

An aerial night view of Barranquilla, Colombia, showing a dense urban landscape with numerous illuminated buildings and streets. The city lights create a vibrant, glowing effect against the dark sky. The text 'BARRANQUILLA' is overlaid in large, white, bold letters across the center of the image.

BARRANQUILLA

A city on the move

AGENDA

1. Barranquilla and the State of Atlantico
2. Investment Opportunities
3. ProBarranquilla

ATLANTICO



Capital:
Barranquilla



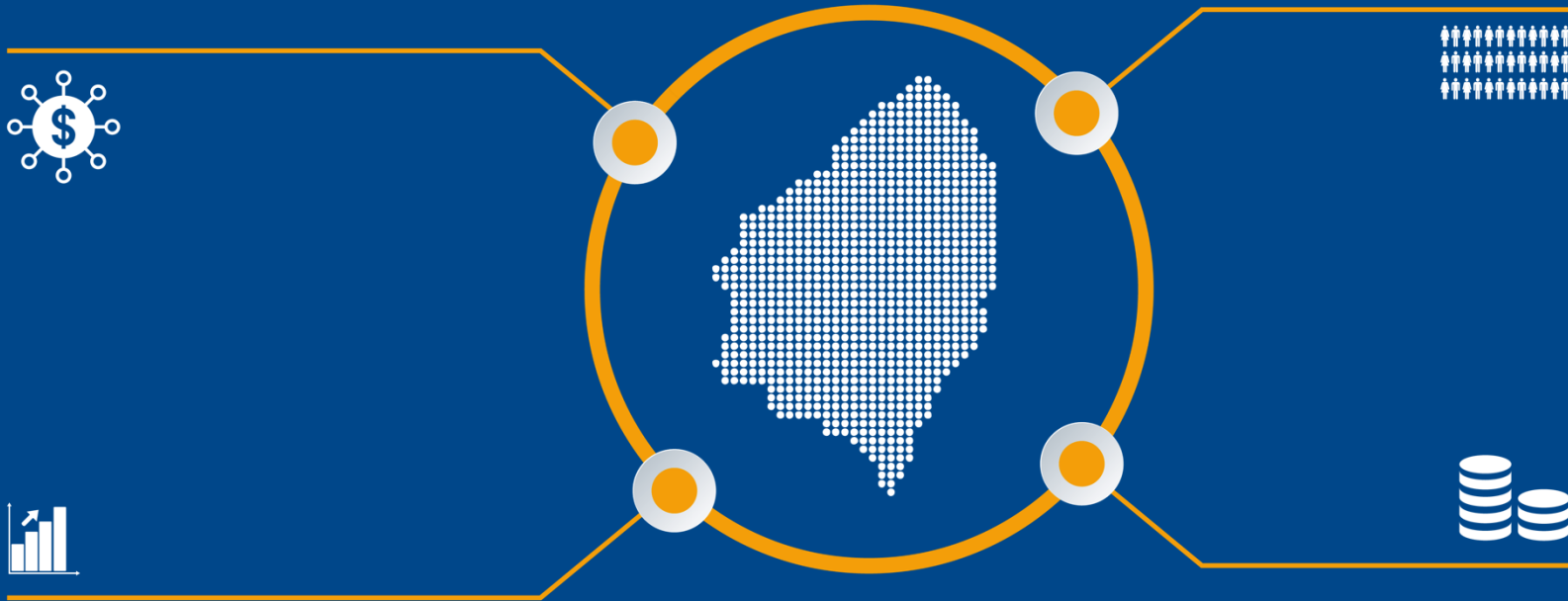
Population:
2.460.863



Area:
3,386 km²

Second state of Colombia with the highest foreign direct investment (2013)

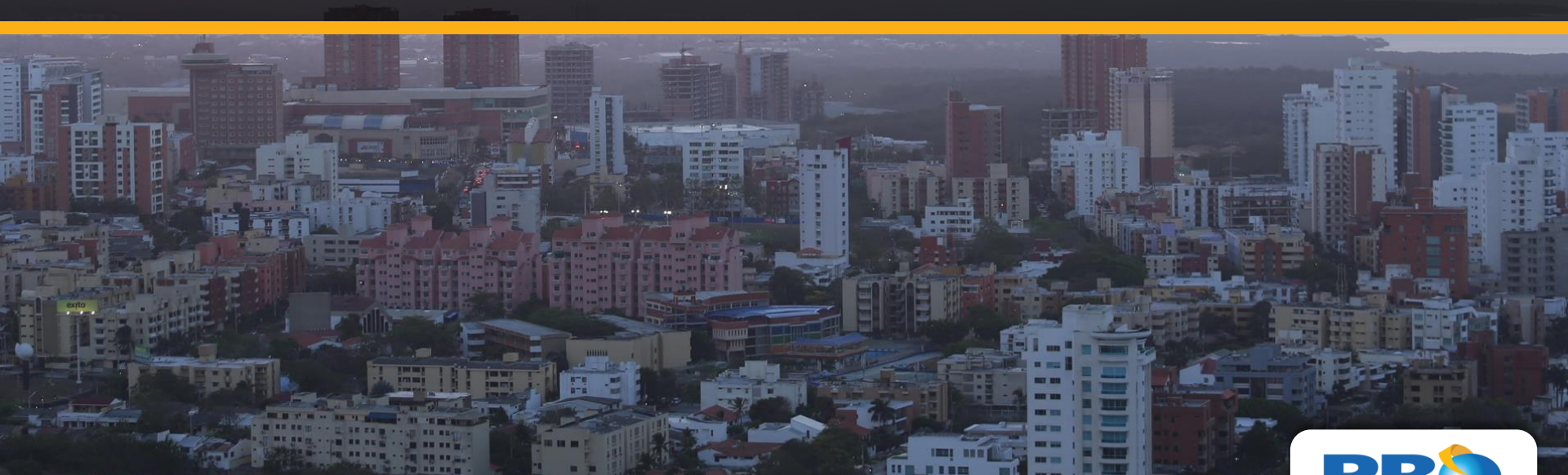
2nd Largest South American State of the future 2016/2017



Contributes with the 4% of the national GDP with USD\$10.5B (2014)

In the 2010 – 2015 period the state received USD\$3B in FDI

BARRANQUILLA



PRO
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TU AGENCIA DE INVERSIÓN EN EL ATLÁNTICO

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

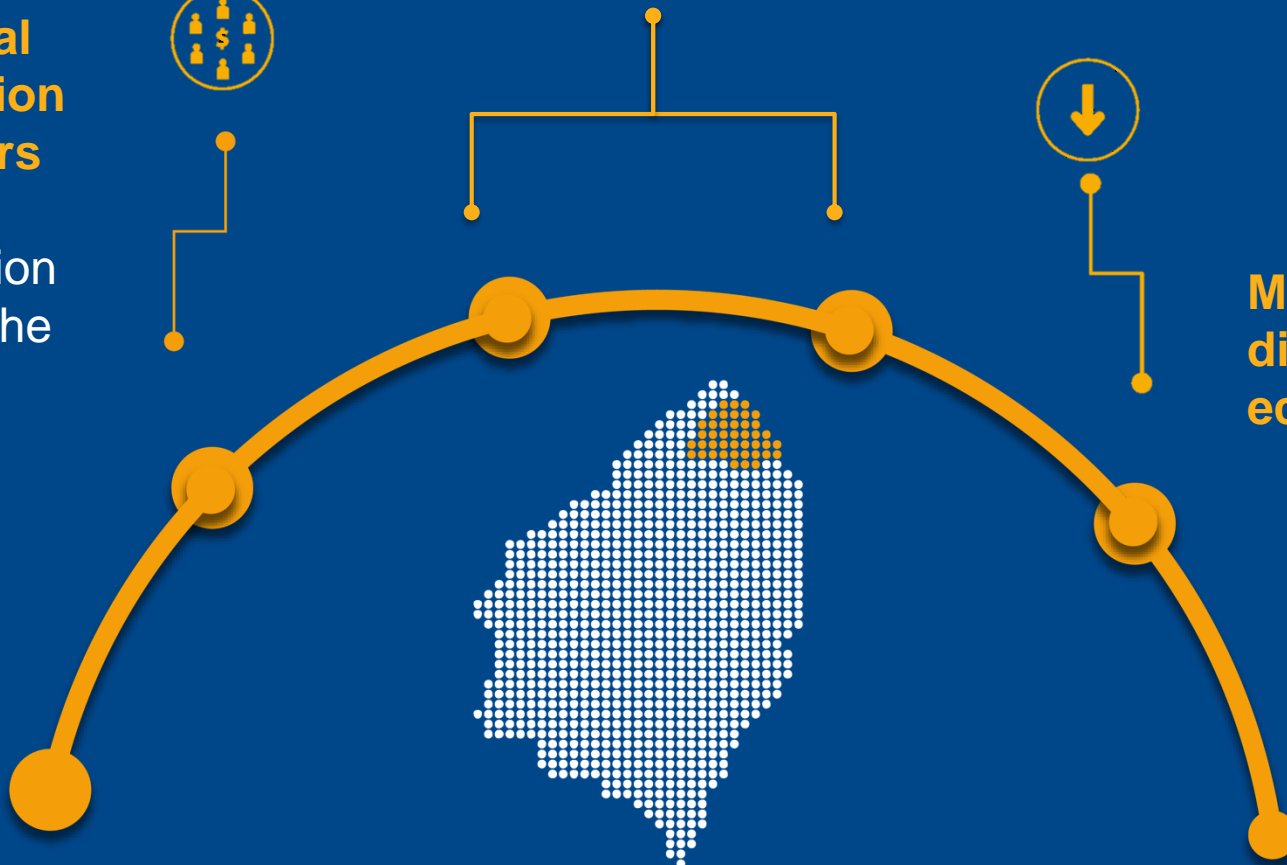
8,1% lowest unemployment rate in the country (may, 2016)

Poverty was **reduced** in almost **50%** from **43,9%** in 2003 to **22%** in 2015

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

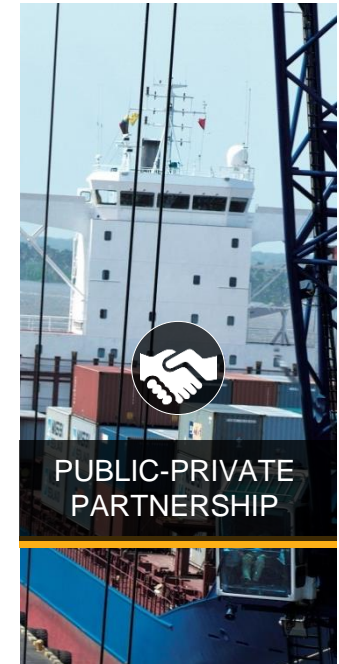
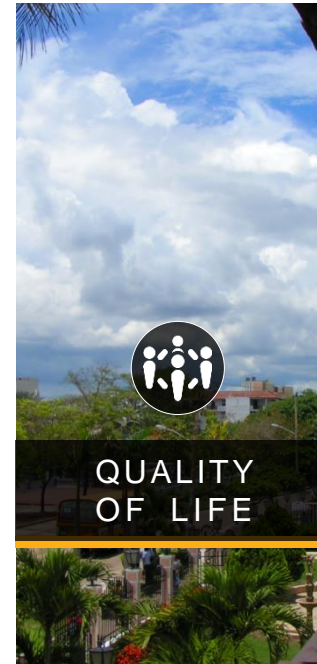
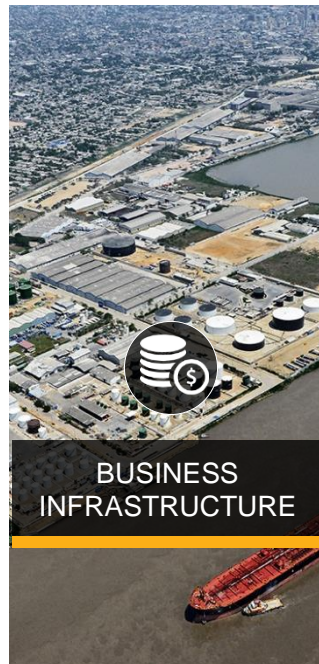


More diversified economy



CITY'S POTENTIALS

5 REASONS TO INVEST IN THE REGION






CONNECTIVITY

THE ATLANTICO IS A STRATEGIC
DESTINATION FOR INVESTMENT




MULTIMODAL LOGISTIC PLATFORM

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

Less than one hour to **920** international and **6.125** domestic air frequencies per week



Connection with **459** ports in **122** countries in all **5** continents

Located at **99 nautical miles** from Cartagena's port and at **52** from Santa Marta's



Port of entrance of **4** of the total **9 submarine cables** that connect Colombia with the worldwide network



HUMAN RESOURCE

BARRANQUILLA IS THE CAPITAL OF THE
CARIBBEAN REGION'S HUMAN RESOURCE



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QUALIFIED HUMAN RESOURCE

ALLIANCES AND INSTITUTIONS THAT CONTRIBUTE TO THE FORMATION OF PROFESSIONALS

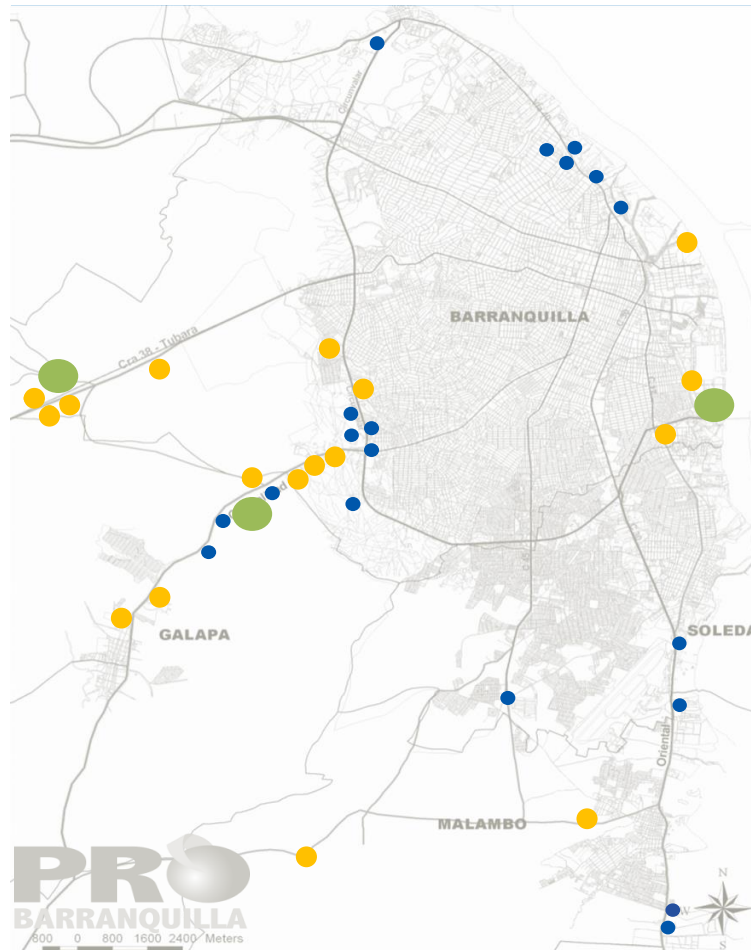
- Over **750** programs and **32** institutions of higher education
- Barranquilla has a population of approximately **60,000** bilingual inhabitants
- **11** language institutions
- We have **18** private bilingual schools, **4** of them with international high school
- **178** public schools to attend a **200.000** students population
- **3** of the best public schools in Colombia in 2016
- **44%** of the engineers graduated between 2001 and 2014 in the Colombian Caribbean Region were trained in Barranquilla
- The Technical Secretary for the **Metals** sector programs of SENA (National Learning Service) is located in the state of Atlantico

BUSINESS INFRASTRUCTURE



BUSINESS INFRASTRUCTURE

FREE TRADE ZONES AND INDUSTRIAL PARKS



- Permanent Free Trade Zones
- Industrial Parks in operation
- Industrial Parks projected

Approximate Location

3 Permanent Free Trade Zones

32 Industrial Parks and Business Centers

QUALITY OF LIFE

WIDE VARIETY OF ACTIVITIES AND THE
DEVELOPMENT OF NEW PROJECTS



QUALITY OF LIFE

QUALITY IN SERVICES, NEW PROJECTS
AND RECOVERY OF THE PUBLIC SPACES

GREEN ZONES AND PUBLIC SPACES

60 parks, fields and green zones and 90 hectares of the historical center were recovered during the last administration.



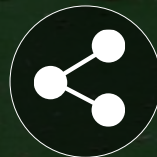
ROLE MODEL IN HEALTH SERVICES

Health system considered as the best of Colombia by the Health Ministry of the National Government in 2013



UTILITIES

The aqueduct and sewage system of the state has been catalogued as a study case and international role model by World Bank



PUBLIC- PRIVATE PARTNERSHIP MODEL

Successful development of infrastructure projects thanks to public-private fluid dialogue

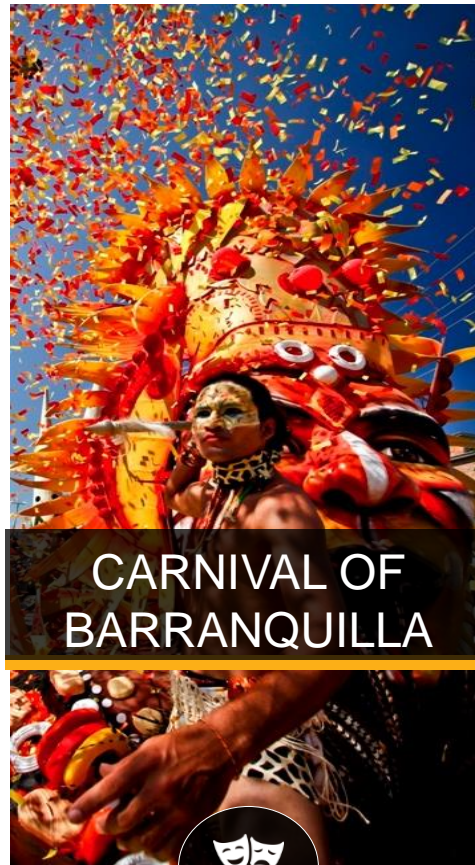


QUALITY OF LIFE

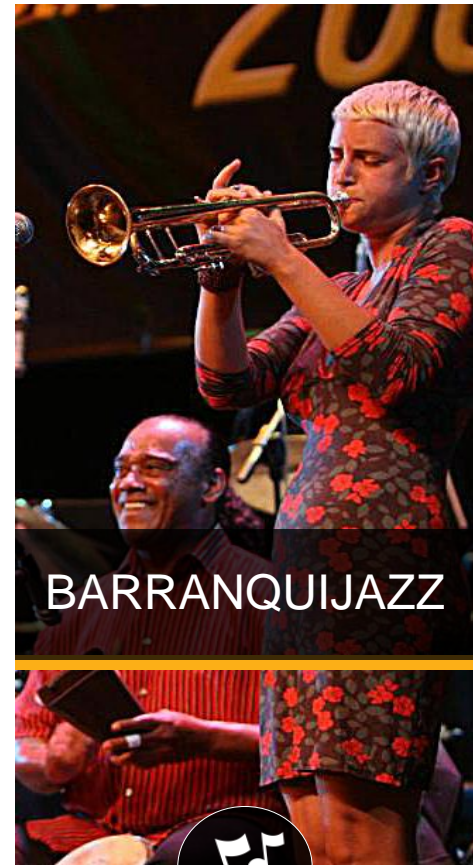
EVENTS – CULTURE - SPORT



SABOR
BARRANQUILLA



CARNIVAL OF
BARRANQUILLA



BARRANQUIJAZZ



PUBLIC-PRIVATE PARTNERSHIP

STATE OF ATLANTICO AS A ROLE
MODEL

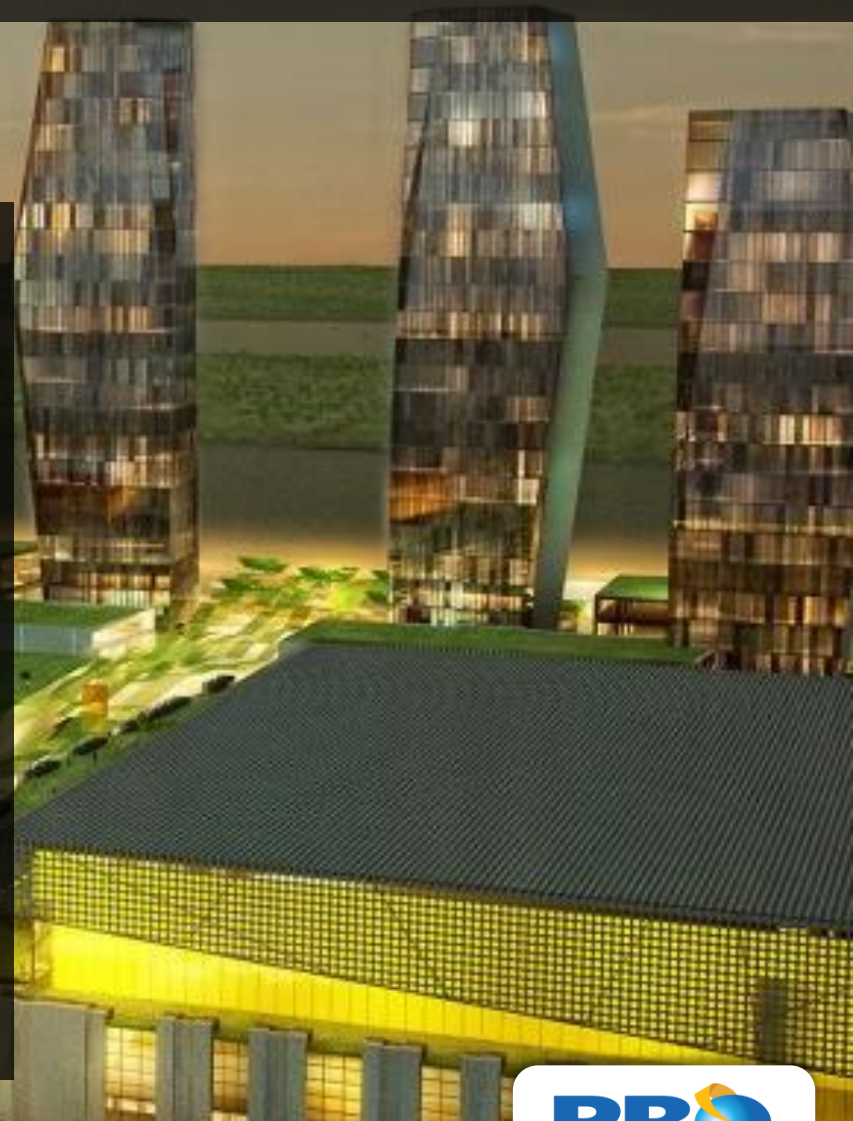


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TU AGENCIA DE INVERSIÓN EN EL ATLÁNTICO

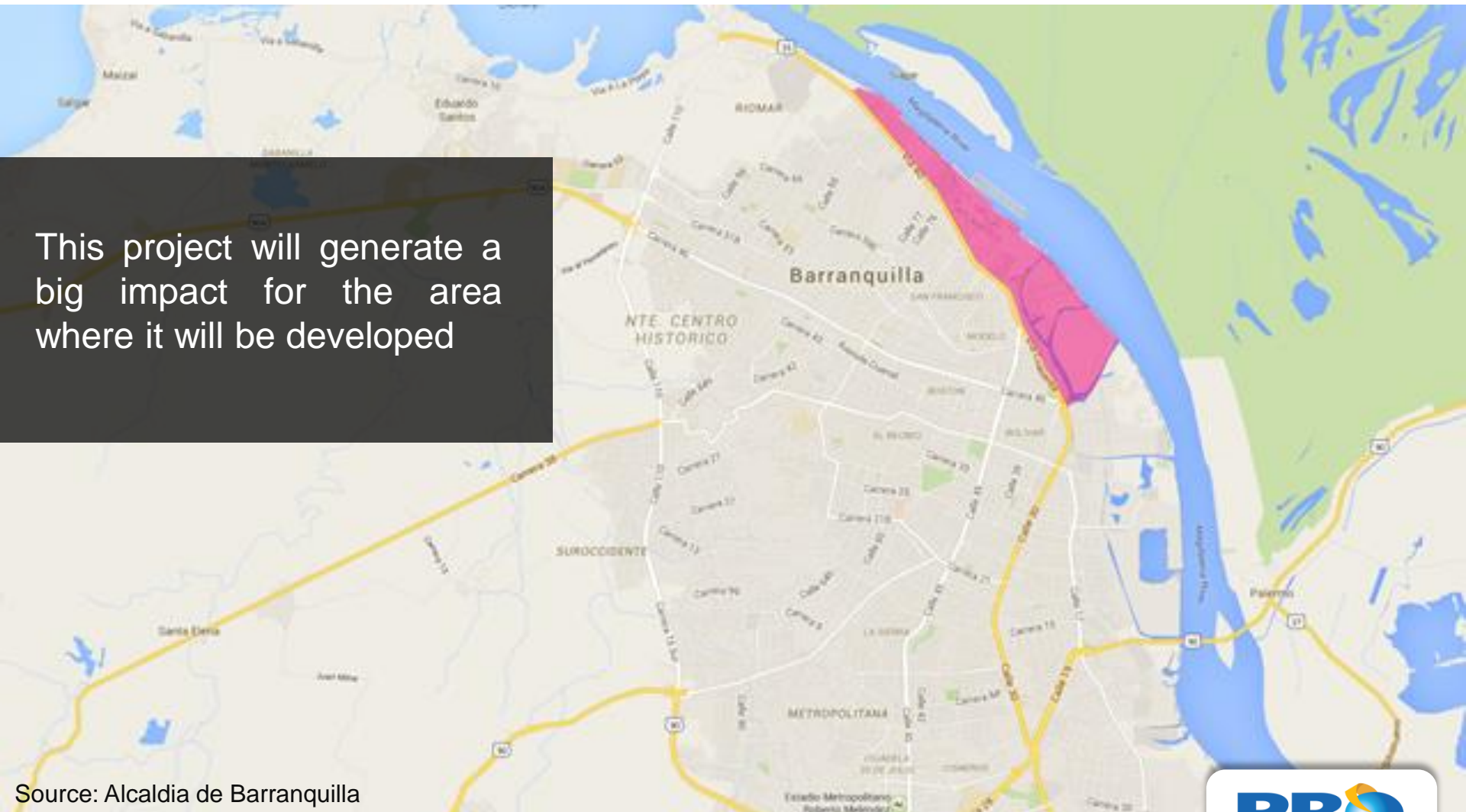
EVENTS AND CONVENTION CENTER PUERTA DE ORO

- **Modern complex** for events and conventions development and Public Private Partnership (**PPP**) national model
- **75.500 m2** of total area
- The project includes:
 - Exhibition Center with a **16.000** people capacity
 - Convention Center with **4.000** people capacity
 - Touristic Boardwalk of 580 meters in length
 - Business Center Area
- **USD\$124 million** investment and **27.752 jobs** during its construction



PIER, GREEN CORRIDOR AND AVENIDA DEL RIO

This project will generate a big impact for the area where it will be developed



Source: Alcaldia de Barranquilla

Project structured under two concepts:

1 Connecting the Events and Convention Center “Puerta de Oro” and “La Loma” in order to create a landscape route on the Magdalena River

2 Creating urban activity nodes who attract urban life towards the river





NODE 1
Commercial
Area



NODE 2
Sports Area



NODE 3
Cultural Square





Piers



Lineal parks
with wide
green spaces



Mobility

- Landscape routes
- Low speed routes
- Pedestrian prioritization

Each **node** will be connected
by:

“BOCAS DE CENIZA” DEEP WATER PORT

FASE I



Fuente: Sociedad Portuaria Bocas de Ceniza.

FASE II



Fuente: Sociedad Portuaria Bocas de Ceniza.

- Multipurpose terminal: coal, liquid and dry bulk, containers and bulk cargo.
- Area of 1,250 hectares, a channel of 700 meters and a draft of 22 meters for vessels up to 65 feet and 14,000 containers.
- Interested: Investors to create partnership to construct, develop and operate the terminal
- 1st phase: USD 206 million

FASE III



Fuente: Sociedad Portuaria Bocas de Ceniza.

“LAS FLORES” PIER IN THE MAGDALENA RIVER



Total area: 541 meters

Investment: USD 5 million

Interested: investor to develop urban projects around this one: restaurants, housing and commerce activities.

INVESTMENT OPPORTUNITIES

INVESTMENT OPPORTUNITIES

- Establishment and expansion of **414 companies**
- More than **USD \$ 3 billion** in investment
- More than **17,000 jobs** for the state

Last
5
years

Some success cases:



BARRANQUILLA, *A HUB FOR AGROCHEMICALS*



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CHEMICALS

Main exporting industry in the State of Atlántico

- **35% of total** industrial exports in 2013
- More than **USD\$582 million** FOB exported in 2013.

Colombia is one of the countries with the greatest potential for expansion of agricultural lands in the world: **10 million hectares** according to FAO

Identified opportunities to serve international demand of agrochemical products:

- **United States**
- **Canada**
- **Andean region**

Source: Estudio de Aprovechamiento del TLC - CCB

Companies with **manufacturing operations** in Barranquilla





BARRANQUILLA,

A BOOMING PLASTIC MANUFACTURING
INDUSTRY





PLASTIC INDUSTRY IN BARRANQUILLA

52% Growth

in square meters approved in the state of Atlantico (2014), increasing the demand of plastic construction material

Barranquilla is located just one hour away from Cartagena Refinery

#1 supplier of plastic

industry in Colombia

Industry growth thanks **to the increased demand** of food products, beverages and pharmaceuticals

BARRANQUILLA AS A PLATFORM

FOR THE OUTSOURCING INDUSTRY



Attractive Conditions

for the *Outsourcing Industry*



Human Talent

voice BPO centers and back office

offering call center services,
administrative, financial and
accounting services, and
technical support

**57,000
graduates**

in technical, technological
and professional programs
related to business
management and
engineering



Bilingualism

More than 4,000 bilingual agents

offering customer
services and technical
support operations in
the US and Canada,
supported by the
second highest bilingual
population in the
country



Competitive Costs

The average cost for real state
spaces

is 25% more competitive

in comparison with other cities
in Latin America and Colombia

World-class telecommunication infrastructure

providing high-speed
reliable services, with **4
submarine data cables**
connecting in
Barranquilla

BARRANQUILLA AND THE STATE OF ATLANTICO OFFER OPPORTUNITIES

FOR BPO&IT SERVICES



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Opportunities

for BPO & IT services

KPO Projects:

specialized in engineering outsourcing services

More than

5 thousand

engineers in different areas



Barranquilla and the state of Atlantico

as an Investment Destination

Shared Services Centers supported in

60 thousand

Professionals in administrative areas and engineering



Foreign companies **with operations** in Barranquilla:



Indra



TU AGENCIA DE INVERSIÓN EN EL ATLÁNTICO

BARRANQUILLA AND THE STATE OF ATLANTICO OFFER OPPORTUNITIES FOR THE METALS INDUSTRY





METALS INDUSTRY IN BARRANQUILLA

→ **42% of imports**
of the State of Atlántico are from
Metals Industry

2nd main exporter sector

of the state after Chemicals exports

60% of steel

for Colombia's demand is received
through Puerto de Barranquilla

→ In the state of Atlántico is located the
biggest galvanizing kettle of the country
with a capacity of
230 tons of zinc

Companies with **manufacturing operations**
in Barranquilla

GECOLSA

CAT

austinengineering^{LTD}



CSP | **Steel**

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PROBARRANQUILLA

- The **Investment Promotion Agency** of Barranquilla and the state of Atlántico
- **Generates growth and development** in the state through activities, attracting local and foreign investment

PROBARRANQUILLA

MAKES IT POSSIBLE

Private Non-Profit Organization

we operate with resources coming from

110 companies that support our activities



Representant of South American IPAs for **WAIPA**





BARRANQUILLA

a city on the move