPALITIES

73 municipalities,
of which **33** have **ZOMAC**[1]
and/or **PDET**[2] status **(45%)**

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

5,314,455
people

LABOR FORCE*

2,515 Technical graduates
7,644 Technology graduates
21,920 University graduates
9,046 Postgraduate graduates

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

CONNECTIVITY AND FREE TRADE ZONES



1 PORT ZONE with 5 public service terminals, including 3 container terminals.



4 NATIONAL AIRPORTS



1 INTERNATIONAL AIRPORT



5 PERMANENT FREE TRADE ZONES

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

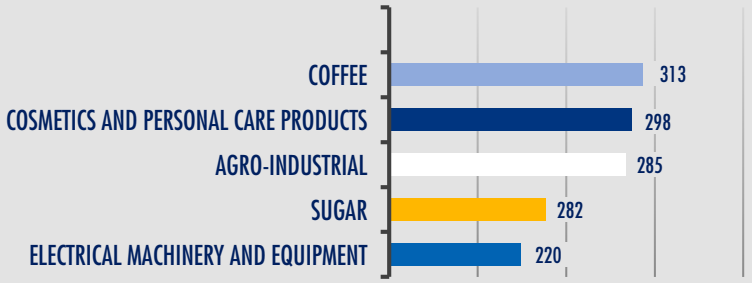


EXPORTS

Non-Mining, Non-Energy Exports 2025
USD 2.7 BILLION

Represents **10%** of national exports
Source: DANE

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



TOURISM

In 2025, the Pacific region received **252,959** 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
Cali (210,212)	92	17,500
Buenaventura (15,936)		
Palmira (7,862)		
Tuluá (3,378)		

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

1 REGIONAL INVESTMENT PROMOTION AGENCY

THAT FACILITATES INVESTOR ENTRY:

1. Invest Pacific
Agencia de Promoción de Inversión en el Pacífico Colombiano





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