

# Trade Mission: Colombia

## Colombia Overview

The United States is Colombia's largest trading partner, and Colombia was the third largest market in South and Central America for Virginia exports in 2020. Virginia exports to Colombia in 2020 were valued at USD 149 million. The strong bilateral relationship with Colombia was cemented in 2012, with the elimination of tariffs on over 80% of U.S. industrial goods exports to Colombia through the U.S.-Colombia Trade Promotion Agreement (TPA), with remaining tariffs to be phased out over 10 years. Due to Colombia's close political ties and geographic proximity to the United States, and the Colombians' appreciation for the quality and reliability of U.S. products, consumers in Colombia generally prefer U.S. products and services.

The top opportunities for Virginia exporters in Colombia include:

- Defense
- Education
- Information and Communication Technology (ICT)
- Medical Equipment
- Processed Food and Beverages

## Opportunities in Colombia

### Defense

The Defense and Security sectors in Colombia offers opportunities for U.S. companies in both public and private procurement. Leading sub-sectors include:

- Upgrades, parts, and support for the Blackhawk, Sikorsky, Huey, and Airbus helicopter fleets
- Acquisition of spare parts and technical publications for the fleet's aircraft Bell, Cessna, ATR, CN 235, and ATR-42. CFM – A320, AC-130, Embraer T27, Lockheed C-130 Hercules, 2C3Tp, C47, and Dash 8-400
- Aircraft and Helicopter Armor
- Construction of Command-and-Control Centers in Bogotá and other cities
- All types of equipment used for demining, especially light hand-held devices to be used in rugged terrains
- Transport trucks, including regular (troop and cargo carrier), armored, and tactical



Bogotá, Colombia

- Upgrades to fixed-wing aircrafts
- Artillery, both modernization of existing equipment and possible purchase of additional systems
- Riverine and maritime watercrafts
- Tactical and survival equipment
- Radio communication systems
- All types of tactical equipment, as well as bomb disarming devices
- Equipment for manual eradication of illicit crops

## Mining

Seven percent of the Colombian GDP comes from mining, hydrocarbons, and power sector. Colombia has untapped potential for large porphyry copper deposits. There are 30 current projects for gold and copper with gold production in 2020 reaching 257,000 ounces. El Dovio copper-gold project in central west Colombia is a prominent copper route. As the world transitions to greener economies, copper has become increasingly important as a critical metal that will continue to be required in the production of renewable energy.

## Infrastructure

Colombia has many opportunities in the infrastructure sector. This includes a current tremendous opportunity for Virginia to bring to Colombia electronic toll collection systems like “E-ZPass” to be used in tolled roads, bridges, and tunnels. Other opportunities include:

- Continuous soliciting of bids for contracts of futures segments for future highway projects (private/public concessions)
- Development and expansion of airports throughout the country
- Significant construction and expansion of its railroad system
- E-Z Pass Virginia
- Complex engineering projects and services related to mass transportation systems (i.e., Metro de Bogotá), such as seaports, dredging, tunnels, and bridges
- Specialized construction equipment
- Intelligent transportation systems equipment and services
- Road safety equipment and services (such as electronic toll collection)
- Engineering, designing, and building healthy, highly efficient, and cost-saving green buildings under the LEED framework

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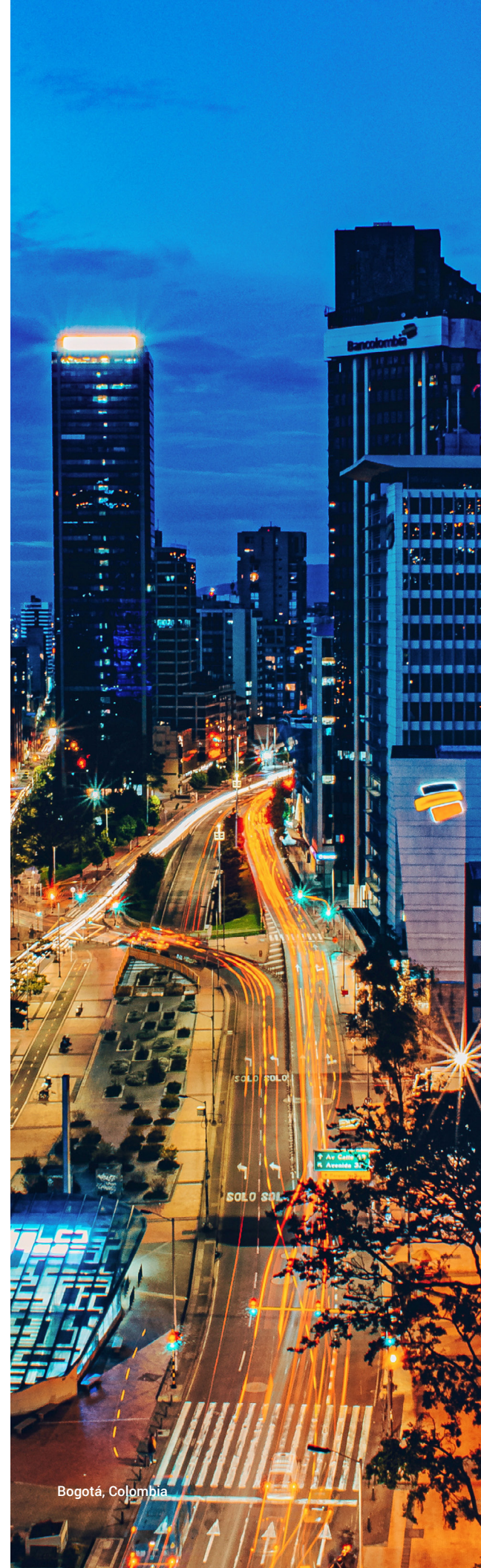
This trade mission gave us great exposure to a few of the key decision makers, as well as introduced us to a few possible options for partnerships. This event will absolutely help us with developing future business.

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## Information and Communication Technology (ICT)

The Colombian ICT sector is focusing on digitization, cyber security and blockchain solutions, cloud computing services, servers and storage, and data hosting and processing services. There is great demand for data center hardware from telecom operators, cloud, and content firms. Data hosting and processing services growth is driven by migration to cloud-based systems and increased interest in online video and gaming.



Bogotá, Colombia

# Trade Mission Details

## Objective:

The objective for this trip is to arrange and conduct quality meetings between your company and potential sales partners (agents, representatives, or distributors) and/or customers in Colombia. Our ultimate goal is for these meetings to help you generate new sales and to provide you with market intelligence that is only attainable by an in-country visit.

## Trade Mission Dates

November 28–  
December 2, 2022

## Registration Deadline

September 30, 2022

## Schedule:

The Virginia delegation will be based in Bogotá. However, there may be meetings in adjacent cities depending on your particular needs. Our consultants will ensure that your meetings are scheduled with the best contacts, regardless of their location. We will keep you apprised as your itinerary develops and suggest travel and logistics options for your itinerary.

The schedule is planned as follows, and is subject to change:



Date	Day	Activity
September 30, 2022	Friday	Last day for registration
November 26, 2022	Saturday	Latest day to depart the U.S.
November 27, 2022	Sunday	Rest / Sightseeing
November 28, 2022	Monday	Trade Mission begins; individual meetings
November 29, 2022	Tuesday	Individual meetings
November 30, 2022	Wednesday	Individual meetings
December 1, 2022	Thursday	Individual meetings
December 2, 2022	Friday	Individual meetings; Trade Mission concludes
December 3, 2022	Saturday	Return to the U.S.



## Frequently Asked Questions:

### How many Virginia companies will participate?

The registration process is ongoing. Based on past trade missions, we expect 6–10 Virginia companies to participate.

### What is the cost for my company to participate?

You must pay the trade mission participation fee of \$2,500 to VEDP at the time of registration. The participation fee includes the following:

- Identifying, contacting, and pre-qualifying local distributors, customers, and/or partners for your meetings
- Transportation to group events while in Colombia
- Briefing on “Doing Business in Colombia”
- Meeting room facilities at Trade Mission hotel in Bogotá, if required
- Interpreters for your meetings
- Post trade mission follow up by VEDP International Trade’s representatives in Colombia

Additional *estimated* costs you will incur include (but are not limited to):

Expense	Estimated amount (\$)
Roundtrip airfare from Virginia to Bogotá (BOG) El Dorado Airport	1,200
Colombia regional flights (if needed)	50–150
Hotels (6 nights)	1,250
Meals	600
Airport transfers, taxis, public transportation, and other miscellaneous items	30–75/hour

### How are the meetings organized?

VEDP has engaged the services of AB Trade Link to identify, screen, and arrange meetings with potential partners and customers for each trade mission participant. This firm was selected through a competitive bidding process and has demonstrated extraordinary expertise, enthusiasm, and commitment to the work of introducing Virginia companies to their respective markets. If you would like to learn more about AB Trade Link, please review their website: <http://abtrade-link.com/>.

In some cases, the business meetings in Colombia will be hosted at the hotel where the delegation is staying. However, meetings with some Colombian businesses and Colombian government officials may occur at their offices. Because some appointments will be held at the companies’ locations, travel and other logistics may prevent each delegate from having a minimum of 3–4 meetings each day of the trade mission.

### How will I get to my meetings?

AB Trade Link will provide detailed instructions and arrange transportation during the mission for your appointments. Charges for ground transportation, such as car rental (with or without a driver), will be the responsibility of each mission participant.

## Will I need an interpreter?

Yes, we advise the use of an interpreter in Colombia. Interpreters will be provided by VEDP and are included in your registration fee.

## How are airline and hotel reservations handled?

**Airline tickets:** You book (and pay for) your own airline ticket via a local travel agent or online air travel website. If you do not have a travel agent, the Trade Mission Leader can recommend one for you.

**Hotels:** VEDP will select a hotel and, if possible, arrange for a block of hotel rooms. For efficiency and security all participants must stay in the same designated hotel in each city. Participants will be responsible for making their own hotel reservations using a group code provided by the Trade Mission Leader (if a block rate is available). You will pay all hotel room charges directly to the hotel.

## How can I verify that Colombia is a good market for my company before we register for the trade mission?

Contact your local International Trade Manager or the Trade Mission Leader (see next page) **immediately!** We only want you to make the trip if we think there is good market potential in Colombia for your company. We can perform exploratory market research within a short period of time to verify market potential for you. The more time you give us, the better job we can do!

## What are the entry requirements for Colombia?

### Will I need a passport or visa?

A passport is required with six months validity remaining. U.S. citizens do not need a business visa for Colombia for stays less than 90 days.



This event was insightful and educational. We were able to learn more about the inner workings of the Colombian Defense network. In addition, we also were able to secure several meetings with potential partners that may prove to be beneficial in the long run.

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## Registration:

### How do I register to participate?

You can register and pay the trade mission fee online by visiting:  
<https://colombia-trade-mission-2022.eventbrite.com>.

### Contact the Trade Mission Leader for more information:

#### **Madeleine Waddoups**

Global Research Manager

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#### **Michael Mariner**

Program Manager

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**Very impressed with VEDP ability to get quality companies and government entities to meet with industry. The translators were excellent. This was a very good event and we will participate again in the future.**

Trade Mission to Colombia

# Consultant Bio

Colombia

## Adriana Bohorquez Brunette

Adriana Bohorquez Brunette is the Founder and Executive Director of AB Trade Link, LLC., a Colombia-based firm that – through its role as VEDP’s Colombian consultancy – provides Virginia businesses with in-country market research and coordinates Colombian market visits for these companies as well. Adriana is a seasoned international business professional whose experience working in the private sector and in U.S.-Colombia trade makes her an expert resource for Virginia businesses interested in exploring their Colombian market potential.