



# ATLANTICO:

A territory with worldwide projection

2019



# PROBARRANQUILLA: ABOUT US

## Private Non-Profit Organization.

We operate with resources coming from:

**100** companies that support our activities



**289** establishment and expansion projects

More than **USD \$ 2.4 billion** in investment

More than **15,000 formal jobs** for the state

## Some successful cases:

**PRICE SMART**

**BIMBO**

**UCPL**  
Iníchos Colombia Plant Limited

**GRUPO GLORIA**

**mallplaza**

**AJE**

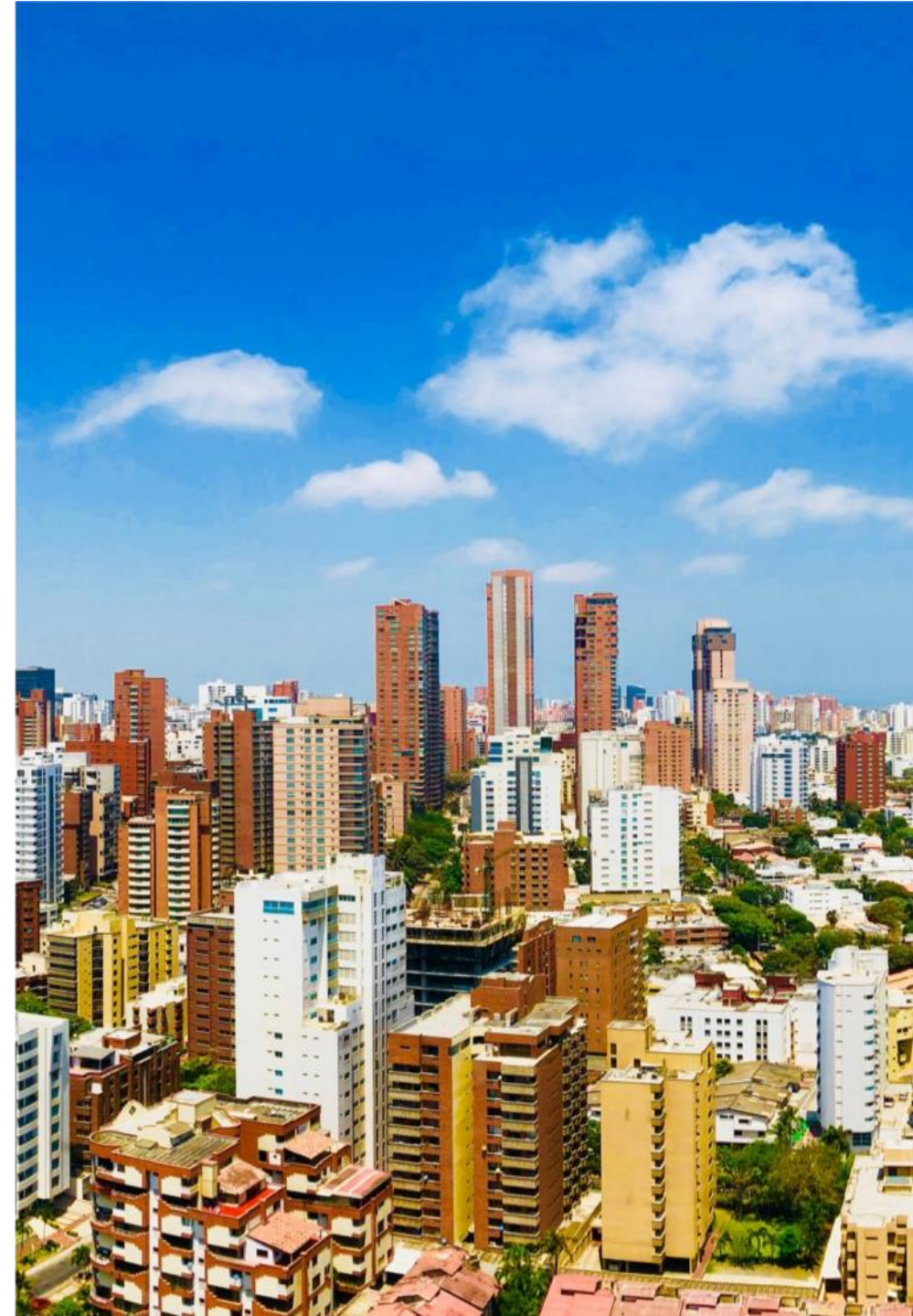
**SYKES**

**MARS**

Last  
**5**  
years

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# LOCATION





# LOCATION



**Capital:**  
Barranquilla



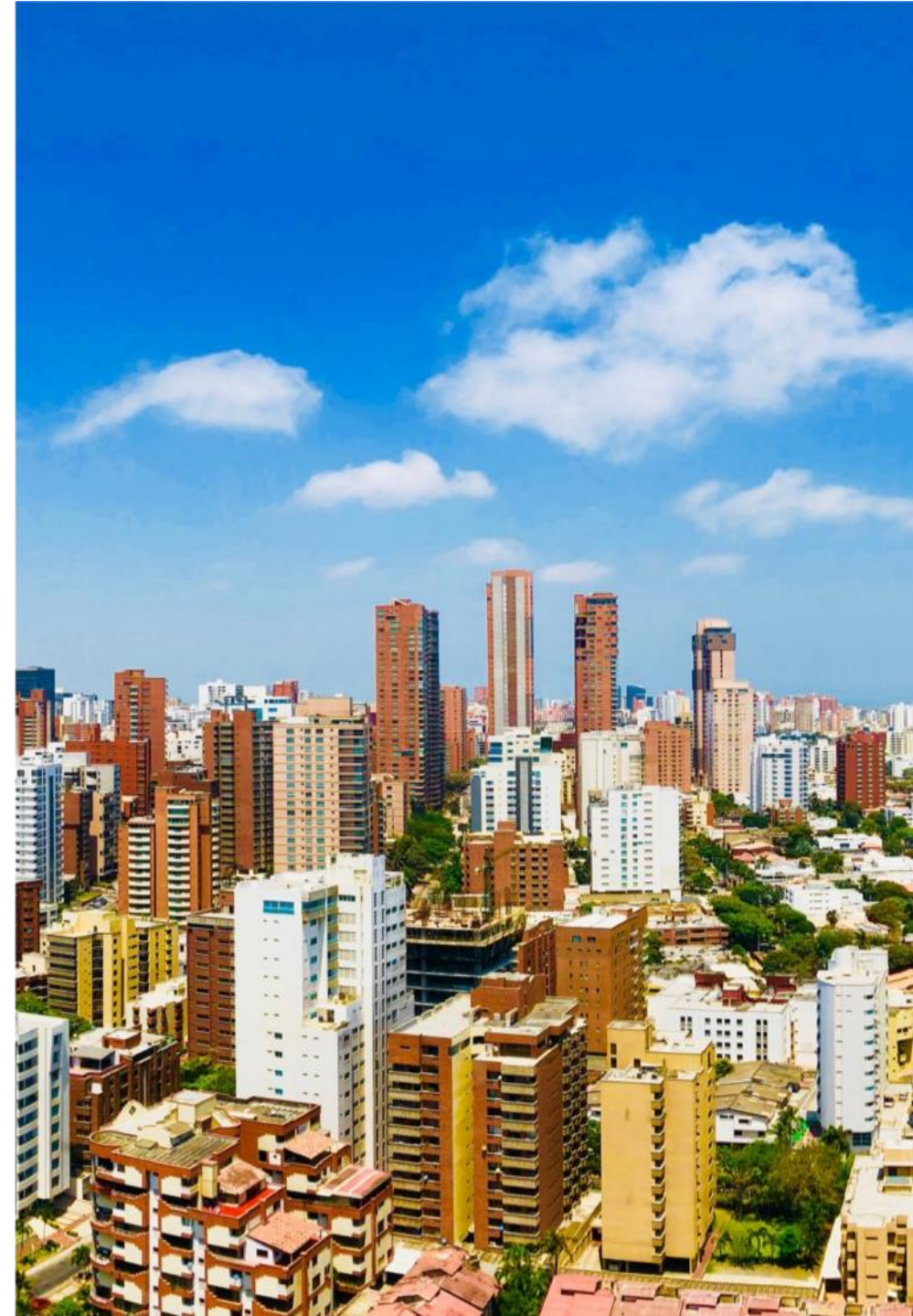
**Population:**  
Atlantico: 2,573,591  
Barranquilla: 1,236,202  
Metropolitan Area: 2,123,081  
Total Municipalities in  
Atlantico State: 23



**Area:**  
3,386 km<sup>2</sup>

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# ECONOMIC AND SOCIAL INDICATORS





# THE STATE OF ATLANTICO

Second state of Colombia with the **highest foreign direct investment** (2016).

**4th Latin American State of the Future and 1st in Colombia** with the best FDI Strategy. (Financial Times, 2018).



Contributes with the **4.2% of the national GDP** with **USD\$8,1 Billion** (2016).

In the 2010 – 2018 period the state received **USD\$4,2 Billion** in Direct Investment.

# BARRANQUILLA

**Up to 10 years** exemption in taxes such as industry and commerce, and property tax.

**A potential of 10 million consumers** as the consumption centre of the region.

**Most diversified economy.**

**Poverty** was **reduced** in more than **50%** from **49.5%** in 2003 to **20%** in 2017.

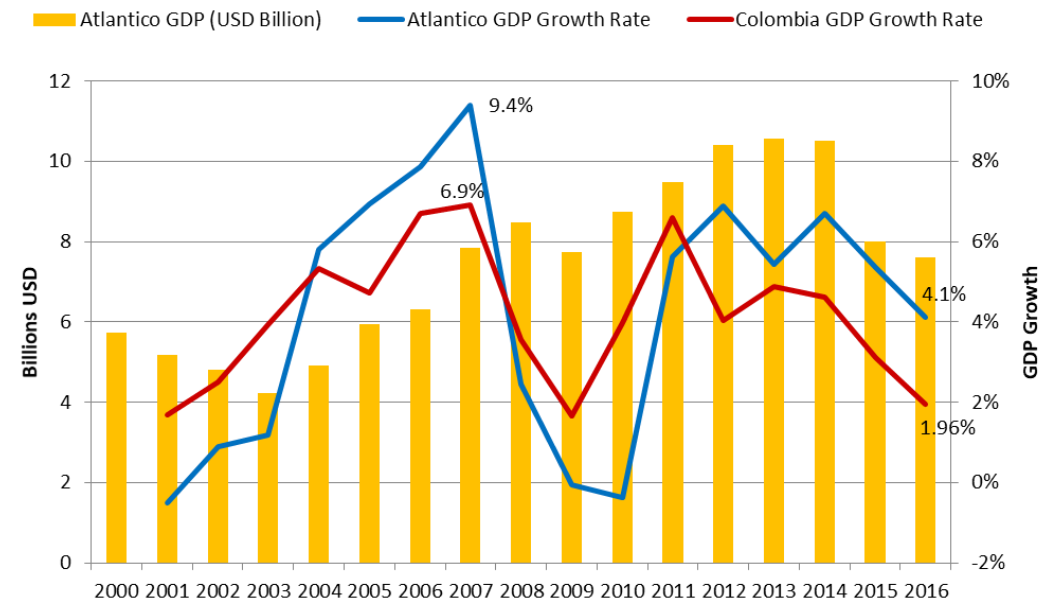
**2<sup>nd</sup> city** with lowest unemployment rate in Colombia for 2017, **8.2%**.

**AAA Credit Risk rating**, the highest rating in investment grade (Fitch Ratings, 2017).

# ANALYZING ATLANTICO'S GDP

- The Colombian Caribbean region represented **15% of the national Gross Domestic Product (GDP)**, in average during the last 15 years.
- The state of Atlantico recorded the **highest growth in the region**, the fourth nationally above main states, and was above the national average growth (1.96%).
- Since 2000 year, the sector of **construction** increased its participation in the regional GDP (4% to 8%), while **mining** (15% to 12%) and **agriculture** (11% to 8%) lost participation.

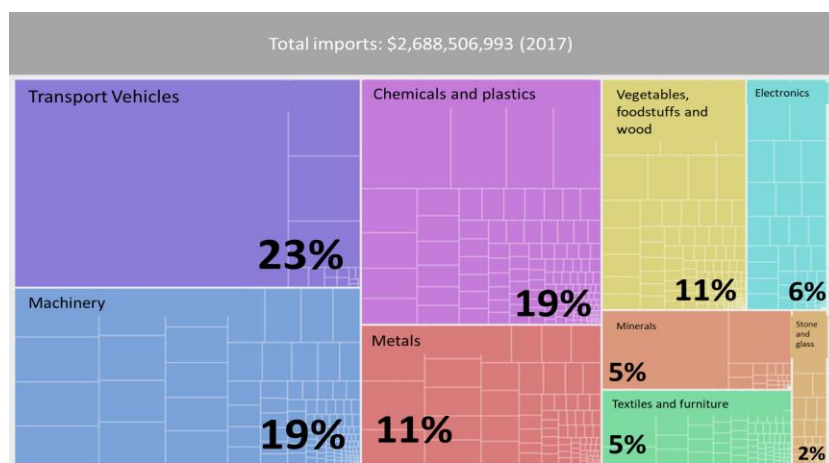
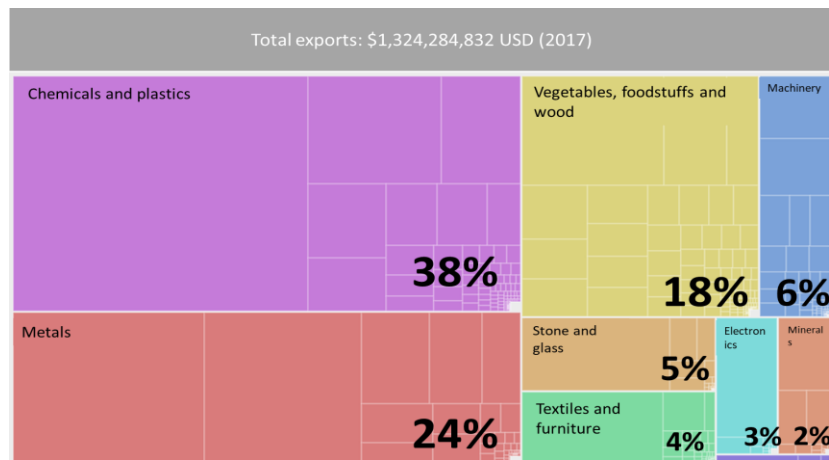
## GDP Growth 2016.



Source: National Accounts, DANE.



# FOREIGN TRADE



Source: Datlas.

## Destination regions:

- South America 39%
- North America 22%
- Asia 13%
- Europe 11%
- Central America 10%
- Others 5%



TECNOGLASS



monómeros  
Filial de Pequiven



GRALCO S.A.



PROCAPS

UCPL  
Uniphos Colombia Plant Limited

## Origin regions:

- Asia 33%
- North America 25%
- Europe 17%
- South America 14%
- Central America 8%
- Others 3%



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# REASONS TO INVEST





# REASONS TO INVEST

## CONNECTIVITY




Located at less than **100Km** to Santa Marta and Cartagena Port Areas.

**2 Fourth Generation (4G)** roads that connect with the state with the inner cities of the country.

Proximity to **USA** (two and a half hour) and **Panama** (one hour) by air.

Port of entrance of **4 of the total 10 submarine cables** that connect Colombia with the worldwide network.

## HUMAN RESORCE



Population of approximately **60,000 bilingual inhabitants**.

Over **786 programs** and **17 certified institutions** of higher education.

**38%** of the higher education graduates of the Colombian Caribbean region were trained in Barranquilla.

Technical Secretaries for programs related to Port Services, Metals Welding, River Transport, and Agriculture and Aeronautics of SENA.

## BUSINESS INFRASTRUCTURE



**4** Permanent Free Trade Zones

**1st** Health Free Trade Zone in Colombian Caribbean Region


**19** Industrial Parks

**5** industrial corridor

**7** Public Port Terminals operating

**Most important cargo airport** in the Colombian Caribbean region.

## QUALITY OF LIFE



Recovery of green areas and **90 ha** of the historical center.

New recreation spaces that connect the citizens with the river.

**Public Health system** recognized by the National Ministry of Health.

**Water and sewage system** recognized as a successful case by World Bank.



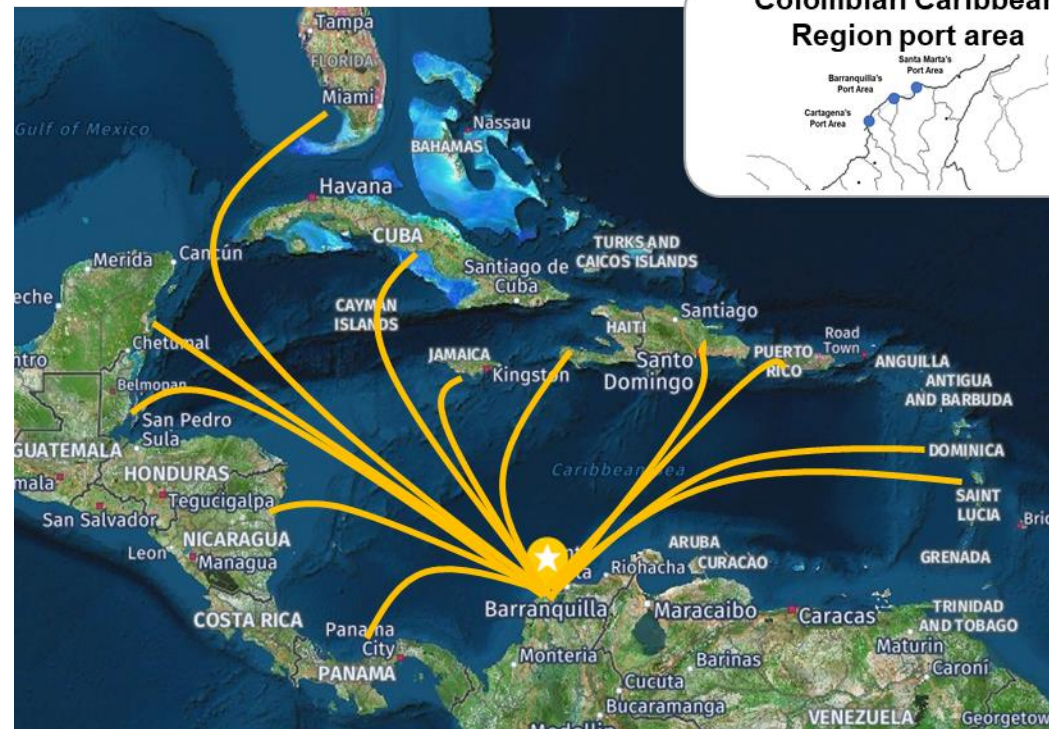
# REASONS TO INVEST: CONNECTIVITY

Located at the Northern Colombian coast, **Barranquilla's Port area** gets complemented with the maritime ports of Santa Marta and Cartagena, located at less than 100 Km.

*Barranquilla's Port (Puerto de Barranquilla) is located only 30 minutes away from Ernesto Cortissoz Airport.*

Weekly port frequencies towards **Central America, Caribbean Islands** and **North America**.

*Panamá (1 – 5 days)  
Miami (5 days)  
Costa Rica (2 – 11 days)  
El Salvador (8 – 19 days)*



The port area of Barranquilla mobilized **10,434,803 tons** of cargo in 2017.

Draught of **37.5** feet in the port area.

Draught of **40** feet in the access channel.

Access to the **center of Colombia** and **the Caribbean**.



# REASONS TO INVEST: CONNECTIVITY

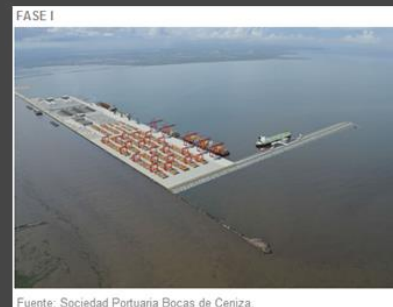
## BENEFITS OF THE MAGDALENA RIVER NAVIGABILITY PROJECT

Sistema de Transporte	Fluvial	Férreo	Carretero
Rendimiento comb (litro/Ton)	500 Km	120 Km	15 Km
Carga por Unidad	1000 Ton (Barcaza)	51 Ton (Vagón)	30 Ton (Tractomula)

Sistema de Transporte	Fluvial	Férreo	Carretero
7.200 Ton	1 Convoy de 6 Barcazas	1,8 Trenes de 80 Vagones	252 Tractomulas
1 MM Ton	166 Convoyes	250 Trenes	333.000 Tractomulas
Costo por Km	\$ 33 Ton/Km	\$ 40 Ton/Km	\$ 62 Ton/Km

## DEEP WATER PORT PROJECT

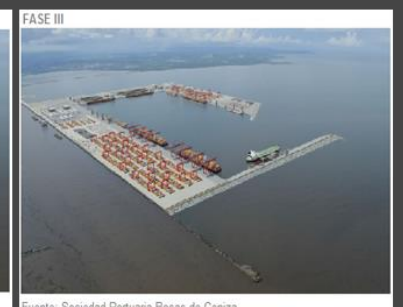
- Multipurpose terminal with capacity to handle coal, liquid bulk, solid bulk, containers and loose cargo.
- Total area of **1,250 hectares**, canal of 700 meters and a deep of water of 22 meters for vessels up to **65 feet** and **14,000 containers**.
- Investment required for 1st phase: **USD 206 million**.
- Designed for handling more than **32 million tons** in the first phase.



Fuente: Sociedad Portuaria Bocas de Ceniza.



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# REASONS TO INVEST: HUMAN RESOURCE

Second city in **Colombia** with highest percentage of bilingual population.  
Aprox. **60,000** inhabitants.

Over **786** programs and **17** certified institutions of higher education

**190,000** graduates between 2001 - 2016, concentrating 38% of the total higher education graduates in the Colombian Caribbean region.



**46%** of the **engineers** graduated between 2001 and 2016 in the Colombian Caribbean Region were trained in Barranquilla.

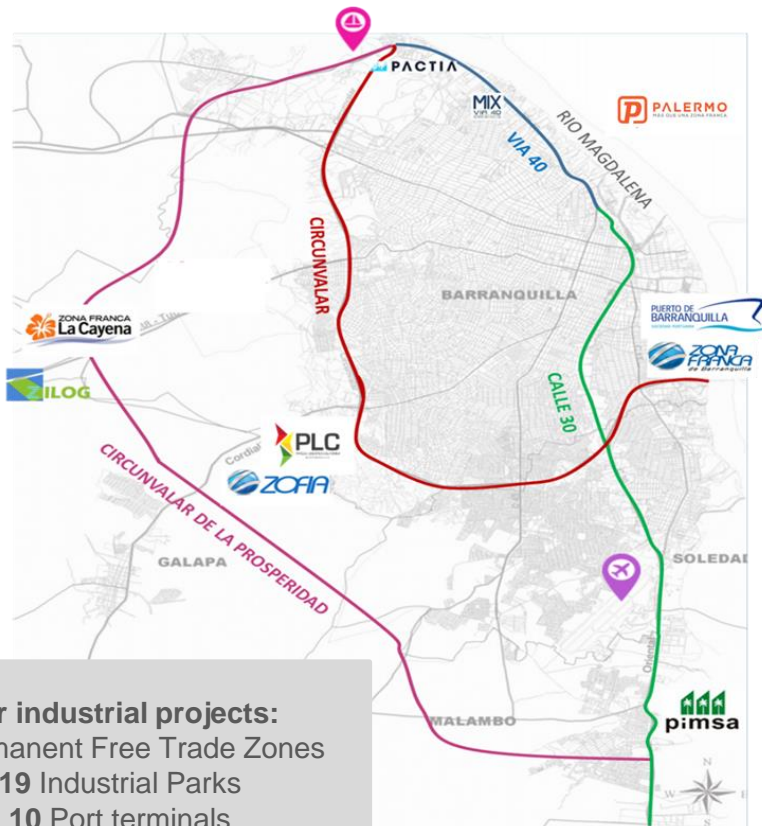
The Technical Secretaries for programs related to **Port Services**, **Metals**, **Welding**, **River Transport**, and **Agriculture and Aeronautics** of SENA (National Learning Service) are located in the state of Atlántico.

**Universidad del Norte:** First university in Colombia with **ABET Inc.** (Accreditation Board of Engineering and Technology) accreditation in all of its engineering programs.



# REASONS TO INVEST: BUSINESS INFRASTRUCTURE

## Industrial and logistics



**For industrial projects:**  
4 Permanent Free Trade Zones  
19 Industrial Parks  
10 Port terminals

## Services



### Centros Empresariales.

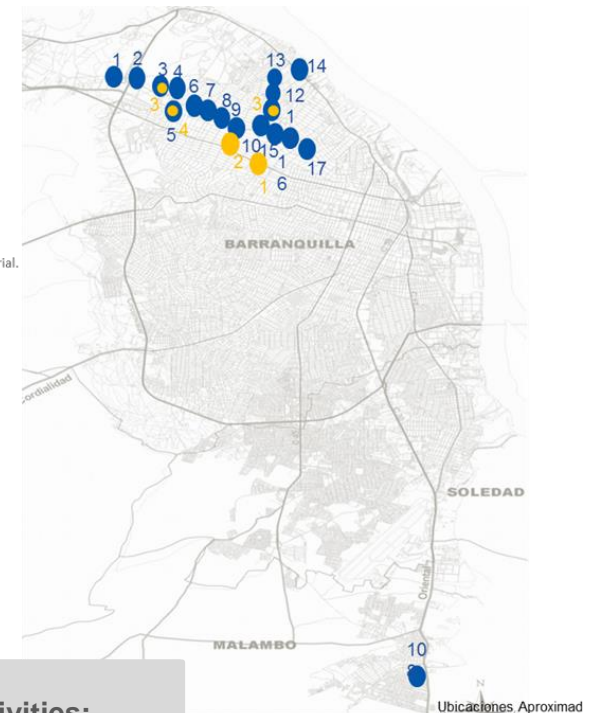
1. Centro Empresarial BC
2. Centro Empresarial BuenaVista
3. Centro Empresarial Blue Gardens.
4. Torres del Atlántico.
5. Centro Empresarial Buró 51.
6. Centro Empresarial Santa Clara.
7. Ocean Tower Barranquilla
8. Provalor – Atlántica Torre Empresarial.
9. Edificio Smart Office Center.
10. World Trade Center.
11. Edificio Green Towers.
12. Centro Empresarial Las Américas I.
13. Centro Empresarial Las Américas II.
14. Edificio Mix Vía 40.
15. Centro Empresarial Iverfin.
16. Centro Ejecutivo Miss Universo.
17. Edificio Prado Office Center.
18. Centro Empresarial Oikos.



### Espacios de Co-Working

1. CIB Centro Integral de Negocios.
2. Business Workplace.
3. Cubicus.
4. Regus

**For services activities:**  
More than 20 office and coworking spaces





# REASONS TO INVEST: QUALITY OF LIFE

**76%** of citizens perceive that Barranquilla is on the right track

**89%** of the citizens feel satisfied to live in Barranquilla

**88%** of citizens feel proud of their city Barranquilla



BARRANQUILLA   
**cómovamos**  
Monitoreo a la calidad de vida urbana



# REASONS TO INVEST: QUALITY OF LIFE



SABOR  
BARRANQUILLA



CARNAVAL DE  
BARRANQUILLA



BARRANQUIJAZZ



Around **22** events to be held during 2019 at the Events and Convention Center “Puerta de Oro”.





# REASONS TO INVEST: QUALITY OF LIFE

## GRAN MALECÓN



Development of 429 hectares along a 5 Km pier.

More than **1 Km** of pier that connect the city of Barranquilla with Magdalena River.



Source: Alcaldía de Barranquilla.



# QUALITY OF LIFE: CENTRAL AMERICAN AND CARIBBEAN GAMES 2018

**USD\$104  
million**

were invested for  
infrastructure and  
management of the event

More than  
**5.850 athletes**

coming from 36 countries  
were received



**BAQ 2018**  
XXIII JUEGOS DEPORTIVOS  
CENTROAMERICANOS Y DEL CARIBE

**13** restored and  
new sport venues





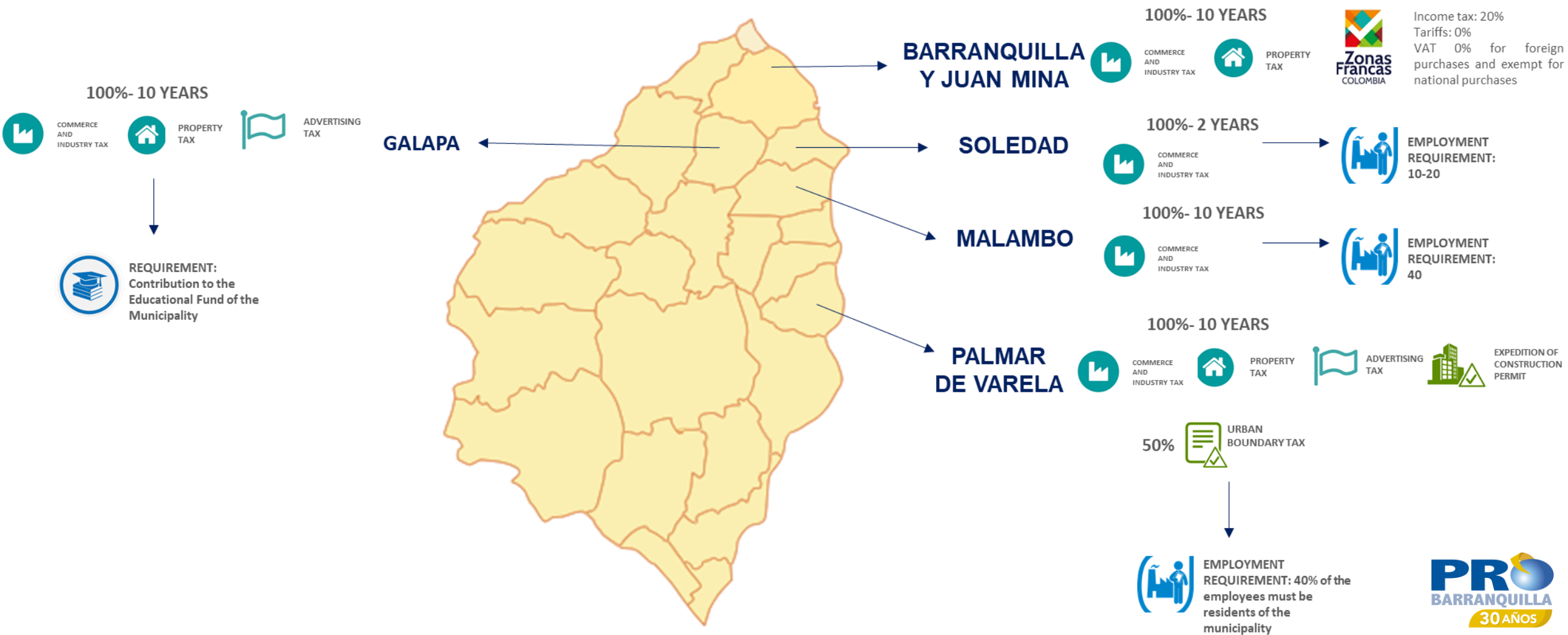
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# INCENTIVES





# TAX INCENTIVES MUNICIPALITIES OF THE STATE OF ATLANTICO



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# INVESTMENT OPPORTUNITIES





# INVESTMENT OPPORTUNITIES

## STRATEGIC SECTORS

### AGROCHEMICALS AND FERTILIZERS

Barranquilla and the state of Atlántico are the **industrial epicenter** of agrochemicals and fertilizers in Colombia.

The state of Atlántico represents **72%** of the national agrochemical exports.

**5 of the 10** most important multinational companies of the sector are located in the state of Atlántico: Bayer CropScience, Dow AgroSciences, BASF, UCPL and ADAMA.

Regarding crops protection, **40%** of the pesticides exported by Colombia are produced in the state of Atlántico.



### FOOD AND BEVERAGES

Center for distribution and agroindustrial transformation of the Caribbean Region.

Sector represents **32%** of the production and **25%** of the industry employment of the state (DANE 2015).

**SENA training center** specialized in the sector located in the municipality of Malambo.

**1st warehouse and distribution center** of refrigerated and frozen cargo within a port terminal in Colombia, facilitating foreign food trade without breaking the cold chain.



### COSMETICS AND CLEANING PRODUCTS

The national production consists of: **52%** cosmetics, **26%** house cleaning and **22%** absorbent products.

High potential in the subsectors of cosmetics and house cleaning for serving national and international markets, specifically in the segments of **makeup products, personal care products, and house cleaning products.**

Important international brands such as Natura, Johnson & Johnson, Grupo Familia, JGB, La Santé, have chosen companies located in the state of Atlántico to manufacture their products.



### INFORMATION TECHNOLOGIES

**300** companies of the sector dedicated to: Software development, development of mobile and web apps, digital contents and augmented reality, gaming industry, data center infrastructure services.

According to the Global Entrepreneurship Monitor, the state of Atlántico has the **highest rate of entrepreneurship activities in Colombia**, from which 50% are technology-based.

Presence of **Regional Cluster Caribe TIC** that promotes innovation, business development and industry internationalization.

Project: Innovation District (Distrito de Innovación).



# INVESTMENT OPPORTUNITIES

## STRATEGIC SECTORS

### PLASTICS

Located at less than an hour to the refinery of Cartagena, main supplier of the plastics industry of Barranquilla.

Thanks to the growth in the approval of m2 (61%) for construction in the territory, the demand for plastic construction materials has increased.

The growth of the Food and Beverages industry has contributed to strengthen the demand of packaging, labels, and other plastic products for the industry.



### HOTELS

Barranquilla has a wide hotels offer that includes 130 hotels, 6,642 rooms and 13,284 beds.

The city has the capacity to serve any type of traveler. 47% of the hotels belong to categories 4 and 5 stars, and 48% to categories 2 and 3 stars.

10 international hotel chains. Andes Plaza, Ibis and Marriott, are expected to start operating in Barranquilla in 2018.



### RENEWABLE ENERGIES

Colombia has an average irradiation of 4.5 kWh/m2/day. In Germany it is 3.0 kwh/m2/day, one of the countries that makes the greatest use of solar energy in the world.

The Caribbean Coast of Colombia has a potential between 5 and 6.5 kWh/m2/day.

Largest installable wind potential in the country: 20,000 MW, corresponding to the energy of some 13.8 million households in a year.



### OFFSHORE

65% of the offshore operations were served from Barranquilla in 2017, for companies such as Ecopetrol, Repsol y Anadarko.

Potential logistic center for the Oil&Gas industry on land regarding the new blocks of the Sinú - San Jacinto basin and the unconventional fields in the Magdalena Medio area.

Barranquilla is sister city with Aberdeen, Europe energy capital and WECP member, the only city in South America with the distinction.

From the Colombian Caribbean Coast, the largest 3D seismic in the world was carried out, with 35,000 km in 3D.





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# SUCCESSFUL CASES



## SUCCESSFUL CASES



Country: Mexico  
Sector:  
Construction  
materials

Mexican company dedicated to manufacture and commercialization of products for the construction industry. With 3 production plants in COL, more than 500 direct jobs and 50,000 indirect jobs, they have a distribution network with more than 600 points of sale and more than 1,500 sub-distributors. Since its founding, the company has installed more than 300 million m2 in roof tiles; 1.5 million houses have been benefited with their tanks and nearly 40,000 km of aqueduct and sewer pipes have been installed throughout the national territory.



Country: Mexico  
Sector: Food and  
beverages

Most important baking company in the world for brand positioning, production and sales volume, leader in Colombia, Mexico, Latin America and the United States. From its production plant in Soledad 4 distribution points are served: Santa Marta, Cartagena, Montería and Valledupar. The state allows easy access to international markets and raw materials, which are imported from Canada and the United States.



Country: USA  
Sector: BPO & IT

Multinational company of BPO that chose Barranquilla for its operations to serve telecommunications companies in the United States. Thanks to the availability of human resource, and the local government's financial support for English training programs, the company increased its operations from 150 to 625 employees.



Country: USA  
Sector:  
Consumption  
products

Largest operator of membership buying clubs in Central America and the Caribbean, started its expansion in South America through Barranquilla in 2011, in a 5,500 m2 location, with an estimated investment of US \$ 17 million and 130 direct jobs. Thanks to the port infrastructure and the conditions of the city, they chose Puerto de Barranquilla as their port for handling merchandise for the rest of the country. After their great success in Barranquilla they decided to expand their operations and open stores in other cities of Colombia.



Country: USA  
Sector: Chemicals

American chemical company with a production plant of 125,000mt2 in the municipality of Soledad for the manufacture of its agrochemical line. They entered the Colombian market through the acquisition of the company Rohm & Haas in 2001. From the state of Atlantico they export to Central America, Africa, Europe, USA, and the Pacific Basin.



Country: USA  
Sector: Food

American multinational company located in the municipality of Malambo dedicated to the manufacture of pet food (Pedigree and Whiskas), and the distribution of its confectionery line including brands such as M&M, Snickers and Milkyway. From its production plant in the state of Atlantico, the company exports to the andean and central american market.



TAIKU PALDIES EΥΧΑΡΙΣΤΩ TANAN благодаря  
SHUKRAN DANKE TERMA KASSIH DÍKY  
GRATIAS 감사합니 MATONDO MAAKE NANNI DIAKUIU  
HVALA THANK YOU MERCI MOCHCHAKKERAM DIOLCH  
TÄNAN SPASIBO дякую FALEMINDERIT

THANKS

הודות ASANTE CHOKRANE ESKERRAK MISAOTRA GRAZIE  
谢谢 OBRIGADO ARIGATO VINAKA  
SULPÁY SPASIBO  
DIOLCH ACIU DIOLCH WELALIN TAK KÖSZÖNÖM  
EKELE NGIYABONGA MATUR NUWUN KIITOS DZIĘKUJĘ