

# COLOMBIA:

## The strategic ally of

# JAPAN

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MINISTRY OF TRADE  
INDUSTRY AND TOURISM



GOVERNMENT OF COLOMBIA



# WHY COLOMBIA?



**A STRATEGIC PLATFORM  
FOR DOING BUSINESS**



**A DYNAMIC AND  
STABLE ECONOMY**



**A MIDDLE CLASS  
RAPIDLY GROWING**



**STRENGTH  
PROTECTION FOR  
FDI**

# WHY COLOMBIA?



**A STRATEGIC PLATFORM  
FOR DOING BUSINESS**



**A VIBRANT AND  
STABLE ECONOMY**



**A MIDDLE CLASS  
RAPIDLY GROWING**



**STRENGTH  
PROTECTION FOR  
FIR**



# COLOMBIA HAS 16 TRADE AGREEMENTS, REACHING 1.5 BILLION CONSUMERS



Source: Ministry of Commerce

# WHY COLOMBIA?



A STRATEGIC LOCATION  
FOR DOING BUSINESS



A DYNAMIC AND  
STABLE ECONOMY



A MIDDLE CLASS  
RAPIDLY GROWING



STRENGTH  
PROTECTION FOR  
INVESTORS

# COLOMBIA- A DYNAMIC AND STABLE ECONOMY

## GROSS DOMESTIC PRODUCT, ANNUAL GROWTH RATE

2005-2016



## MACROECONOMIC STABILITY INDEX WORLD RANKING 2016-

2017



SOURCE: GLOBAL COMPETITIVENESS INDEX, 2016.



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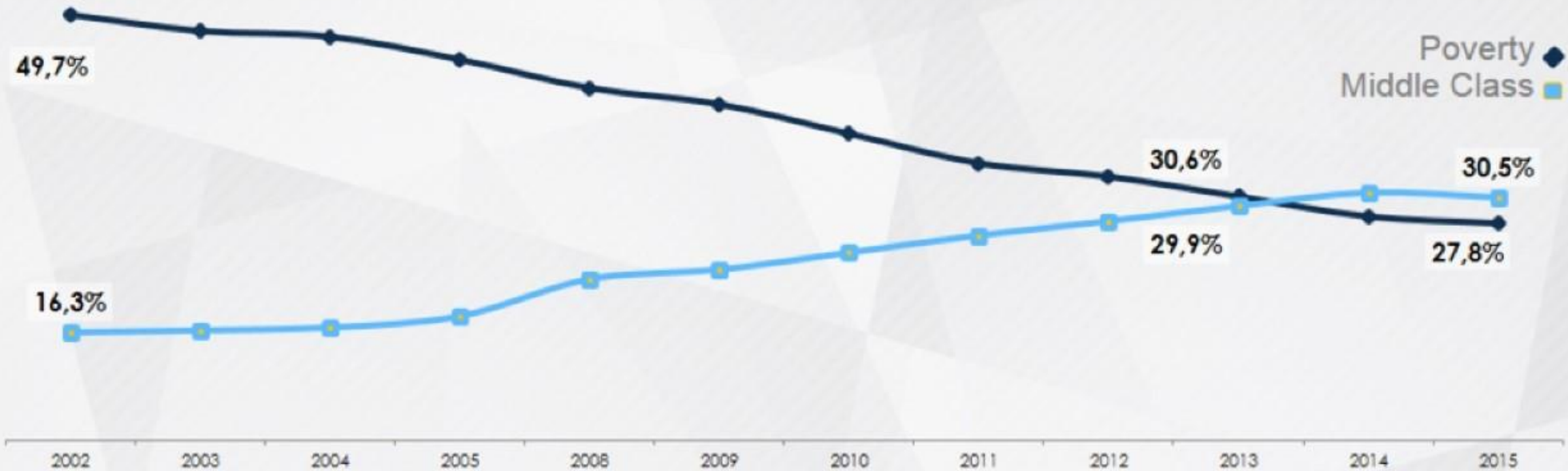
A MIDDLE CLASS  
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STRENGTH  
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# REMARKABLE REDUCTION IN POVERTY RATES AND STRONG GROWTH OF THE MIDDLE CLASS

Percentage of people in poverty



Source: DANE (National Statistical Office)



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# COLOMBIA — A TOP DESTINATION FOR A SAFE INVESTMENT



## COLOMBIA RANKS:



First in the Legal rights index (Worldwide)



First in the strength of investor protection Index (LAC region)

Source: Global competitiveness Index, 2016.

# DOING BUSINESS 2007-2017 RANKING

According to Doing Business, within the Latin American and Caribbean region,



**#1** Colombia is:  
in getting credit

**#1** in protecting minority investors

**#2** in dealing with construction permits

**#2** in ease of doing business

**#3** in registering property

**#5** IN STARTING A BUSINESS

## COLOMBIA

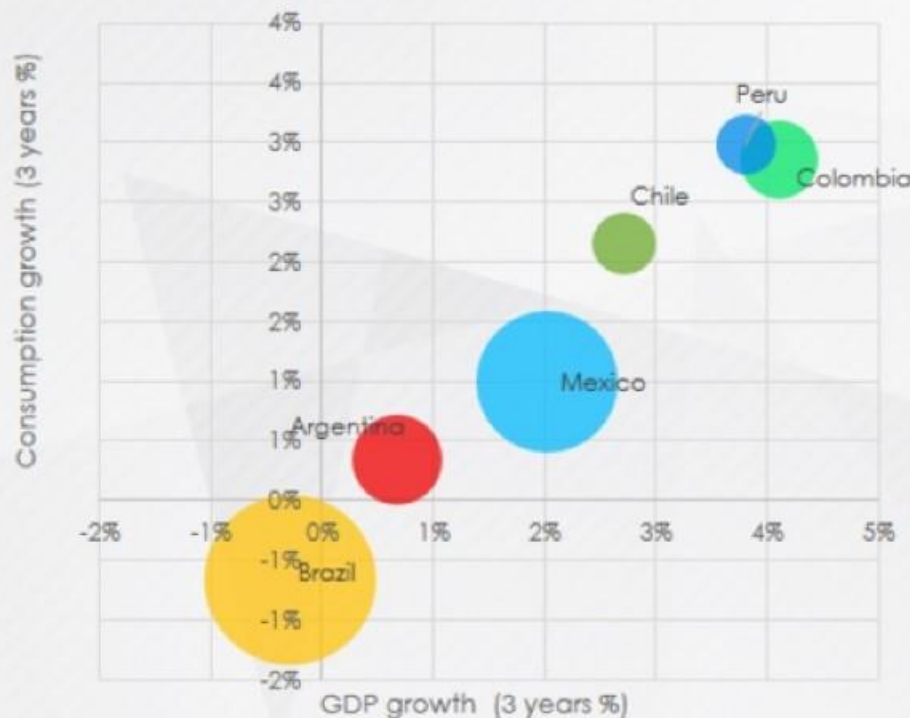
Has implemented the most reforms in Latin America to

Country	Ranking 2017	# of reforms 2006-2017
<b>Colombia</b>	<b>53</b>	<b>34</b>
Peru	54	24
Panama	70	17
Ecuador	114	13
Argentina	116	10
Chile	57	8
Mexico	47	5
Brazil	123	4

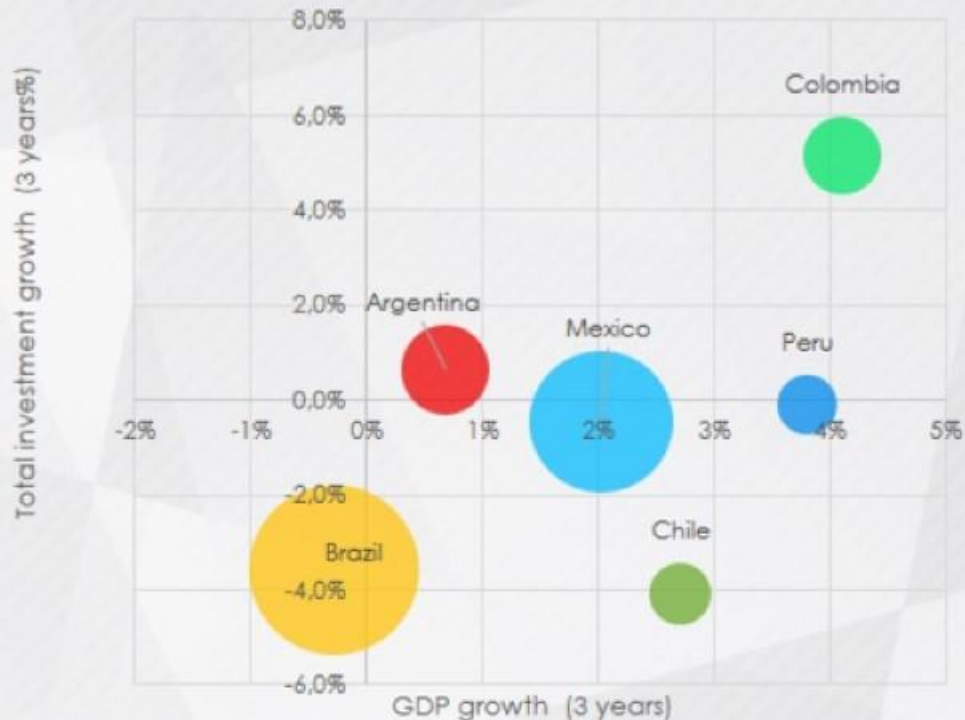


# COLOMBIA IS LEADING A SUSTAINABLE GROWTH IN THE REGION

GDP growth vs. Consumption  
2012-2015 - (%)



GDP growth vs. Total Investment  
2012-2015 - (%)



Source: ProColombia based on World Bank data. Bubble sizing responds to the economy size.

# OPPORTUNITIES FOR INVESTING IN COLOMBIA

## AGRIBUSINESS

Oils and fats, Aquaculture, processed food, Biofuels, Meat, Rubber, Forestry, Fruits and vegetables, dairy products.

## MANUFACTURES

Agrochemicals, autoparts, plastic packaging, construction materials, Metalworking

## SERVICES

BPO y/o KPO, Infraestructure and logistics, financial services, telecommunications



# EXPORT OPPORTUNITIES

## OPPORTUNITIES IDENTIFIED

- **Agribusiness:** Oils and fats, fresh, frozen or chilled tuna, poultry, sugars and honey, Alcoholic and non-alcoholic beverages, cocoa, coffee, special coffees, cocoa derivatives, fresh flowers, Processed fruits and vegetables, dairy products, fresh vegetables, Miscellaneous food preparations, confectionary products, bakery products and milling and quinoa

**Manufactures:** Handicrafts, promotional items and chemicals.

**Appareal:** Jeanswear, leather goods, casual wear, men's underwear and swimwear



# ECONOMIC PARTNERSHIP AGREEMENT STATUS

For Colombia it is of the upmost importance to subscribe this Agreement.

Due to the complementary economies, this Agreement should offer great opportunities for the improvement bilateral trade between Japan and Colombia

**IS NECESSARY TO MAKE MORE EVIDENT THE BILATERAL BENEFITS**

Colombia has made significant efforts with respect to the interests of Japan, ensuring a negotiation balance and certainty to the japanesse agricultural products.

Necesary to pursue a balance between industrial and agricultural products of both countreis to achieve a final Agreement



# AGRICULTURE

Colombia hopes the improvement of the Japanese offer in around 70 items of the utmost importance for Colombia in :

bovine beef, swine, poultry, cheese, yougurts, banane, pineapple, coffee preparations, de bovino, cerdo y pollo, quesos y yogurt, banano y piña, preparaciones de café, margarine, confectionery, cocoa, chocolates, biscuits, peanut preparations, cigars and cigarettes.



## INDUSTRY

Japan excludes 18% of industrial products from its offer, which are of the Colombian interest

24% of the industrial products Japanese offer does not fulfill the Colombian expectancies

The following industrial products are of the upmost importance for Colombia : leather, leather manufactures, footwear, calzado y ferroníquel.

Colombia hopes to obtain from Japan better offer for priority products, including: chemistry products, Iron and steel products, resins and fuels.



## CLOSING REMARKS

We would like to emphasise on the necessity of balancing the trade negotiations, aiming to achieve a final deal

Colombia expects more concessions from Japan so as to observe a real balance of the interests and therefor justify more concession to Japan's industry interests.

We are confident that this visit will permit to achieve final deals which will ensure a satisfactory agreement for both countries





# THANK YOU

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