



Business Opportunities in Colombia

Look South: Export Opportunities in
Colombia, Chile & Beyond

Chicago, IL

March 5, 2014





Colombia

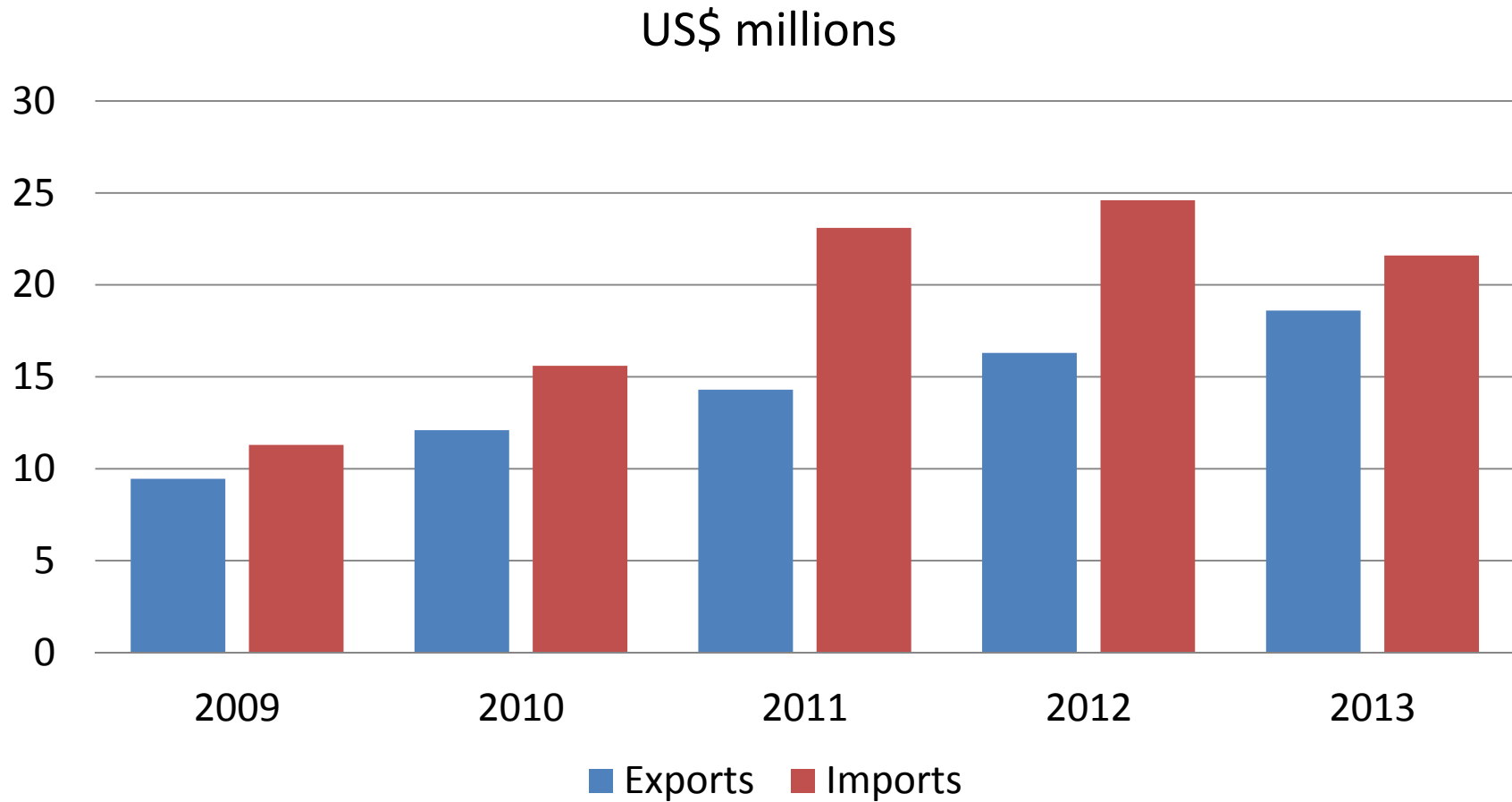
1 of 25 Rapid-Growth Markets



- Proven strong growth and future potential
- Size of the economy and population
- Strategic importance for business



U.S. Trade in Goods with Colombia





U.S.-Colombia Trade Promotion Agreement

May 15, 2012

More than 80% of U.S.
industrial and consumer
goods became duty-
free

TENEMOS TLC CON
ESTADOS UNIDOS

LA CÁMARA DE COMERCIO
COLOMBO AMERICANA LE DEDICA
ESTE LOGRO A LA COMUNIDAD
EMPRESARIAL DE LOS DOS PAÍSES.

EL TRABAJO Y LA PERSISTENCIA
NOS HACEN CRECER.

WWW.AMCHAMCOLOMBIA.COM.CO



Market Access: Tariffs

U.S. Industrial Products	Average Tariffs	After Full FTA Implementation
Metals and Ores	9.2%	0
Infrastructure & Machinery	11.1%	0
Transportation Equipment	12.7%	0
Autos & Autoparts	7.4%	0
Building Products	13.2%	0
Paper & Paper Products	12.5%	0
Consumer Goods	14.6%	0

Source: ITA



Elimination of Tariffs in Leading Sectors

Sectors	Number of Tariff Lines Duty-Free as of May 15, 2012
Agricultural Equipment	20
Automotive	48
Chemicals	1,107
Consumer Goods	250
Electrical Equipment	166
Information & Communications Technologies	231
Infrastructure & Machinery	499
Medical Equipment	46

<http://export.gov/FTA/FTATariffTool>



FTA & Services

- Guarantees right of U.S. service providers to compete in Colombia on a level playing field.
- Eliminates requirement to establish a branch in order to provide service.
- Eliminates penalties on U.S. companies for terminating agreements with local commercial agents.

FTA & Government Procurement



Colombia Compra Eficiente

presenta su página web
www.colombiacompra.gov.co
desde la cual se da acceso al SECOP.

Compradores	Proveedores	Sistema Electrónico de Contratación Pública
		
▪ Si es funcionario público ingrese al SECOP por medio del botón de Compradores.	▪ Si es proveedor del Estado o ciudadano interesado en consultar información, puede acceder al SECOP a través del botón de Proveedores.	▪ Encuentre herramientas diseñadas para compradores y proveedores e información relacionada con la política de compras y contratación pública.

Ingresar >>

- Non-discriminatory treatment for bidding on wide range of national, regional governments and state-owned enterprises.
- Requires the use of transparent, predictable, and fair procedures for conducting procurements.



FTA & Investment

- Transparent legal framework
- Reciprocal guarantees for investment
- National treatment
- Investor – state dispute resolution:
international arbitration



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COLOMBIAN AMERICAN
CHAMBER OF COMMERCE

COMPANY EXAMPLES



GE Transportation



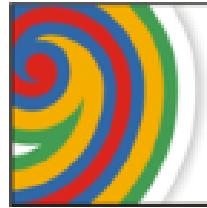
Automatic Train Control System

FENOCO S.A.

2013



Leading Sector: Oil and Gas



Colombia Round 2014: launched February 2014

97 blocks

On-shore: 57

Off-shore: 13

Shale oil and gas: 19

Coal bed methane: 8



Leading Sector: Infrastructure

Infrastructure Deficit

World Economic Forum
Competitiveness Index 2013-
2014

- Colombian infrastructure
117 of 148 countries
- Quality of roads: 130 of 148

Fourth Generation Road Infrastructure

Total estimated investment:
US\$24 billion

In 2014, 9 concessions will be
awarded with an estimated
cost of US\$5.5 billion.

Project: Argos



Growth projects in Colombia

- Expansion of installed capacity at 3 cement plants Colombia
- Investment value: US\$93 million. Second semester 2014 – expected completion
- Energy matrix optimization
- Increase use of alternative fuels



Leading Sector: ICT



The National Fiber Optic Program connects 753 municipalities and 2,000 public institutions
(June 2014 completion date)

4G operating licenses awarded in 2013



Project: DIRECTV 4G



70MHz of spectrum in 2.5Ghz band
US\$79.5 million

Estimated additional US\$80 million in build-out



Project: Daviplata



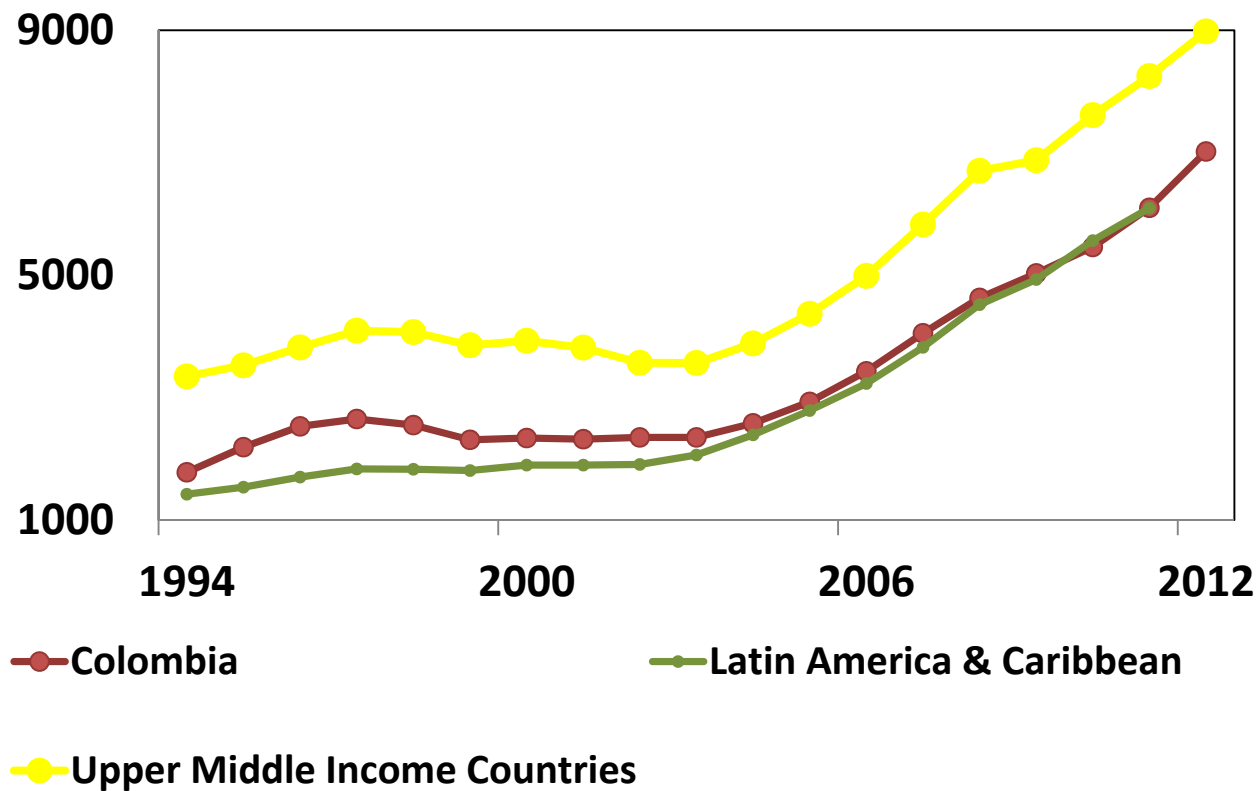
Davivienda is a Colombian financial institution with operations in 6 countries and is part of Sociedades Bolivar.

Daviplata is the first mobile banking service in Colombia and serves 1.8 million clients.



Growing Consumer Market

GNI per capita, Atlas method (Current US\$)



Source: World Bank



Retail Sector Opportunities



Grupo Éxito

Imported US\$26 million from the United States in 2013

470 stores in Colombia

Majority shareholder: Casino Group of France

Multi-format

New e-commerce venture

Pricesmart

Imported \$60 million from the United States in 2013

3 Stores: Cali (2) & Barranquilla

3 new stores: Bogotá, Medellín, Pereira

Headquarters: San Diego

Membership shopping



AmCham Colombia



Founded in 1955

More than 1000
member companies
nationwide





AmCham Services and Benefits

- Advocacy
- Committees and seminars: access to government decisionmakers and information and analysis on legal, tax, and regulatory issues
- Trade & Investment Center – market research, contact lists, matchmaking services
- Networking opportunities
- Publications



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