

PROEXPORT COLOMBIA



Libertad y orden
Ministerio de Comercio
Industria y Turismo
República de Colombia



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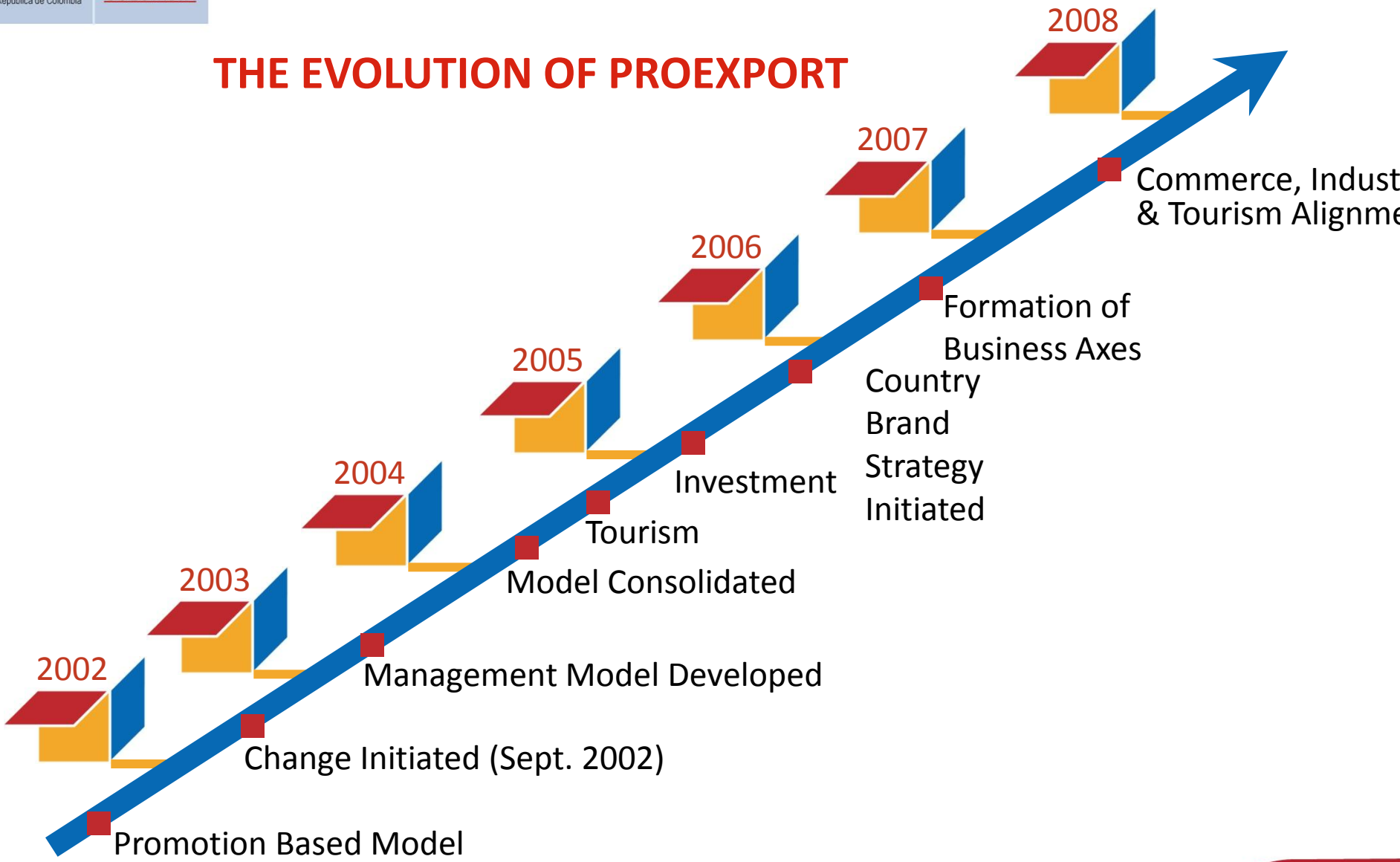


PROEXPORT
COLOMBIA

Proexport Colombia

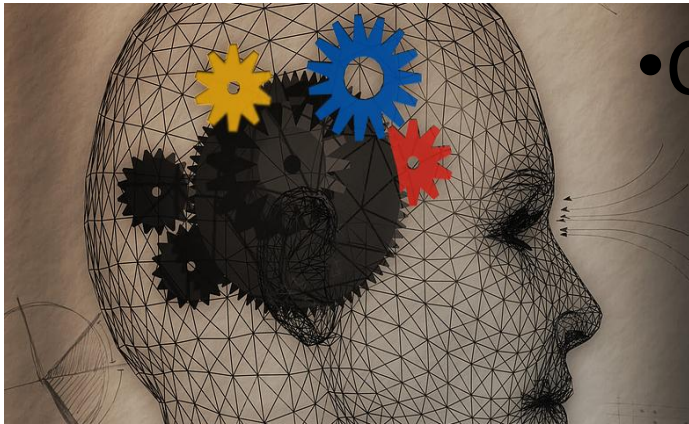
A Trust dedicated to:
Promote Foreign Direct Investment.
Promote International Tourism.
Promote Exports.

THE EVOLUTION OF PROEXPORT



Basic Principles of the Proexport Model

- Relationship with entrepreneurs
- Systematic Selling Process
 - Result oriented
- Compensation based on results
 - Expansion at low costs



Roles & Responsibilities



Main strategies to overcome the crisis

PROMOTE, PROMOTE AND PROMOTE !!!!!

In investments

- Maintain Colombia in the investors radar

In tourism

- Keep working in Colombia's safety perception and promote corporate tourism



Main strategies to overcome the crisis

In exports

- Increase the number of trade promotion activities focusing in market diversification and value added niches





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Main Results.....

PROEXPORT'S direct impact



Inversión:
Monto IED US\$ 1.054 MM
Visitas Inversionistas 169
Seminarios 85

Turismo:
Turistas 376.686
Eventos Captados: 46

Exportación:
US\$ 1.095 MM
1.552 empresas

Inversión:
Decisión Inversión US\$898,6 MM
Seminarios 44

Turismo:
Turistas 308.776
Eventos Captados: 37

Exportación:
US\$ 1.039 MM
1.625 empresas

Inversión:
Decisión Inversión US\$ 920 MM
Visitas Inversionistas 108

Turismo:
Turistas 236.000
Eventos Captados: 37

Exportación:
US\$ 865 MM
1.655 empresas

Inversión:
Decisión Inversión US\$ 250 MM
Visitas Inversionistas 50

PROEXPORT'S DIRECT IMPACT

Exportación:
US\$ 338 MM

Exportación:
US\$ 338 MM 1.036 empresas

Exportación:
US\$ 158 MM
633 empresas

2.003

2.002

Exportación:
US\$ 20.698 MM
1.417 empresas

Capacitación 41.908

Exportación: US\$ 20.698 MM
Turistas In: 417
Capacitación y Seminario 24.313

Imagen País: 07
Free press \$ 13.975 MM
Empresas Comprometidas 215
Personas entrenadas 60.179

Imagen País: 06
Free press \$ 9.200 MM
Empresas Comprometidas 189
Personas entrenadas 57.000



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**PROEXPORT
COLOMBIA**

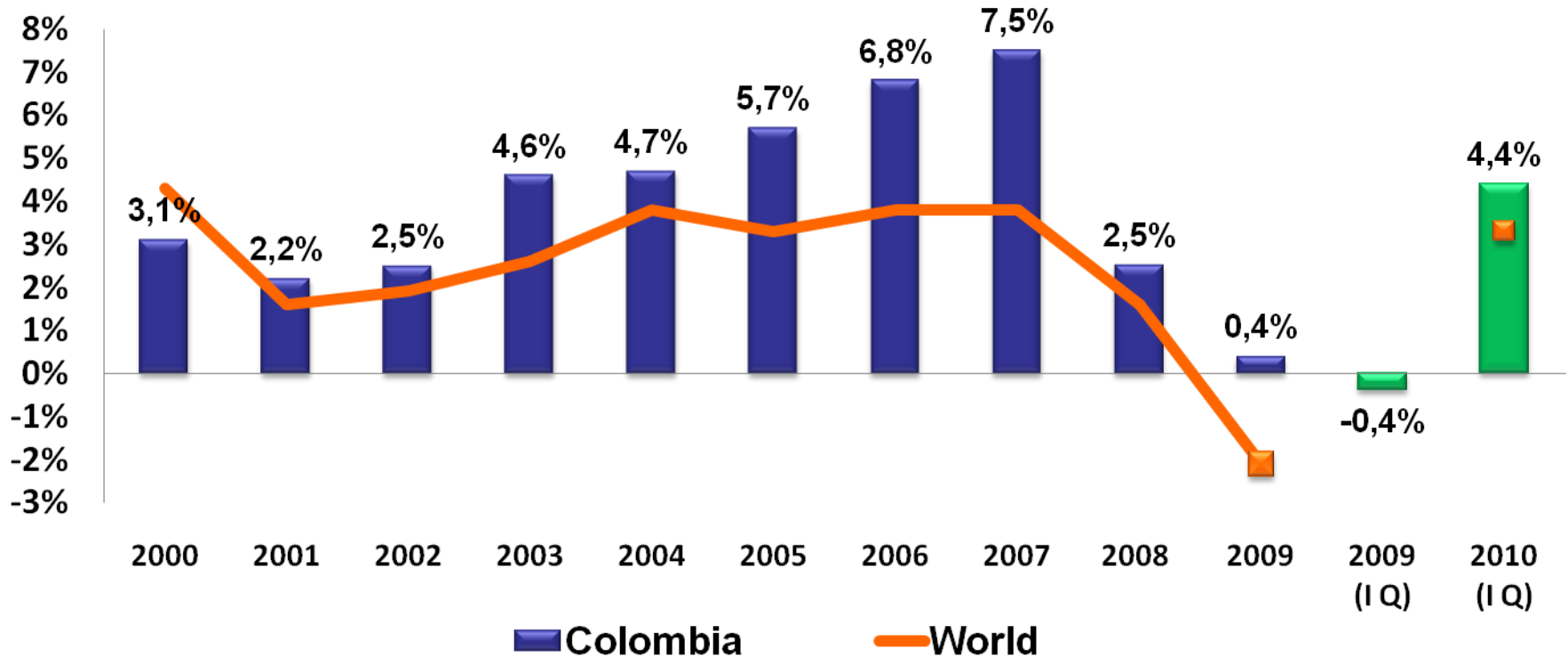
Main Results.....

Positive impact in Colombia's economic growth



Colombia: A Dynamic Economy

Colombia and world GDP growth (%)
2000 – 2010



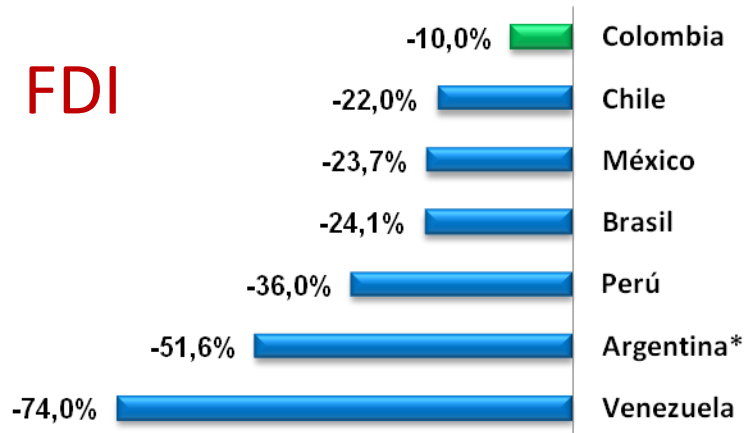
Source: DANE (National Accounts), EIU (Market Indicators & Forecasts)

Note: * EIU forecast to the World and Latin Focus to Colombia

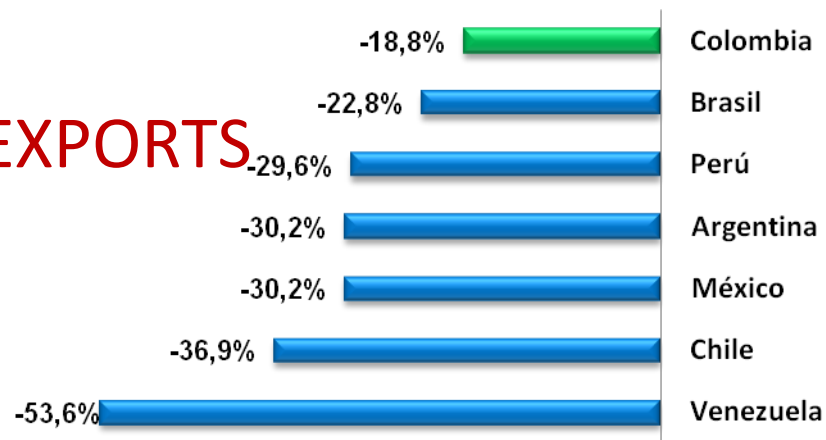
Note: Last update July 12rd, 2010

Comparing Colombia to some countries of the region in 2009

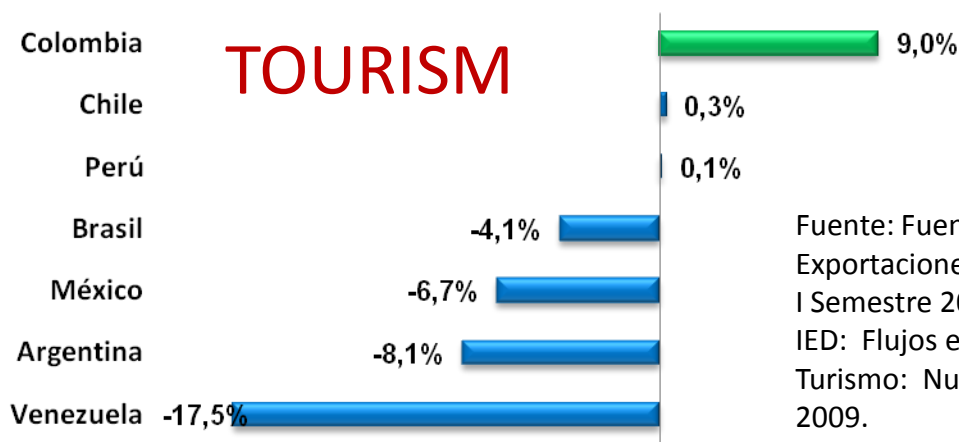
FDI



EXPORTS



TOURISM

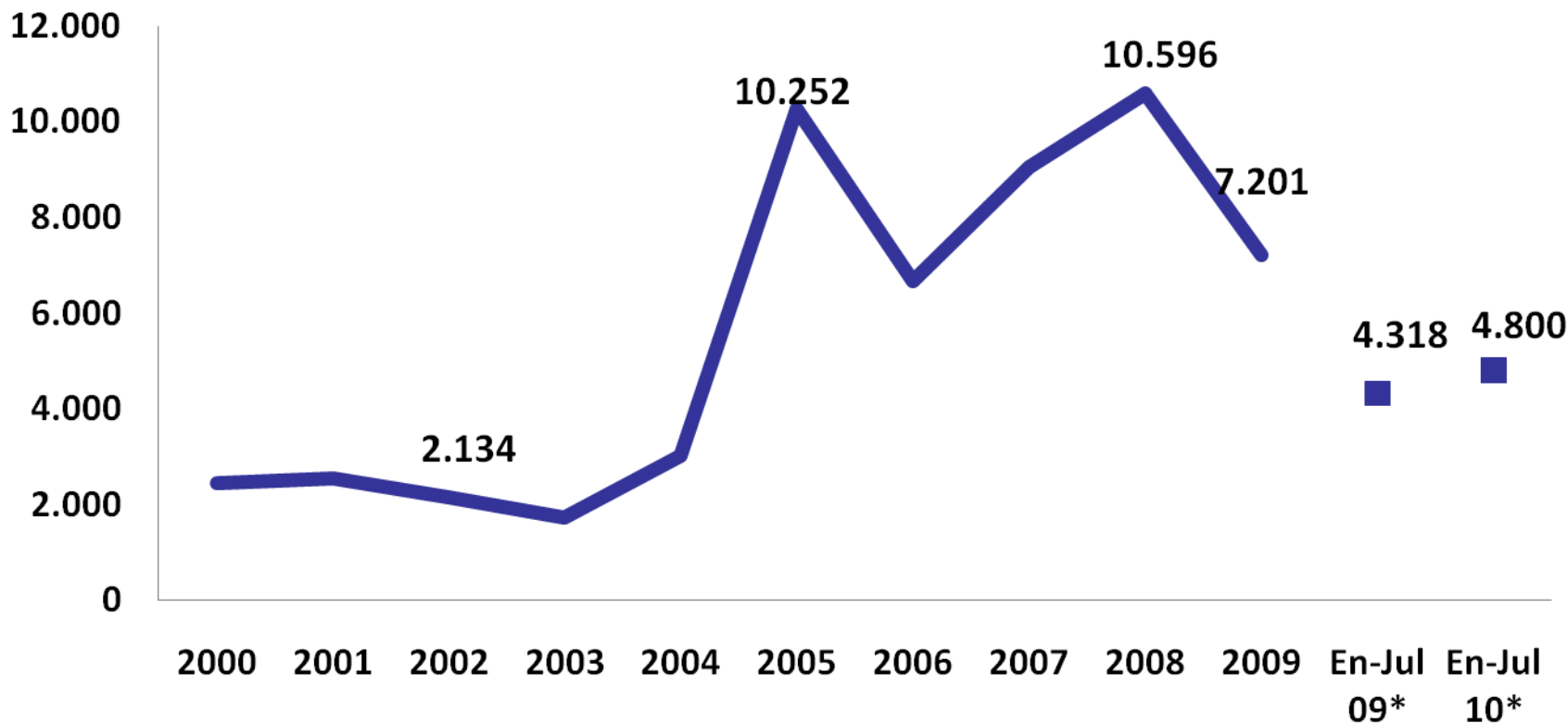


Fuente: Fuentes oficial de cada país y Organización Mundial de Turismo.
 Exportaciones: Variaciones observadas en el valor FOB entre I Semestre 2008 y I Semestre 2009

IED: Flujos entrantes de IED entre I Semestre de 2008 y I Semestre de 2009
 Turismo: Numero de visitantes extranjeros entre Ene-Ago 2008 y Ene-Ago 2009.

*Variación entre I Trim de 2008 y I Trim 2009

FDI in Colombia is Three Times Greater Than Nine Years Ago



Variation 2008–2009: -32%

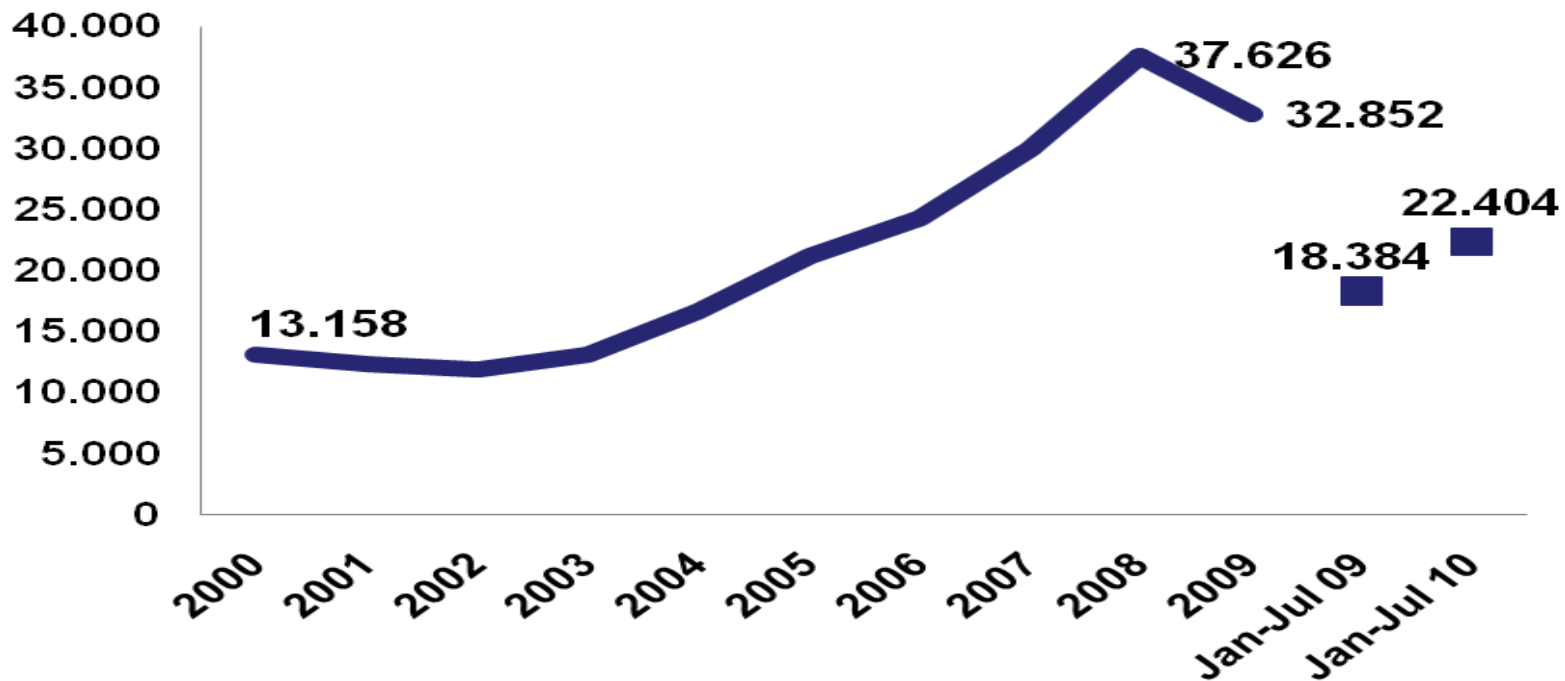
Variation Jan-Jul 2009 Vs. Jan-Jul 2010: 11,2%

*Data obtained from the Exchange Rate Balance Registry

Source: Banco de la República-Balanza de Pagos

In Nine Years Colombian Exports Tripled

Exports, 2000 – July 2010
US\$ Million



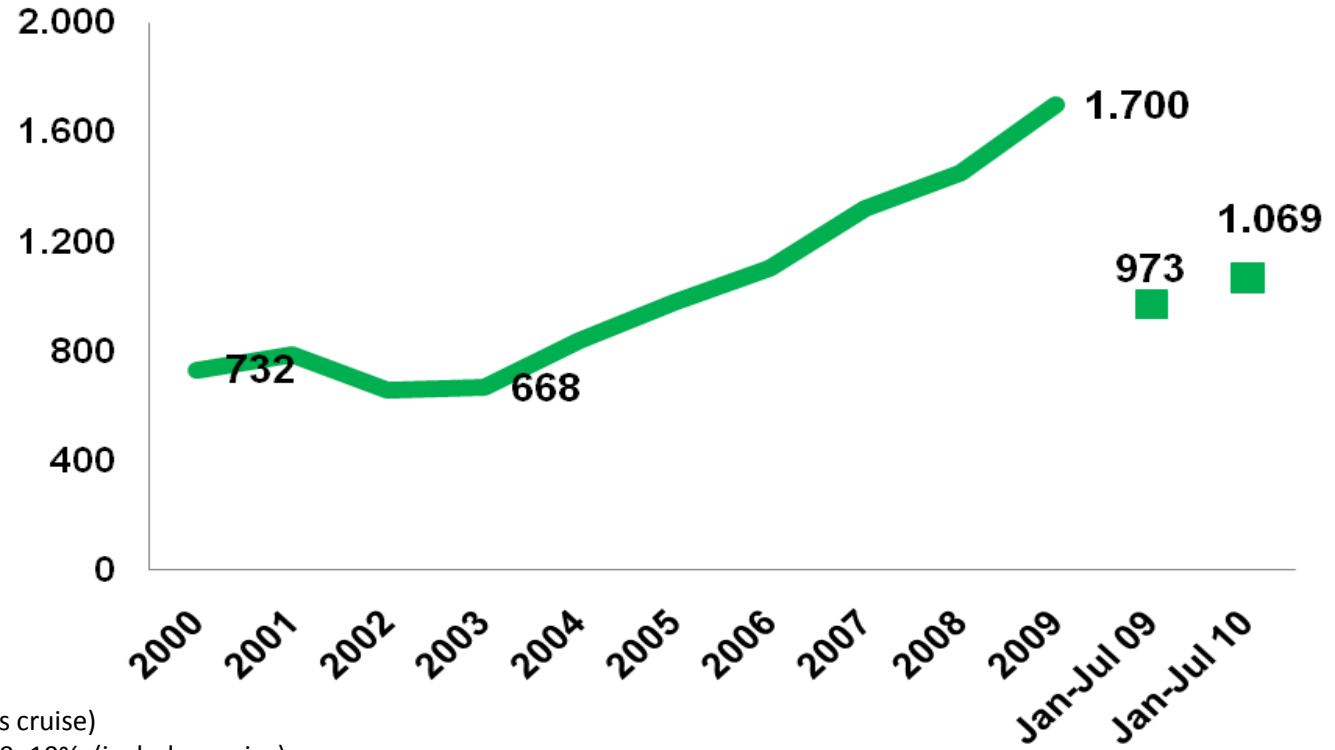
Variation 2008-2009: -12,7%

Variation Jan-Jul 2009 Vs Jan-Jul 2010: 22%

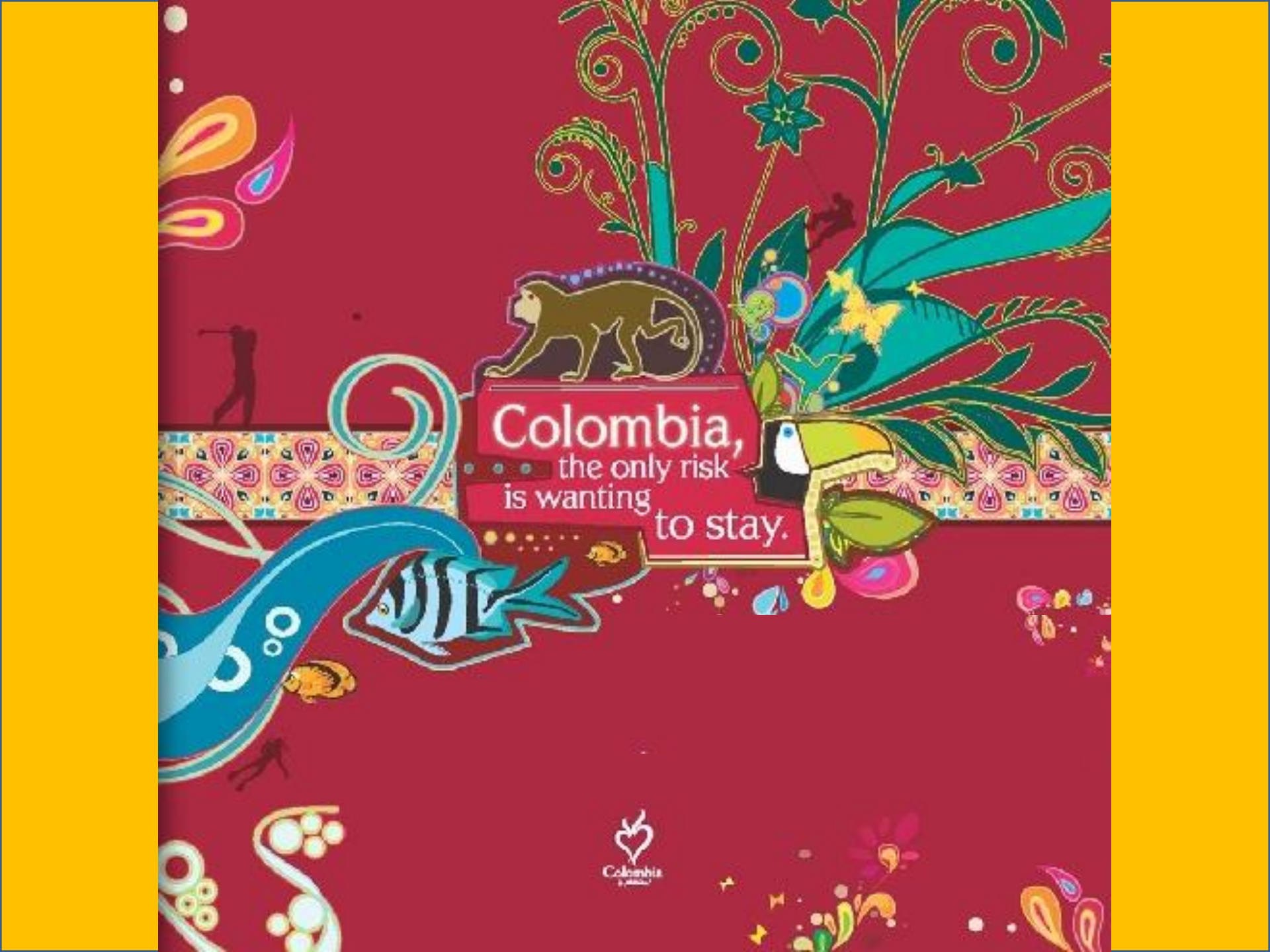
Source: DANE (Departamento Nacional de Estadísticas)

Number of visitors tripled. While World Tourism Declined by 4% in 2009, Tourism in Colombia Grew by 10.2%

Tourism, 2000 – July 2010
Thousand Visitors**



Variation 2008–2009: 17,2% (includes cruise)
 Variation Jan-Jul 2009 Vs. Jan-Jul 2010: 10% (includes cruise)
 *No Includes cruise
 **Includes cruise
 Source: DAS (Departamento Administrativo de Seguridad)



Colombia,
the only risk
is wanting
to stay.

