



Bogota: A Global Center for Business and a Great Place to Live

June 2016

Agenda

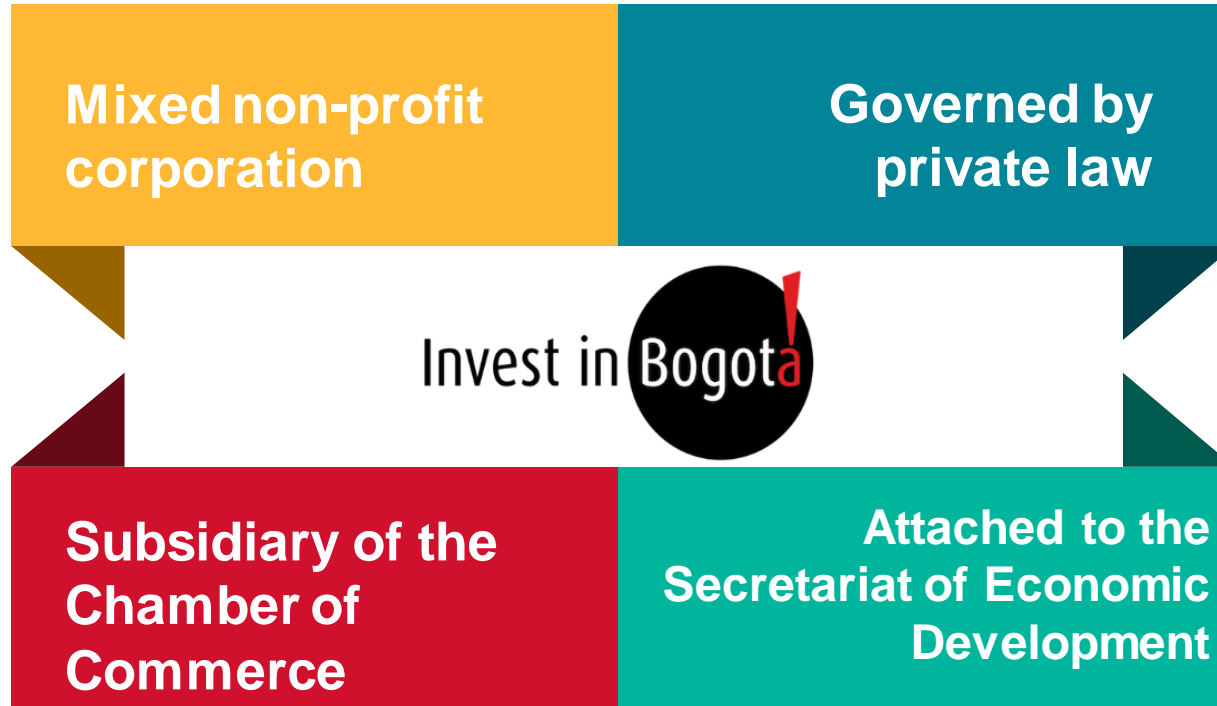
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1. **Invest in Bogota**
2. Why Bogotá?
3. Investment Opportunities in Bogota

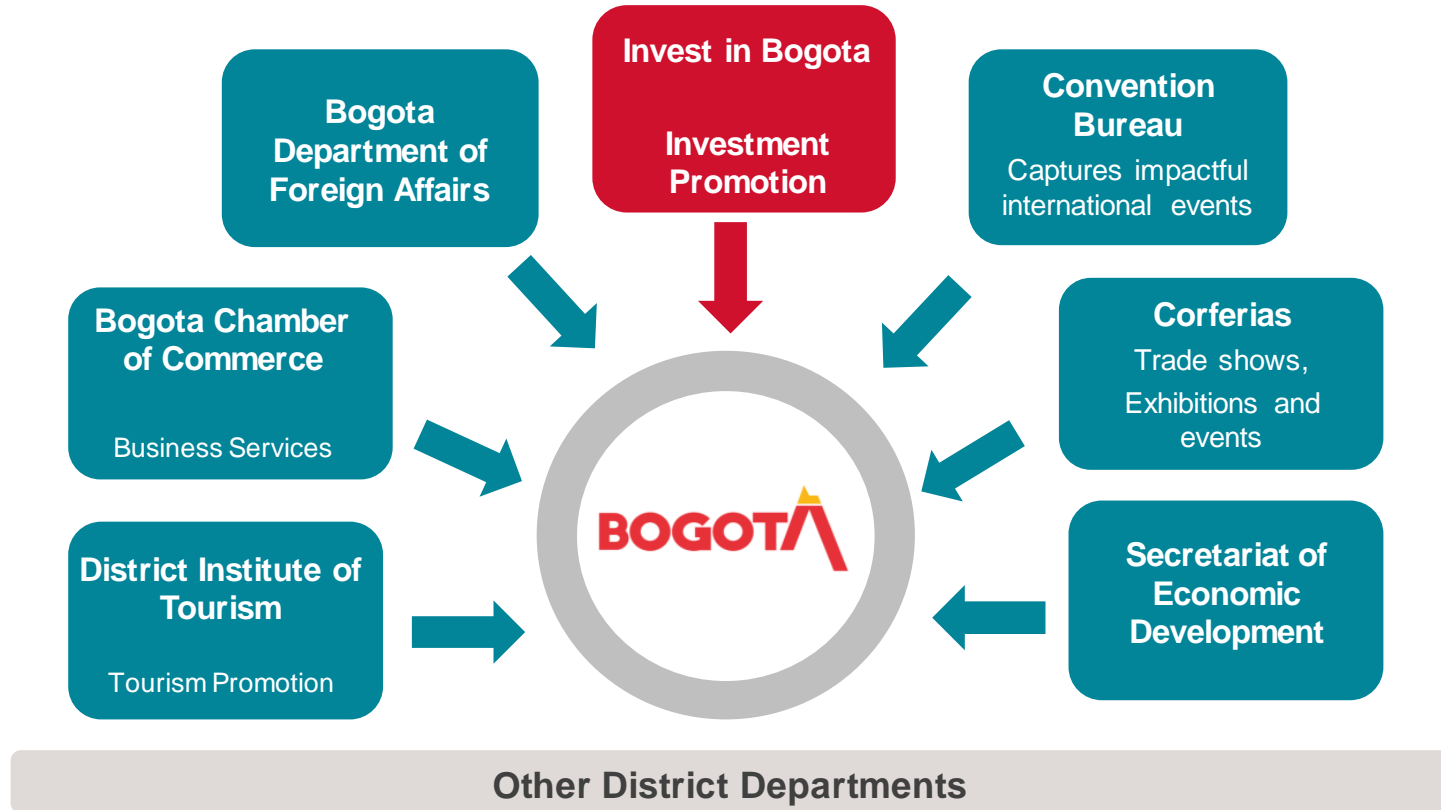
Invest in Bogota: Investment Promotion Agency

Created in 2006 by the Mayor's Office and the Bogota Chamber of Commerce

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Public and Private Partners



What is Invest in Bogotá?

- A private-public agency established in 2006 by the Mayor's Office and the Bogotá Chamber of Commerce.



We work on these main topics:

**Promotion and
Facilitation of
Foreign
Investment**

**City Marketing
Strategy**

**Improvement of
the Investment
Climate**

Services offered to investors

At every stage of the investment cycle

6



Custom made information and opportunity analysis

- General, sector and company specific information according to investor needs
- Understanding of business opportunities and business agendas for site visits
- Meeting arrangements with key players



Advice during start-up

- Guidance on permits, regulations and business set-up activities
- Identification of possible locations or offices
- Contacts with potential suppliers, clients or partners



Aftercare Services

- Follow-up on company's development, support in expansion projects
- Networking with other companies
- Continuous monitoring and improvement of business climate

Over 200 investment projects

US\$ 1.6 billion and 20,205 jobs

7



10 años

International Recognition

Among the best investment promotion agencies in the world

8



World Bank (2009)

"Best Investment Promotion Agency from a developing country"



Site Selection (2016 and 2015)

Ratified as "Best Investment Attraction Agency from Latin America & Caribbean Regional"



fDi Magazine Global Cities of the future (2015)

"Bogota: 8th city with the best FDI strategy"



Agenda

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1. Invest in Bogota
2. **Why Bogota?**
3. Investment opportunities in Bogota

Bogota is...

10



A place of reference

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Cultural

- 6 free open-air music festivals
- Home to the most important theater festival in Latin America
- 80 libraries of the Network of Public Libraries

Touristic

- According to the ICCA ranking in corporate tourism, Bogota ranks 52nd globally and 7th in Latin America.
- Approximately 13,204 rooms and a sustainable destination for events and conventions

Diverse

Multicultural

Ideal to grow, live and enjoy

- 5,016 parks and 15 wetlands
- More than 27 international schools
- Over 70 malls
- 2nd lowest Price level Index* in Latin America - UBS



Source: IDT; UBS Prices and Earnings

*UBS prices and earnings report gives Bogota a 43,7 index for a basket of 122 goods and services. New York's index is 100

Strategic Location

Extended market of US\$ 44 trillion and 1,450 million people

12

5 hours

from
New York,
Mexico City and
Sao Paulo

41

International direct
flight
connections

Bogotá

1st

Latin American
airport in air
Cargo
movement

3rd

Latin American
airport in
passenger
traffic



El Dorado
airport



Skytrax, 2014

16 signed and current agreements

2 subscription agreements

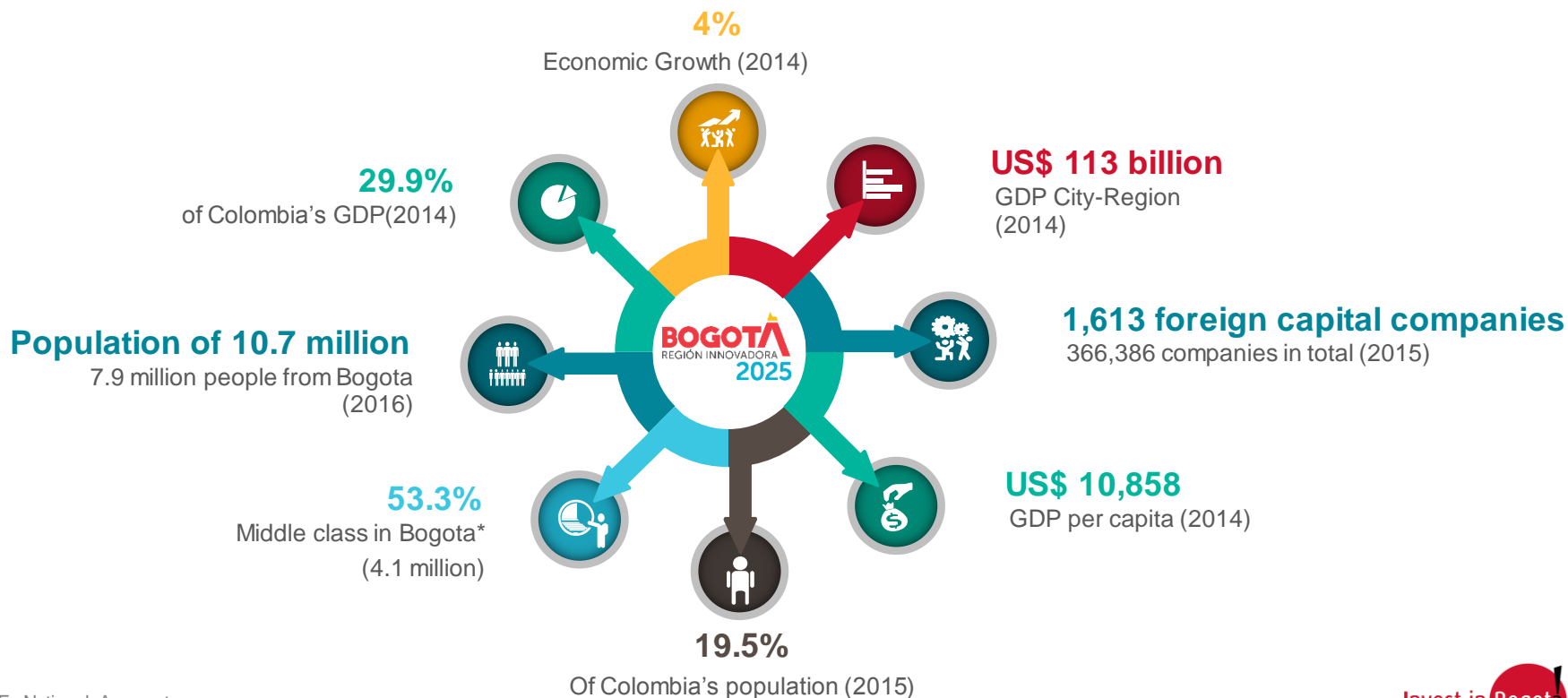
Invest in Bogotá

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Driver of Growth

Major business center in Colombia

13

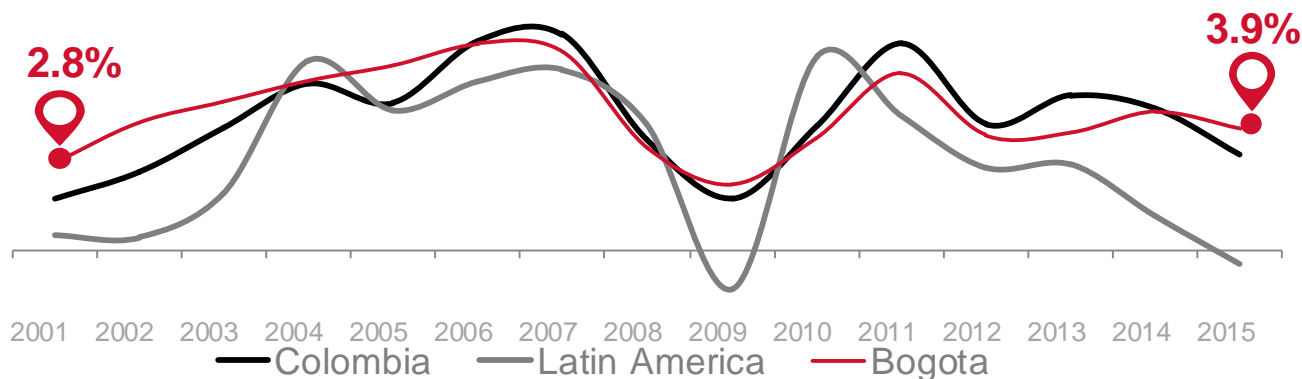


Driver of Growth

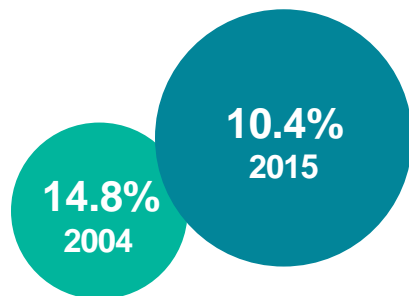
Favorable macroeconomic environment

14

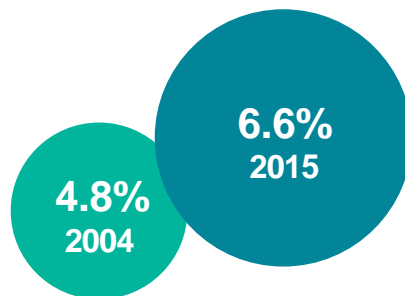
Bogota's GDP Growth (2001-2015)



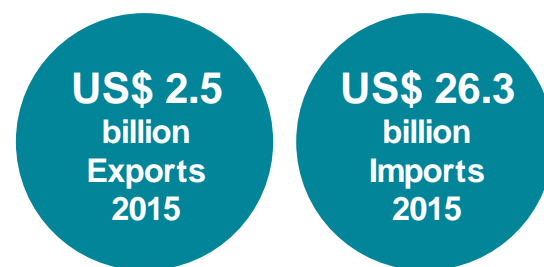
Unemployment



Inflation



Foreign Trade

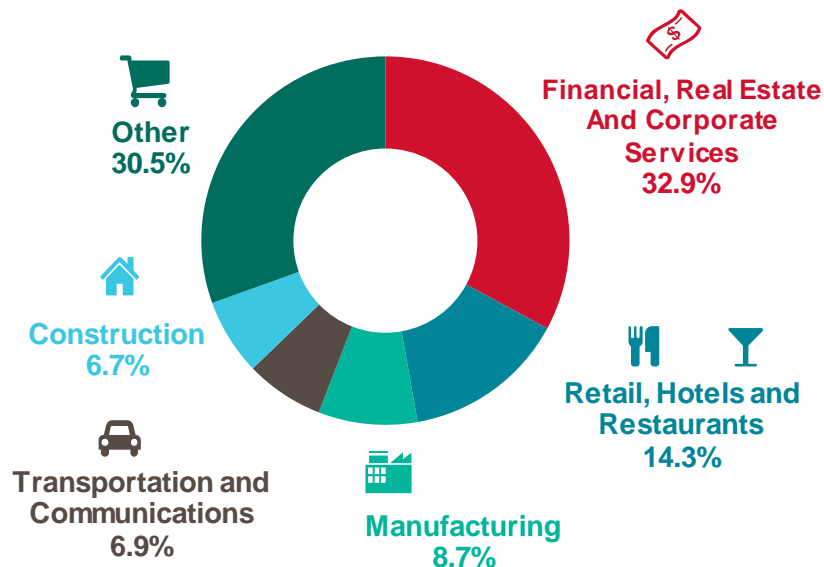


Driver of Growth

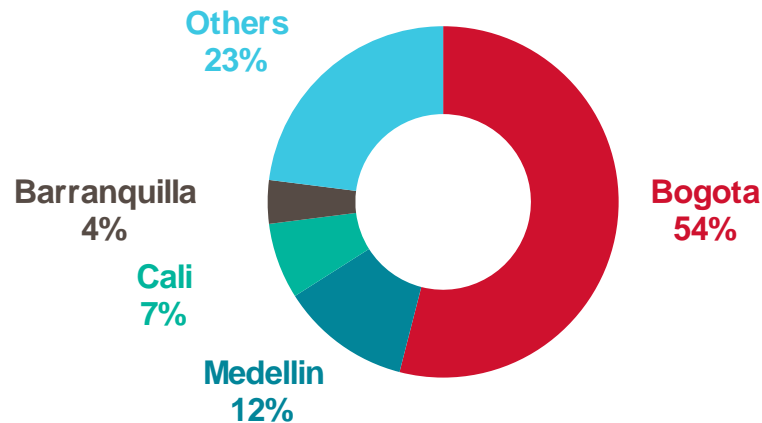
Diverse economy and Colombia's financial center

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Bogota's GDP by Economic Sector (2014)



Financial Transactions* by Cities in Colombia (2014)



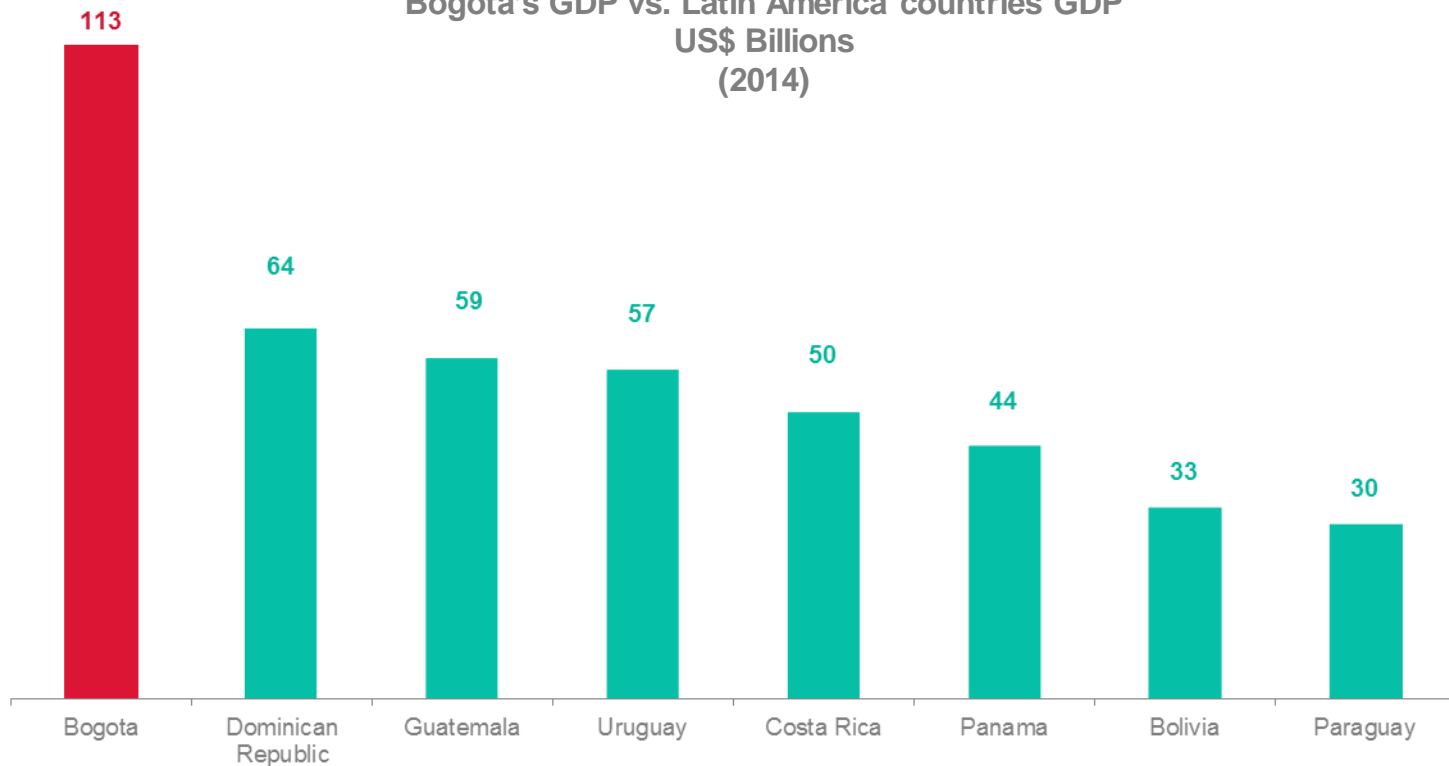
- ✓ All 25 domestic and foreign Banks installed in Colombia have presence in Bogota
- ✓ 1,503 banking offices in Bogota (26% of the country)

Driver of Growth

An economy that surpasses some Latin American countries

16

Bogota's GDP vs. Latin America countries GDP
US\$ Billions
(2014)



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Competitive

Awards and recognition on international rankings

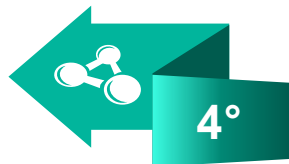
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South American States of the Future



fDi Intelligence
2016-2017

- Ranked 5th in 2014-2015

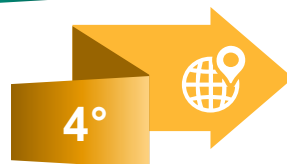


Best Cities for Doing Business on Latin America



América Economía
2016

- Ranked 16th in 2003



Global City in Latin America

ATKearney

ATKearney
2014

Stands out in development of human capital, stability and security.



Cities in Motion (Latin America)

IESE Business School
2015

Bogota is recognized thanks to its economy and international outlook.
Ranked 12th in 2014



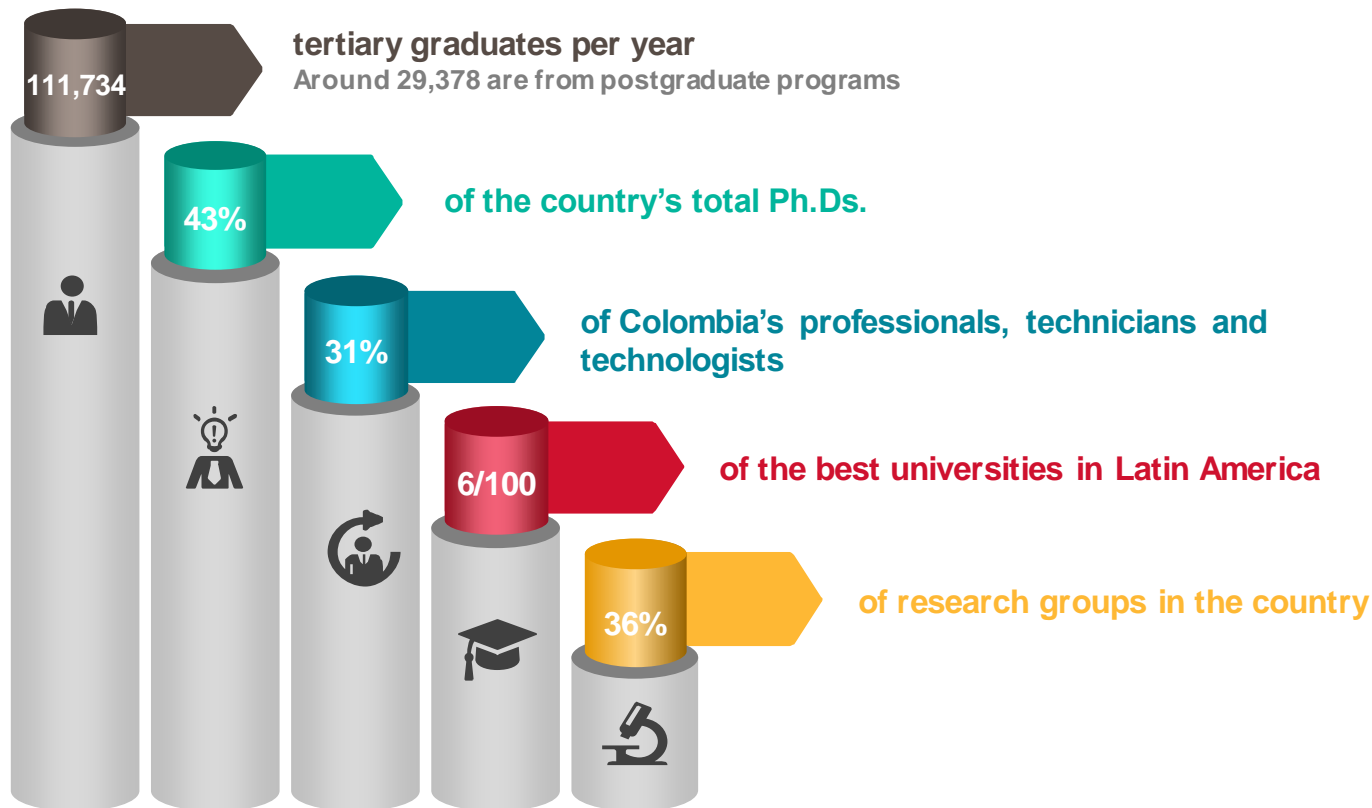
Invest in Bogotá

10 años

Human Capital

Young labor force of over 4.6 million people

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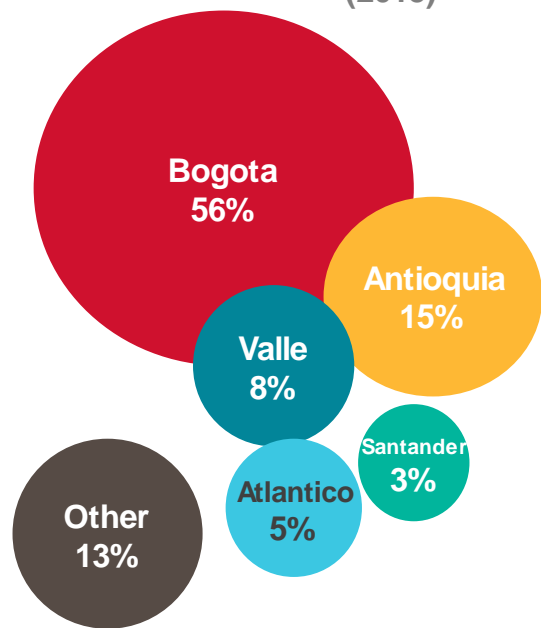


Attractive City for Investment

Bogota includes 94 of the Fortune 500 companies (2016)

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Distribution of large and medium-sized companies in Colombia by region (2015)



Companies with foreign capital established in Bogota (2002-2015)

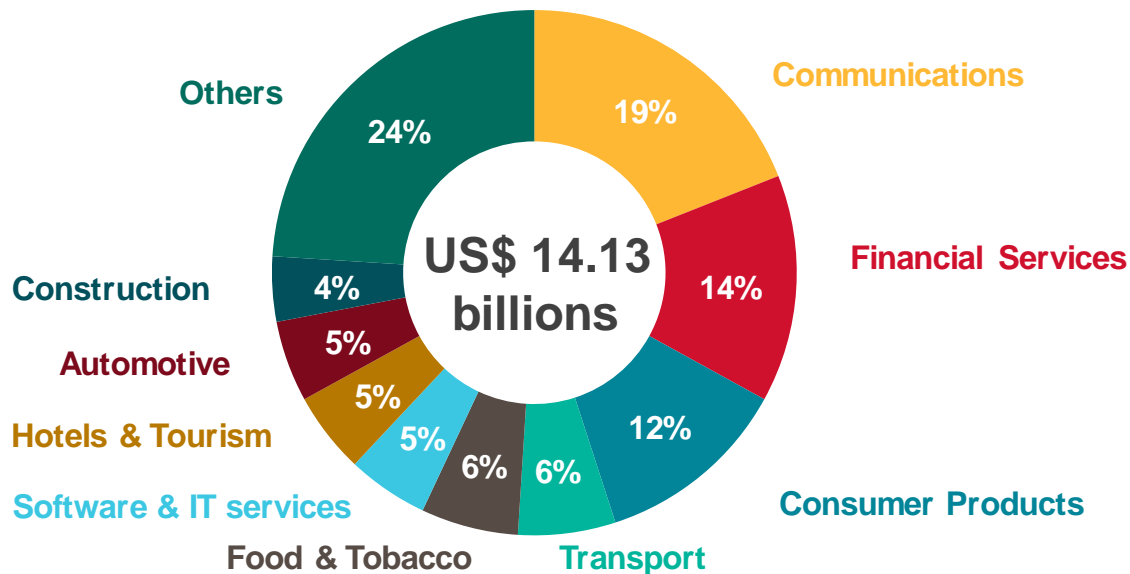


Attractive City for Investment

On the last decade FDI has grown on average 31% per year

20

FDI* in Bogota by economic sector
(2005 - 2015)



Calculations by: Invest in Bogota based on information provided by fDi Markets, ProColombia, Invest in Bogota certifications and companies' web pages.

*FDI *greenfield* (includes expansion). Extraction activities are not included.

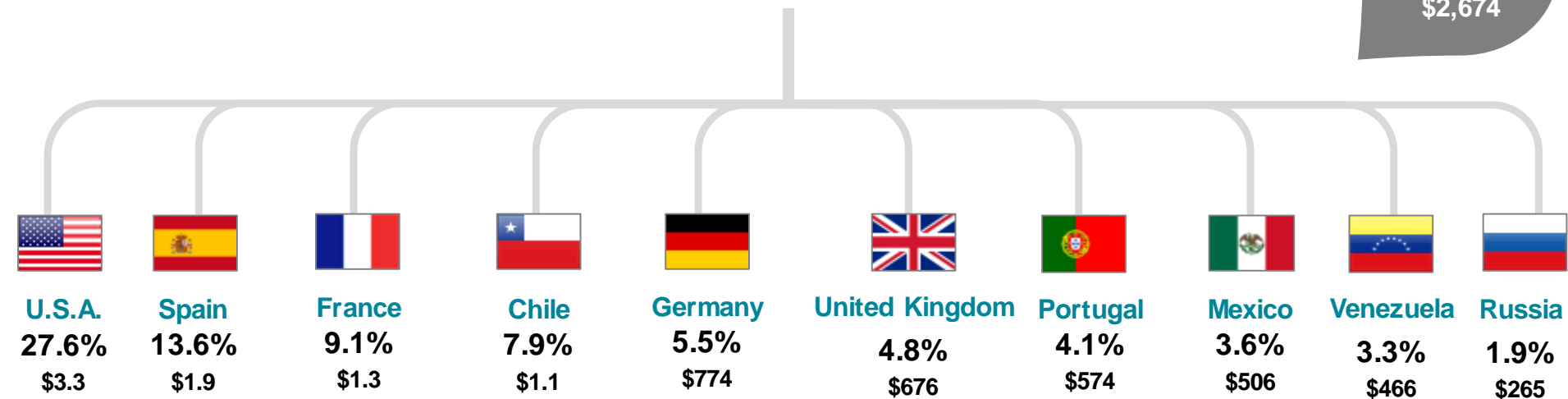
Attractive City for Investment

FDI* in Bogota by Country of Origin (2005-2015)

(US\$ Billions)

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Others
18.9%
\$2,674



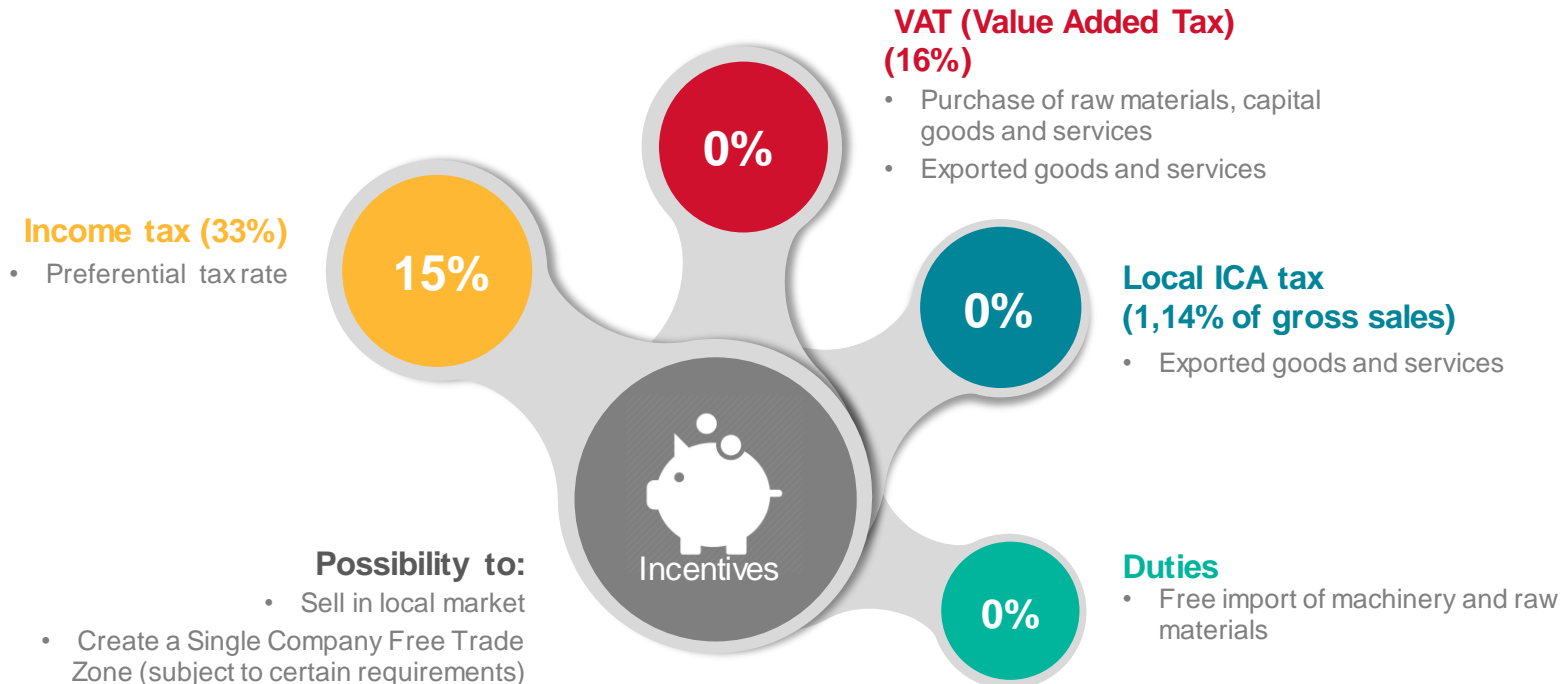
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Attractive City for Investment

Free Trade Zone Regime

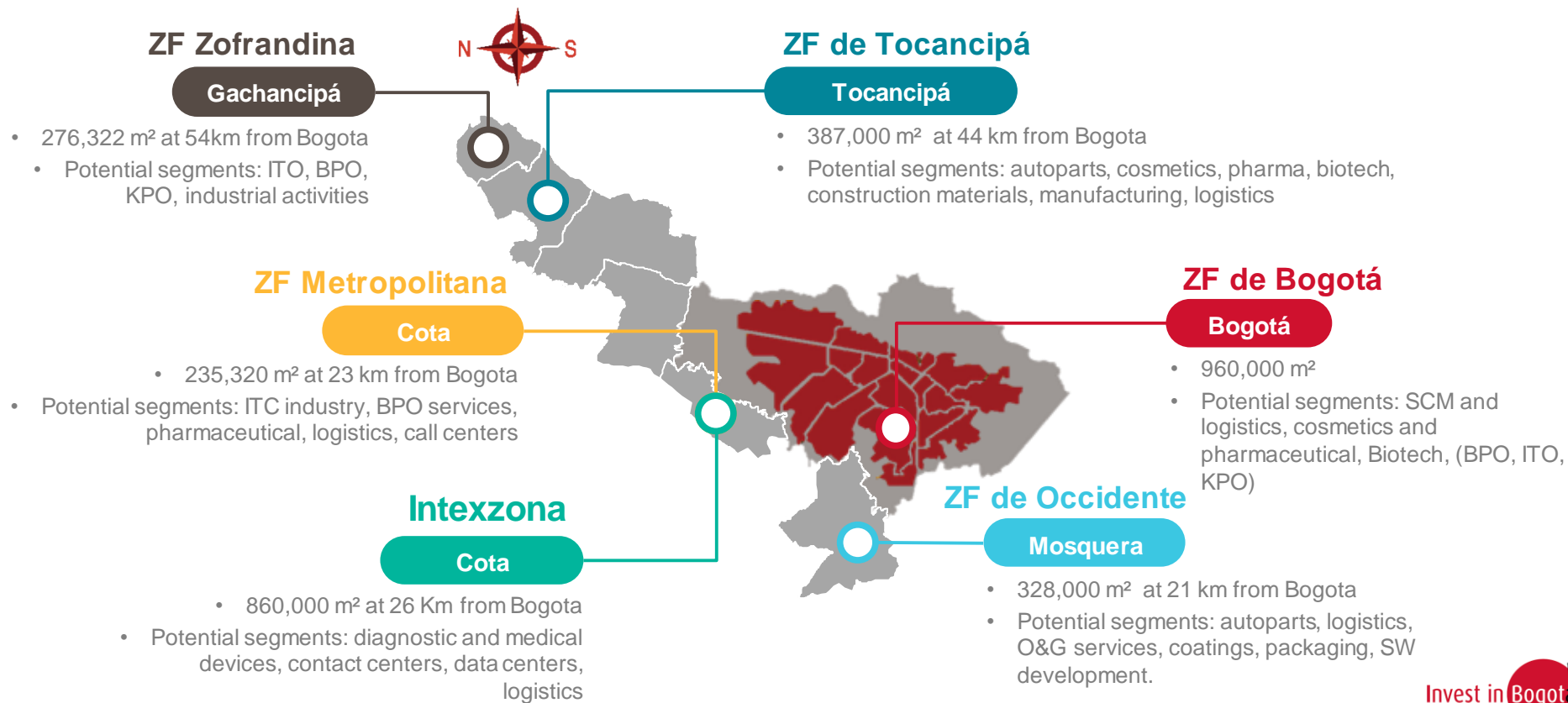
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Attractive City for Investment

Free Trade Zones

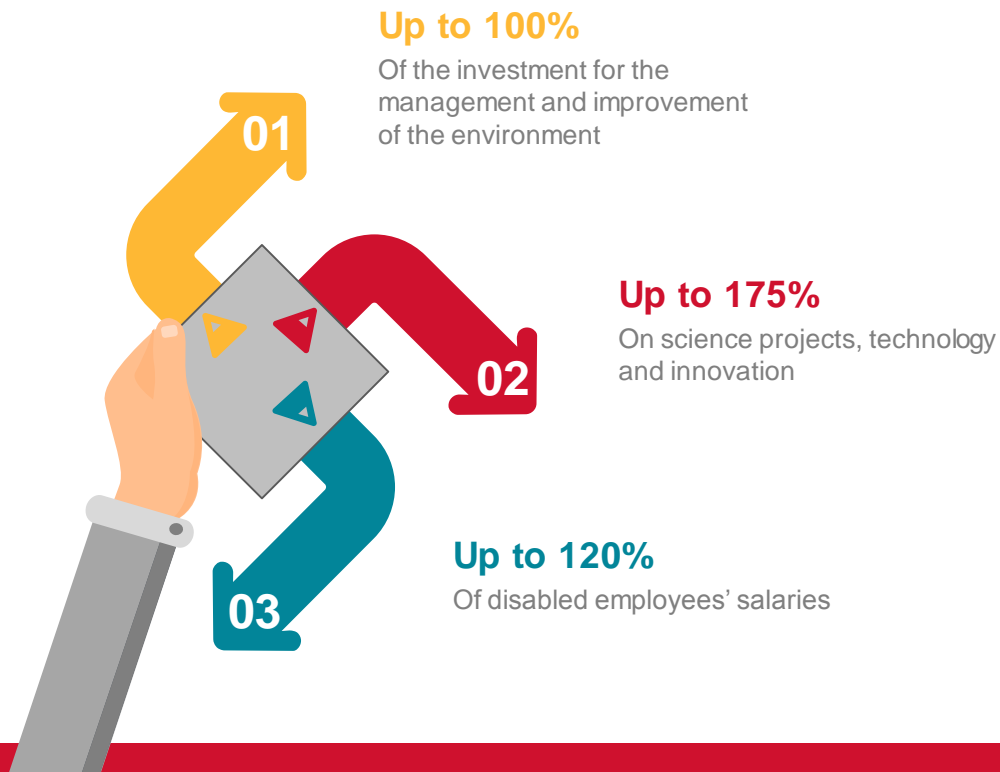
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Attractive City for Investment

Income tax deductions

24



A City with Future

Innovative solutions for mobility

25



Cycle Paths

- 392 kilometers of cycle paths, bicycle paths used by more than 611,000 citizens daily
 - 41.5 kilometers of cycle tracks
 - 127 kilometers of cycle lanes (role model for more than 50 cities all over the world)

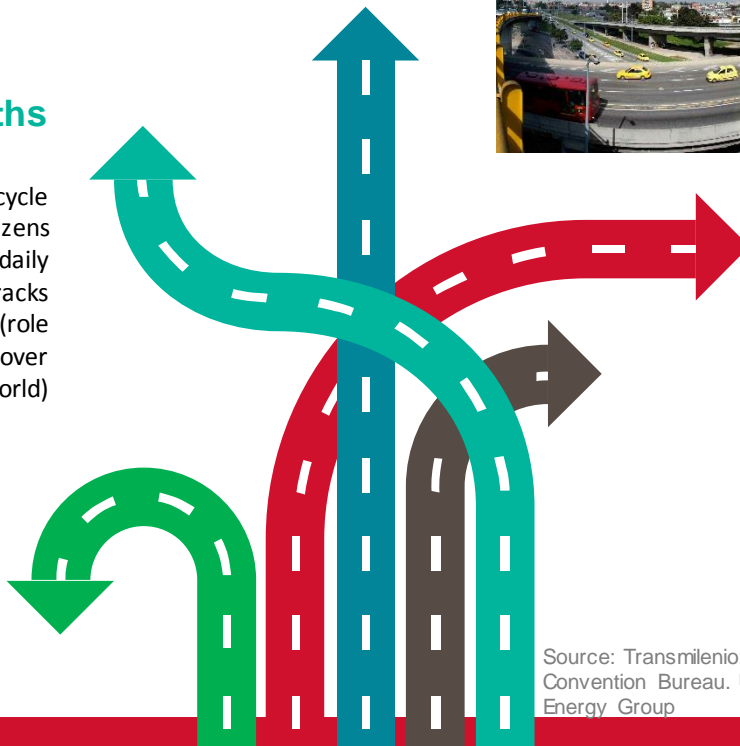
Electric Mobility

Bogota has the largest fleet of electric taxis in Latin America and is looking forward to incorporate electric buses to the fleet of Transmilenio.



Transmilenio

- Replicated in 57 cities (Johannesburg, Djakarta, Guangzhou), it has 1.8 million passengers per day (40 million per month)
- Two new trunks are expected.



Source: Transmilenio: <http://www.transmilenio.gov.co>, Bogota Convention Bureau, Urban Renewal Company; Bogota's Energy Group

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A City with Future

Urban Renewal Projects

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Fenicia Triangle

Public private project in the city's downtown. 8.8 hectares will be intervened for commerce, housing, public space and offices.



Agora Convention Center

Bogotá's new world-class meeting district for fairs, events and conventions will occupy 800 hectares around an industrial area.

CAN City Project

Its 2,750,000 m² will accommodate 112 environmentally sustainable buildings for government uses. The project is being developed for central government agencies' offices as well as commercial use. Colombia's largest ongoing urban renewal project.

A City with Future

New Projects on mobility infrastructure

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Public Private Partnerships

In terms of mobility infrastructure, Public Private Partnerships have been considered as a growth engine in the country. They are a successful mechanisms of foreign investment generation and economic development.



Western/ Longitudinal Avenue

Connecting district boundaries with Soacha (southwest) and Chia (north).



North Motorway Expansion

Main avenue, it is expected to have 5 rails (instead of the current 3) with the construction of 53 km.

A City with Future

New projects on mobility infrastructure

28



First line of the Bogota Metro

- Empresa Metro de Bogota created 2016
- 100% electric, UTC
- 142m trains with 6 wagons
- French consultant SYSTRA working on integrated structuring for First Line.



Cable Cars

3.4 kilometer line in the south of the city will move 3.600 people/hour after its built. A second line is being considered

Creation of Metro
de Bogota
Company

Comprehensive
design

Bidding of first
section

2016

2016

2017

Awarded to
SYSTRA

Phases

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Agenda

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1. Invest in Bogota
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3. **Investment Opportunities in Bogota**

Priority Sectors

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Services



Manufacturing



**Infrastructure & City
Projects**

Priority Sectors

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Services

- IT Services
- BPO and Shared Services
- Creative Industries
- Business and Consulting Services
- Clean Technologies



Manufacturing

- Automotive and Transportation
- Construction Materials
- Processed Foods
- Biotechnology
- Medical Devices and Supplies
- Pharmaceuticals
- Cosmetics



Infrastructure and City Projects

- Transportation and Logistics Infrastructure
- City Projects

Services

Investment Opportunities

32



Some Opportunities

- Customized Business Solutions
- Software development and tweaking for local industry
- ITC Integrated Solutions

Value Proposition

- 4th Latin American country in IT Promotion
- 84% of the Global Outsourcing Businesses are in Bogota
- 71% of bilingual professionals live in Bogota Region*
- 52% of graduated engineers (2001-2014) live in Bogota Region

Key Players:



Services

Investment Opportunities



Some Opportunities

- Voice / non-voice outsourcing
- Back Office: IT, Finance, HHRR, Engineering and Architecture
- KPO, telemedicine, R&D+i

Value Proposition

- Access to 10 submarine cables (Colombia)
- 4th Latin American country in IT Promotion
- 84% of global outsourcing businesses already present in Bogota

Key Players:



Services

Investment Opportunities

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S

Creative Industries

Some Opportunities

- Content production and post production facilities for entire Spanish-speaking market, including US
- Creative offices for format generation
- Regional offices for distribution, marketing and promotion of entertainment content

Value Proposition

- Creative, qualified and abundant human talent
- Variety of landscapes, environments, climates and infrastructure
- Investment in digital media (2010 – 2014) grows an average of 25% annually
- 69% of companies are in Bogota

Key Players:



Services

Investment Opportunities

35

S

Clean Technologies

Some Opportunities

- Diversification of energy matrix to mitigate climate risks
- Generation and self generation in large urban projects
- Engineering and planning for major generation and transmission projects
- Solid waste management facilities

Value Proposition

- Favorable regulation for the use of unconventional sources.
- Economic and fiscal incentives for the development of energy efficiency projects
- 52% of graduate engineers (2001-2014) live in Bogotá Region

Key Players:



Manufacturing

Investment Opportunities

36

M

**Automotive
and
Transportation**

Some Opportunities

- Bodywork for buses and trucks
- Light-duty vehicles
- Hybrid and electric vehicles for public transportation

Value Proposition

- Fleet renewal of taxis and buses
- Developing green mobility
- Need for suppliers in entire value chain

Key Players:

SIEMENS**VOLVO****Marcopolo**
SUPERPOLO

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Manufacturing

Investment Opportunities

37

M

Construction Materials

Some Opportunities

- Finishes: Ceramics, paint, lacquer and glass
- Lead wires, PVC and plastic
- Manufacturing of elements in cement and concrete

Value Proposition

- National investment megaprojects 2020
- The most dynamic construction sector in Latin America (9.9% growth)
- High positive impact on national GDP (share of 9.4%)

Key Players:



Manufacturing

Investment Opportunities

38

M

Processed Foods

Some Opportunities

- Developments in the value chain (inputs, packaging, cold chain)
- Export platform for premium products
- *Private label*
- Large format market

Value Proposition

- 40%* growth in sales of processed food in Colombia
- Growing demand for premium foods
- Bogotá absorbs 40% of imports of food and beverages
- 46 of the top 100 companies are located in Bogota Region

Key Players:



PEPSICO



Manufacturing

Investment Opportunities

39

M

Cosmetics

Some Opportunities

- Packaging production plants with smaller print runs, with increased innovation and quality
- Import substitution for chemicals and natural ingredients
- Logistic hub for regional market

Value Proposition

- 4th cosmetics producer in Latin America
- 1st manufacturing sector in exports of the country
- World's 2nd country in biodiversity per sqm
- High potential for identification of natural materials
- 68% of the cosmetics industry resides in Bogota

Key Players:


natura

oBoticário L'ORÉAL


BELCORP

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Manufacturing

Investment Opportunities

40



Some Opportunities

- Biosimilars research and development
- Pharma-chemistry plant
- Logistics hub
- Research center with local genome and populations

Value Proposition

- 5th largest market in Latin America
- 55% of total sales correspond to production in Bogota Region
- 83% of business operations are concentrated in Bogota
- WHO's No. 1 health system in Latin America (22nd worldwide)

Key players:



Manufacturing

Investment Opportunities

41

M

Medical Devices

Some Opportunities

- Intermediate-level manufacturing plants
- Development of raw materials for industry
- Research, development and innovation applied to the sector

Value Proposition

- 3rd Latin American market, more than US \$ 2 billion
- 50% of clients are in Bogotá
- 85% of the market is destined for exports

Key Players:



Manufacturing

Investment Opportunities

42



Some Opportunities

- Use of biodiversity for development of cosmetics and processed foods
- Development of clinical studies
- Research and development of biosimilars

Value Proposition

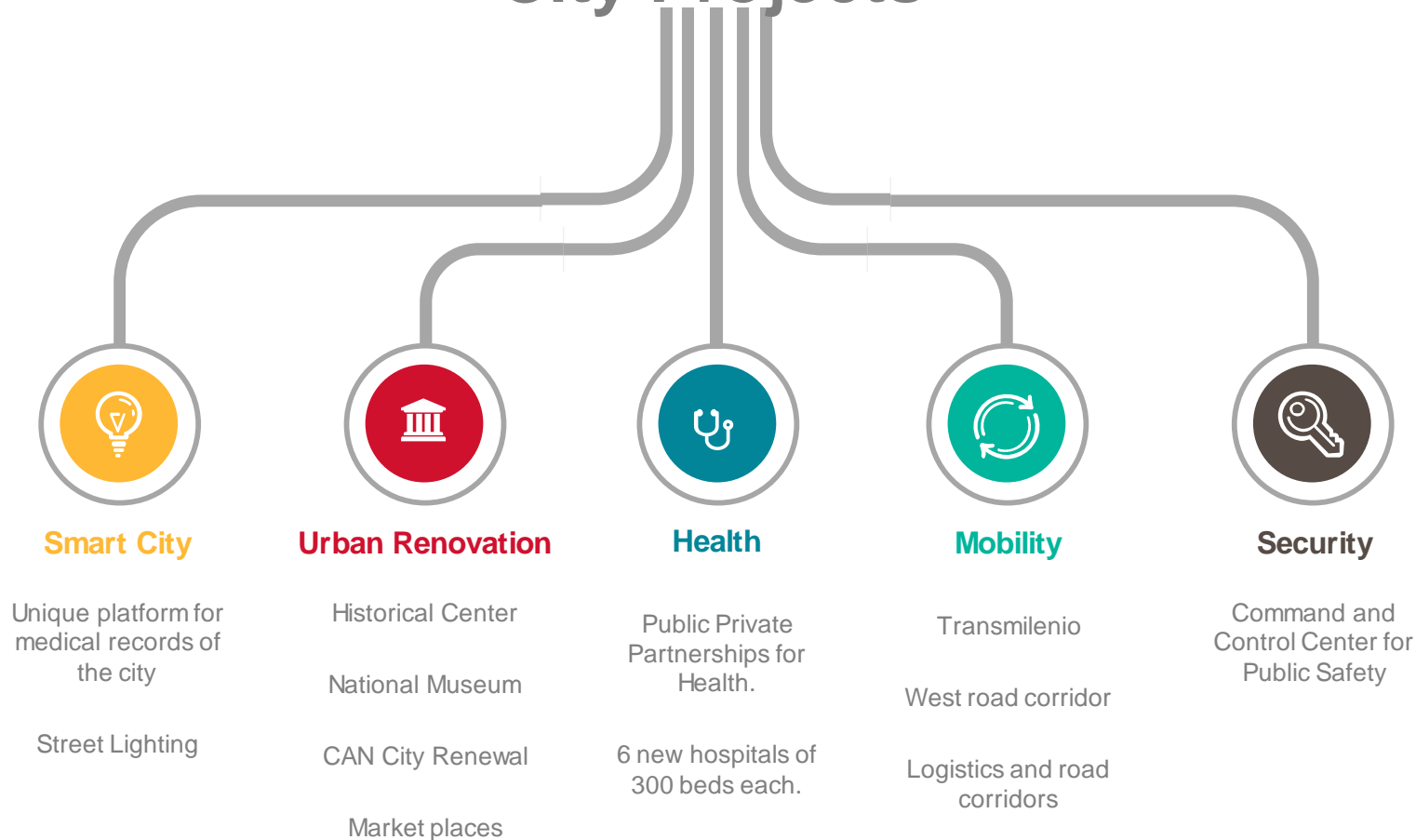
- Second in global biodiversity – for green and
- Over 56,000 plant species, 18,000 endemic
- Wide variety of climates – 1500m altitude difference from subtropical to Tundra

Key Players:



City Projects

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Events 2016

44



Urban Renovation

April 6th

CAN city

IPES, IDPC, IDT and Invest in Bogota



Smart City

May 17th

District Challenges and
ITCs Opportunities



Mobility

July 7th

Cundinamarca Department



APPS SALUD



Health

October 19-20th

Health Secretary

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