

Gobierno de Colombia

PROCOLOMBIA
EXPORTS TOURISM INVESTMENT COUNTRY BRAND

WESTERN ANDES Region

INVESTMENT GUIDE

COLOMBIA CO

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WESTERN ANDES Region

The region is composed of the departments of **Antioquia, Caldas, Quindío, and Risaralda.**

In the past five years, the region has attracted **112 investment projects** from around the world, representing an estimated capital investment of **USD $1.5 billion.**

Source: fDi Markets

01.
FOOD SECURITY AND AGRO-INDUSTRIAL DEVELOPMENT

- **Increase the production of blueberries, Hass avocado, Tahiti lime, mango, Golden pineapple, cocoa, and specialty coffee** through sustainable practices to strengthen both domestic and international supply and provide raw materials for value-added products.
- **Enhance productivity in the dairy sector through investment in the primary production stage**, with a strong sustainability focus.
- **Develop alternative flours from products such as cassava, yam, and plantain.**
- **Produce non-alcoholic beverages with a strong R&D&I focus,** responding to the growing demand for low-sugar and functional options.
- **Invest in the production of healthy, ready-to-eat processed foods** to meet evolving consumer preferences.
- **Produce plant-based beverages** for domestic and international markets.
- **Develop premium snacks for domestic and export markets,** leveraging the country's diverse fruit varieties.
- **Increase sustainable beef cattle production to improve productivity and market access.**
- **Develop infrastructure for the processing of aquaculture products** (tilapia and trout) into value-added products such as fillets, fishmeal, and collagen.

- **Increase sustainable aquaculture production of tilapia and trout** to meet growing domestic and international demand.
- **Invest in infrastructure to strengthen the cold chain for agricultural products,** ensuring quality preservation and competitiveness.
- **Attract investment in structured carbon offset projects** to support climate change mitigation and environmental sustainability.
- **Expand the cultivated area of commercial forest plantations** to promote sustainable forestry and increase raw material availability.
- **Invest in obtaining sustainability and quality certifications for fruits, coffee, cocoa, and palm oil,** ensuring compliance with international requirements.
- **Facilitate investments to finance the acquisition of certifications required for carbon credits,** ensuring eligibility in international markets.
- **Invest in infrastructure for pet food production** to meet growing domestic and export demand.
- **Promote investments in fruit processing** to add value and strengthen supply for both domestic and international markets.
- **Develop infrastructure for fruit storage and packing houses** to enhance selection, preparation, and export readiness.
- **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 the production of biofuels derived from sugarcane** to promote renewable energy and diversify value-added uses for agricultural commodities.
- **Invest in cocoa processing infrastructure** to add value and strengthen the supply of cocoa derivatives for both domestic and international markets.
- **Develop community post-harvest cocoa centers to facilitate selection, fermentation, and preparation processes.**
- **Promote coffee processing investments** to add value and expand the portfolio of coffee derivatives.
- **Invest in the production of palm-based biofuels** to support the renewable energy transition and promote value-added uses for agricultural commodities.
- **Develop infrastructure for the utilization of organic waste** to generate biomass as a sustainable energy source.
- **Establish agricultural machinery manufacturing plants** to meet both domestic demand and export opportunities.



02. MANUFACTURING

- **Build cosmetics production and logistics centers** to supply the growing Latin American market.
- **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 tool manufacturing plants** to meet demand from various sectors in both domestic and export markets.
- **Set up bus assembly plants** to meet replacement demand for buses in integrated public transport systems.
- **Install paper and cardboard manufacturing plants** to serve diverse industries and supply both domestic and export markets.
- **Install manufacturing plants for aluminum profiles, doors, metal carpentry, and other aluminum products for the construction industry,** serving both domestic and international markets.
- **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 development of electric vehicle assembly operations.
- **Promote supply chain development and attract companies for the manufacturing, assembly, and distribution of household appliances to meet domestic and international demand.**



- **Attract companies in the autotech segment** (electronic parts, control systems, autonomous vehicles) to strengthen the national vehicle assembly value chain.
- **Establish industrial machinery manufacturing plants** to serve both domestic and export markets.
- **Set up cargo vehicle assembly plants** to meet domestic demand and export to the region.
- **Establish motorcycle assembly plants** to supply both domestic demand and regional export markets.
- **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

- **Construct a convention center in Armenia** to strengthen the region's capacity to host national and international events.
- **Attract investment for the development of theme parks** to complement the existing offer in Quindío.
- **Develop wellness and alternative therapy experiences to enhance the region's health and wellness** tourism portfolio.
- **Attract investment in corporate hotel projects** to match the capacity of the Expofuturo Convention Center in Risaralda.
- **Build hotels targeting corporate travelers** to serve the growing business tourism segment.
- **Develop wellness-focused hotels in municipalities located away from José María Córdova International Airport in Antioquia.**
- **Investment opportunities for the construction of an events/convention center in Rionegro, Antioquia.**
- **Attract investment for the development of adventure parks in Antioquia** targeting the international market.
- **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

- **Attract investment to promote entrepreneurship, innovation, and venture capital attraction, leveraging Colombia's innovation ecosystem,** which includes nearly 1,700 startups operating across more than 31 sectors.
- **Attract investment in the telecommunications sector by offering opportunities for companies interested in participating in the construction and improvement of rural and urban communications infrastructure,** given the high demand potential and a regulatory framework that encourages sector investment.
- **Establish 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.
- **Establish software development or innovation centers** specializing in solutions for business digital transformation and the application of technologies such as Artificial Intelligence, Internet of Things, and Blockchain.
- **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.**



05.

REINDUSTRIALIZATION FOR DEFENSE AND LIFE

- **Establish 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.**
- **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, 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.
- **Assemble electric vehicles or establish partnerships with local assemblers** to enable technology transfer and workforce training.
- **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 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.**

THE REGION IN FIGURES

REGIONAL GDP 2024 PR

COP$ 325,315 Billion
19.1% of national GDP

PR: provisional (temporary / subject to change)

MUNICIPALITIES

178 municipalities,
of which **71** have **ZOMAC**[1] and/or **PDET**[2] status **(40%)**

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

9,585,464 people

LABOR FORCE*

3,321 Technical graduates
20,349 Technology graduates
41,680 University graduates
18,213 Postgraduate graduates

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

CONNECTIVITY AND FREE TRADE ZONES



1 PORT ZONE with 2 public service container terminals in operation



2 NATIONAL AIRPORTS

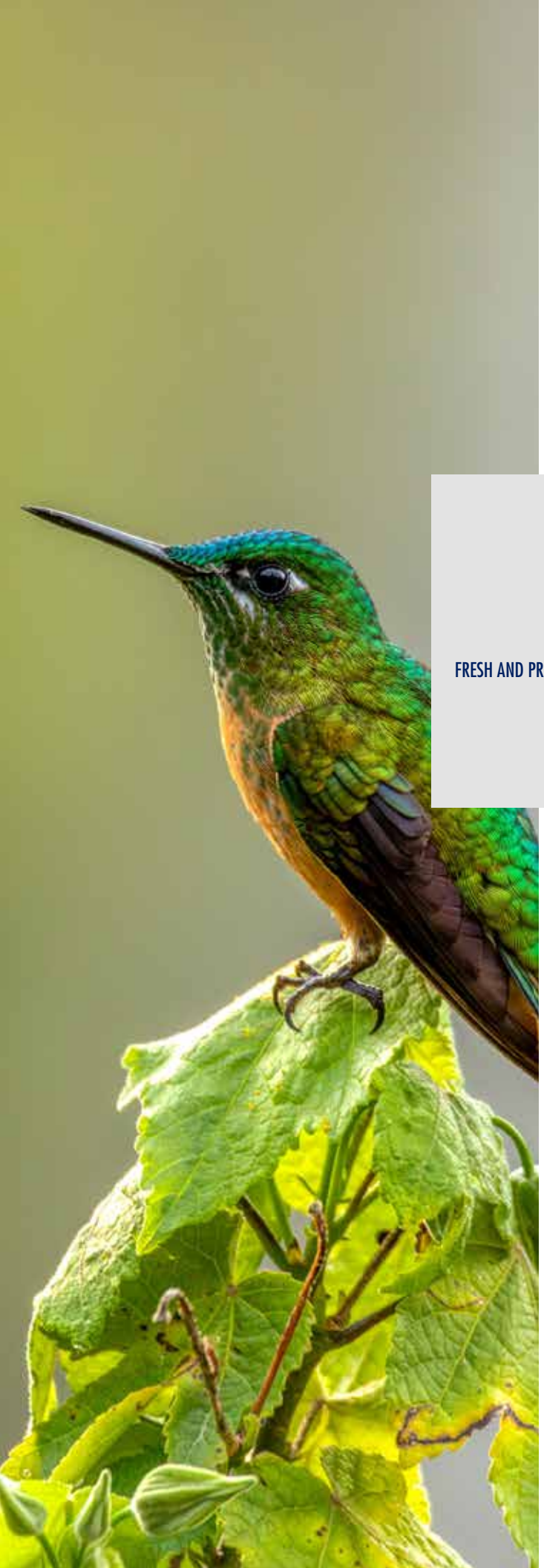


3 INTERNATIONAL AIRPORTS



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).

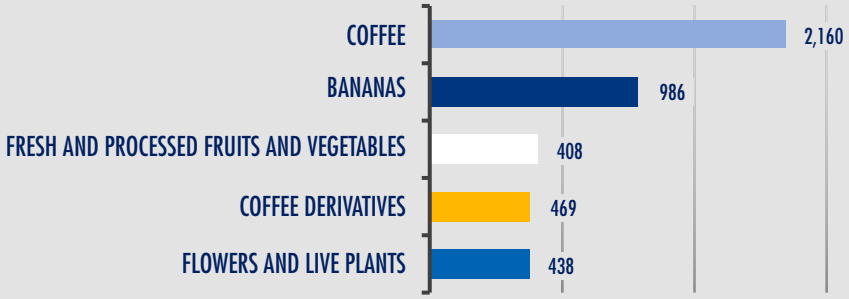


EXPORTS

Non-Mining, Non-Energy Exports 2025
USD 6,3 Billion

Represents **28.6%** of national exports
Source: DANE

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



TOURISM

In 2025, the Western Andes region received **1,335,364** 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*
Medellín (1,143,621)	323	58,029
Pereira (50,539)	19	3,170
Armenia (19,282)	4	696
Rionegro (15,892)		

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

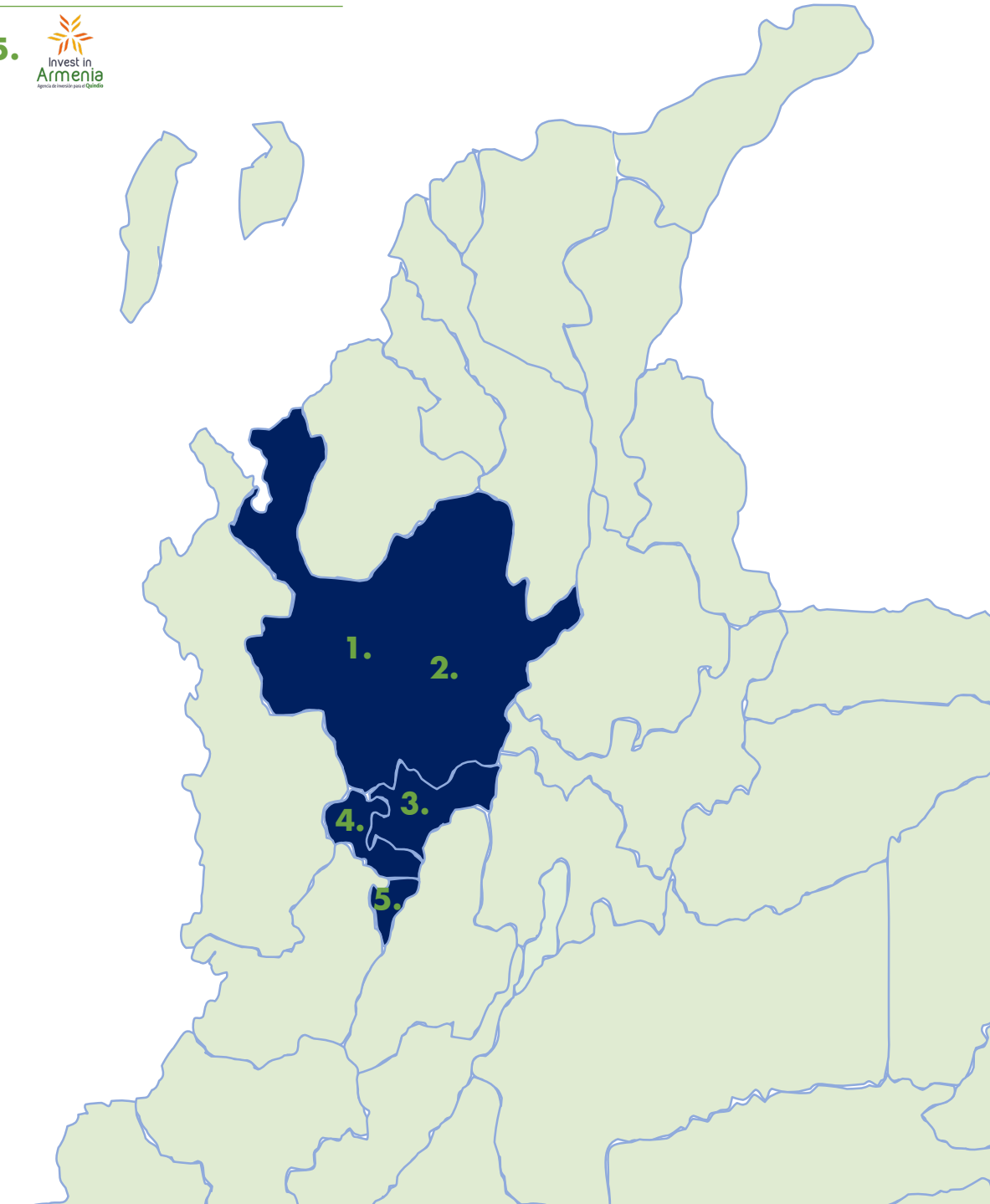
THE REGION HAS

5 REGIONAL INVESTMENT PROMOTION AGENCIES

THAT FACILITATE INVESTOR ENTRY:

1 ACI Medellín | 2. Invest in Oriente – Agencia de Promoción del Oriente Antioqueño | 3. InvestInManizales

4. Invest in Pereira – Agencia de Promoción de Inversión de Risaralda | 5. Invest in Armenia – Agencia de Inversión para el Quindío





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