
Discover Colombia: Economic Viability and Competitive Advantages



BraveUS



BraveUS
RIGHT-SHORE SERVICES

1. Exploring Colombia's Potential

Colombia's Attributes



52 .9M inhabitants

Colombia's has the 3rd largest population in LatAm.

Growing Economy

National (GDP) continues to rise, achieving a figure of \$363 billion USD in 2023, with a projected upward trajectory for the next five years.

17 Free Trade Agreements

2nd in LatAm with more FTAs facilitating international trade and reducing the cost of importing and exporting products.

Accessibility - El Dorado Airport

- 1st in LatAm and 35th in the world according to Skytrax, 2022.
- 6-7h flight from any capital in the continent.

High Connectivity (2023)

2nd in LatAm with the greatest amount of submarine cables (12 in total).

Multiple regions & Business Centers

Colombia has 5 cities with more than 1M inhabitants and a significant economic growth in intermediate cities.

BOG, MDE, CLO, BAQ, CTG

Competitive labor costs

With a pool of service-oriented, skilled, and bilingual talent, Colombia maintains competitive salary costs in Latin America. Colombia is 30% more competitive than Mexico and Brazil, and 68% more cost-efficient than Costa Rica.

FDI in Colombia

Top 10 investors in Colombia

2014 - 2023 USD\$M

	United States	27,655
	Spain	20,100
	Panama	12,658
	Switzerland	11,138
	England	8,999
	Netherlands	6,698
	Canada	5,724
	Mexico	4,266
	Anguilla	4,213
	Chile	3,675

Foreign Direct Investment (FDI) Inflows:

- 2022: FDI inflows reached about \$10.5 billion, reflecting an increase of over 54% compared to 2010.

Growth in the Number of Foreign Companies:

- In the past 12 years the establishment of foreign companies has increased a 200%.
- In 2011, there were around 400-500 foreign companies; by 2022, this number grew to over 1,200.

Key Sectors:

- Manufacturing: Growth from 2010 to 2022 saw an increase of about 70%.
- Technology: The number of foreign tech companies has increased by more than 200% during this period.
- Services: Including BPOs and shared services centers, which saw growth of around 150%.



Dynamic Market

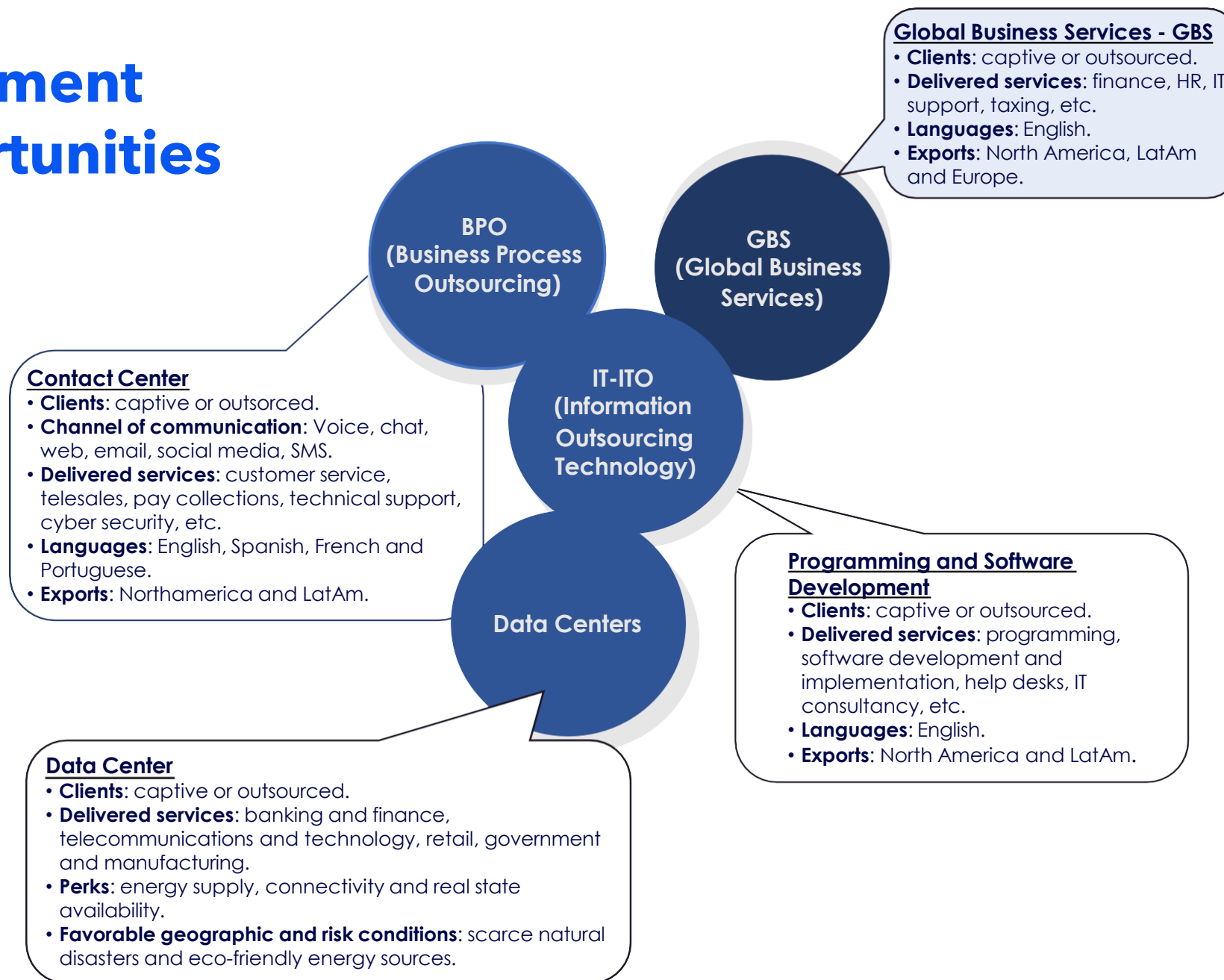
During the first quarter of 2024, the country received USD 3.62 billion in FDI, equivalent to 3.6% of the quarterly GDP.

Colombia received \$17B of FDI in 2022, 82% growth vs 2021, and the largest recorded number in history.

Over the course of the year, the country saw a 30% increase in startups, totaling 1,720, which together secured \$786 million in funding.

The country welcomed 5.87 million non-resident tourists—a remarkable 24.3% increase over 2022 and a staggering 173.6% surge compared to 2021. This sustained growth not only highlights Colombia's rising appeal as a global destination but also reflects the country's stability and potential as a vibrant hub for business expansion, including the rapidly growing BPO industry.

Investment Opportunities



Near-Shore Core Business Support Solutions

 Accounting and Finance

 Marketing

 Information Technology

 Marine Port Solutions

 Human Resources

Contact US



www.braveusllc.com



contactus@braveusllc.com