

## Market Access

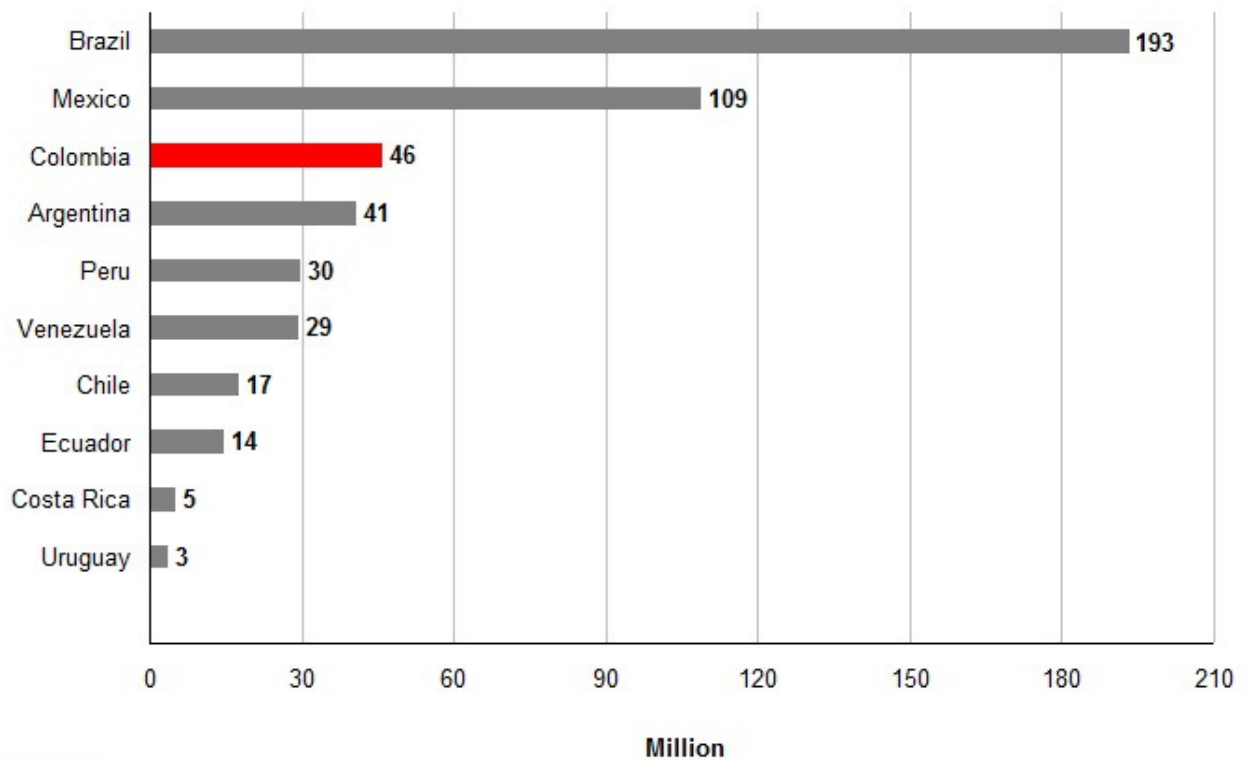
### A Large Market with Broad Access to International Markets

Companies located in Bogotá have direct access to the US\$286 billion **Colombian market** - one of the largest, most dynamic **markets** in Latin America.

### Colombia: a Large, Dynamic Market

**Colombia** is the third most populous country in Latin America, home to 46 million potential consumers.

### Population of Selected Countries in Latin America (2011)

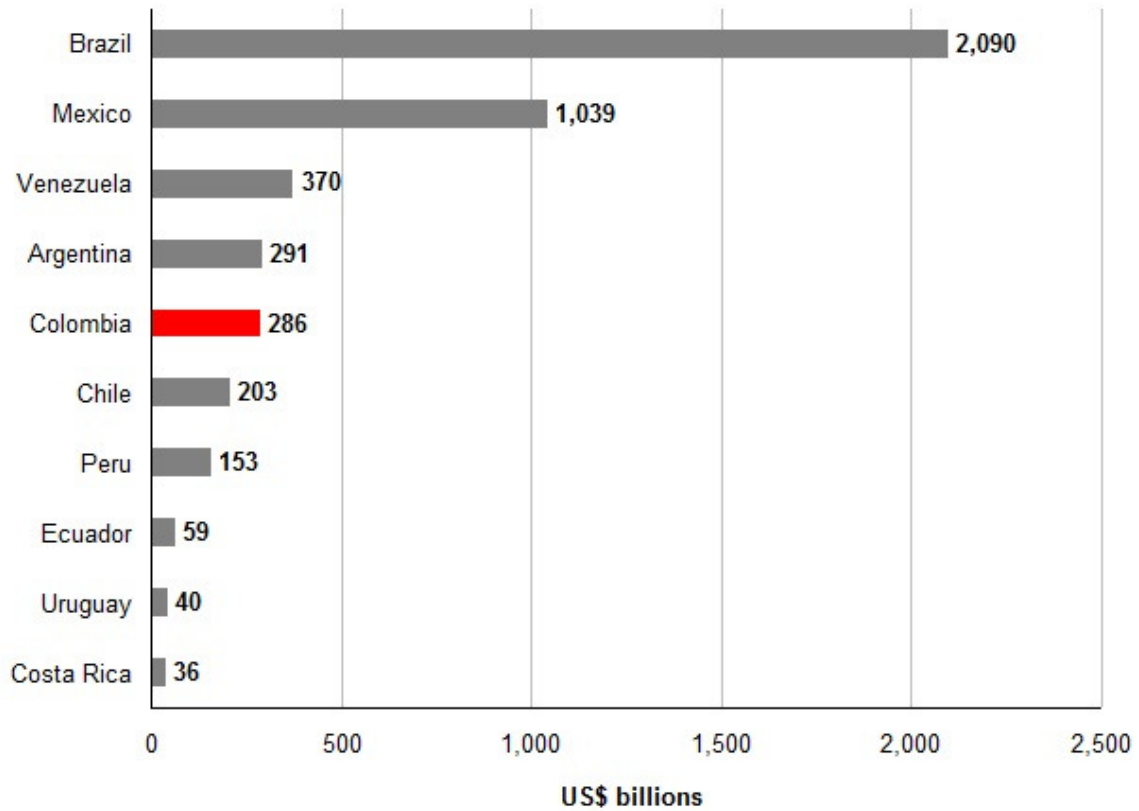


\*Estimations

Source: International Monetary Fund, World Economic Outlook 2011

**Colombia** is the fifth largest **market** in Latin America after Brazil, Mexico, Venezuela and Argentina

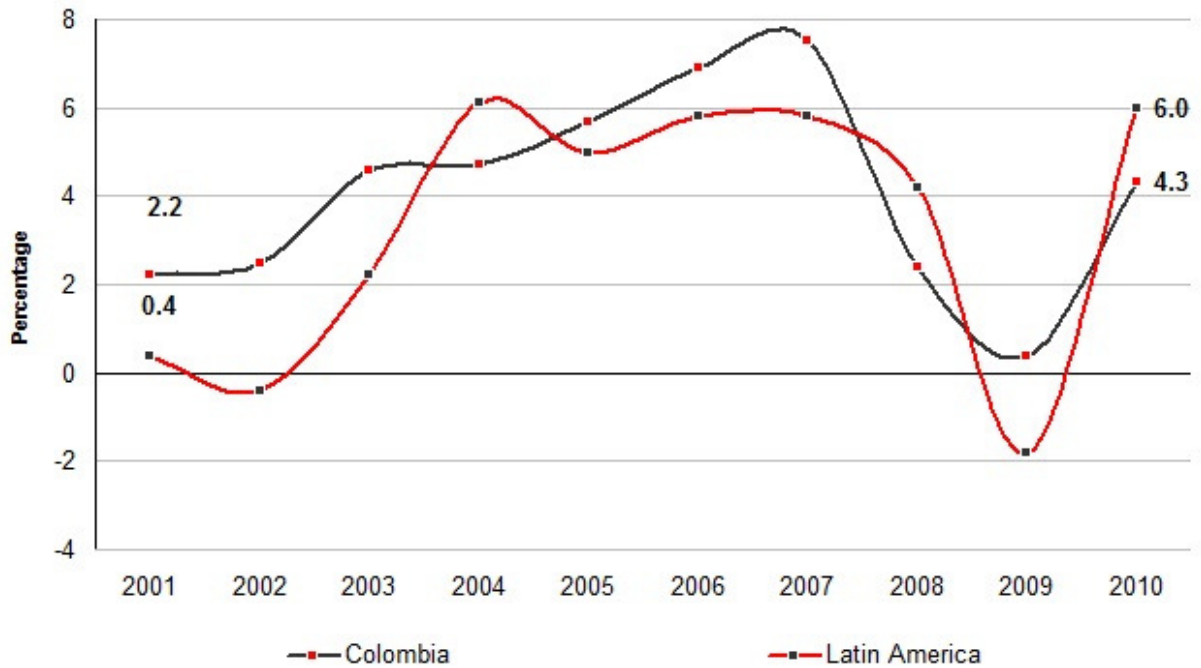
GDP Latin America (2010)  
Billion dollars.



Source: International Monetary Fund, World Economic Outlook 2011; Departamento Administrativo Nacional de Estadística de Colombia, Cuentas Nacionales

In the past decade, it has been growing faster than the rest of Latin America.

### GDP Growth in Colombia and Latin America (2001 - 2010)



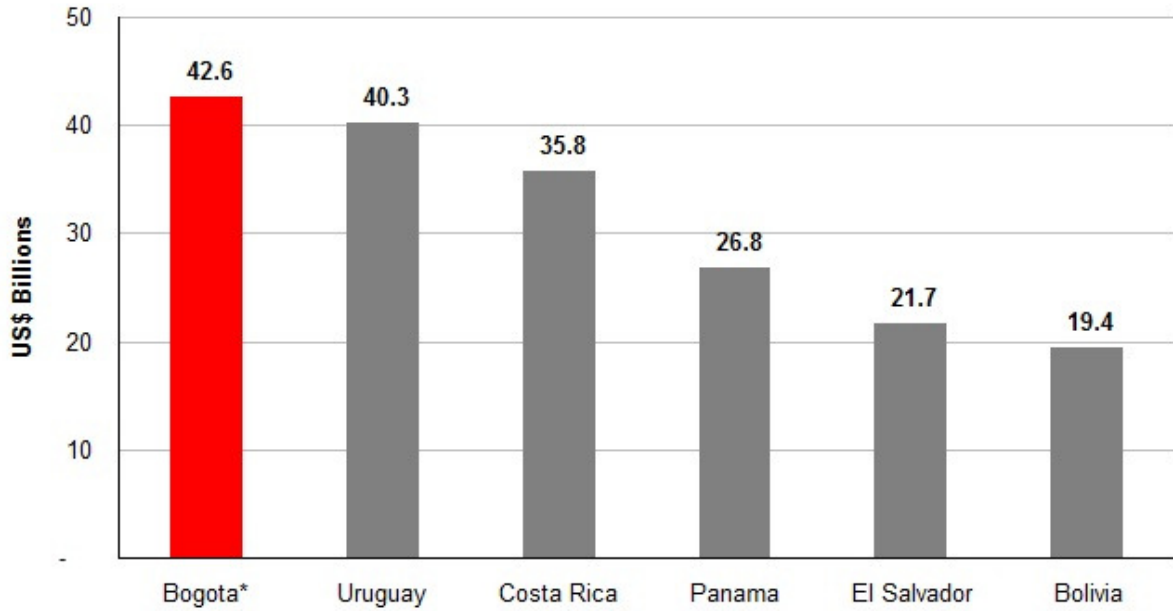
Source: ECLAC, Statistical Yearbook for Latin America and the Caribbean; Secretaría de Hacienda Distrital, SIEC

### Bogota: an Attractive Market

**Bogota** has a population of 7.3 million people and a GDP of US\$42.6 billion, larger than that of many countries in Latin America.

### Bogotá GDP vs. LATAM Countries GDP

US\$ Billions  
2010\*

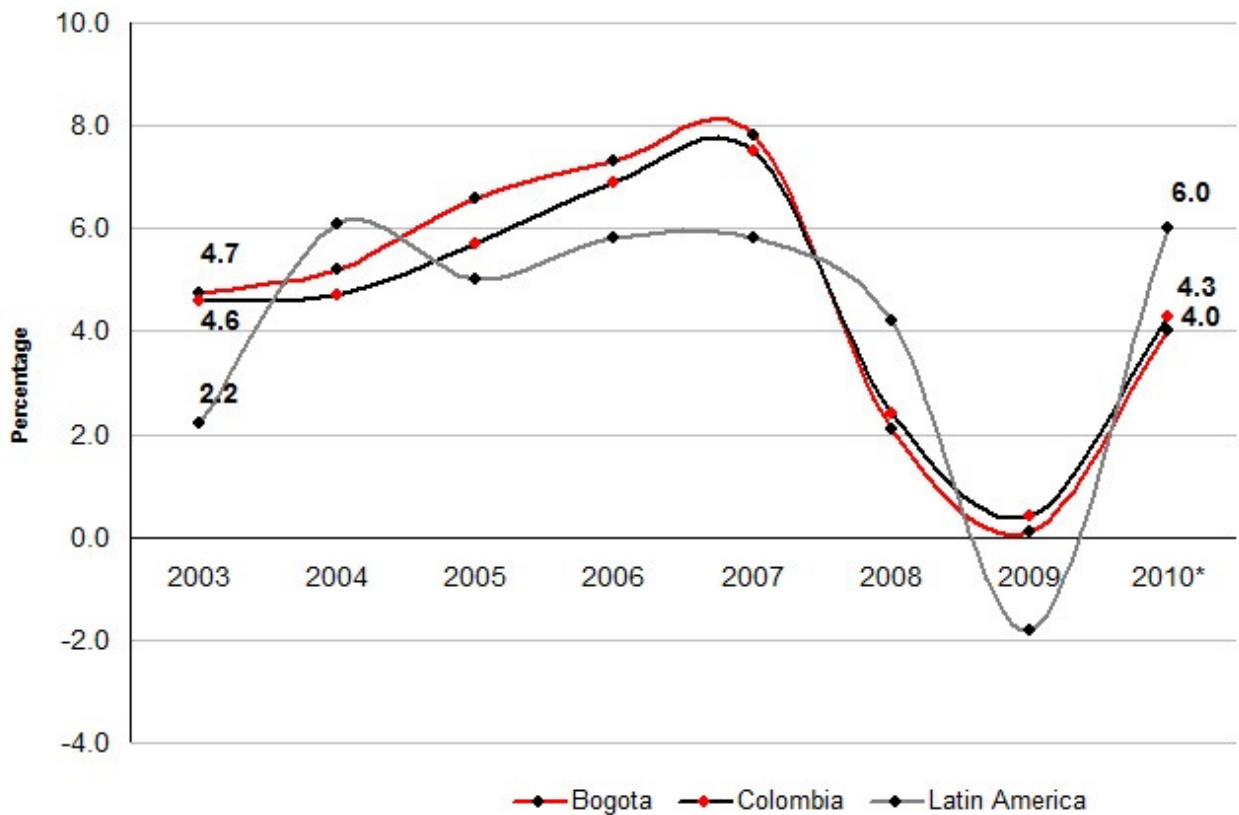


\*Estimation Secretaria Distrital de Hacienda - Invest in Bogotá

Source: International Monetary Fund, World Economic Outlook 2011; America Economía 2010

In the past decade, **Bogotá's** GDP growth has outpaced **Colombia** and Latin America.

### GDP Growth in Bogotá, Colombia and Latin America (2003 - 2010\*)



Source: ECLAC, Statistical Yearbook for Latin America and the Caribbean; Departamento Administrativo Nacional de Estadística de Colombia, Cuentas Nacionales; Secretaría Distrital de Hacienda, SIEC

### Access to International Markets

Thanks to the different Free Trade Agreements (FTAs) and unilateral tariff preferences, **companies based in Bogotá** have access to a global **market** of US\$40 trillion and 1.4 billion inhabitants.

## Free Trade Agreements in Operation

Countries	Population (millions)	GDP (US\$ billions)
CAN <sup>1</sup>	100	517
Mexico	109	1.039
MERCOSUR <sup>2</sup>	244	2.519
Chile	17	203
Canada	34	1.574
El Salvador, Guatemala and Honduras	28	79

1 Colombia, Bolivia, Ecuador and Peru.

2 Brazil, Argentina, Paraguay and Uruguay

Source: International Monetary Fund, World Economic Outlook 2011; Ministry of Trade, Industry and Tourism of Colombia

## FTAs Negotiated and Pending of Ratification

Countries	Population (millions)	GDP (US\$ billions)
European Free Trade Association (EFTA) <sup>1</sup>	13	956
United States	310	14,658
European Union (27) <sup>2</sup>	499	16,282

1 Iceland, Lichtenstein, Norway and Switzerland

2 Currently bilateral trade runs under SGP+

Source: International Monetary Fund, World Economic Outlook 2011; Ministry of Trade, Industry and Tourism of Colombia

### FTAs Currently Being Negotiated

Countries	Population (millions)	GDP (US\$ billions)
South Korea	49	1,007
Panama	4	27
Turkey	71	742

Source: International Monetary Fund, World Economic Outlook 2011; Ministry of Trade, Industry and Tourism of Colombia

### Double Taxation Agreements in Operation

Countries
CAN <sup>1</sup> (Bolivia, Ecuador and Peru), Spain <sup>2</sup> and Chile <sup>3</sup>

### Bilateral Investment Treaties in Operation

Countries
Mexico, Peru, Spain and Switzerland

1 Bolivia, Ecuador and Peru

2 Started operation in January 2008

3 Started operation in January 2010

Source: International Monetary Fund, World Economic Outlook 2010; Ministry of Trade, Industry and Tourism of Colombia

Updated (mm/dd/yyyy): 08.01.2011