



INVESTMENT PROMOTION

UNIDO-Japan Cooperation Seminar

July 2021



GOBIERNO DE COLOMBIA



MINCIT



PROCOLOMBIA
EXPORTACIONES TURISMO INVERSIÓN MARCA PAÍS





WE PROMOTE
COUNTRY BRAND



PROCOLOMBIA PROMOTES

WE PROMOTE
EXPORTS



WE PROMOTE
TOURISM



WE PROMOTE INVESTMENT
AND INDUSTRIAL
EXPANSION FOR
INTERNATIONALIZATION





PRESENCE OF PROCOLOMBIA

IN THE WORLD

CANADA

Montreal,
Toronto,
Vancouver

UNITED STATES

San Francisco, Miami, Los Angeles, Washington D.C.
New York, Houston, Atlanta, Dallas, Chicago

MEXICO

Mexico City, Guadalajara.

NORTHERN TRIANGLE (Guatemala)

COSTA RICA AND PANAMA

COLOMBIA

ECUADOR

Quito

PERU

Lima

CHILE

Santiago

UNITED KINGDOM

London

FRANCE

Paris

ITALY

Madrid

SPAIN

CARIBBEAN

(San Juan, Puerto Rico,
Santo Domingo and Port of Spain)

SOUTH CENTRAL AMERICA

(San Jose, Costa Rica and
Panama)

VENEZUELA

Caracas

BRAZIL

Sao Paulo

ARGENTINA

Buenos Aires

BELGIUM

NETHERLANDS

GERMANY

RUSSIA

Moscow

TURKEY

Istanbul

INDIA

New Delhi

INDONESIA

Yakarta

JAPAN

Tokyo

SOUTH KOREA

Seoul

CHINA

Beijing,
Shanghai.

SINGAPORE

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COUNTRIES



Vaccination Plan

COLOMBIA

PHASE 1 - 2021

STAGE 1

- First line health workers
- Population over 80 years old

1.691.366
VACCINATED

STAGE 2

- Second and third line health workers
- Population between 60 and 79 years old

7.192.701
VACCINATED

STAGE 3

- Population between 16 and 59 years of age with comorbidities
- Teachers from preschool to middle school

2.950.431
VACCINATED

PHASE 2 - 2021

STAGE 4

- Institutional caregivers
- Population at risk
- Population at risk of outbreaks

4.910.000
VACCINATED

STAGE 5

- Population between 16 and 59 years of age free of comorbidities

17.490.151
VACCINATED

Source: Ministerio de Salud y Protección Social (Ministry of Health).



▶ COLOMBIA OFFERS

1. A responsible government committed to health and economic recovery
which allows the country to capitalize 50 years of economic sustained growth to overcome the COVID-19 challenge.

2. Political stability
A government committed to the development of the private sector.

3. An ideal nearshoring location
Thanks to a wide range of competitive advantages, including its location and its network of free trade agreements



A LEADING 
FDI RECEPTOR IN
THE REGION



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

PROCOLOMBIA & UNIDO ITPO TOKYO



Joint activities and seminars



Since 2016 we have been working with UNIDO to attract FDI and to seek the transfer of technologies from Japan into Colombia.

The following activities have been developed in collaboration with UNIDO:

- ▶ 2016: Procolombia's investment Manager visited Japan to hold meetings with Japanese companies in cities including Tokyo, Nagoya, Osaka and Kyoto, to promote Business opportunities of Colombia.

Also co-organized a Seminar regarding to Investment Opportunities in Colombia.

- ▶ 2021: Colombia delegate programme with investment officer of Invest in Bogota. In total 12 online meetings organized with Japanese companies of the pharmaceutical, medical devices and dietary sector.

“Colombian Investment” webinar related to business opportunities and investment climate for Japanese companies to expand in the market.



PROCOLOMBIA
EXPORTACIONES TURISMO INVERSION MARCA PAIS



Expansion of Japanese Multinationals in COLOMBIA

Santa Marta
Daabon Group (it operates a terminal in the Port: Investment of Mitsubishi Colombia Ltda.).

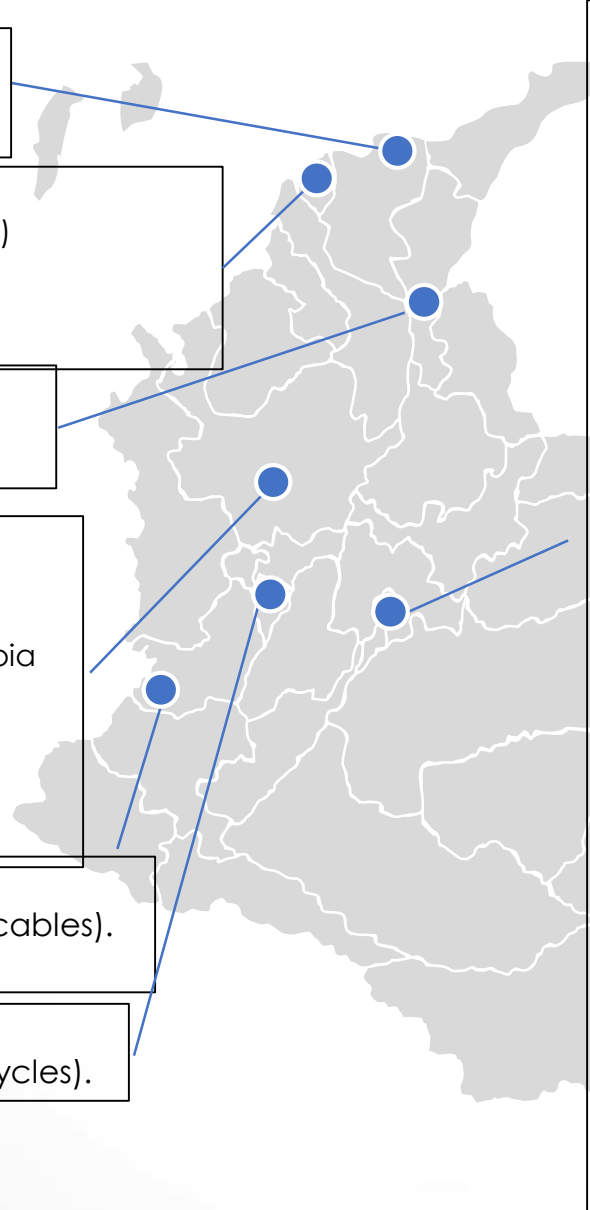
Barranquilla
CHM Minería(Construction equipments: Marubeni)
Kuraray Colombia SAS
Sun Ace PQ
Univergy (Solar Energy)

Cesar
Drummond Ltd. (Coal: Investment of C.I. Itochu Colombia S.A.).

Medellín and surrounding areas
Chef, an Isobar Company (Dentsu)
HOLASA Hojalata y Laminadora S.A. (Tinplate: JFE steel, Metal one) (Investment of Mitsubishi Colombia Ltda. and SOJITZ Corp)
Incolmotos Yamaha S.A.: factory (Motorcycles)
Mitsubishi Electric de Colombia Ltda.: factory (Elevator)
NIPPON KOEI LAC CO., LTD. (Consulting)

Cali and surrounding areas
Furukawa Colombia S.A.S: factory (optic fiber cables).
Honda Colombia: factory (Motorcycles).

Pereira
Suzuki Motor de Colombia SA: factory (Motorcycles).



Bogotá and surrounding areas

[Trading Companies]
C.I. Itochu Colombia S.A.
C.I. Toyota Tsusho de Colombia S.A.
Hanwa Co., Ltd Correspondent in Colombia
Marubeni Corporation Colombia branch
Mitsubishi Colombia Ltda.
Mitsui de Colombia LTDA.
Sumitomo Corporation Colombia S.A.S.
Taichi Holdings Limited
Yashima S.A.S

[Banks and insurances]
Bank of Tokyo-Mitsubishi UFJ, Ltd.
Mitsui Sumitomo Insurance Co., Ltd.
Sumitomo Mitsui Banking Corporation

[Industries]
Castem Colombia S.A.S. (High precision casting)
Hino Motors Manufacturing Colombia S.A.S.
ISUZU (GM Isuzu Camiones Andinos Ltda.)
Yazaki Ciemel S.A. (Wire harness)

[Transport]
JPN Logística (individual)
MAP CARGO S.A.S. (Investment by Nittsu)

[Others]
ARCO JM (Travel agency: individual)
Everis (Computer communication:NTT Data)
Hitachi Data Systems Colombia S.A.S
MAF Colombia (Auto Finance)
Monstar Lab Colombia
Rappi (Investment of Softbank)

[Commerce]
Astellas Farma Colombia S.A.S
Ebara Bombas Colombia S.A.S
EPSON Colombia
Daikin Airconditioning Colombia S.A.S
FUJIFILM Colombia S.A.S.
Fujitsu
FUNAI ELECTRIC CO., LTD.
Furukawa Colombia S.A.S.
Inaba Foods
Japan Tobacco Colombia
Komatsu Colombia S.A.S
Makita Colombia S.A.S.
Mayekawa Colombia S.A.S.
NEC de Colombia S.A.
Nihon Kohden Latin America S.A.S
Nihon Nohyaku Andica S.A.S
OKI Data Americas, Inc.
Panasonic Latin America, S.A.
Ricoh Latin America, Inc.
Sony Corporation Colombia S.A.S
Sun Ace Corporation (Producciones Químicas Colombia S.A.S.)
SYSMEX COLOMBIA S.A.S
Takeda S.A.S
TERUMO COLOMBIA ANDINA S.A.S
Toshiba America Energy System Corp.
Toyota Colombia S.A.S.

[Food industry]
Ajinomoto do Brasil Ind. E. Com. De Alimentos LTDA
C.I.Kyoto Lohas Beans S.A.S.

[Government entities]
JETRO
JICA Colombia



THANK YOU



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