

Invest in **Bogotá!**
& Cundinamarca



Bogota and Cundinamarca reckon with the necessary factors for your agroindustrial bet to be successful

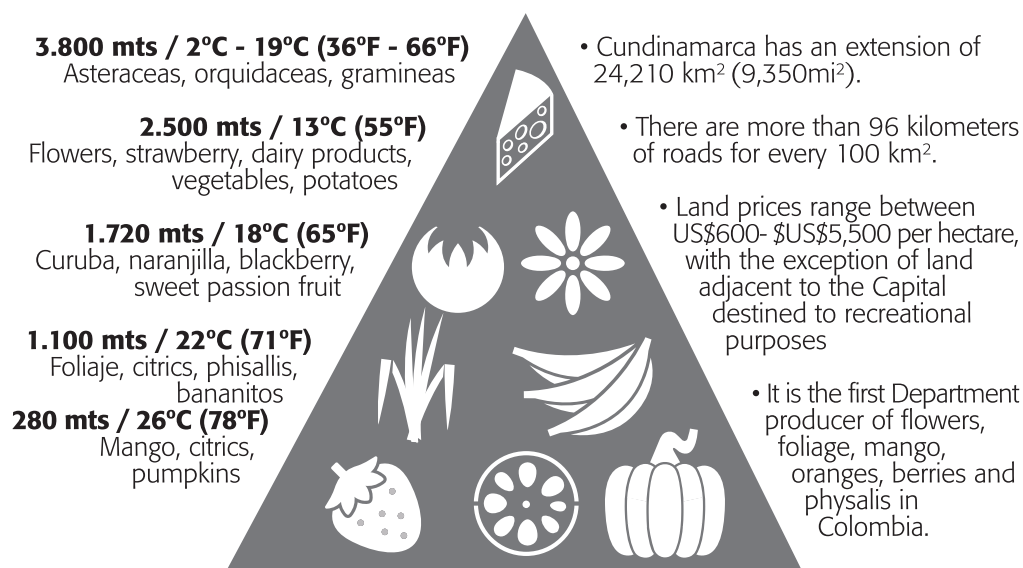
Bogota-Cundinamarca is a dynamic and cosmopolitan region with more than 9 million inhabitants. Thanks to its economic performance and to the pro-investment environment and excellent life quality, it has positioned itself as one of the best destinations to make business in Latin America.

Bogota and Cundinamarca, the supply and production center of Colombia for the world

- **Land availability:** Cundinamarca has more than 220,000 hectares of suitable soil for any type of crop and 30,000 hectares of land available with different thermal soils and abundant hydric resources, at competitive prices.
- **Installed entrepreneurial capacity:** Historically, Bogota-Cundinamarca has been the main food and beverages processing region of the country. It has more than 130 multinational companies throughout the entire agroindustrial chain.
- **Access to markets and logistics platform:** Bogota is the main consumption center of the country. In addition, the region has acknowledged experience as an exporter platform in different agroindustrial niches, such as the cultivation of flowers where it is accountable for 85% of the flowers exported by Colombia, -second flower exporting country of the world.
- **Access to human resources:** Availability of human resources at competitive costs and university trained and technical supply that assures access to specialized hand labor.
- **Incentives and institutional support:** Colombia offers tax and customs tariffs incentives for investments in Colombia. In addition, the sector has been declared both, by the National Government, and the Local Government, as one of the strategic axes for development.

Available and arable land suitable for all types of crops

Cundinamarca has over 220,000 hectares of arable land in different thermal soils, which allows sowing different products throughout the year, within a radius of less than 177 kilometers (110 miles), away from Bogota.



Agriculture production in Cundinamarca

Source: National Fruit Growing Plan; Fruit Growing Development in Colombia; Land Ownership ; Cundinamarca Atlas, 2007; Greenhousegrower *Exchange rate used: 1,850 pesos equivalent to US\$1

Bogota and Cundinamarca have access to abundant and trained manpower, at competitive prices

- 95 of the institutions with relevant programs, including 30 PHD programs in engineering, science and agronomy.
- 7,100 graduate students in higher and technical education, in agronomy areas and veterinary science in the last 5 years.
- Almost 120,000 engineering students, including 11,000 agroindustrial and related careers engineers.

Incentives and institutional support



The Ministry of Agriculture and Rural Development proposes, coordinates and adopts policies, plans and programs for the development of the Farming and Fishing sectors.



Ministerio de Comercio, Industria y Turismo
República de Colombia

The Ministry of Trade, Industry and Tourism supports entrepreneurial activity, producer of goods, services and technology.



Agroindustrial Management Entrepreneurial Model is the strategy to promote economic development of Bogota and Cundinamarca using tools that strengthen productive and exportable capacity of its agroindustrial products.



State-Enterprise-University Alliance facilitates the union of the academic, productive and State sectors to strengthen science and technology within the members of the region.



Corpoica is the mixed nature entity in charge of facilitating scientific knowledge and technological solutions through research activities, innovation, transfer of know-how and training of researchers for the benefit of the Colombian farming sector.

Colombia and the region offer attractive incentives to invest in the agroindustrial sector

Benefits derived from the Free Trade Zone Mechanism:

- 15% income tax preferential rate.
- Imports without customs tariff and VAT.
- Procurement of raw materials and inputs in the national territory free from VAT.
- Access to Colombian market.
- Access to markets under conditions established in trade agreements.

“Plan Vallejo” that covers raw materials and inputs and “Plan Vallejo” for capital goods, spare parts and intermediate goods:

- VAT and customs tariffs exemptions for raw materials to be used in the processing of goods destined to exports.
- Temporary imports of spare parts and intermediary goods exempt up to a certain amount from customs tariffs, and susceptible of VAT postponing.

Special incentives granted by the Ministry of Agriculture and Rural Development:

- Access to credits: Rural Development Programs, Agricultural, Technological and Commercial Development Loans the purpose of which is to streamline, improve and develop the sector and each one of its chain links.
- Availability of incentives for specific use: Incentives for forestry, technical assistance and obtainment of insurance for certain products.
- Hedging programs: incentives to use exchange hedges to mitigate the effects of exchange rate fluctuations on exporters' farming products.

VAT and ICA tax exemptions:

- ICA deductions (up to 1.14% of gross sales) in several municipalities of Cundinamarca.
- ICA exemption for goods and services exports.

Industry with experience

- Industry with more than 40 years of experience in different niches, allowing to supplement the agroindustrial supply, and to offer fresh and processed products to the local, national and regional markets.
- Bogota and Cundinamarca reckon with the experience of more than 130 multinational companies in agricultural and agroindustrial sectors, including farming inputs, agricultural machinery, food and beverages processing, and natural ingredients.



Flowers, foliage and bouquets



Fresh, preserved, frozen, precut and precooked vegetables



Fresh, preserved, frozen, precut and precooked fruits



Dairy products and meat

Access to market and logistics platform

The agroindustrial companies located in Bogota-Cundinamarca will have access to a market of over US\$36 billion and 1,300 million people.

Local market:



- Local population of 9.7 million with high income per capita.
- Bogota and Cundinamarca process 35% of the country's food and beverages.
- There are more than 100 multinational companies in the production of food, beverages, cosmetics and pharmaceutical products.

Regional market



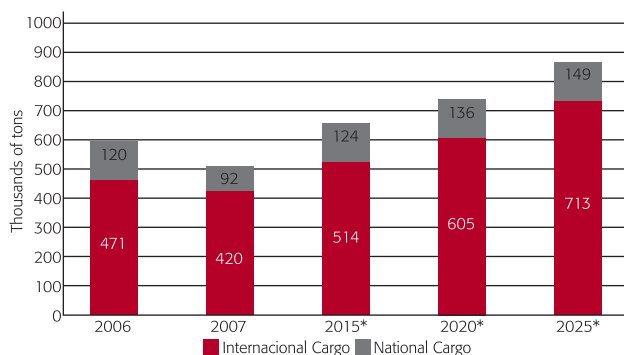
Free Trade Agreements

- In force: Andean community, Chile, Mexico, Mercosur-CAN Agreement, El Salvador, Guatemala and Honduras, Canada
- Signed: United States, European Union, European Free Trade Association (EFTA)
- Agreements under negotiation: South Korea, Panama, Turkey

The Bogota and Cundinamarca region is considered by many international companies as the distribution center for the Andean Region and Central America.

Matchless Logistics Area in Latin America

Cargo transportation at El Dorado Airport



El Dorado Airport has the greatest cargo movement in Latin America and it has special facilities to handle perishable cargo.

*Projections
Source: Aerocivil, Ministry of Transportation. Airports Council International (ACI), Worldwide airports traffic statistics; Master Plan Study projections 2001/2025 Phase III. Bogota Chamber of Commerce

Distance to the seaports from Bogota



The vegetable-fruit growing industry in Bogota and Cundinamarca...offers an investment opportunity

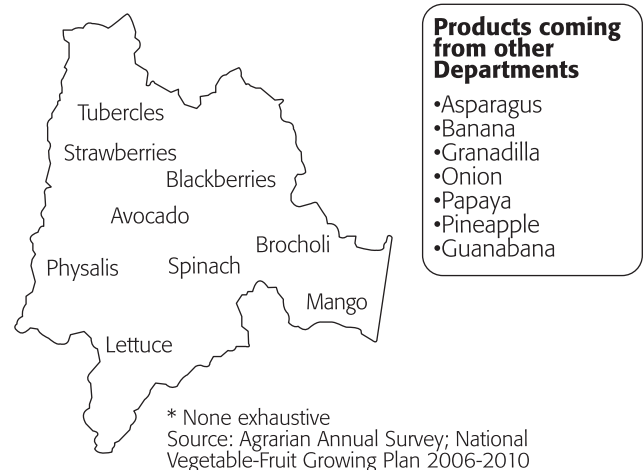
Industry with experience

- In the region there are leaders in the transformation of vegetables and fruits, including several multinational companies and international local players, such as: McCain, Jumex, Aje Group, Alimentos SAS, California, La Coruña and Colombina among other.
- Bogota and Cundinamarca concentrate 36% of the production of foods based on fruits and vegetables in the country.
- There are support services for adequate development of the industry in all segments of the chain such as: agroinputs, transportation and logistics, laboratories and certifying entities, among other.

Supply capacity and access to markets

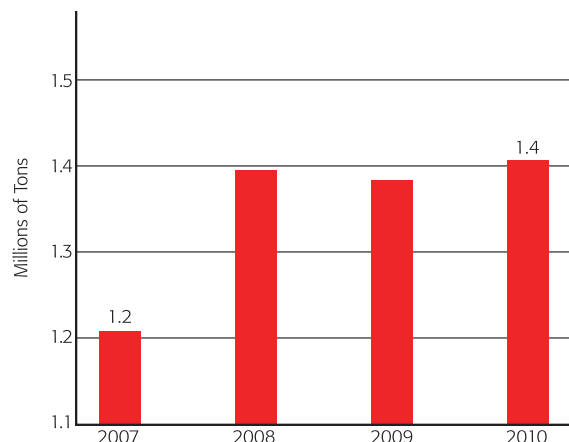
- Bogota is the greatest consumption center of food of the country and Cundinamarca is the main supplier of fruits and vegetables.
- Cundinamarca is the leader in the cultivation of vegetables and fruits in the country. It has a 42% share in domestic production, equivalent to approximately 400 thousand tons of vegetables and 300 thousand tons of fruits.
- The department has more than 12 organizations of producers that gather and store fresh products.

Cundinamarca – Supply Map*



- The nearness to Corabastos, the third produce center of Latin America, with more than 350,000 tons of food per month, allows guaranteeing an adequate supply of any product.
- In addition, the Mayor's Office of Bogota has food safety programs and management of district markets, together with food logistics platforms in order to ensure supply of food with high quality standards.

Tons of food received in Corabastos (2007-2010)

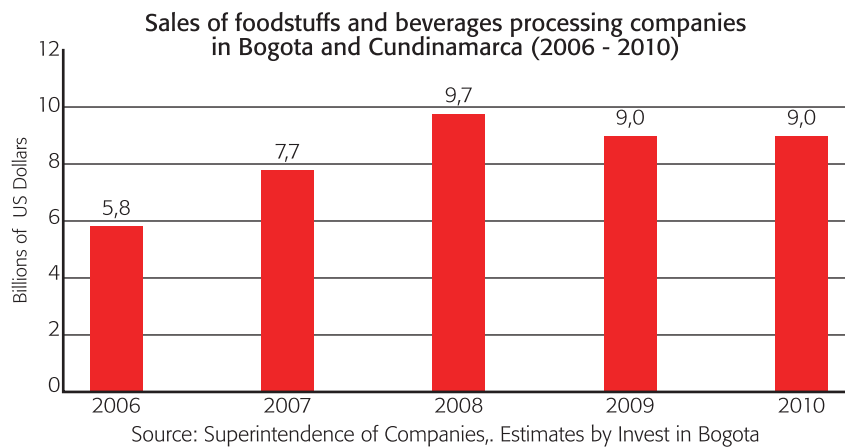


Source: Supply Monthly Bulletin. Corporación Colombia Internacional. Ministry of Agriculture and Rural Development. Agronet

These are some of the fruit and vegetable processing companies installed in Bogota and Cundinamarca

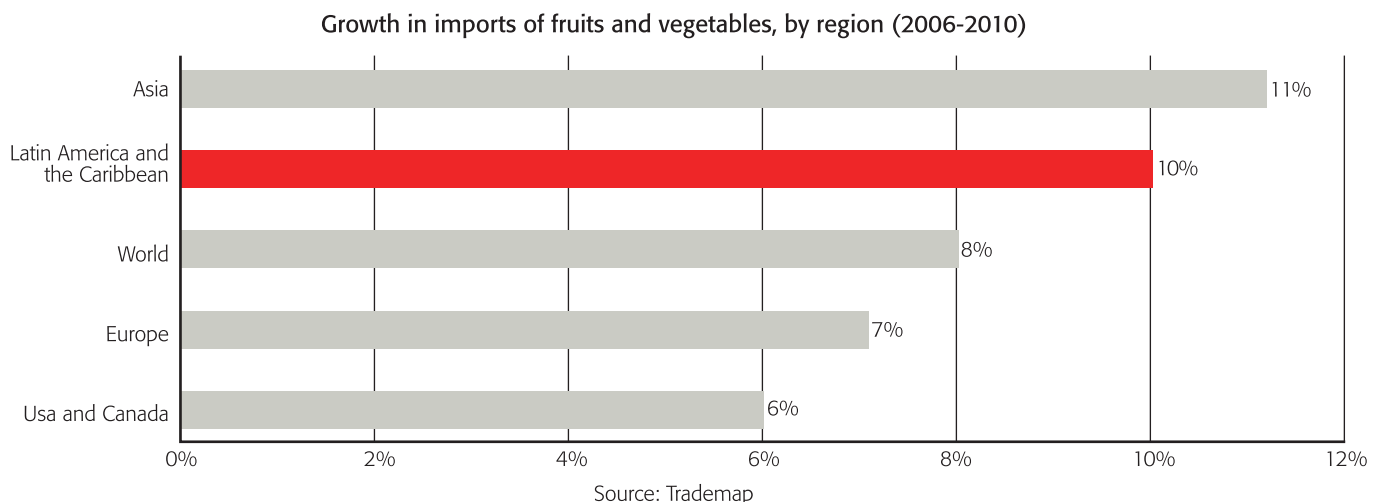


Bogota - Cundinamarca have the potential to take care of the growing local fruit industry...



The region hosts around 550 foodstuffs and beverage companies including 17 of the main multinational companies.

...and an expanding Latin American market



- Latin America and the Caribbean is the second region with greatest growth in imports of fruits and vegetables, led by imports of fresh fruit and food preparations.
- The category of sundry food preparations is the one that shows the greatest growth throughout the world.

Invest in Bogotá

Is the investment promotion agency for Bogota and the surrounding department of Cundinamarca.

We are a public-private partnership between the Bogota Chamber of Commerce, the Bogota City Government and the Cundinamarca Governor's Office. The agency has a multidisciplinary team with sector-specific expertise, which allows us to serve prospective investors with meaningful information and advice. We offer, free of charge, and in absolute confidentiality, services for investors in each stage of their investment process.

Exploratory Phase

- General, sector and company specific information
- Coordination of fact-finding visits to Bogota
- Meetings with government and regulatory authorities
- Visits to existing investors
- Meetings with professional service firms
- Meetings with educational and training institutions

Start-Up Phase

- Advice during start-up
- Support with permits and regulations
- Contacts with potential suppliers, clients or partners

Operational Phase

- Support in reinvestment-related activities
- Development of tailor made training programs, including Talk to the World, the city's English language training program

Please contact us at:

Email: agro@investinbogota.org

Phone: +57 (1) 742-3030

Fax: +57 (1) 742-3050

Address: Carrera 7 #71-21, Torre B Of 901, Bogota, Colombia

www.investinbogota.org