

Cosmetic Industry

In recent years, Bogota has become a major production and development center for cosmetics. Multinationals such as Henkel, Belcorp and Yanbal have recently made investments in excess of US\$ 35 million to expand their production plants.

What Investors are Saying

“We see great potential in Colombia, and especially in Bogota. We value the cultural diversity, professionalism of the people and the investments being made for the future. That is why Bogota is one of the best locations to operate in northern Latin America”.

Paolo Rosellini, Director General, L’Oreal Colombia.

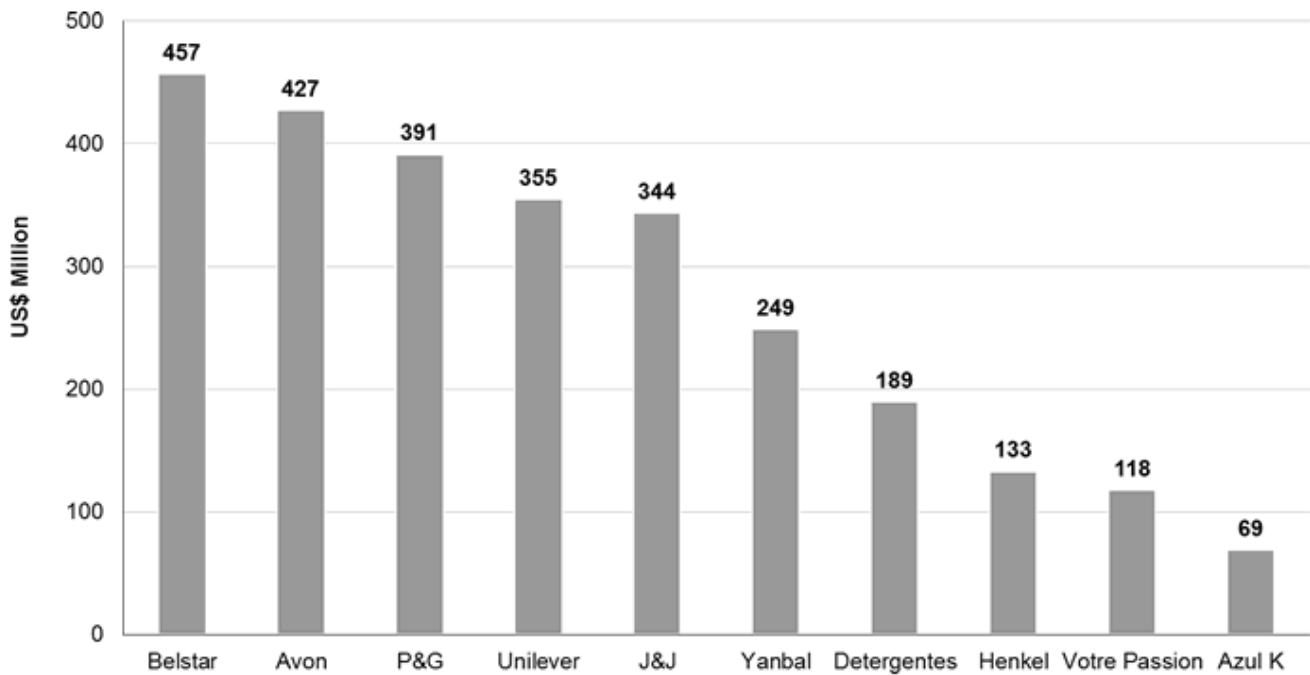
Why Locate in Bogota?

- Because of its sustained growth in sales, production and exports of cosmetics in recent years
- Because the sector has a great potential: per capita consumption of cosmetics in the country is a mere US\$ 69, the ninth position in Latin America
- Because companies located in Bogota have preferential access to the main markets in Latin America (Brazil, Mexico and Chile, among others)
- Because of its solid production chain, capable of supplying the cosmetic industry’s needs
- Because Bogota has a highly skilled and experienced workforce
- Because Bogota and its region have a high potential of biodiversity, important for the development of cosmetics and natural products
- Because there are attractive investment incentives, such as free trade zones

The Cosmetics Sector in Colombia and Bogota

- The Top 10 cosmetic companies in Colombia generated more than US\$ 2.7 billion in 2010
- 17,000 people are employed in the cosmetic sector
- In 2010, exports amounted more than US\$ 411 million
- Exports have grown at an annual rate of 14% over the past five years, making Colombia the fourth largest cosmetics exporter in Latin America, after Brazil, Mexico and Argentina
- Bogota and its region concentrate 63% of national exports of cosmetics
- The main export markets are Venezuela, Ecuador and Peru

Revenues of the Top 10 Cosmetic Companies in Colombia, 2010



Source: Superintendencia de Sociedades, 2011. Invest in Bogota calculations.

Principal Multinational Companies Present in Colombia

- Avon (US) announced a US\$ 60 million investment in a free trade zone logistics center
<http://www.avon.com/>
- Belcorp (Peru) has a manufacturing plant in Tocancipa, near Bogota, from where it exports to several Latin American countries and the United States. In the last years the company has invested more than \$US 25 million for the expansion of its plant and for the set up of its research and development center
<http://www.belcorp.biz/index.html>
- Henkel (Germany) has its operations base for the Andean Region in Bogota, where it has a manufacturing plant with 460 employees. The company recently invested \$US 1.5 million for its facility expansion from which it exports 40% of the total production to 18 countries

<http://www.henkel.com.co>

- P&G (US) is the second largest personal care and cosmetics company in Colombia, with sales of US\$ 321 million in 2009
<http://www.pg.com/>
- Unilever (United Kingdom) has headquarters for the Andean region and Central America in Bogota
<http://www.unilever.com/>
- Yanbal (Peru) has a manufacturing plant in Facatativa, near Bogota. In recent years it has invested US\$ 10 million in the expansion of its production plant and its expansion in the region
<http://www.yanbal.com>

If you require greater detail, please contact any of the agency Investment Officials in charge.

Related Link:

<http://www.andi.com.co/pages/comun/infogeneral.aspx?Id=19&Tipo=2>

Updated (mm/dd/yyyy): 15.06.2011