

*essential*<sup>®</sup>  
**COSTA  
RICA**  
MY CHOICE, NATURALLY.



# Costa Rica

A SMALL COUNTRY,  
WITH HUGE VISION

OUR

airforce







OUR  
Ground forces



OUR

submarin



# TOURISM destination







2 oceans

52,00 km<sup>2</sup>

4.5M people

3M tourists

157 countries

No oil, no gas, no minerals

GDP:\$17k per capita

Life expectancy: 80yrs

5% WW biodiversity



# education

7% OF GDP

FREE AND MANDATORY SINCE 1870

BEST EDUCATION SYSTEM IN LAR





A close-up photograph of a young girl with curly hair resting her head on a person's shoulder. The girl has her eyes closed and a peaceful expression. The background is softly blurred, showing other people in a crowd.

peace

NO ARMY

OLDEST DEMOCRACY IN LAR

NOBEL PEACE PRIZE WINNER



# sustainability

A scenic view of a waterfall cascading into a turquoise pool, surrounded by lush green forest. The waterfall is the central focus, with water falling from a rocky ledge into a pool of clear, vibrant blue-green water. The surrounding forest is dense and green, with sunlight filtering through the trees. The overall atmosphere is peaceful and natural.

99% ELEC. RENEWABLE SOURCES

51% OF TERRITORY PROTECTED

6% OF WORLD BIODIVERSITY



A vibrant green fern frond grows from a moss-covered tree trunk in a forest setting. The background is a soft-focus green forest. The text is overlaid on the right side of the image.

AIMING TO BE THE 1st  
carbon neutral  
IN THE WORLD  
country





# OPEN TO *trade*

50 TRADE AGREEMENTS

2/3 GLOBAL GDP

2,5B PEOPLE REACH





happiness!

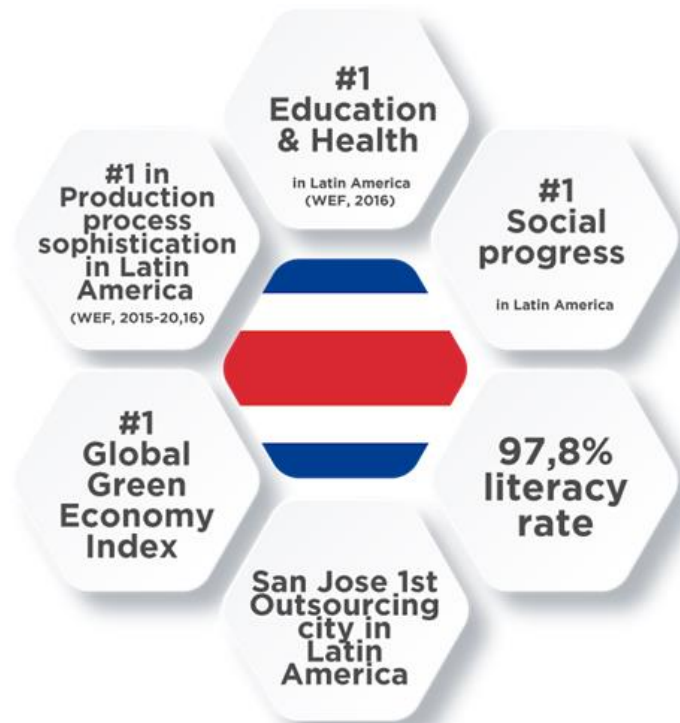
RANKED #1

IN HAPPY

PLANET INDEX



# SMALL GIANT



# INTERNATIONAL TRADE PLAYERS



Ministerio de  
Comercio Exterior  
Costa Rica



- EXPORTS promotion
- FREE ZONE regime
- LINKAGES
- International trade SINGLE WINDOW
- International Trade Public Policy
- Free Trade agreements
- Trade facilitation
- FDI attraction



# PROCOMER

The Export Promotion Agency of Costa Rica (PROCOMER) is a public non-state entity, responsible for promoting Costa Rican goods and services.

It was founded in 1996 , through the Republic Act No. 7638.



We provide tools to position Costa Rican goods in the international markets through international trade fairs, export and buyer missions, business agendas, among others.

Our goal is to facilitate the internationalization of enterprises (SMEs) through the timely supply of information, training and advice for making strategic and operational decisions.



# SERVICES



Business agendas (in site and virtual)



Commercial Missions (in site and virtual)



International fairs



BTM - Buyers Trade Mission



Identification of business oportunnities and costarrican suppliers

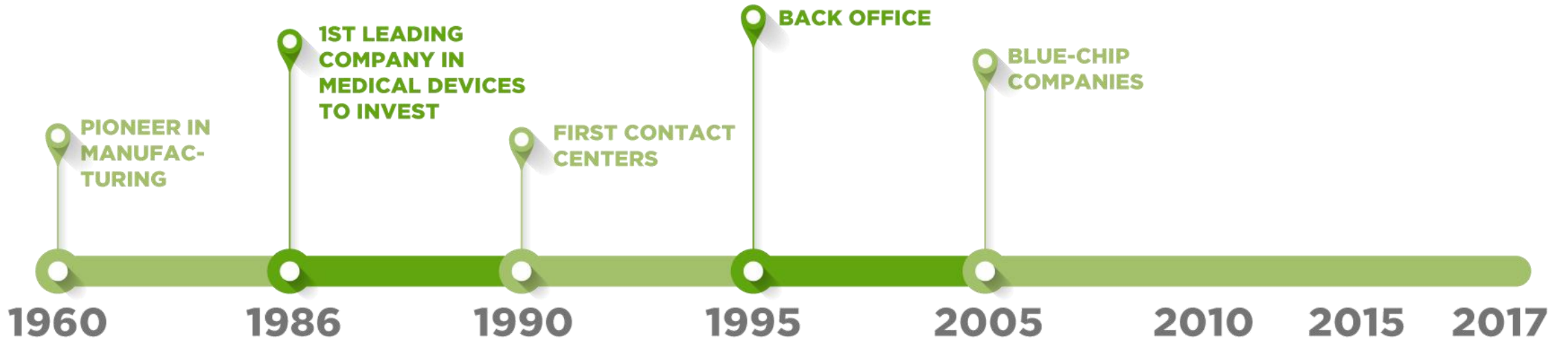


**INVEST  
IN**

*Costa Rica*



# HOME OF FORTUNE 500 IN LATIN AMERICA



# CENTERED TRADE & INVESTMENT POLICY



EFFICIENT  
INTEGRATION  
TO THE WORLD  
ECONOMY



# BROAD PLATFORM FOR

# TRADE & INVESTMENT



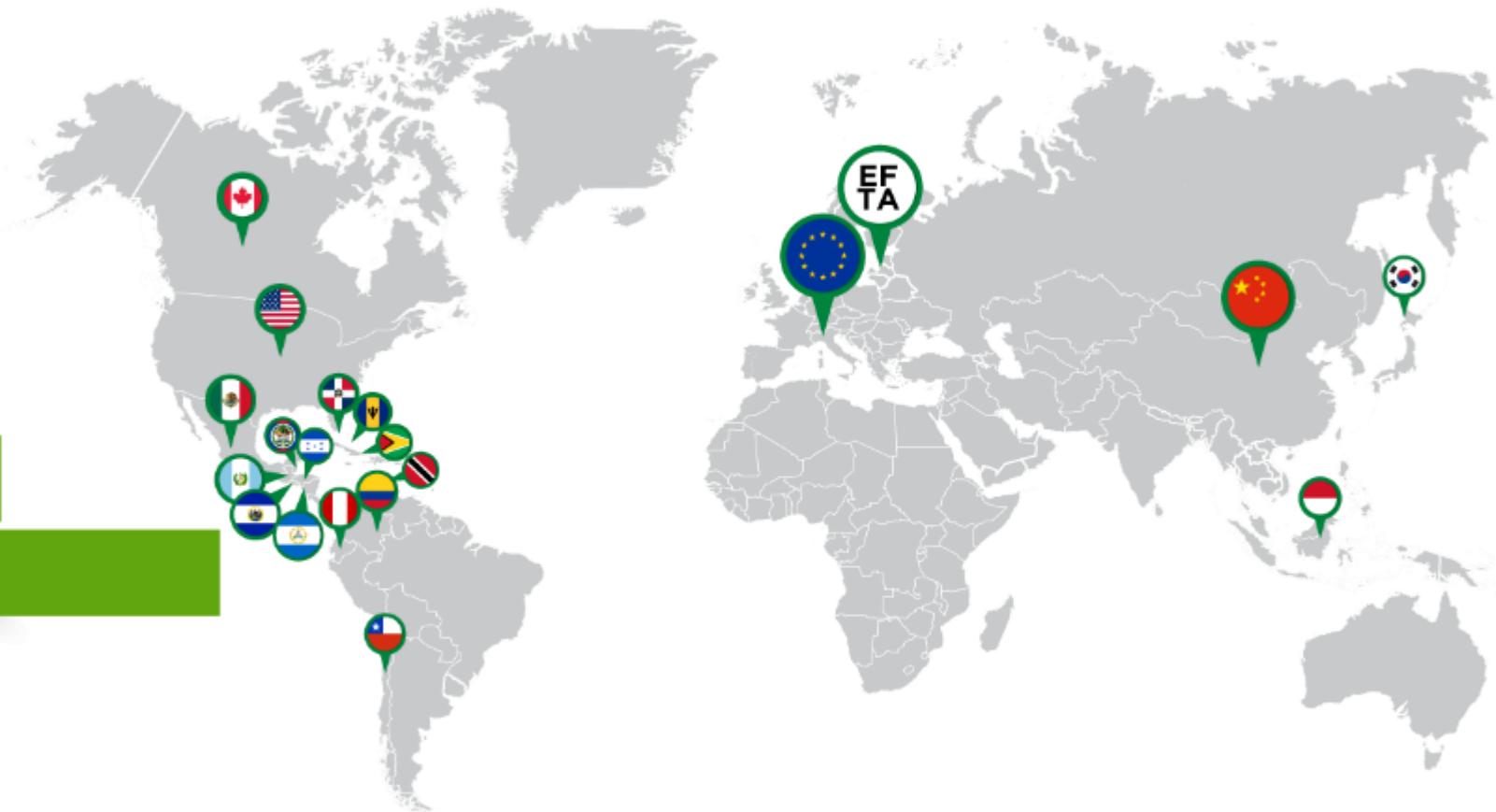
WORLD TRADE  
ORGANIZATION

FTAS WITH +50 COUNTRIES

POTENTIAL CONSUMERS 2.5 BILLION

40 + TPO's

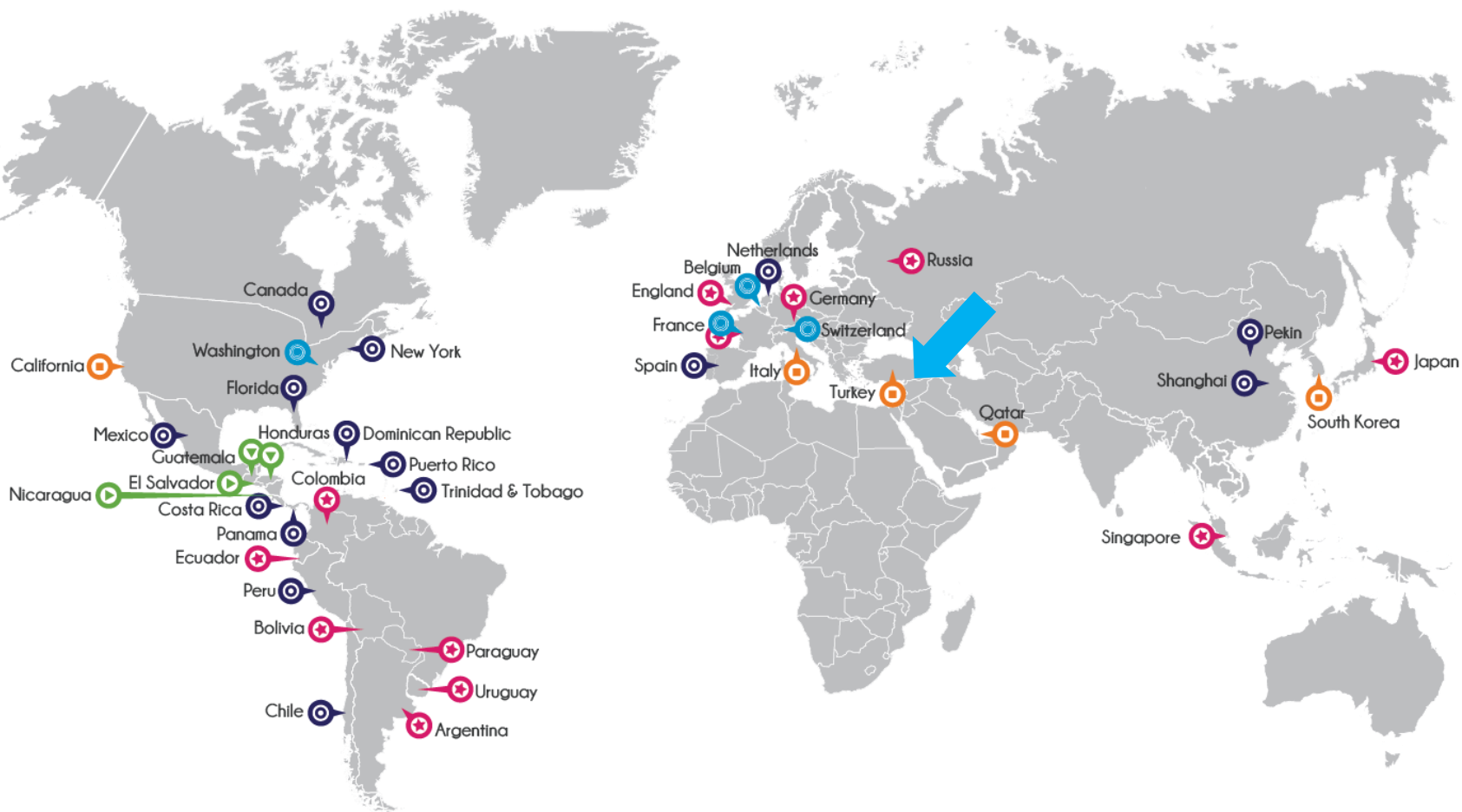
BITS WITH 14 COUNTRIES



*essential*  
COSTA  
RICA

**PROCOMER**  
COSTA RICA exports

# 40+ OFFICES ABROAD



## PROCOMER FACTS:



Public – private partnership



Ranked #1 Trade Promotion Organization in the World  
International Trade Center / World Trade Organization



4 Sectors:  
- Food Industry  
- Agriculture  
- Services  
- industrial





# CENTERED TRADE & INVESTMENT POLICY



CRADLE OF  
HUMAN  
TALENT

## LEADERS IN LATIN AMERICA IN QUALITY OF THE EDUCATIONAL SYSTEM 2014-2015

Costa Rica	4.50
Chile	3.40
Panamá	3.30
Colombia	3.10
Argentina	3.10
El Salvador	2.90
Mexico	2.80

**97.8%** ADULT LITERANCY RATE

- Best Educational system in Latin America. Above France, India, China and Philippines (WEF 2015-2016)
- #1 Cooperation of Employee-Labor Relations (WEF, 2015-2016)
- #1 in University-Industry collaboration in R&D in Latin America (WEF, 2015-2016)
- Best Educational system in Latin America. Above France, India, China and Philippines (WEF 2015-2016)
- #1 Cooperation of Employee-Labor Relations (WEF, 2015-2016)
- #1 in University-Industry collaboration in R&D in Latin America (WEF, 2015-2016)



# CENTERED TRADE & INVESTMENT POLICY



COMPETITIVE  
PACKAGE OF  
INVESTMENT  
INCENTIVES

# INCENTIVES FOR INVESTMENT





# THE RIGHT CONDITIONS: TAX INCENTIVES

## SERVICE PROJECTS & MANUFACTURING PROJECT\*



In all cases, multiple additional 8-year renewal periods may be granted if significant reinvestment is made.

\*Note: Manufacturing companies with an investment that exceeds US\$10 million and 100 employees, established under the Free Trade Zone Regime. For smaller manufacturing operations, companies will pay a preferential 6% income tax rate for 8 years and 15% for another 4-years period (statutory income tax 30%).

# THE RIGHT CONDITIONS: TAX INCENTIVES

## All Investment Sectors\*



### NO EXPIRATION PERIOD

- Custom duties on imports/ exports
- Withholding tax on royalties, fees
- Interest income
- Sales tax on local purchases of goods / service
- Stamp duty

### 10 YEARS PERIOD\*

- Municipal patent license
- Property transfer taxes

Investment in depreciable fixed assets (land is not included). Company must comply with an investment plan to be accomplished between 1 and 8 years; which could be reached at any time during the 8 year period. Upon completion, PROCOMER will verify the \$10MM investment in fixed assets according to its value in books for the current fiscal year. Additionally, once the company has complied with the investment plan, the company must maintain the fixed assets which were part of the plan. Substitution of the fixed assets is permitted only if the new depreciable assets have the same value in books as the fixed asset to be replaced when the investment plan was completed.



# #1 OUTSOURCING DESTINATION IN LAR

## Strategic Location



USA time zone  
More than 1250 weekly  
flights worldwide

## Solid Infraestructure



100% Redundancy with 3  
fiber optic submarine  
cables

## Qualified workforce



+60 Universities  
High number of people  
certified in SAP, PMI,  
Six-Sigma, Oracle, Cisco,  
Microsoft





**TRADE  
WITH**

*Costa Rica*



# COSTA RICA EXPORTS 2016

**GOODS**

**+ 8%**

**SERVICES**

**+ 12%**

2015-2016

**\$ 9.933M**

**\$ 8.288M**

TOTAL 2016

**+ 9%**

TOTAL GROWTH 2015-2016

SOURCE: BANCO CENTRAL DE CR, PROCOMER



## EXPORT RESULTS 2015



9.649,7  
Monto exportado



150  
Destinos de exportación



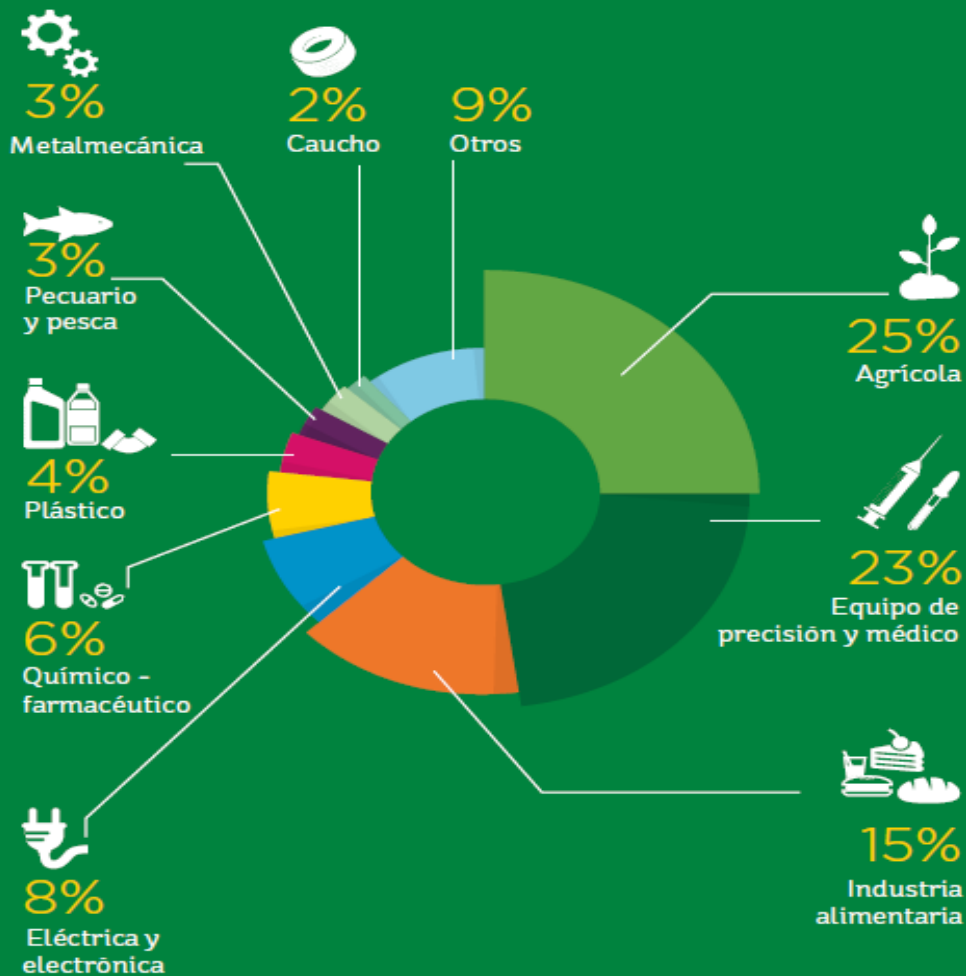
2.447  
Empresas exportadoras



4.355  
Productos exportados

## MAIN EXPORT CATEGORIES

Participación del valor exportado



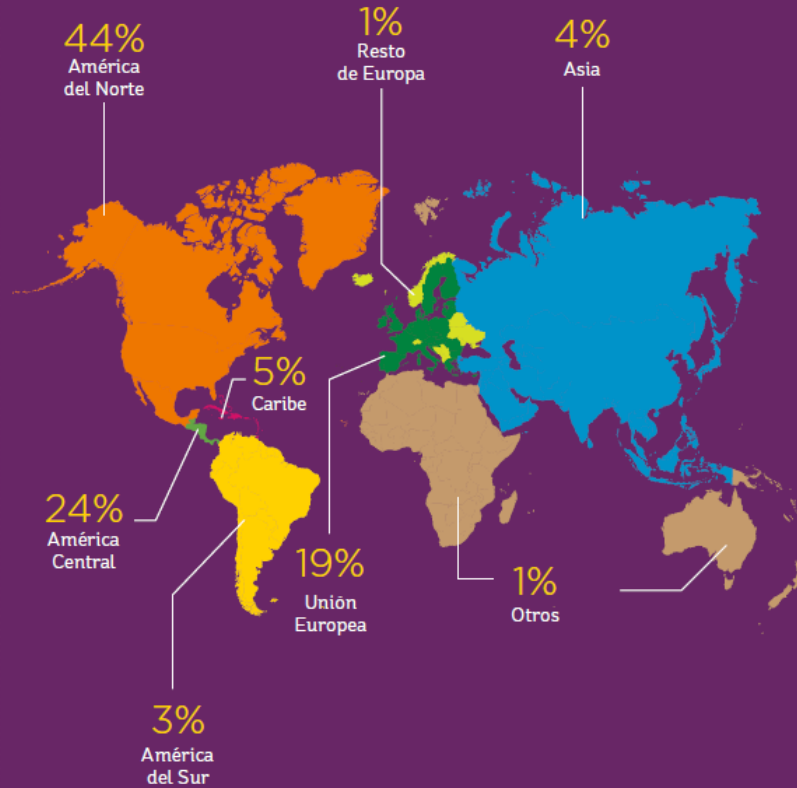
## MAIN EXPORT PRODUCTS

Participación del valor exportado



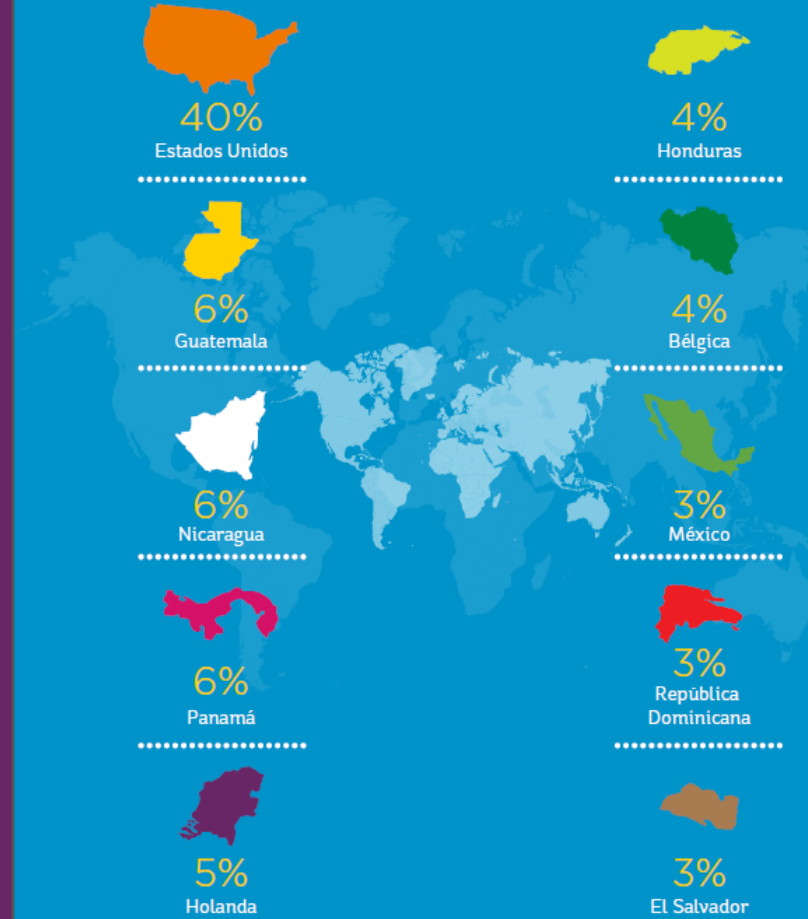
## MAIN DESTINATION BY REGION

Participación del valor exportado

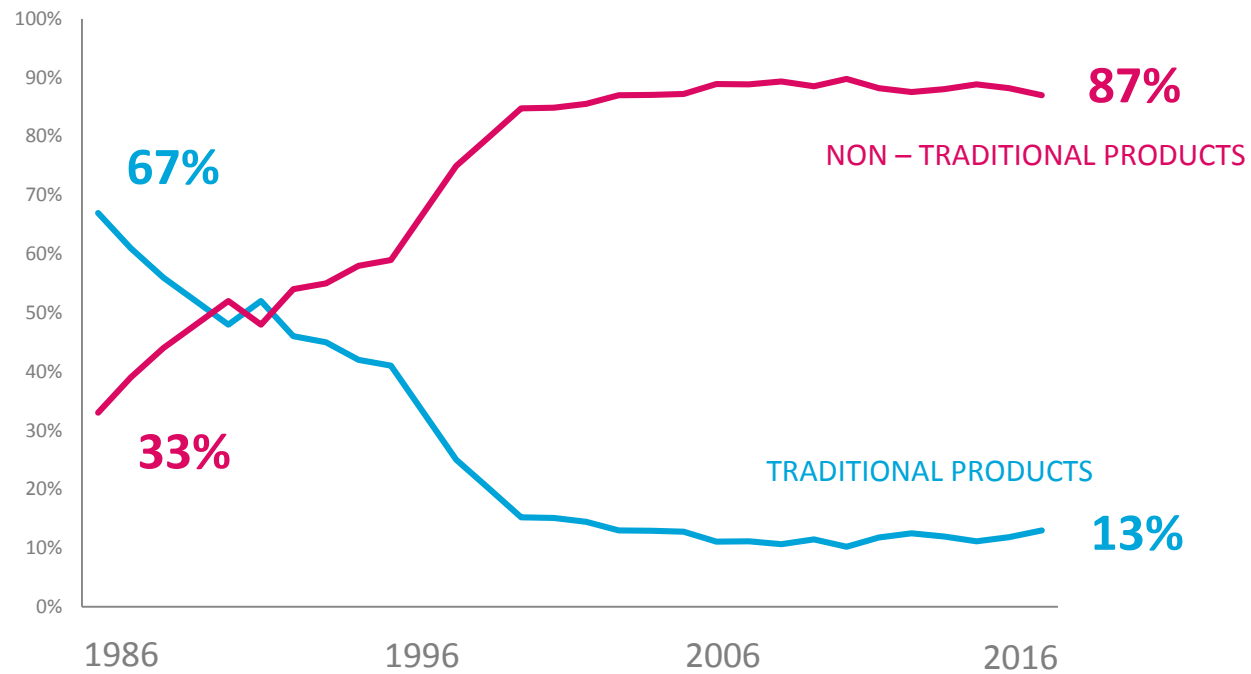


## MAIN DESTINATION BY COUNTRY

Participación del valor exportado



# GOODS EXPORTS DIVERSIFICATION



4300 products



151 countries



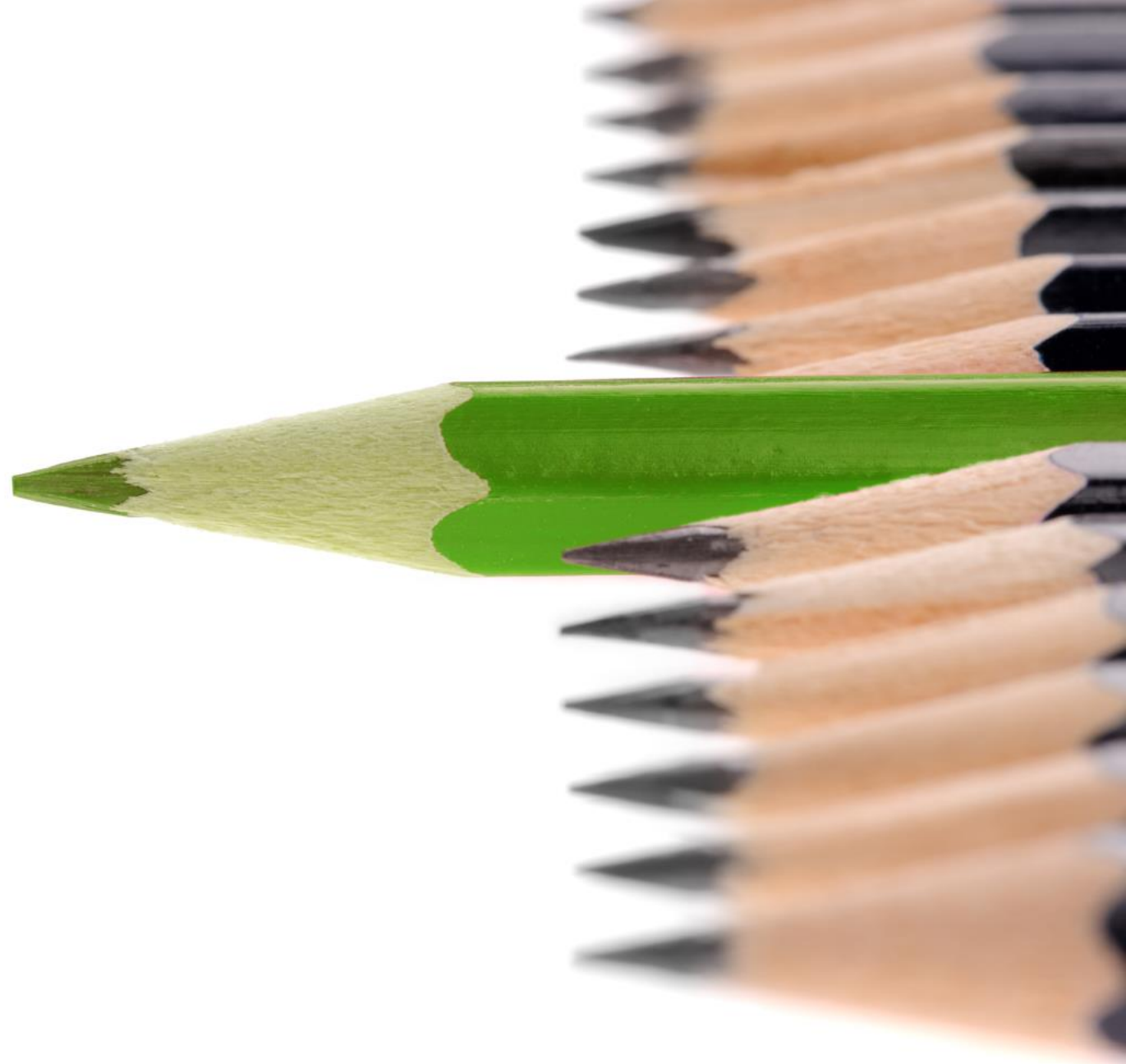
# EXPORTS DIVERSIFICATION 2016

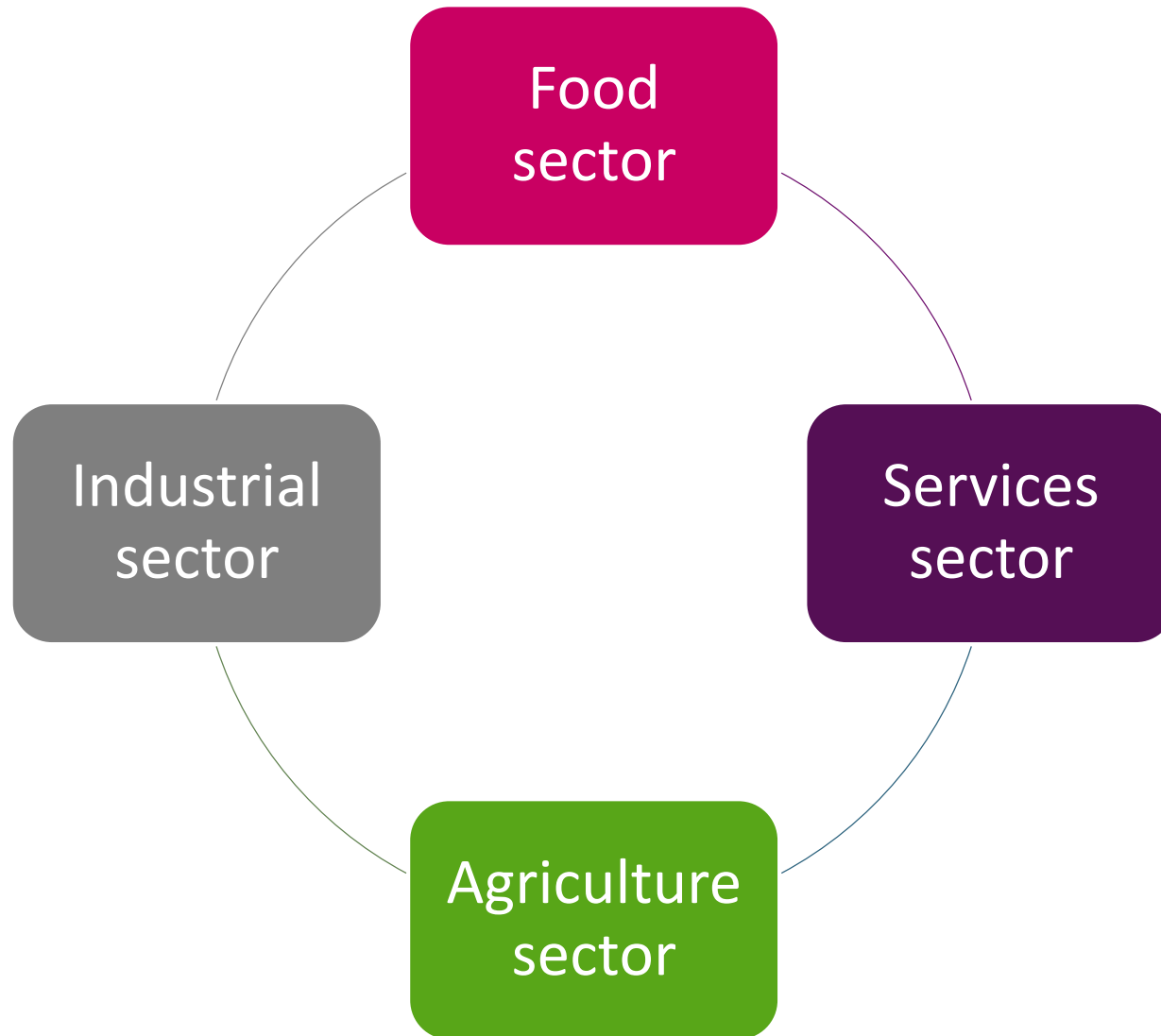


Source: TRADEMAP, PROCOMER



# DIFERENCIATION







# ICT ECOSYSTEM



# GREEN TECHNOLOGIES

## A unique blend of talent, nature and innovation

RENEWABLE ENERGIES



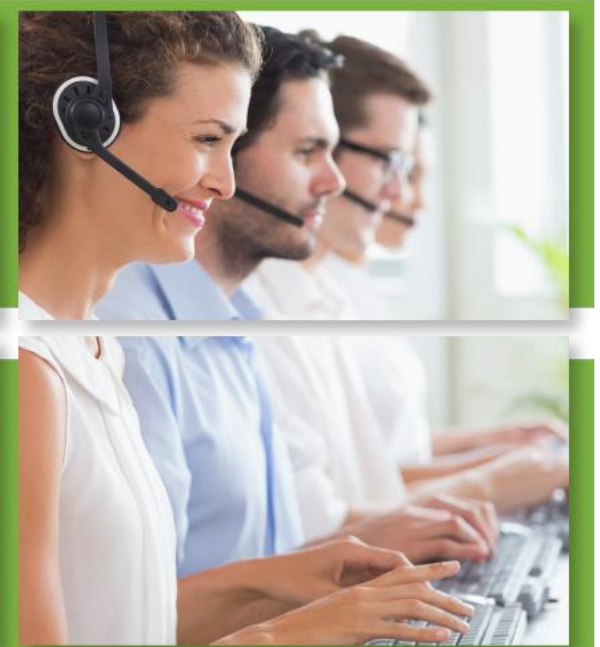
WATER MANAGEMENT



SUSTAINABLE CONSTRUCTION



SUSTAINABLE SERVICES



# AEROSPACE





A close-up photograph of a laboratory experiment. A hand wearing a blue nitrile glove is holding a white pipette, carefully dispensing a drop of orange liquid into one of the wells of a clear plastic multi-well plate. The plate is filled with other wells containing similar orange liquid. The background is a soft-focus laboratory environment with blue and white bokeh lights. A green horizontal bar is overlaid on the image, containing the word 'BIOTECH' in white capital letters. Below the bar is a decorative pattern of diagonal green lines.

BIOTECH



# DIGITAL ANIMATION AND VIDEOGAMES





# Educational Services

#1 BILINGUALISM

#1 RANKINGS





# PROCESSED FOODS

*esencial*  
**COSTA  
RICA**



SABOREA LA

*felicidad*

# PROCESSED FOODS



Juices and Fruit concentrates	Pineapple, banana, orange, mango (main flavours)
Jams, marmalades & fruit preserves	There is development of a wide range of fruit based products including canned pineapple and papaya, dried fruits and other by products such as essential oils of orange and bananas.
Pastries, confectionery, sweeteners	Sweet and savoury biscuits, pastries, frozen bread ready for baking, as well as specialized products such as gluten-free, sugar-free or 0% cholesterol.
Sauces, condiments and pickled vegetables	Full range of sauces as well as innovative products such as exotic fusion sauces fusion. Costa Rica is the second largest exporter of sauces and preparations in Latin America and the Caribbean and the first tomato sauce.
Snacks	Costa Rica's geographic and climatic features provide excellent conditions for producing a very high quality coffee. System of selective harvesting has received recognition for its contribution to social and economic development.
Dairy Products	Fluid milk, powdered milk, yogurt, ice cream, cheeses etc
Meats, meat products and seafood	High quality cuts of beef, low in fat and cholesterol. Farmed tilapia, gourmet and premium canned tuna, shrimp etc
Other	Drinks and Liquors, Pastas and Grains, Pet Food, Fats and vegetable oils, Snacks



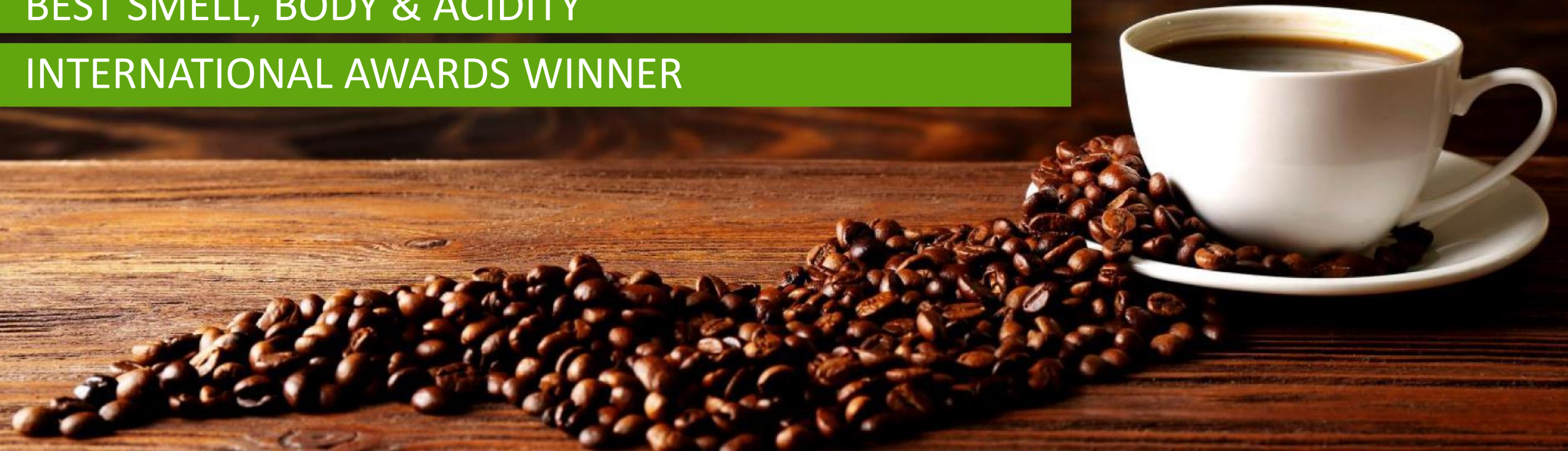


# Best coffee on earth

PREMIUM COFFEE, 100% ARABICA

BEST SMELL, BODY & ACIDITY

INTERNATIONAL AWARDS WINNER







FRUITS

AND

vegetables







ADDED VALUE





#1





# Costa Rica



#1 WORLDWIDE EXPORTER OF PINEAPPLE

#2 WORLDWIDE EXPORTER OF PALM HEART

INTERNATIONAL CERTIFICATIONS:  
ISO, Kosher, Organic, Fair Trade



A close-up photograph of a bunch of ripe, yellow bananas resting on a large green banana leaf. The bananas are curved and have a bright yellow color, indicating they are ready to eat. The leaf has prominent veins and a slightly textured surface.

# Worldwide

EXPORTER  
OF BANANA

**#3**



A close-up photograph of a ripe, red mango with a single green leaf attached to its stem. The mango is positioned on the left side of the frame. To its right, a wooden bowl is filled with numerous slices of bright yellow mango. In the background, another wooden bowl containing more mango slices is visible, slightly out of focus. The entire scene is set against a rustic, wooden surface.

# 20 VARIETIES OF MANGO





PERFECT  
PAPAYA



A photograph of two glasses of pineapple juice. The glass in the foreground is filled with a light yellow liquid and has a yellow straw. A slice of pineapple is perched on the rim. The glass in the background is also filled with the same liquid and has a pineapple slice on its rim. In the foreground, a wooden cutting board holds several more slices of pineapple. The background is dark and out of focus, showing more pineapple slices. A green banner with white text is overlaid on the top left of the image.

# JUICES AND CONCENTRATES



# INDUSTRIAL GOODS

esencial  
COSTA  
RICA



INGENIOSOS POR

*naturaleza*

PROCOMER  
COSTA RICA exports



# INDUSTRIAL GOODS

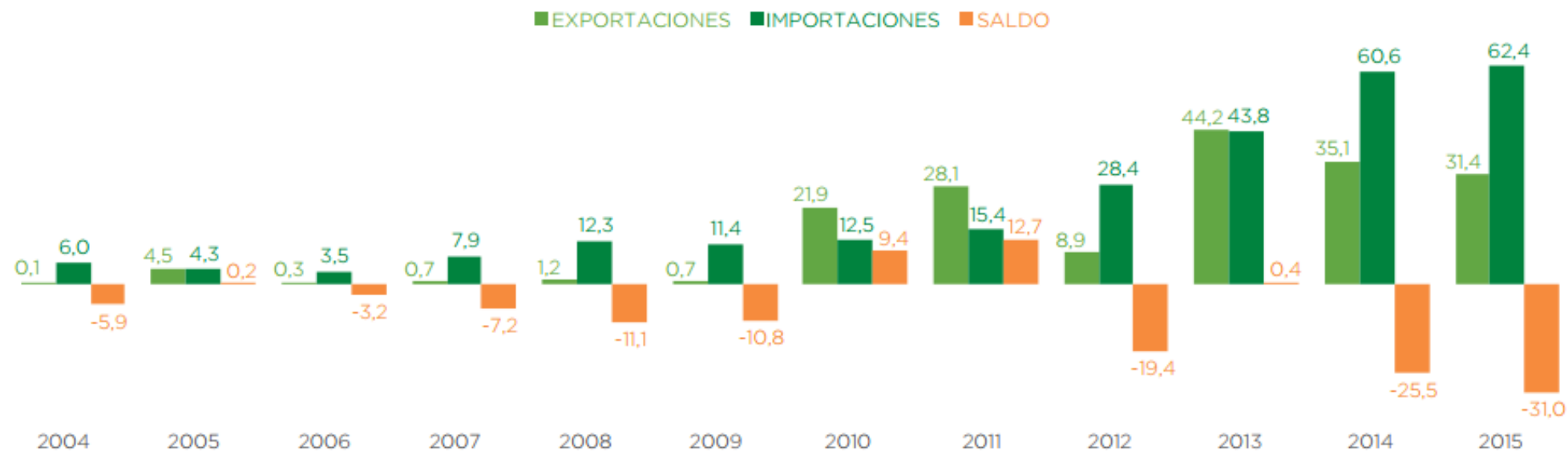
Fashion clothing and accessories	Jewelry, leather goods as well as clothing and footwear.
Health and wellbeing products	Quality medical devices, pharmaceuticals and personal care products including organic products
Home and office products, decoration and handicraft	Industrial cleaners, Environmentally friendly furniture (Interior & exterior), office items, plastic household and decorative articles.
Hardware products	Wood products (doors, frames, windows); metal products (steel, iron and aluminium profiles, sheets, wires etc); prefabricated houses, walls; electrical switches, lights, cables; paints and other construction items.
Metalmechanics	Precision machining, stamping, die cutting, finishing process and injection of metal and pieces
Electrical and Electronic products	Motors, PC Boards, and other technological products.
Plastic injection	
Specialised services	Maintenance, assembly, laboratories, engineering & design, specialized software.
Hotels, spas and restaurant equipment	Personal Care (amenities); furniture (interior & exterior), textile & clothing (uniforms); cleaning (institutional presentation); amenities; Kitchen equipment, refrigeration and kitchen furniture industrial; pools & jacuzzi; water treatment and heaters; fertilizers & herbicides.
Packaging	Corrugated; folding; flexible packaging; rigid plastic; thermoformed plastics; labels etc.



# COMMERCIAL EXCHANGE WITH TURKEY

COMERCIO	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Exportaciones	0,1	4,5	0,3	0,7	1,2	0,7	21,9	28,1	8,9	44,2	35,1	31,4
Importaciones	6,0	4,3	3,5	7,9	12,3	11,4	12,5	15,4	28,4	43,8	60,6	62,4
Saldo	-5,9	0,2	-3,2	-7,2	-11,1	-10,8	9,4	12,7	-19,4	0,4	-25,5	-31,0
<b>COMERCIO TOTAL</b>	<b>6,1</b>	<b>8,8</b>	<b>3,8</b>	<b>8,5</b>	<b>13,5</b>	<b>12,1</b>	<b>34,4</b>	<b>43,5</b>	<b>37,3</b>	<b>87,9</b>	<b>95,7</b>	<b>93,8</b>

Fuente: PROCOMER y BCCR.



## PRINCIPALES PRODUCTOS IMPORTADOS, 2015

DESCRIPCIÓN	PART. REL.
Barras de hierro o acero	55,8%
Textiles y confección	7,5%
Medicamentos	5,1%
Perfiles de aceros aleados	4,6%
Alambrón de hierro o acero sin alear	1,9%
Productos laminados de hierro o acero	1,9%
Vehículos automóbiles para transporte de mercancías	1,8%
Tractores agrícolas	1,4%
Camiones hormigonera	1,2%
Chocolate y demás preparaciones alimenticias que contengan cacao	1,1%
Otros	17,6%

Fuente: BCCR.

## PRINCIPALES PRODUCTOS EXPORTADOS, 2015

DESCRIPCIÓN	PART. REL.
Banano	66,3%
Piña	18,6%
Otras agujas y catéteres, cánulas e instrumentos similares	10,5%
Harina de pescado	1,3%
Cigarros (puros) (incluso despuntados) y cigarrillo	0,9%
Textiles y confección	0,6%
Equipos de infusión y transfusión de sueros	0,6%
Plantas ornamentales	0,4%
Piñas secas	0,2%
Salsas y preparaciones	0,1%
Otros	0,4%

Fuente: PROCOMER.

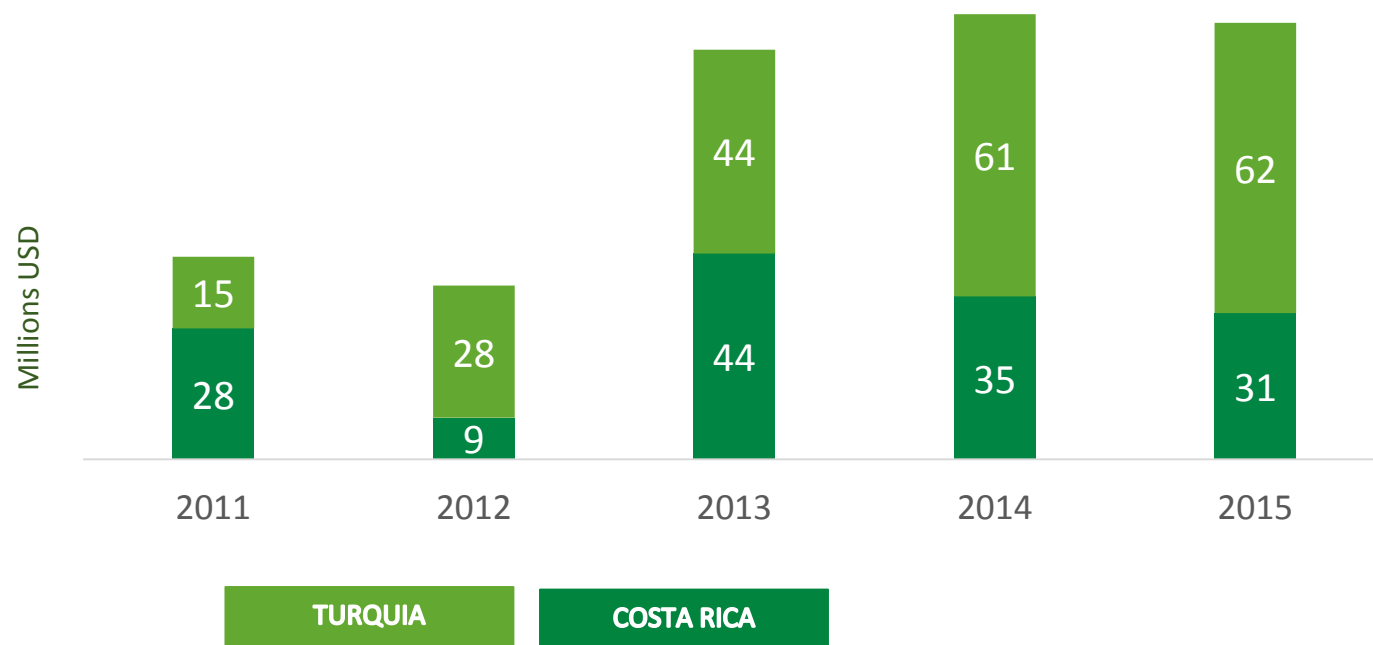
## PRINCIPALES EMPRESAS EXPORTADORAS, 2015

EXPORTADOR	POSICIÓN
Corporacion de Desarrollo Agrícola del Monte S.A.	1
Hospira de Costa Rica Ltda.	2
Verita Tropicals Costa Rica S.A.	3
Verde Fresco Internacional S.A.	4
Compañia Bananera Atlántica Ltda.	5

Fuente: PROCOMER.



# ROOM FOR GROWTH



\$94M TRADE  
RELATION

## NEXT STEPS



03

SECURE BUSINESS



02

FULLFILL YOUR NEEDS



01

HEAR YOU



WE WELCOME AND INVITE YOU!





*Thank you*