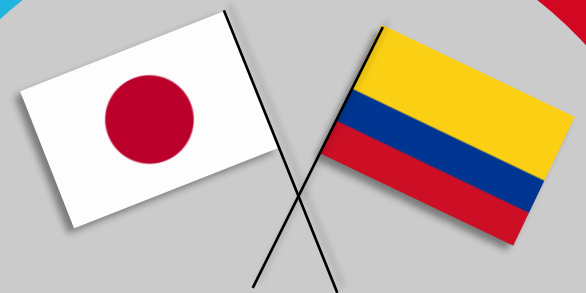




Business Opportunities in Bogota

March 2021





Investment Promotion Agency

Established in 2006 by the Bogota Chamber of Commerce and the Mayor's Office



Investment Promotion



International Positioning



Business Environment Improvement





Our Impact

+ 400 Projects

50.730

Direct jobs

3,128
USD Mn

Investment

L'ORÉAL

elis

Air Liquide

DECATHLON

AMGEN

FRESENIUS

SAB
MILLER

CISCO

gsk

amazon

Globant

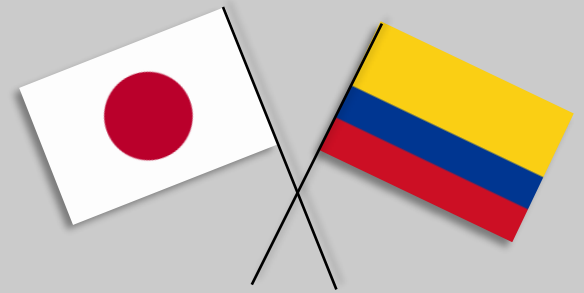
HBO

CONCENTRIX

B BRAUN
SHARING EXPERTISE

1

Healthcare Sector





HEALTH SYSTEM

COLOMBIA

#1 in LATAM

#22 worldwide

Service delivery

Health conditions improvement

Patient financial protection

Out of pocket expenses

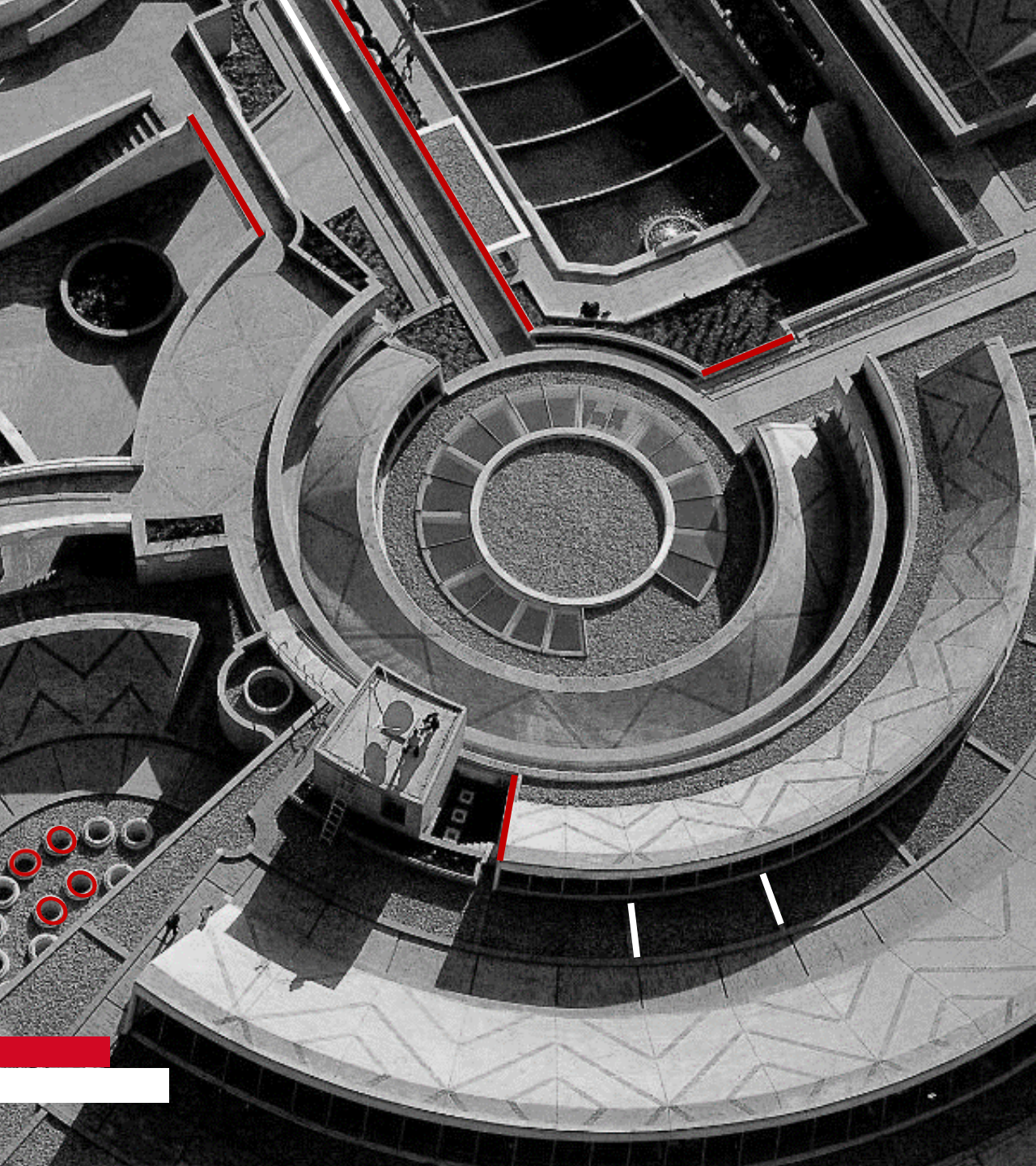
% of total health expenditure

20
Colombia

22
Europe Avg.

34
LATAM Avg.





46 Mn affiliates to the healthcare system
in Colombia **(+95% coverage)**

BOGOTA REGION

10.0 Mn
affiliates

in Colombia

21%
Total affiliates

30%
Healthcare
professionals
(graduates)

21%
Healthcare
providers

HEALTH SYSTEM

COLOMBIA

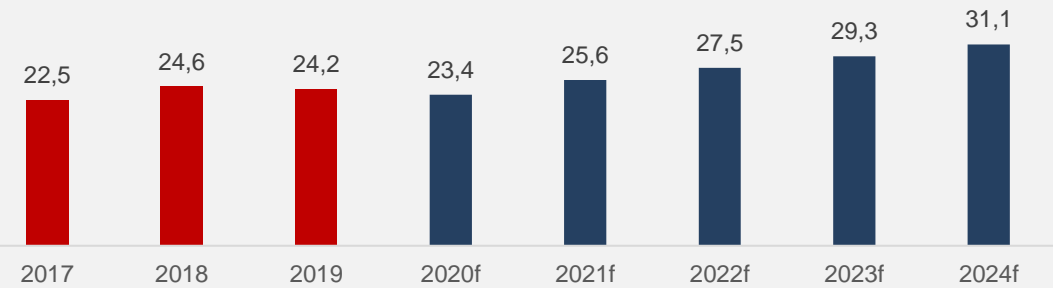
7.2%

CAGR
2020 - 2024

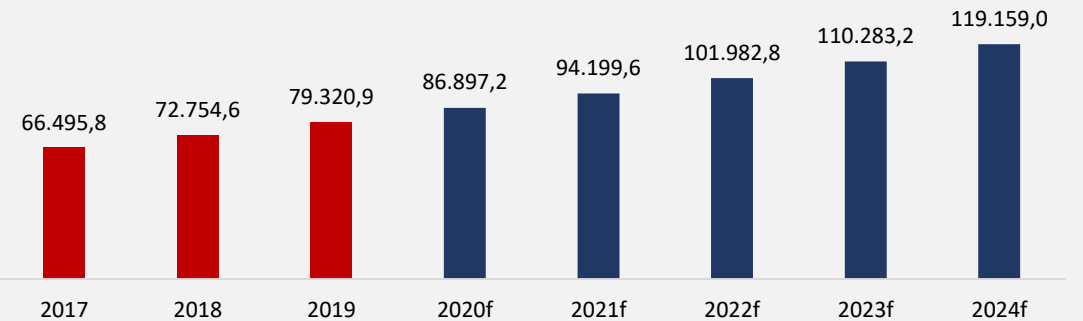
8.2%

CAGR
2020 - 2024

Health spending – USD Bn



Health spending – COP Bn



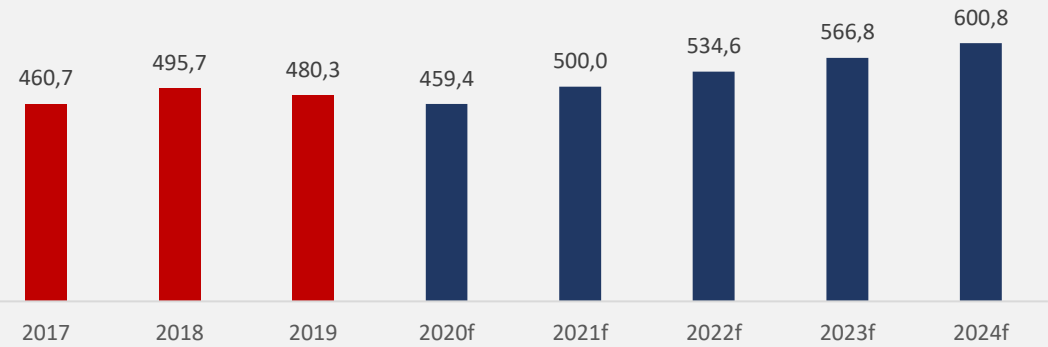
HEALTH SYSTEM

COLOMBIA

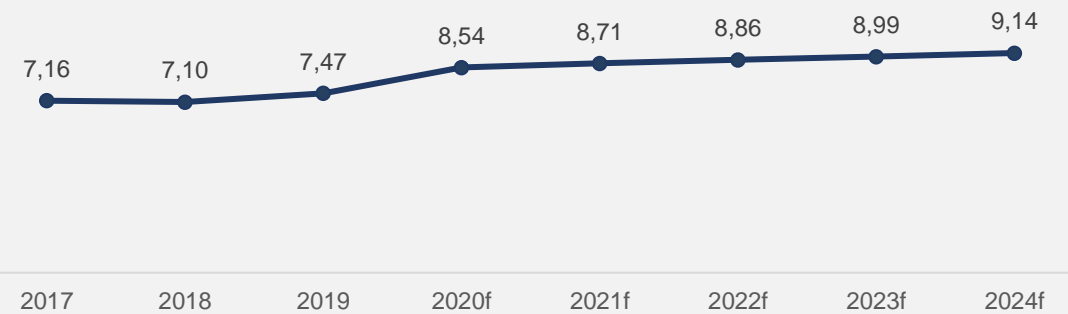
3.9%

CAGR
2020 - 2024

Health spending – USD per capita

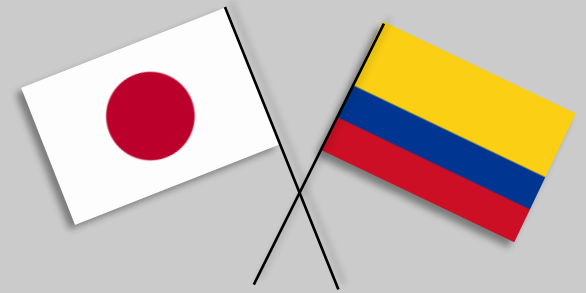


Health spending - % of GDP



2

Pharmaceutical Sector



PHARMACEUTICAL SECTOR

COLOMBIA

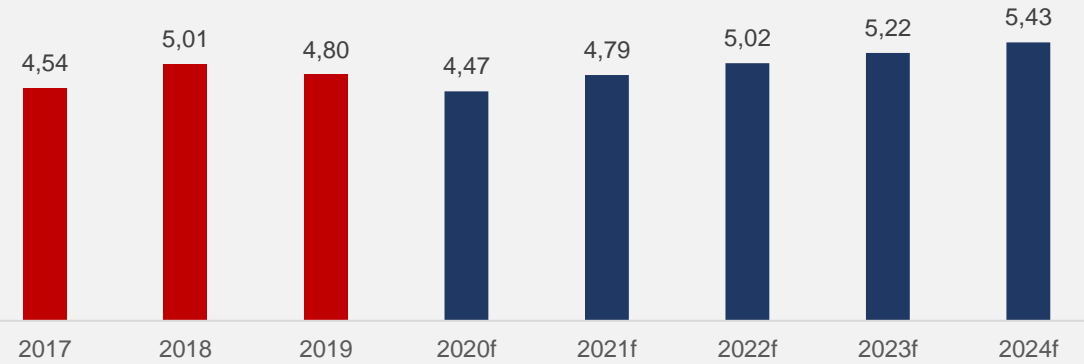
7.2%

CAGR
2020 - 2024

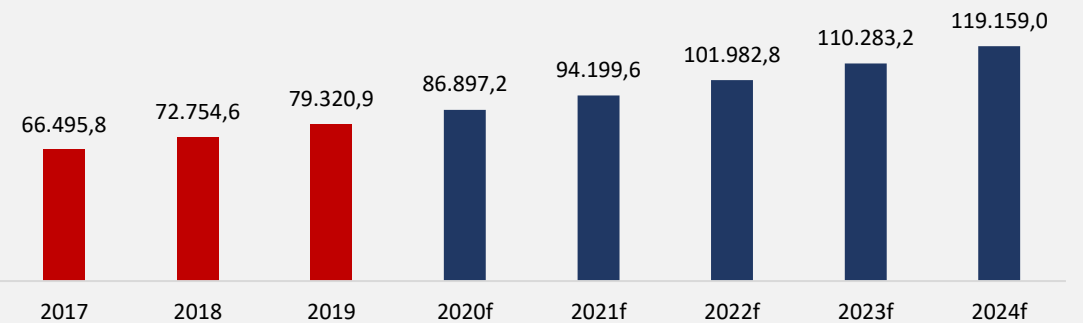
8.2%

CAGR
2020 - 2024

Pharmaceutical Sales – USD Bn



Pharmaceutical Sales – COP Bn





PHARMACEUTICAL SECTOR

COLOMBIA

42%

Patented

41%

Generics

17%

OTC



Bogota is already the pharmaceutical hub of Colombia

BOGOTÁ is home to:

66%

of
Pharmaceutical
Manufacturers

65%

of
Pharmaceutical
Wholesalers

10,982

Companies in the
Pharma Cluster
(Value Chain)

33%

of Pharma
Value Chain Exports
(finished products, raw
materials, inputs, among
others)

47%

of Pharma
Exports
(finished
products)

65%

of Pharma
Value Chain Imports
(finished products, raw
materials, inputs, among
others)

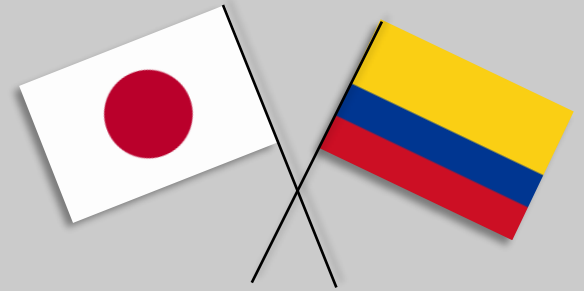
87%

of Pharma
Imports
(finished
products)



3

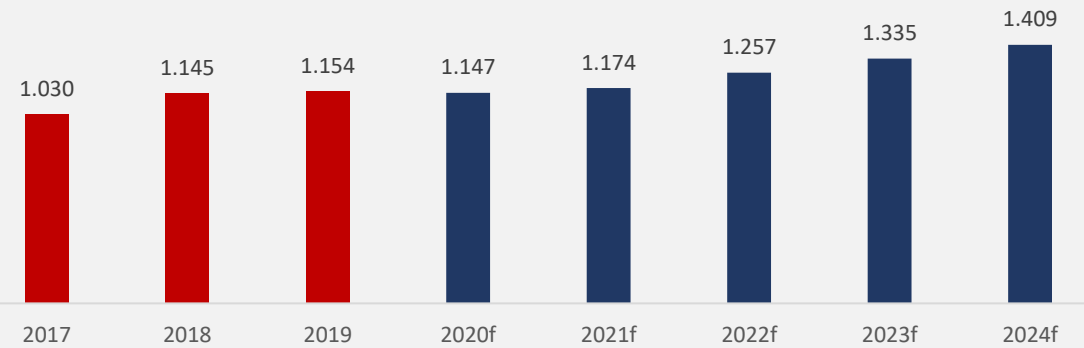
Medical Device Sector



MEDICAL DEVICE SECTOR

COLOMBIA

Medical Devices Sales – USD Mn



5.3%

CAGR
2020 - 2024

81%

Of the market
are imports



Third Largest Medical Device Market in Latam

Medical Device Market by category
Colombia 2020f

USD Mn

339

30%

Consumables

194

17%

Orthopedics and Prosthetics

138

12%

Diagnostic Imaging

USD Mn

133

12%

Patient Aids

59

5%

Dental Products

282

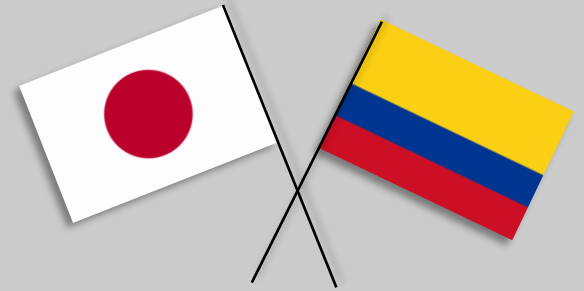
25%

Others



4

Personal Care Sector



BEAUTY AND PERSONAL CARE SECTOR

COLOMBIA

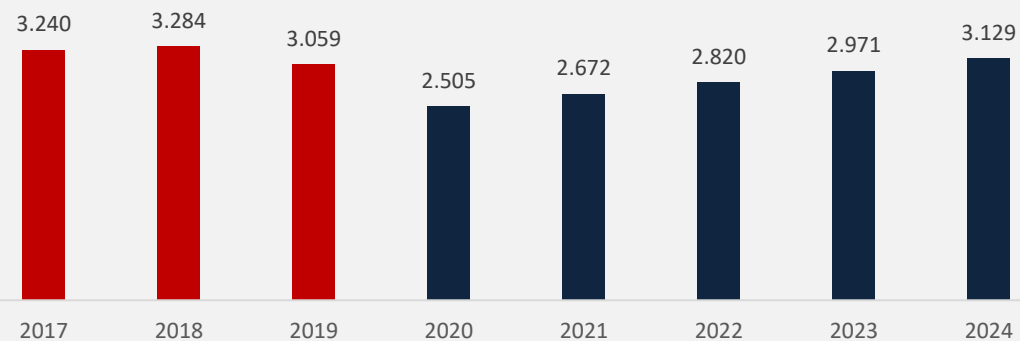
5.7%

CAGR
2020 - 2024

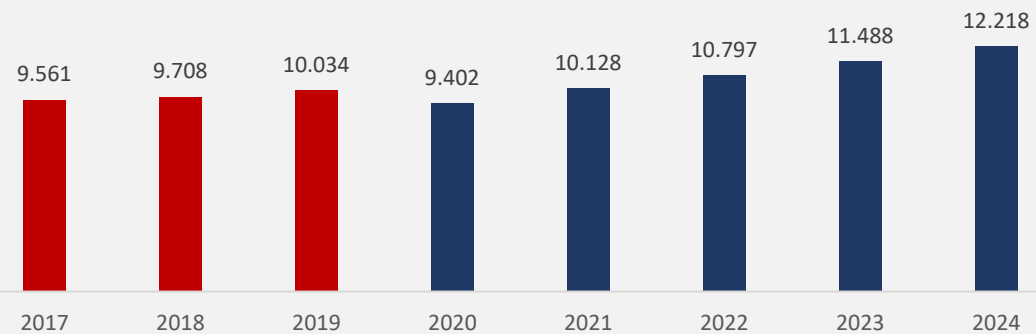
6.8%

CAGR
2020 - 2024

Total Market – USD Mn



Total Market – COP Bn



BEAUTY AND PERSONAL CARE SECTOR

COLOMBIA

Total Market by Category 2020 – USD Mn



Fragrances

364



Men's grooming

399



Hair Care

443



Skin Care

403



Oral Care

399



Color Cosmetics

364



Deodorants

211



Bath and Shower

174



Baby and Child-specific Products

149



Sun Care

35



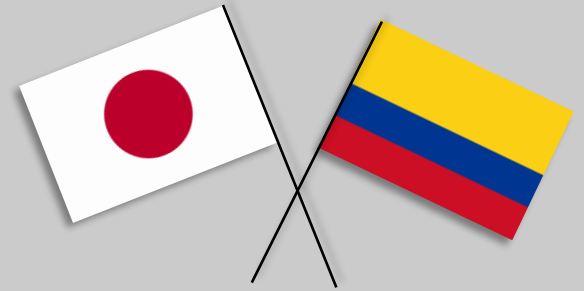
Depilatories

22

Note: Sum of categories is greater than market size because of double counting in men's bath and shower, men's deodorants, men's hair care, men's skin care, men's fragrances, colour cosmetics sets/kits, skin care sets/kits, fragrances sets/kits and baby and child-specific sun care categories. The shares presented above, are calculated on the total sum of categories, displayed on top.

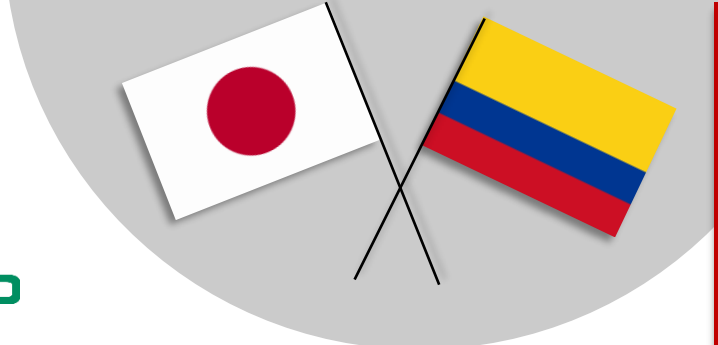
5

Japan – Colombia Trade and Investment Relation



Japanese companies in Colombia

Some Bogota HQs (50)



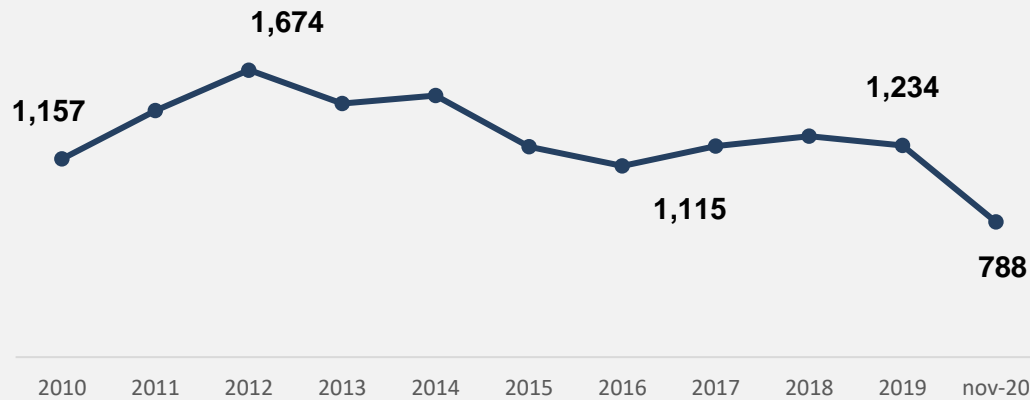
Investments in other locations of Colombia



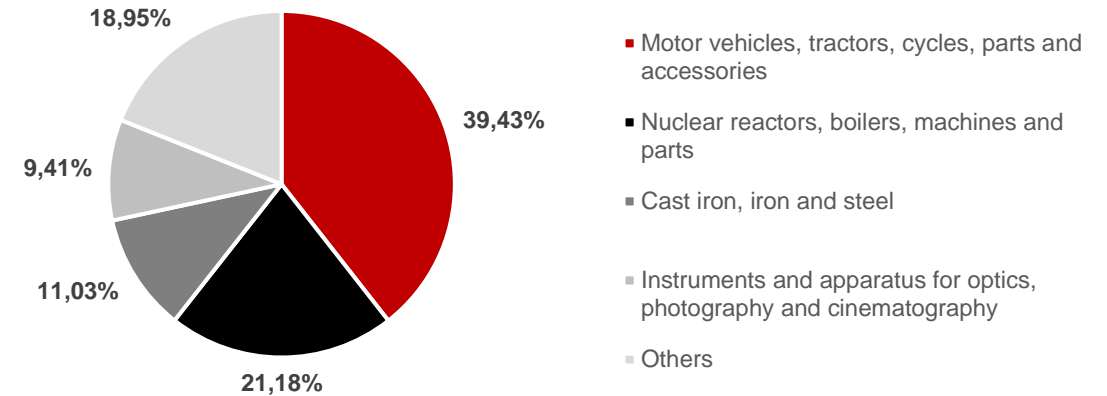
Bogota Region is the main commercial partner of Japan in Colombia

Imports

Total Imports from Japan to Colombia – 2010 – Nov 2020
(USD Mn)

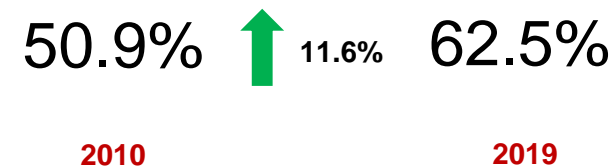


% Imports from Japan to Bogotá Region by customs chapter



The Capital Region has increased its relevance in the bilateral trade relation

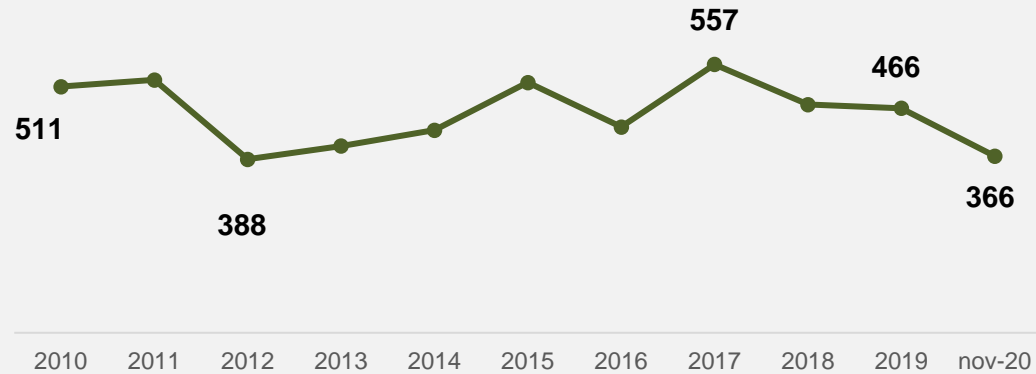
Bogota Region Share of Total Imports from Japan



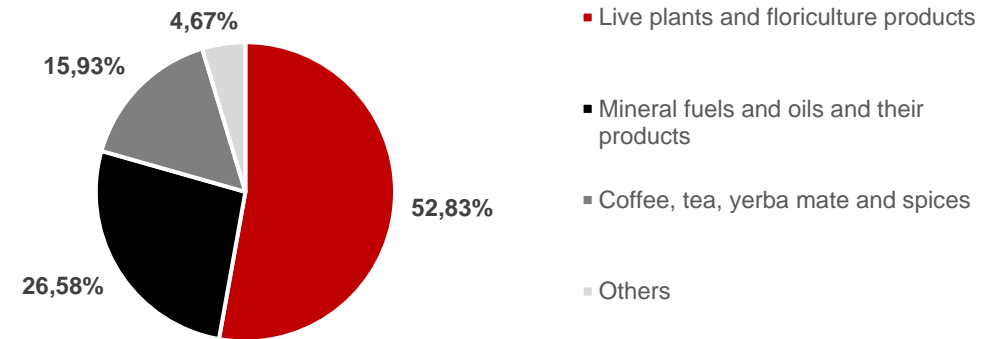
Bogota Region is the main commercial partner of Japan in Colombia

Exports

Total Exports from Colombia to Japan – 2010 – Nov 2020
(USD Mn)

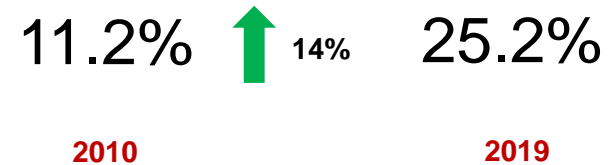


% Exports to Japan from Bogota Region by customs chapter



The Capital Region has increased its relevance in the bilateral trade relation

Bogota Region Share of Total Exports to Japan









FDI from Asia to Colombia (2008- Q3 2020)

162 projects

USD 4,252 Mn

18,926 Jobs

	# of Projects	Capital Investment USD Mn	Jobs
 China	57 (35%)	942 (22%)	6,083 (32%)
 Japan	31 (19%)	570 (13%)	2,219 (12%)
 India	24 (15%)	246 (6%)	4,982 (26%)
 Australia	17 (10%)	1,353 (32%)	1,065 (6%)
 South Korea	14 (9%)	256 (6%)	726 (4%)
 Others	19 (12%)	884 (21%)	3,851 (20%)



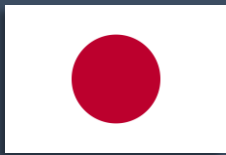
Bogota represents

64% of total projects

27% of capital investment

44% of new jobs

from total FDI from Asia



FDI from Japan to Bogota Region (2008- Q3 2020)



22 projects

USD 252 Mn

1,105 Jobs

**Main
sectors**
of projects

Automotive	27%	Financial Services	9%
Pharmaceuticals	14%	Software & IT	9%
Industrial equipment	9%	Others	32%

**Bogota Region
represents**

71%
of total projects

44%
of capital investment

50%
of new jobs

**Of total Japanese
investment in
Colombia**

ありがとう



Juan Sebastián Pérez Villarreal – Senior Investment Officer
dcanal@investinbogota.org

David Canal V. – Investment Officer
dcanal@investinbogota.org

Invest in Bogota

Carrera 7ª No.71-21 Torre B oficina 407

Tel: +57 (1) 742 3030

Bogotá, Colombia

info@investinbogota.org

www.investinbogota.org

