



PROBARRANQUILLA

ABOUT US

We connect Barranquilla & the State of Atlantico with the global economy

Private Non-Profit Organization.

We operate with resources coming from:

100 companies that support our activities



















Business Climate Monitoring





ATLANTICO STRATEGIC LOCATION







Capital: Barranquilla



Population:

Atlantico: 2,638,151 Barranquilla: 1,243,056 Metropolitan Area: 2,131,544

Total Municipalities: 23



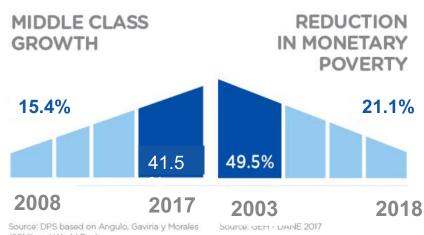


ECONOMIC AND SOCIAL

INDICATORS

- In 2019 the state's GDP grew above the national, with a rate of 2.7% with respect to 2018.
- Barranquilla's unemployment rate is below 23 cities and metropolitan area, being surpassed only by Cartagena.
- City in Colombia with highest public investment.
- Monetary poverty decreased from 49.5% in 2003 to 21.1% in 2018, a reduction of more than 50%.
- AAA credit risk rating, the highest in investment ratings (Fitch Ratings, 2019).

LOCAL ECONOMY CONTRIBUTES WITH 4.4% OF THE NATIONAL GDP. \$12.7 BILLION DOLLARS IN 2018.

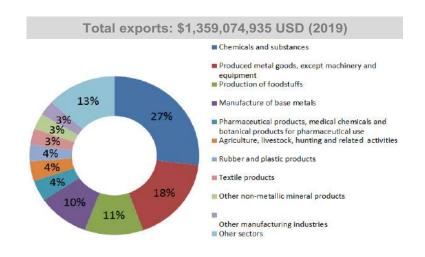


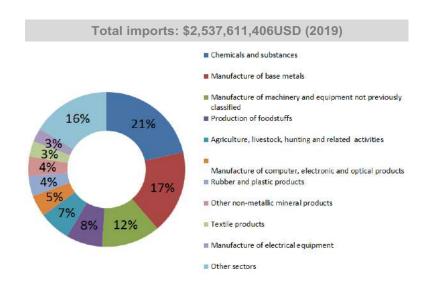




FOREIGN TRADE

Atlantico has the most diversified and sophisticated exports of the Colombian Caribbean Region.





Destination Countries

-	United States	32%
-	Brazil	11%
-	Mexico	9%
-	Ecuador	5%
-	Panama	4%
-	Others	39%

Countries of Origin

-	United States	26%
-	China	24%
-	Japan	6%
-	Brazil	5%
-	Germany	4%
-	Others	35%



REASONS TO INVEST IN THE STATE OF ATLANTICO



















LOCATION AND

CONNECTIVITY

Port-city located in the northern coast of the Magdalena river in Colombia, less than **63 miles** from Santa Marta and Cartagena maritime ports.

Weekly port frequencies to Central

America, Caribbean Islands and North

America

"Fourth Generation" roads connecting the city with the rest of the country

BARRANQUILLA PORT CONNECTIVITY in the Americas



Located **less than 3 hours from the USA** and 1.5 hours from Panama by air.

International **direct flights** from Barranquilla to
Miami and Fort Lauderdale with
American Airlines, Avianca and Spirit.

Market access to more than **1.5 billion consumers** in more than 60 countries worldwide that hold commercial agreements with Colombia.



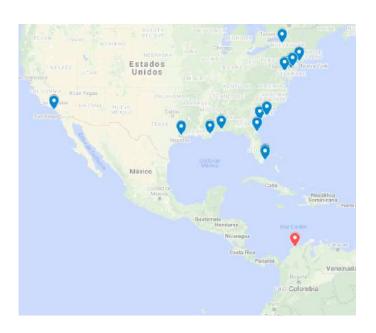
LOCATION AND CONNECTIVITY

More than 11 shipping companies and 23 sea routes that connects

Barranquilla with the US

US Destination		Tariff Rate(USI	D)	Est. Transit
Port	20 GP	40GP	Frequence	time (Days)
Long Beach	2,066	3,519	Weekly	13 - 22
Port Everglades	1,325	1,314	Weekly	4 – 11
Savannah	2,539	3,336	Weekly	14 – 19
Charleston	1,355	1,545	Weekly	12 - 20
Houston	1,355	1,545	Weekly	9 – 17
Jacksonville	1,350	1,850	Weekly	16 – 25
New Orleans	1,000	1,200	Weekly	12 – 20
New York	1,650	2,000	Weekly	8 -15
Wilmington	1,360	1,650	Weekly	15-20

Note: These rates may vary depending on the shipping company..

















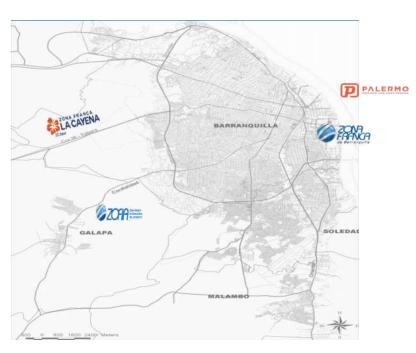
FREE TRADE ZONES IN THE **ATLANTICO**

















No VAT or custom duties on imports made from the **FTZ**.

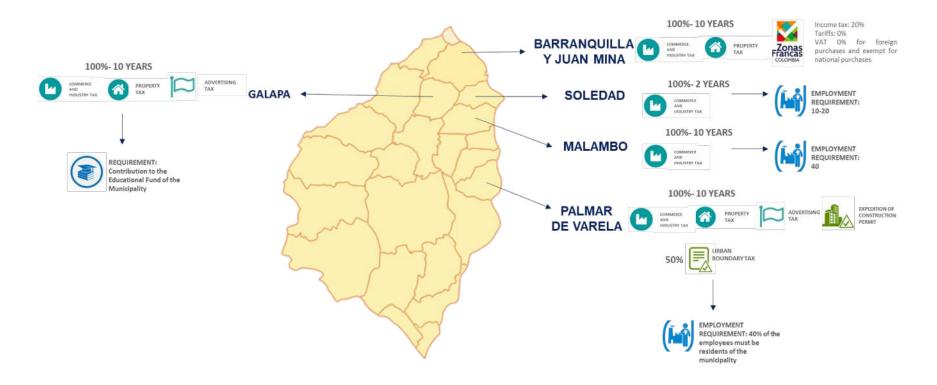


No VAT on raw materials sold from anywhere in the country to users of the FTZ.



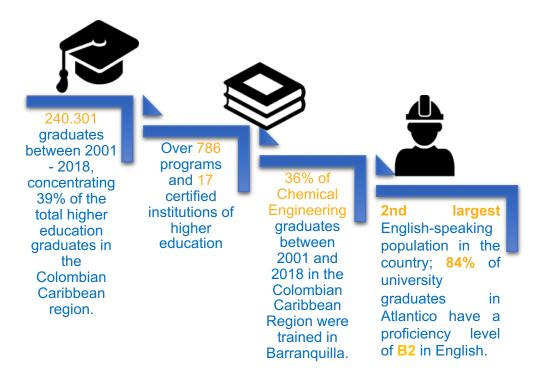
Goods produced in the FTZ acquire origin for the effect of free trade agreements.

TAX INCENTIVES IN THE STATE OF ATLANTICO





SKILLED LABOR IN THE ATLANTICO



19 new education centers are being built throughout the state of Atlantico thanks to the partnership between the National Learning System (SENA) and the Governor's and Mayor's Offices.

Eight of these facilities are already in operations, each with a different specialized training: Energy, Multilingualism, Transportation & Logistics, Construction & Infraestructure, Health, Refrigeration, Creative Industries, Hotels & Tourism.





LOCAL GOVERNMENT BET ON BILINGUALISM

"English For Work" program



Initiative of the Mayor's Office of Barranquilla that aims to strenghen English skills of **1.500 people by 2023** in order to increase their proficiency levels to B2 so they can apply for a job in the BPO industry.

Barranquilla: A bilingual city



Initiative of the Mayor's Office of Barranquilla that targets **187.00 students and 2.051 teachers** of elementary, secondary and middle school. This program is designed to turn public schools of Barranquilla in 100% bilingual institutions by 2023.



QUALITY OF LIFE



76% of citizens perceive that Barranquilla is on the right track

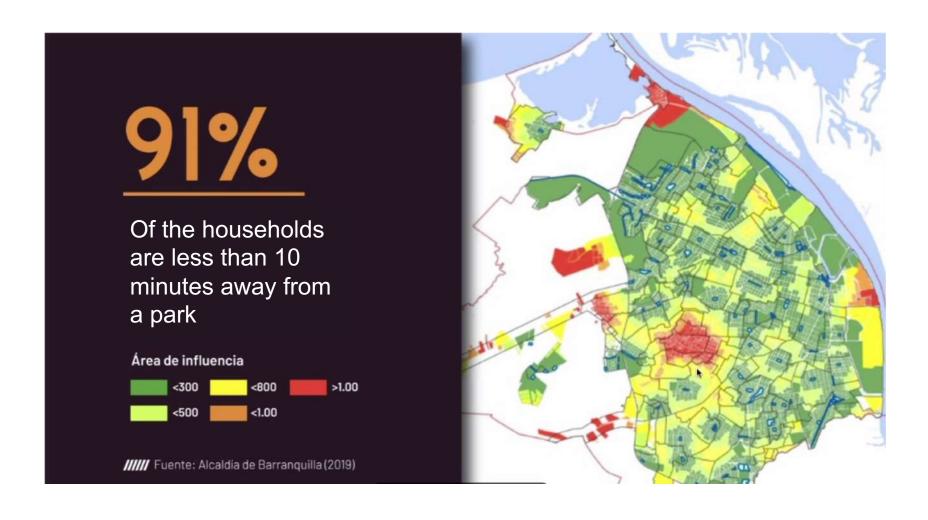
89% of the citizens feel satisfied to live in Barranquilla

76% are satisfied with the cultural and sports/recreational offer in the city

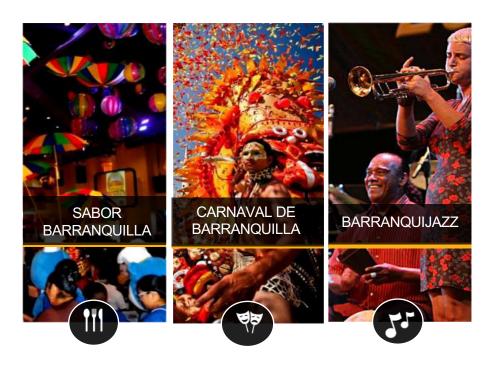




QUALITY OF LIFE BARRANQUILLA



QUALITY OF LIFE TRADE SHOWS AND EVENTS



Around **7** trade shows and **15** events (congresses, forums, assemblies) were held during 2019 at the Events and Convention Center "Puerta de Oro".

Barranquilla received around **360.000** visitors in the last 3 years at "Puerta de Oro".

























ARENA DEL RIO

THE FUTURE IS NOW...



First indoor concert arena in Latin America with a capacity of up to 53,000 spectators and the flexibility to adapt its capacity to different events.

- Investment over USD \$ 400mm.
- More than 300,000 m2 of construction.
- A unique and fully multifunctional structure.
- Hotel, apartments, music, film and television studios, commercial premises and much more.

MALLORQUIN WETLAND

The recovery of Mallorquin Wetland master plan aims to reduce the impact caused by the environmental pollution, land erosion and river sedimentation developing an environmental-friendly ourdoor space.

The estimated impact will be on 1.243.000 inhabitants.

Six projects around the Mallorquin Wetland recovery will be implemented:

- Ecopark Family District
- Tajamar train
- Urban renovation Las Flores and La Playa neighborhoods
- Urban barricades between neighborhoods
- Environmental recovery of the waterways
- Recovery of Puerto Mocho beach







"BARRIOS A LA OBRA"

The main objective is to build roads that allow an easy access to the neighborhoods and connectivity with public transportation routes.

The social paving program of this project consists on involving communities from pro-paving comitees to the delivery of the roads.

44 kilometers will be intervened with 180 neighborhoods. The estimated impact will be on 530,000 inhabitants



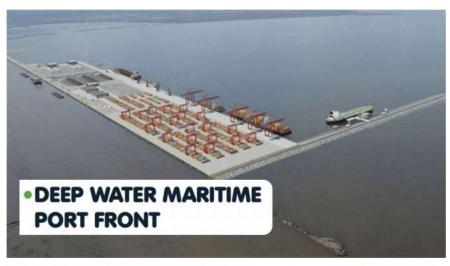


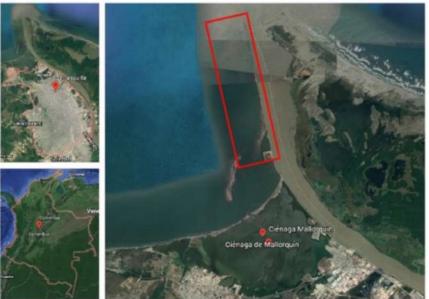


DEEP WATER PORT

The main objective of this project is to develop a new deep water maritime port front located where the caribbean ocean and the Magdalena river meets "Bocas de Ceniza" allowing big vessels to enter our port zone.

This maritime port will also have docking positions for fluvial barges in order to promote multimodal transportation and integrate the PPA-river navigability project.





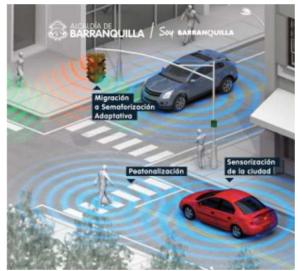
SMART CITY

The main objective of this project is to implement a controlled sensored network of the city connected with new technologies allowing the efficient use of resources.

The system will help monitor the city and complement the work of the local police to address not only street crime but all kind of emergencies.

Some of the technological solutions include: public lighting system, public internet, surveillance system, traffic light system, emergencies and ambulances, public parking, environmental measurement, integrated public transport system.





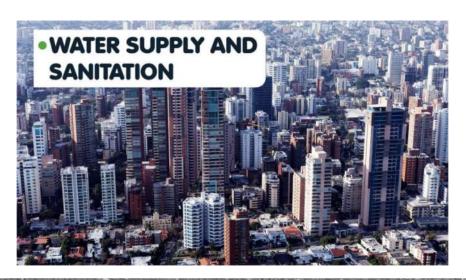
WATER SUPPLY AND SANITATION

The water treatment plant of the municipality of Puerto Colombia has a capacity of 200 L/S to supply the local demand up to year 2020.

The water distribution system of Barranquilla has a capacity of 7500 L/S to supply the local and the metropolitan area demand up to year 2022.

Therefore, this project aims to amplify the regional water distribution of the north of the city.

The satination project includes the north-east area, north west area and the recovery of the canal system of the city.







BUSINESS OPPORTUNITIES **SECTORS**

AGROCHEMICALS AND FERTILIZERS

Barranquilla and the state of Atlantico are the industrial epicenter of agrochemicals and fertilizers in Colombia.

The state of Atlantico represents 72% of the national agrochemical exports.

5 of the 10 most importat multinational companies of the sector are located in the state of Atlantico:: Bayer CropScience, Dow AgroSciences, BASF, UCPL and ADAMA.

Regarding crops protection, 40% of the pesticides exported by Colombia are produced in the state of Atlantico.



FOOD AND BEVERAGES

Center for distribution and agroindustrial transformation of the Caribbean Region.

Sector represents 32% of the production and 25% of the industry employment of the state.

SENA training center specialized in the sector located in the municipality of Malambo.

1st warehouse and distribution center of refrigerated and frozen cargo within a port terminal in Colombia, facilitating foreign food trade without breaking the cold chain.



COSMETICS AND CLEANING PRODUCTS

The national production consists of: 52% cosmetics, 26% house cleaning and 22% absorbent products.

High potential in the subsectors of cosmetics and house cleaning for serving national and international markets, specifically in the segments of makeup products, personal care products, and house cleaning products.

Important international brands such as Natura, Johnson & Johnson, Grupo Familia, JGB, La Santé, have chosen companies located in the state of Atlantico to manufacture their products.









BUSINESS OPPORTUNITIES **SECTORS**

PLASTICS

Located at less than an hour to the refinery of Cartagena, main supplier of the plastics industry of Barranquilla.

Thanks to the growth in the approval of m2 (61%) for construction in the territory, the demand for plastic construction materials has increased.

The growth of the Food and Beverages industry has contributed to strengthen the demand of packaging, labels, and other plastic products for the industry.



RENEWABLE ENERGIES

Colombia has an average irradiation of 4.5 kWh/m2/day. In Germany it is 3.0 kwh/m2/day, one of the countries that makes the greatest use of solar energy in the world.

The Caribbean Coast of Colombia has a potential between 5 and 6.5 kWh/m2/day.

Largest installable wind potential in the country: 20,000 MW, corresponding to the energy of some 13.8 million households in a year.



INFORMATION TECHNOLOGIES

300 companies of the sector dedicated to: Software development, development of mobile and web apps, digital contents and augmented reality, gaming industry, data center infrastructure services.

According to the Global Enterpreneurship Monitor, the state of Atlantico has the highest rate of enterpreneurship activities in Colombia, from which 50% are technology-based

Presence of Regional Cluster Caribe TIC that promotes innovation, business development and industry internationalization.









BARRANQUILLA

CITY OF THE FUTURE

RANK	CITY	STATE	COUNTRY
1.	New York	New York	US
2	Chicago	Illinois	US
3	Greater Montréal	Québec	Canada
4	Medellín	Antioquia	Colombia
5	Mobile	Alabama	US
6	Calgary	Alberta	Canada
7	Barranquilla	Atlántico	Colombia
8	Nashville	Tennessee	US
9	Québec	Québec	Canada
10	Mississauga	Ontario	Canada





American Cities of the Future 2019/2020:

No. 7 in investment promotion and attraction strategy.

fDi Strategy Awards 2019:

- Best social media strategy
- Best training strategy "BIC Barranquilla Investment Conference"
- Best aftercare strategy



