



COLOMBIA

an export and investment platform in the Americas

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Korea - Colombia

2015 Indicators	South Korea	Colombia
Population	50,6 millions	48,2 millions
GDP	USD 1.377.873,0 millions	USD 292.091 millions
Per capita GDP	USD 27.221,5	USD 6.059
GDP Growth	2,6%	3,1%
Annual Inflation rate	0,7%	6,7%
Fiscal Deficit	0,0%	-2,3%
Unemployment	3,5% (2014)	9,1% (2014)
	3,6% (2015)	8,9% (2015)
Total Public Debt	44,8% of GDP	46,9% of GDP
External Debt	27,7% of GDP	41,7% of GDP
Expected GDP Growth 2016	2,7% according to IMF	2,3% according to IMF/ 2% according to Banrep



Colombia
has always
been a
strong ally to
South Korea

Colombia- a military ally that supported South Korea during the Korean War

A History of Partnership

- **Colombia, the only** Latin American country to **send soldiers** during the Korean War.
- **First time in 127 years** that Colombian forces **engaged in foreign** military operations.
- Between 1951 and 1954, **4,314 Colombian soldiers served**.



Korean War Memorial in Cartagena, Colombia

Source: *The Medal Hound: Colombia in Korea*

Colombia, also a strategic diplomatic and economic ally

- Direct diplomatic representation since 1962.
- Bilateral trade presented a dynamic growth, **(USD 388 million in 2003 to USD 1.44 billion in 2013).**

Leading to...

- In 2009, negotiations towards an FTA began, negotiations concluded in 2012
- In 2016, In force.

Now, Colombia and South Korea are strong commercial allies

The Colombia- Korea FTA

- **First FTA** between **Colombia and an Asian** economy.
- The trade agreement guarantees a **preferential and permanent** relationship.
- **In July 2016**, the FTA came **into force**.





The Korea – Colombia FTA released more than 200 products

More than 6,000 products will have zero tariff

<p>Base tariff 10%-17.5%</p> <p>29</p>	<p>products with exportable supply and a large demand in South Korea</p>	<ul style="list-style-type: none"> • Substances used in Food industry. • Belts. • Cotton shirts for women or girls. • Footwear with outer soles of rubber, plastic or natural leather. • Cotton shirts for men or boys. • cotton Shirts, blouses and polo shirt, coats, caps and similar, for men and boys.
<p>Base tariff 6%-8%</p> <p>115</p>	<p>products with exportable supply and a large demand in South Korea</p>	<ul style="list-style-type: none"> • Polypropylene, in all kind of primary forms. • Medicines made of different antibiotics. • Toast coffee , decaffeinated and non-decaffeinated coffee • Vehicles for people’s transportation with an engine above 1.500. • Parts of spark ignition engines. • Machinery focuses on cold production and their respective parts, Coloring agents, pigments and the base ingredients for production of these products. • Stainless products and other stabilizer goods.
<p>Base tariff 1.5%-5.5%</p> <p>57</p>	<p>products with exportable supply and a large demand in South Korea</p>	<ul style="list-style-type: none"> • Coffee. • Binding products for molding containers. • Discs, tapes, data storage devices based on semiconductors equipment. • toluene (methyl benzene). • iron oxides and iron hydroxides • Pieces of leather and Leather crafting products.

Source: Ministry of Trade, Industry and Commerce

Note: Referring to most products of the sector, however the exporter is recommended to check the specific product.

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
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A DYNAMIC AND
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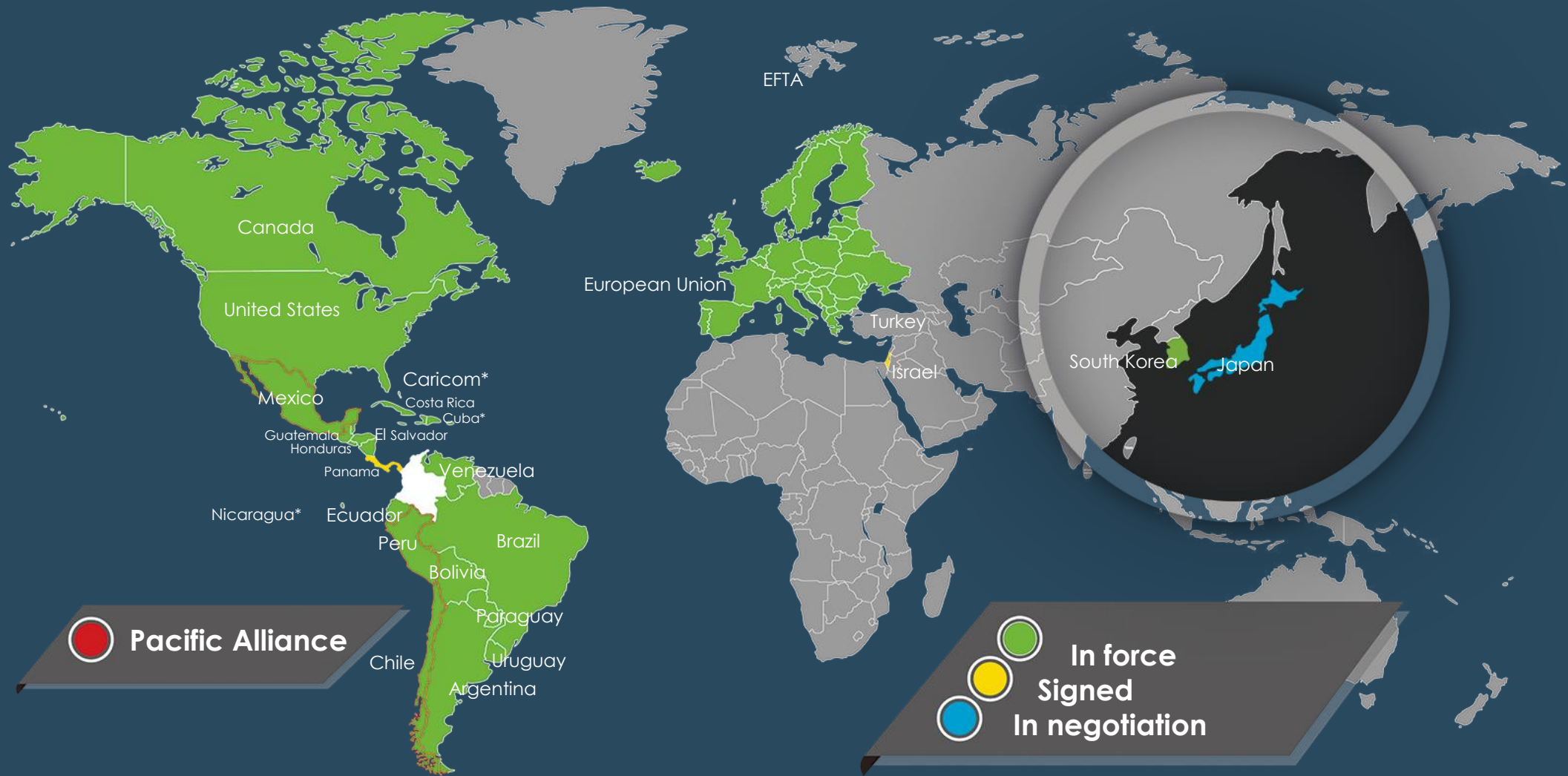


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STRENGTH
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Colombia has 16 trade agreements, reaching 1.5 billion consumers



Source: Ministry of Commerce.

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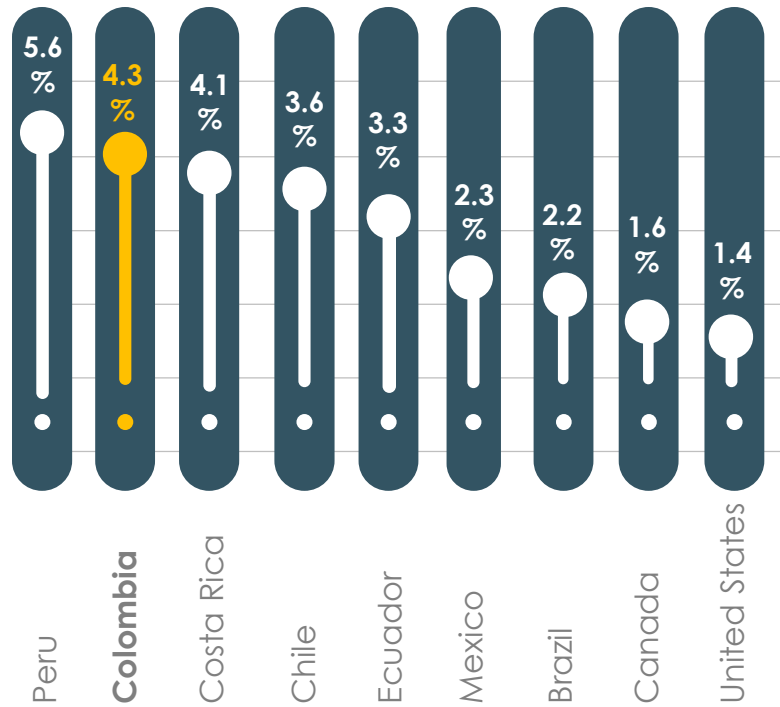
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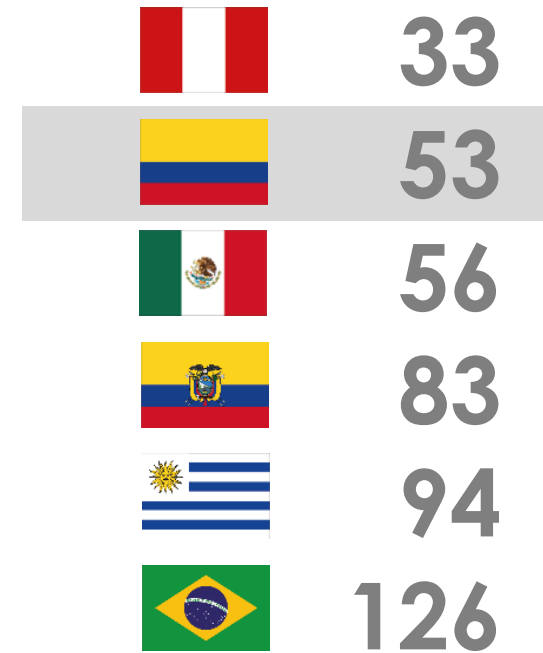
STRENGTH
PROTECTION FOR FDI

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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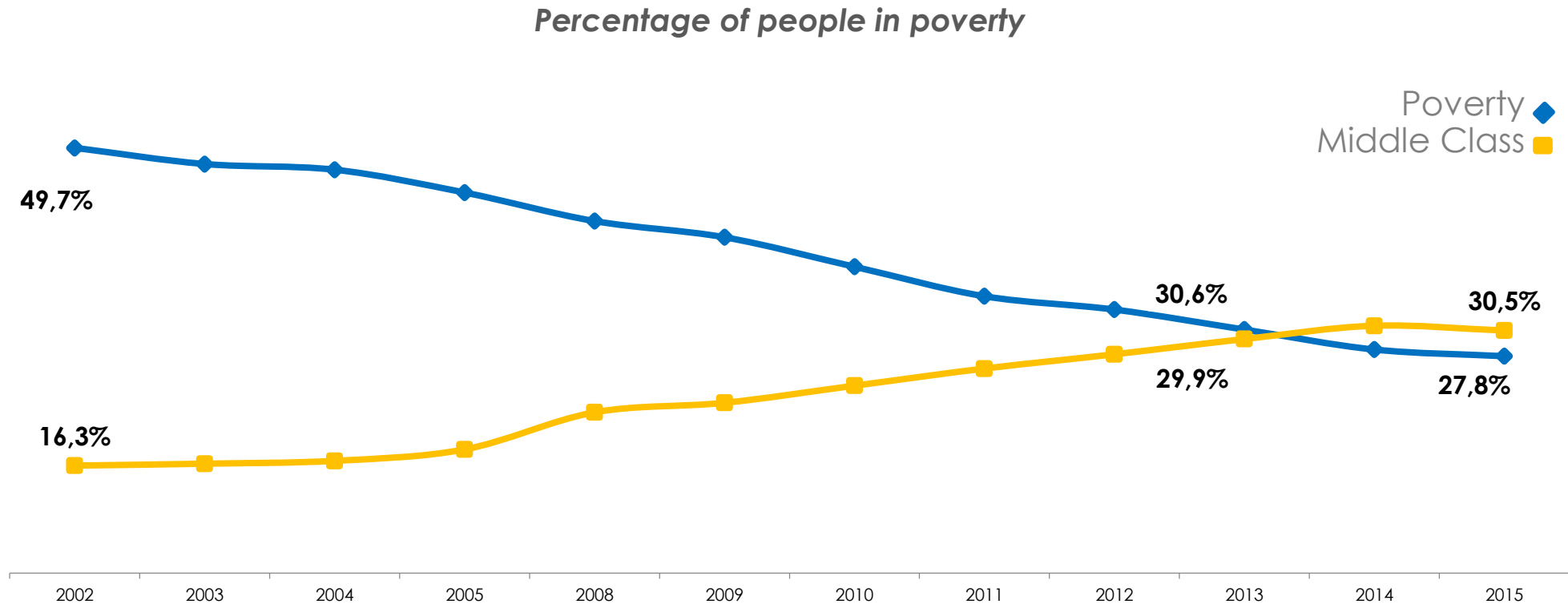


A MIDDLE CLASS
RAPIDLY GROWING



STRENGTH
PROTECTION FOR FDI

Remarkable reduction in poverty rates and strong growth of the middle class



Source: DANE (National Statistical Office)

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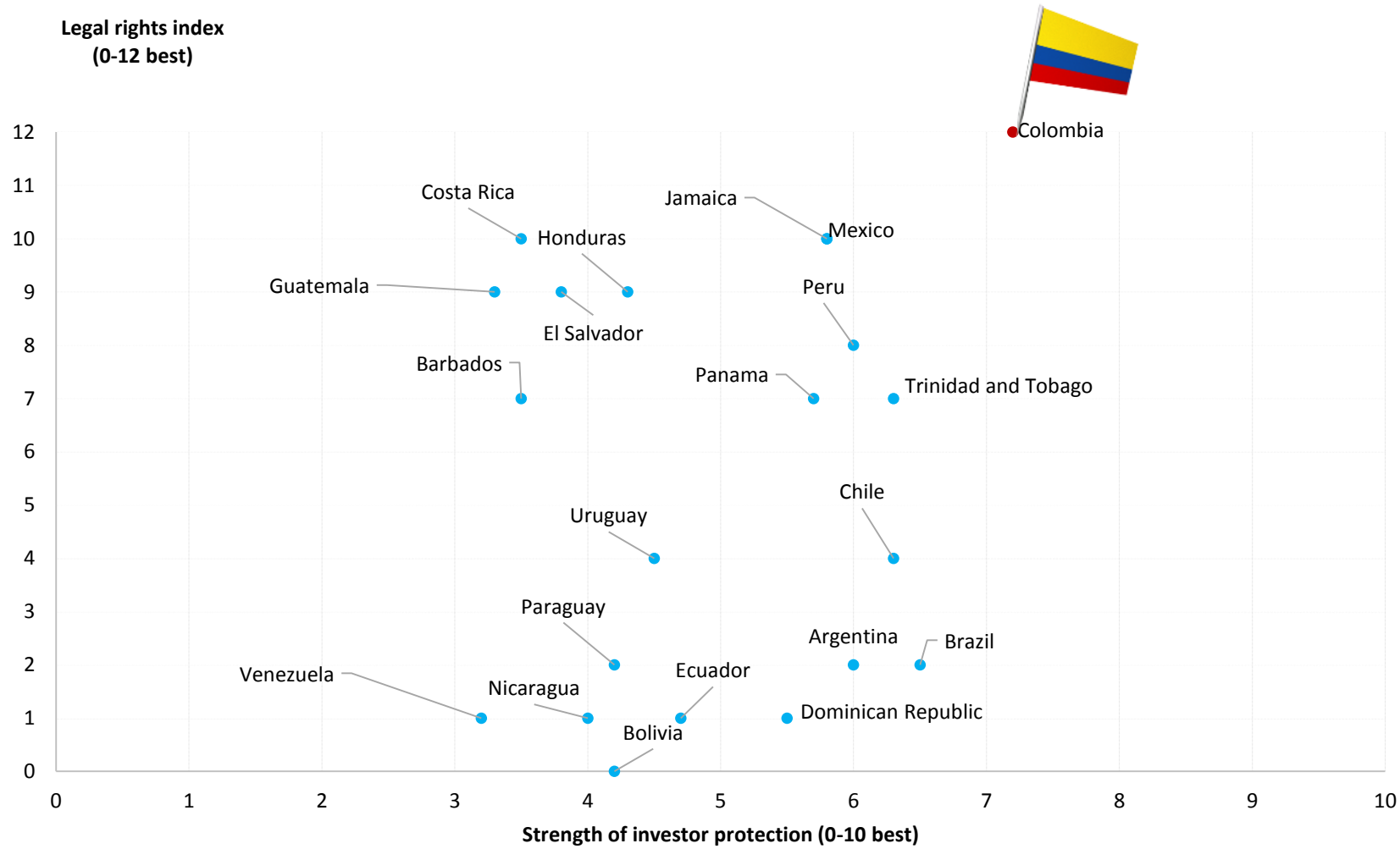


A MIDDLE CLASS
RAPIDLY GROWING



STRENGTH
PROTECTION FOR FDI

Colombia – a top destination for a safe investment



Colombia ranks:



First in the Legal rights index (Worldwide)

16



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, Colombia is:



- #1** 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

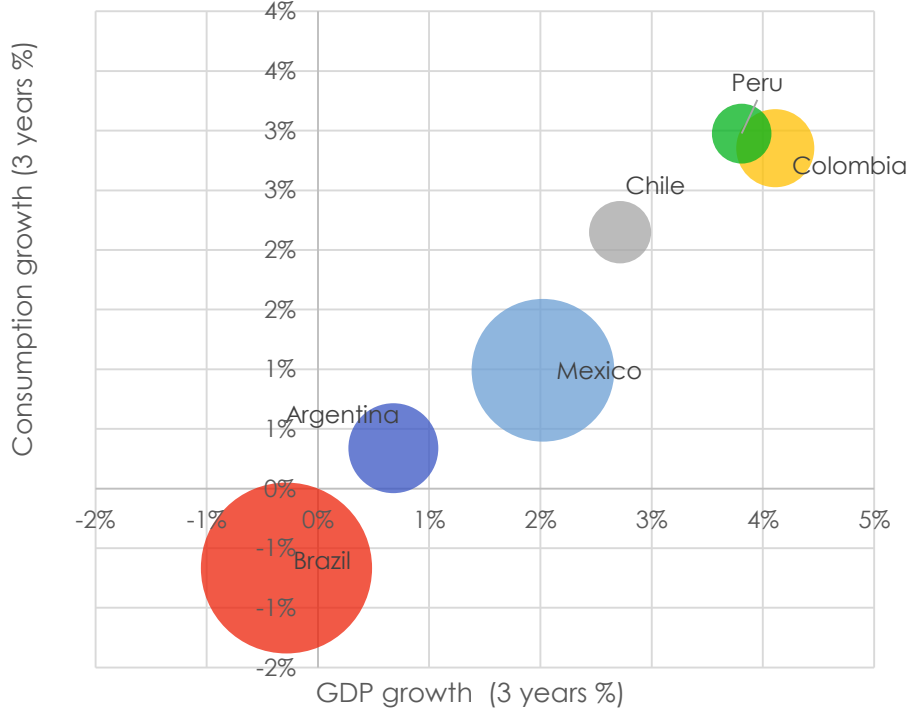
Has implemented the most reforms in Latin America to improve business environment

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

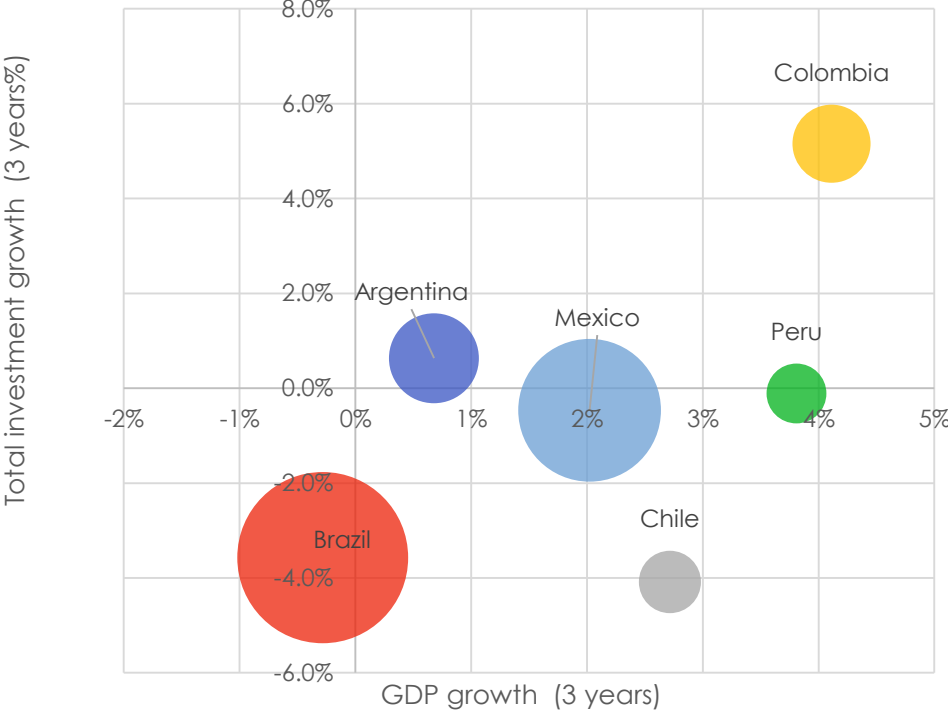
Source: World Bank. Doing Business 2017.

Colombia is leading a sustainable growth in the region

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



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



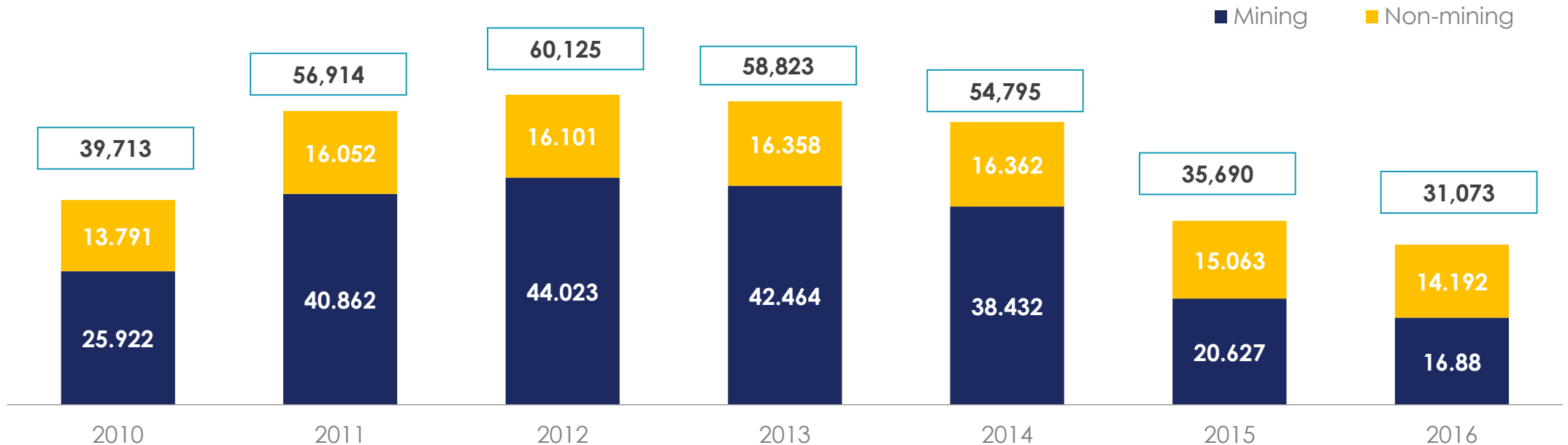
Source: ProColombia based on World Bank data. Bubble sizing responds to the economy size.



Colombian exports to South Korea

From 2015 to 2016, the share of non-mining sector exports increased 8%

Evolution of Colombian Exports
2010 – 2016 (USD millions)

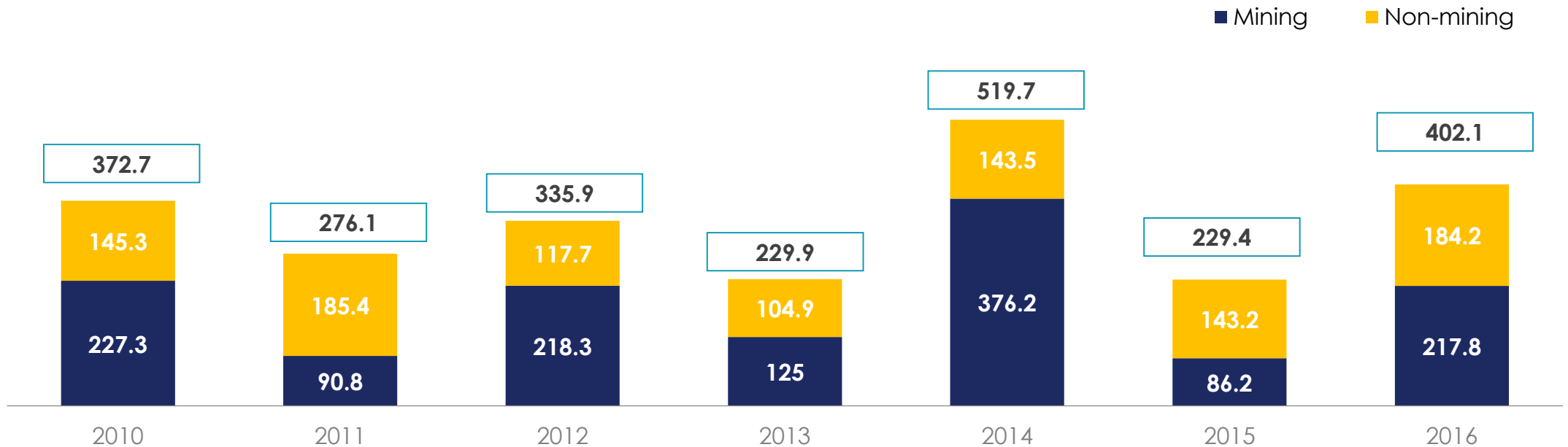


In 2016, non-mining exports represented 46% of Colombian exports, compared to 2015 where they represented 42%.

Source: DANE. Calculations by ProColombia

Non-mining sector exports represented 46% of Colombian exports to South Korea in 2016

Evolution of Colombian Exports to South Korea
2010-2016 (USD millions)



Source: DANE. Calculations by ProColombia

Coffee was the subsector that exported the most to South Korea in 2016

Non-mining sector exports to South Korea

Subsector	USD FOB 2015	USD FOB 2016	Variation %	Share %
Coffee	69,615,000	89,936,756	29.2%	48.8%
Metallurgy	49,317,198	68,668,192	39.2%	37.3%
Diverse products from the chemical industry	9,426,757	9,534,006	1.1%	5.2%
Coffee byproducts	3,999,741	5,045,740	26.2%	2.7%
Fresh Flowers	2,959,603	2,846,241	-3.8%	1.5%
Sugars and honeys	2,042,846	1,561,926	-23.5%	0.8%
Leather	745,487	842,160	13%	0.5%
Electric appliances	47,820	768,208	1506.4%	0.4%
Leather manufactures	1,377,994	675,853	-51%	0.4%
Confectionery products	223,841	673,227	200.8%	0.4%
Others	3,415,164	3,665,570	7.3%	2%
Total	143,171,452	184,217,878	28.7%	100%

Colombia has a wide variety of products with export opportunities to South Korea



Agribusiness

Alcoholic and non- alcoholic beverages
Bakery products
Cereals
Cocoa beans
Cocoa byproducts
Coffee beans
Coffee byproducts
Cut flowers
Fresh fruits (banana, pineapple and pitahaya)
Processed fruits and vegetables
Sugar and honey
Sugar confectionery



Metalworking and other industries

Handicrafts



Industries 4.0

Digital animation
Mobile apps / videogames
Audiovisual (locations, advertising and movies)
Software and IT



Chemicals and Life Sciences

Cosmetics and personal care
Chemicals



Fashion System

Leather manufactures
Casual clothes
Sportswear
Underwear
Swimwear

Colombian offer of interest to South Korea



Agribusiness

Cocoa

Colombian cocoa has been named **fine and flavor cocoa** by the ICCO. Only 5% of the world's commercial cocoa beans earn this title.

In 2016, South Korea imported USD 27 millions of cocoa beans.

Coffee

Colombia is the world's main producer of soft coffee and special coffees that stand out due to their origin, plantation technique, and benefits with premium qualities.

In 2016, South Korea imported USD **421 millions of coffee beans** (19,5% of total).

Cut flowers

Colombia has more than **45 years of export experience** in the flower business. The country is the **second exporter** of cut flowers in the world.

In 2016, South Korea imported USD 24.7 millions of fresh flowers (24% of total).

Colombian offer of interest to South Korea



Agribusiness

Fresh fruits

Colombian supply is composed of **a great variety of both tropical and exotic fruits**. This includes yellow pitahaya, banana and pineapple.

In 2016, South Korea imported **USD 870 millions** of fresh fruits.

Processed fruits and vegetables

Due to the great variety of fruits and vegetables in Colombia, companies have **focused in transforming them in to pulped, dehydrated, concentrated, freeze-dried and frozen** products.

In 2016, South Korea imported **USD 909 millions** of **processed fruit and vegetables**.



South Korea and Colombia are closer

Maritime connectivity



Colombian ports offer more than **34** services, direct and in connection, provided by **17** shipping lines

Origin	Destination	Connections	Transit time
Barranquilla	Pusan Busan	Manzanillo - Panama	31
Buenaventura		Direct	23
Cartagena		Manzanillo - Mexico	26

Shipping lines and consolidators



Referential rates USD			
Origin	Destination	20' container	40' container
Atlantic coast	Pusan Busan	810- 900	1000 - 1300
Pacific coast		700 - 850	900 - 1250

Air connectivity

Airlines	Destination	Connections
Lufthansa Cargo UNITED CARGO Martinair CARGO DELTA CARGO CENTURION CARGO American Airlines Cargo cargolux AIR CANADA CARGO AIRFRANCE CARGO	Pusan Busan	Atlanta - United States, Tokyo - Japan Atlanta - United States, Seattle - United States
	Seoul	Paris - France Dallas - United States Luxemburg - Luxemburg Toronto - Canada, Montreal - Canada Atlanta - United States



Origin	Destination	Rates * USD			
		Minimum	+100 KG	+300 KG	+500 KG
Bogota	Busan	N/A	2,88	2,83	2,78
	Seoul	N/A	2,88	2,83	2,78



PROCOLOMBIA

EXPORTACIONES TURISMO INVERSIÓN MARCA PAÍS



We promote tourism



We promote exports



We promote the country brand



We promote investment and industrial expansion for internationalization





Worldwide presence of ProColombia



32 countries



TAIKU PALDIES ΕΥΧΑΡΙΣΤΩ TANAN благодаря
 SHUKRAN DANKE TERMA KASSIH **DÍKY**

GRATIAS 감사합니다 MATONDO **МААКЕ NANNI** DIAKUIU

HVALA GRACIAS **MERCI** MOCHCHAKKERAM **DIOLCH**

TÄNAN DIAKUIU **SPASIBO** ДЯКУЮ FALEMINDERIT

THANK YOU

תודה **ASANTE** CHOKRANE ESKERRAK **GRAZIE**
MISAOTRA

谢谢 **OBRIGADO** **ARIGATO** **VINAKA**

SULPÁY **SPASIBO** **WELALIN TAK** **KÖSZÖNÖM**
DIOLCH **ACIU** DIOLCH

EKELE **NGIYABONGA** **MATUR NUWUN** **KITOS** **DZIEKUJĘ**



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