

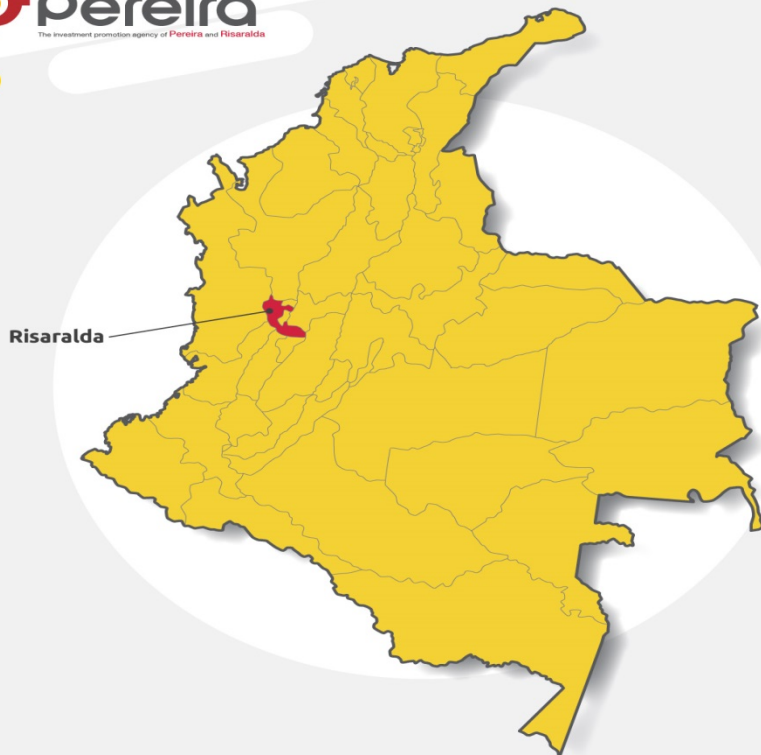


*Invest in*  
**pereira**

The investment promotion agency of  
**Pereira** and **Risaralda**

# • MACROECONOMIC •

## OUTLOOK



# • A COMPETITIVE TERRITORY •

## GDP GROWTH RATE

Second state in Colombia with  
the best GDP growth 5,3%  
(National Average 2.0%)

## POVERTY AND INEQUALITY

Pereira is the first city of Colombia  
with **lowest extreme poverty** 0.8%  
First city with the **less inequality**  
60% of the population is **middle class**

## UNEMPLOYMENT

With an **unemployment level of 8,2%**, Pereira  
is the first city in Colombia with the best  
improvement in the employment rate.

## RISARALDA State



Population  
**962.529**



Temperature  
**18°C and  
24°C**



Height  
**800 masl  
4.000 masl**

## PEREIRA Metropolitan Area



Population  
**677.130**

# INTERNATIONAL RANKINGS

WORLD BANK GROUP

**DOING BUSINESS**

Measures the easiness to do business

**COLOMBIA**

**2<sup>nd</sup>**

in Latin America  
**2016**

**PEREIRA**

**1<sup>st</sup>**

in the category of  
Business set up process

**PEREIRA**

**2<sup>nd</sup>**

in National  
ranking

Source: World Bank, Doing Business 2017  
<http://espanol.doingbusiness.org/Rankings/colombia>

## FOREIGN DIRECT INVESTMENT RANKING a financial times ranking

### TOP 10 MID-SIZED AMERICAN CITIES OF THE FUTURE 2017/18 – COST EFFECTIVENESS

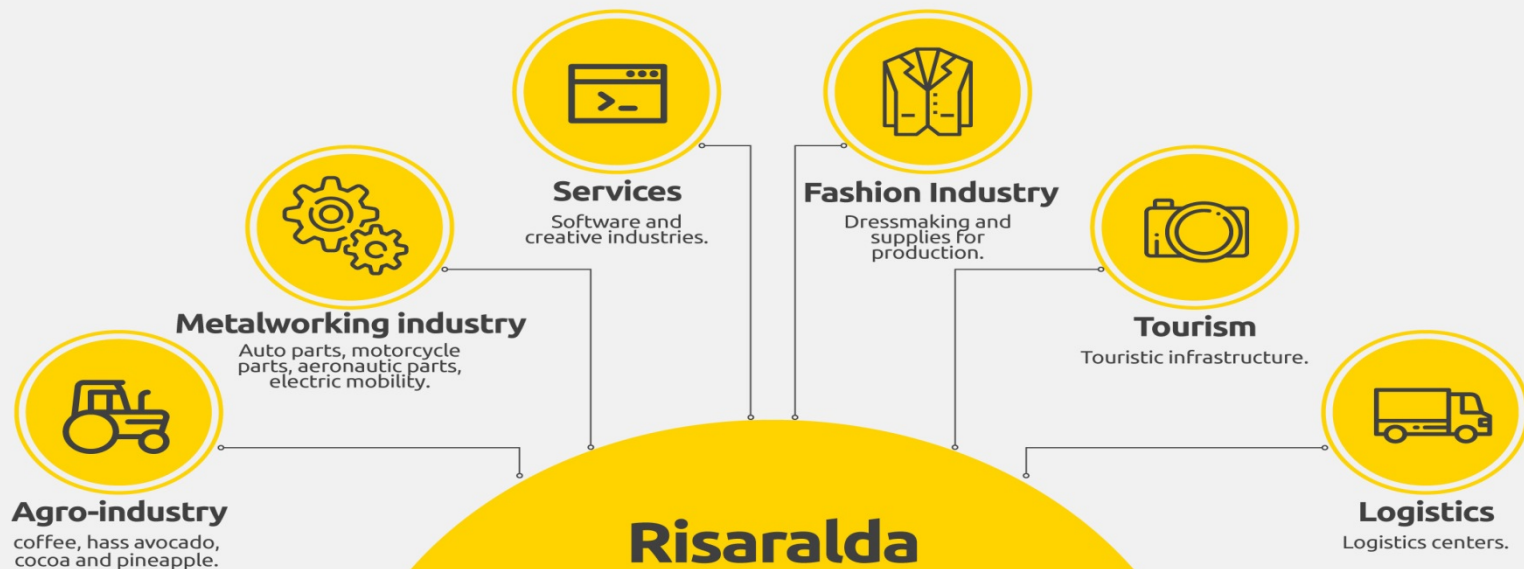
RANK	CITY	STATE	COUNTRY
1	Cuenca	Azuay	Ecuador
2	Piura	Peru	Peru
3	Alajuela	Costa Rica	Costa Rica
4	Valparaíso	Chile	Chile
5	Trujillo	Peru	Peru
6	Antofagasta	Chile	Chile
7	San Salvador	El Salvador	El Salvador
8	Arequipa	Peru	Peru
9	Pereira	Risaralda	Colombia
10	Ibagué	Tolima	Colombia

### TOP 10 MID-SIZED AMERICAN CITIES OF THE FUTURE 2017/18 – FDI STRATEGY

RANK	CITY	STATE	COUNTRY
1	Hamilton	Ontario	Canada
2	Brampton	Ontario	Canada
3	San Salvador	El Salvador	El Salvador
4	Quebec	Quebec	Canada
5	Joinville	Rio de Janeiro	Brazil
6	London	Ontario	Canada
7	Mississauga	Ontario	Canada
8	Pereira	Risaralda	Colombia
9	New Orleans	Louisiana	US
10	Colorado Springs	Colorado	US

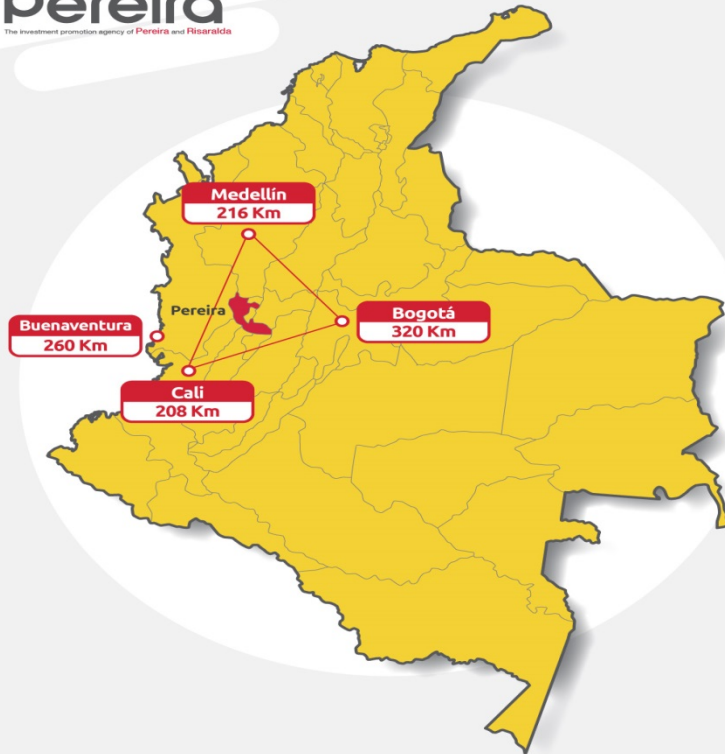
Source: FDI South Americans States of the Future 2016/17

## • MAIN ECONOMIC • ACTIVITIES



# • GEOSTRATEGIC •

LOCATION AND CONNECTIVITY



## • GEOSTRATEGIC •

### LOCATION

Located in the middle of the **three most important consumption centers** in Colombia and near to the main **sea port** of the country, **RISARALDA** is the **best location** for companies looking to address to national and the international market.

## PEREIRA Y RISARALDA

In a radius of 200 km  
you have access to:



**56%**  
National  
Population



**62%**  
National  
GDP

# • PROJECTS TO •

## IMPROVE CONNECTIVITY

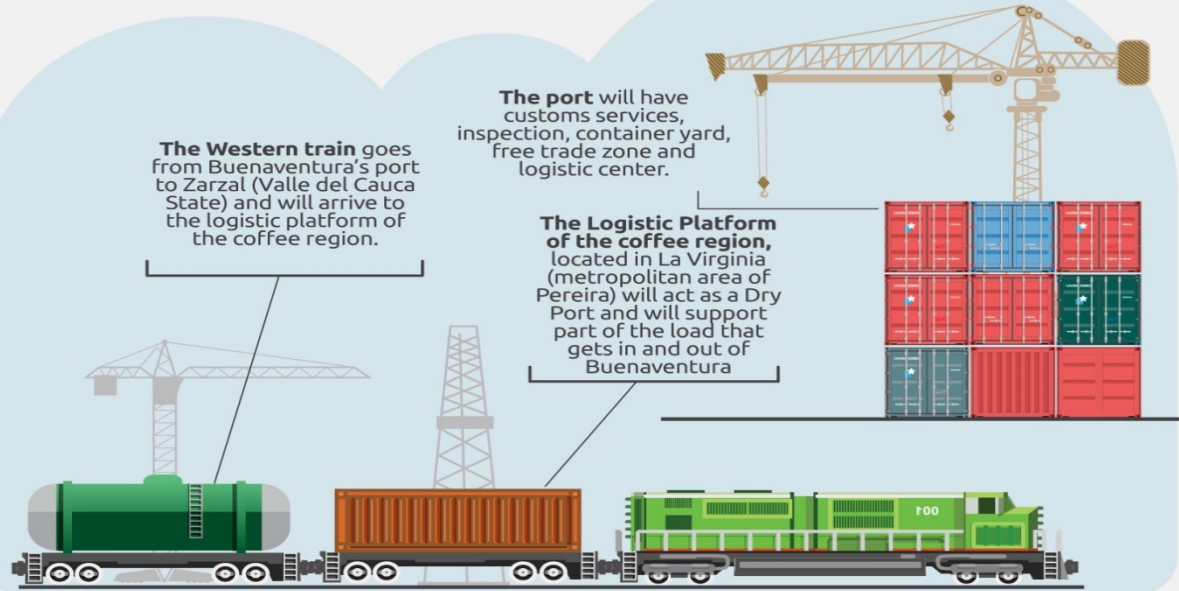
### NEW ROADS



In 2021 getting from Pereira to Medellín will take around 2 hours 40 minutes.



In 2019 getting from Pereira to Bogotá will take 5 hours



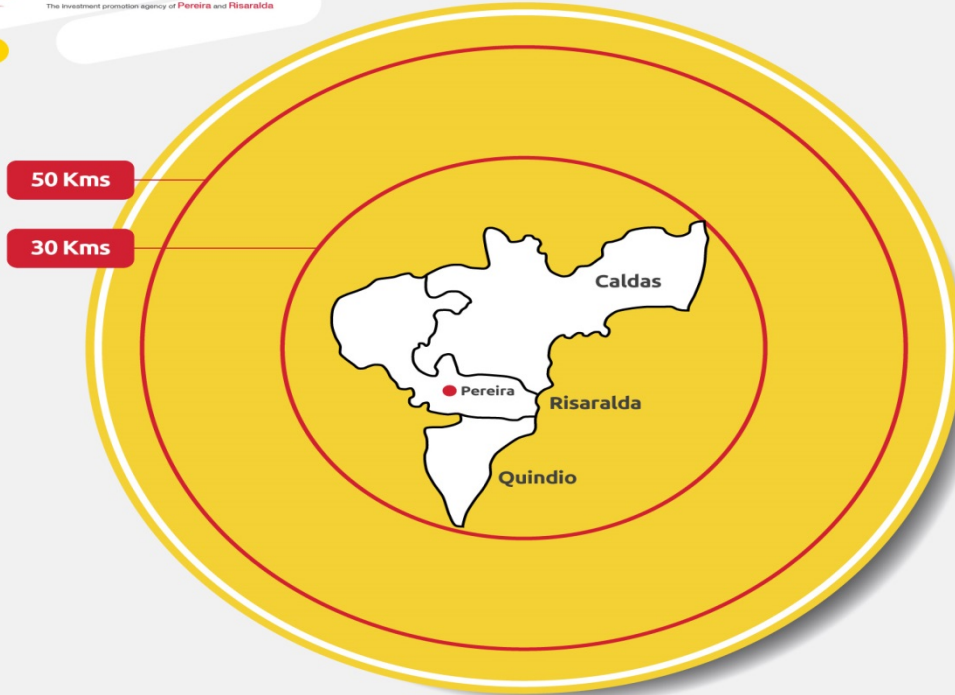




## • BUENAVENTURA'S • **PORT**

Geostrategic location that **connects Colombia to the world** by the Pacific Ocean.

Handles up **43%** of the load of the country. The second port with the **highest growth** in the country.



Fuente: Niveles de conmutación, Rafael Cubillos para la Misión Sistema de Ciudades, DANE, 2005.

## ● THE COFFEE ● REGION

**Pereira** is the **linchpin** of the west of Colombia, being the **mandatory crossing point** for main roads and road projects

## INFLUENCE AREA



**2,3**  
million people  
**50 kms**



**1**  
million people  
**30 kms**

## • COFFEE CULTURAL • **LANDSCAPE**

The coffee cultural land scape was a  
Declared as a **World cultural heritage**  
by **UNESCO** on 2011



780 bird species, in only 3% of the Country's territory we have  
40% of the bird species registered in Colombia.



**Business tourism**



**Nature or Eco Tourism:**  
Ukumari Bio-Park, hot springs,  
bird watching.



**Adventure Tourism:**  
Paragliding, Canopy, Horseback  
Riding, Hiking and Rafting.



**Typical Villages of the  
Coffee Cultural  
Landscape Architecture**



# • MATECAÑA •

## INTERNATIONAL AIRPORT

Located in Pereira, **70%** of the national and international passengers coming to the Coffee Region arrive by this airport.

**1.5 M** passengers per year

Airport with **the best growth** of number of passengers in the country in 2018

**4 Airports** along the Coffee Region

### Modernization master plan



New terminal in 2019



4,2% annual growth in operations



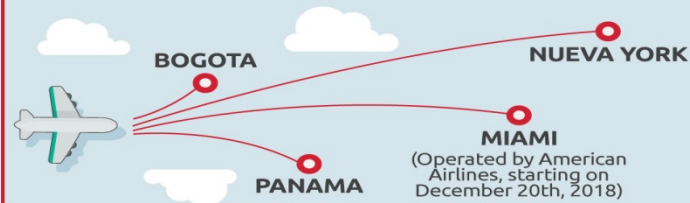
New routes and air frequencies



**ILS - Instrumental Landing System:** With ILS, 50% of the airport closings will be reduced

\*Source: Aerocivil

### Direct Connections to 4 of the main international LATAM HUBS:



• **COMPETITIVE** •

**COSTS**



### National exemptions for the Free Trade Zone users

National free trade zones law	Free Trade Zone	National Territory
Income Tax	20%	37%
TAX	0%	19%

**\*No payment of tariffs for imported goods**

### Local tax exemptions for the Free Trade Zone of Pereira

Exemption	Percentage	Time
Property tax	100%	5 years
Trade and Industry Tax	100%	10 years

## • TAX INCENTIVES •

### FREE TRADE ZONE OF PEREIRA

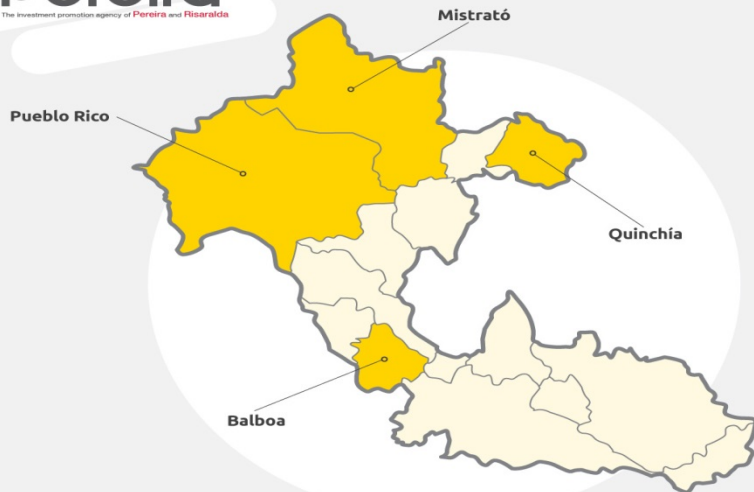


## PRICE REFERENCE

Warehouse for rent (sqm<sup>2</sup>)  
**4 - 5 USD**

Warehouse for sale (sqm<sup>2</sup>)  
**805 USD**

Lot for rent (sqm<sup>2</sup>)  
**116 USD**



**STARTUP COMPANIES**

USD \$123.198



**STARTUP COMPANIES**

USD \$1.229.774



**MIDDLE-SIZED COMPANIES**

USD \$3.688.585



**LARGE-SIZED COMPANIES**

Bigger than  
USD \$3.688.585



# • NATIONAL TAXES •

## INCENTIVES: ZOMAC

Companies based in Pueblo Rico, Mistrató, Quinchía and Balboa, 4 municipalities of Risaralda can have an Income tax reduction as follows:

### STARTUP AND SMALL-SIZED COMPANIES

Year of creation	Income tax exemption
From 2017 to 2021	100%
From 2022 to 2024	75%
From 2025 to 2027	50%

### MIDDLE-SIZED AND LARGE-SIZED COMPANIES

Year of creation	Income tax exemption
From 2017 to 2021	50%
From 2022 to 2027	25%

# • WAREHOUSES •

## Success Case:

An international food producer company decided to move its small regional distribution centers to a national one in Pereira, achieving **11.75% of savings**. In this plant the company stocks the import supplies, produces food and distributes to all the country.

Warehouse sales in different cities

City	Rent (sqm)	% Difference
Pereira	\$3	0%
Bucaramanga	\$4	19,05%
Cali	\$5	28,64%
Medellín	\$6	44,44%
Bogotá	\$7	48,86%

Warehouse rent in different cities

City	Sell (sqm)	% Difference
Pereira	\$568	0%
Bucaramanga	\$600	5,33%
Cali	\$758	25,02%
Medellín	\$933	39,12%
Bogotá	\$1.056	46,19%



# • AGRO-INDUSTRY •

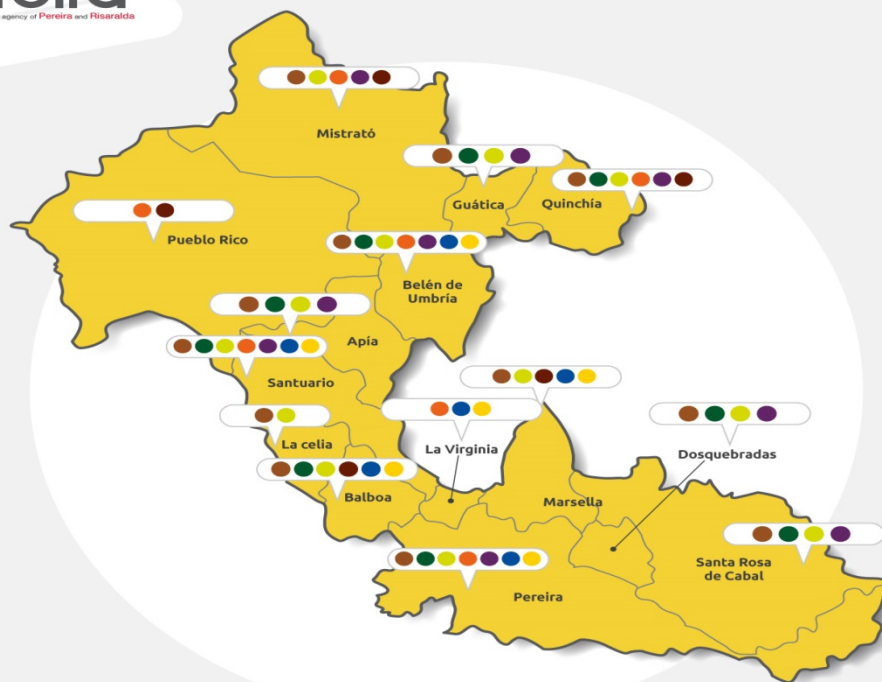
## • AGROINDUSTRY •



PRODUCTS	EXPORTS IN 2017 (USD)
Green Coffee	298 M
Sugar	37 M
Hass Avocado	11 M



**Risaralda**  
**is the fourth**  
largest exporter of  
Coffee in Colombia



## • RISARALDA'S • AGROINDUSTRY

- Coffee
- Hass Avocado
- Banana
- Sugar Cane
- Blackberry
- Cocoa
- Soursop
- Pineapple

## • SUCCESS CASES •

### Local Companies



**carlama®**

Cartama is one of the largest exporting avocado hass companies in the country. Having hass avocado crops in the Coffee Region, Antioquia and so on, its collection and exporting center is located in Pereira.



Juancamole is the largest guacamaole and avocado pulp producer in Colombia.



**alimentos  
Naranja Verde**

Alimentos Naranja Verde offers powdered and bar dehydrated fruits. Its main exports destinations are Switzerland, Israel and USA. Kellogs is currently one of their clients.

### Foreign Investment



Nestlé has its national distribution and production center in Pereira.

# • METALWORKING •

## INDUSTRY



### Laboratories

- Reverse Engineering
- 3D Printing and Scanning
- Material resistance
- Electrical Noise Measures



### Products

- Bicycles
- Power transformers
- Die-stamping and tooling
- Motorcycle parts
- Auto parts
- Aeronautic parts



### Main Services:

- High precision cuts
- Robotic welding.
- Bending of tubes.
- Die-cutting
- Computer numerical control
- Plastic injection
- Coating

## • METALWORKING • INDUSTRY

Products	Exports in 2017 (USD)
Copper manufactures	159M
Electric materials	130M
Automotive vehicle	129M
Aluminum manufactures	43M



# •ELECTRICAL•

## MOBILITY

A study developed by the IDB has affirmed that the annual demand for electric vehicles in Colombia will be 6,500 in 2023, being one of the countries in LATAM with the greatest demand.

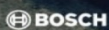


The Colombian government has already issued laws that favor electric transport in terms of taxes and promote the development of proper infrastructure for loading vehicles.

The largest cities in Colombia such as Bogotá, Cartagena, Medellín and Cali are also venturing into electric mobility projects.



The local energy company of Pereira has created many charging points in our city for electric motorcycles.



## • SUCCESS CASES •

### Local Companies



Busscar is a bus assembly company. This enterprise exports to 8 countries of LATAM and has produced 60% of the buses of the mass transit system in Colombia.



Magnetron is an electrical transformers producer which exports to USA, Panama, Costa Rica and Cuba.

### Foreign Investment



ABB Produce electrical transformers and electric components and exports to all America.



Suzuki has been in Pereira for more than 60 years. This is the only motorcycle production plant in America.





DIŞ EKONOMİK İLİŞKİLER KURULU  
FOREIGN ECONOMIC RELATIONS BOARD

•THANK YOU.

