



AGENCIA DE COOPERACIÓN E INVERSIÓN
DE MEDELLÍN Y EL ÁREA METROPOLITANA

Creamos lazos con el mundo para el desarrollo



Doing Business

In Colombia

Medellín

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Medellín, the vibrant city of eternal spring, captivates with its unique blend of mountainous landscapes, exciting culture and unparalleled hospitality. Known as one of Latin America's most innovative cities, Medellín has undergone an extraordinary transformation from a city affected by violence to a model of urban and social development.

Its attractions are diverse and exciting: from the imposing Arví Park, where one can enjoy nature in its splendor, to the colorful Comuna 13 neighborhood, a symbol of resilience and creativity, tourists can delight in the exquisite local cuisine, which combines traditional flavors with international influences, or explore the legacy of the famous artist Fernando Botero at the Museum of Antioquia.

However, beyond its natural and cultural wonders, what makes Medellín shine is its people. The paisas, as the region's inhabitants are known, are known for their warmth and friendliness. Always ready to welcome visitors with a smile, they make every experience in the city memorable.

In addition, Medellín is a center of innovation and entrepreneurship, with a thriving technological and cultural scene. Its public transportation system, including the famous Metrocable, is an example of efficiency and accessibility, facilitating movement around the city and connecting its inhabitants with development opportunities.

To sum up, Medellín is much more than a beautiful city: it is a testimony of resilience, creativity and progress. To visit it is to immerse yourself in a unique experience, full of surprises and unforgettable moments.

We hope this publication provides the information investors need to make the decision to choose Medellín and Antioquia as an ideal destination for their investments in Colombia.



Consult the complete investment guide: Doing Business in Colombia 2024



**Carlos Mario
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Agency for Cooperation and Investment of Medellín and the Metropolitan Area (ACI Medellín)





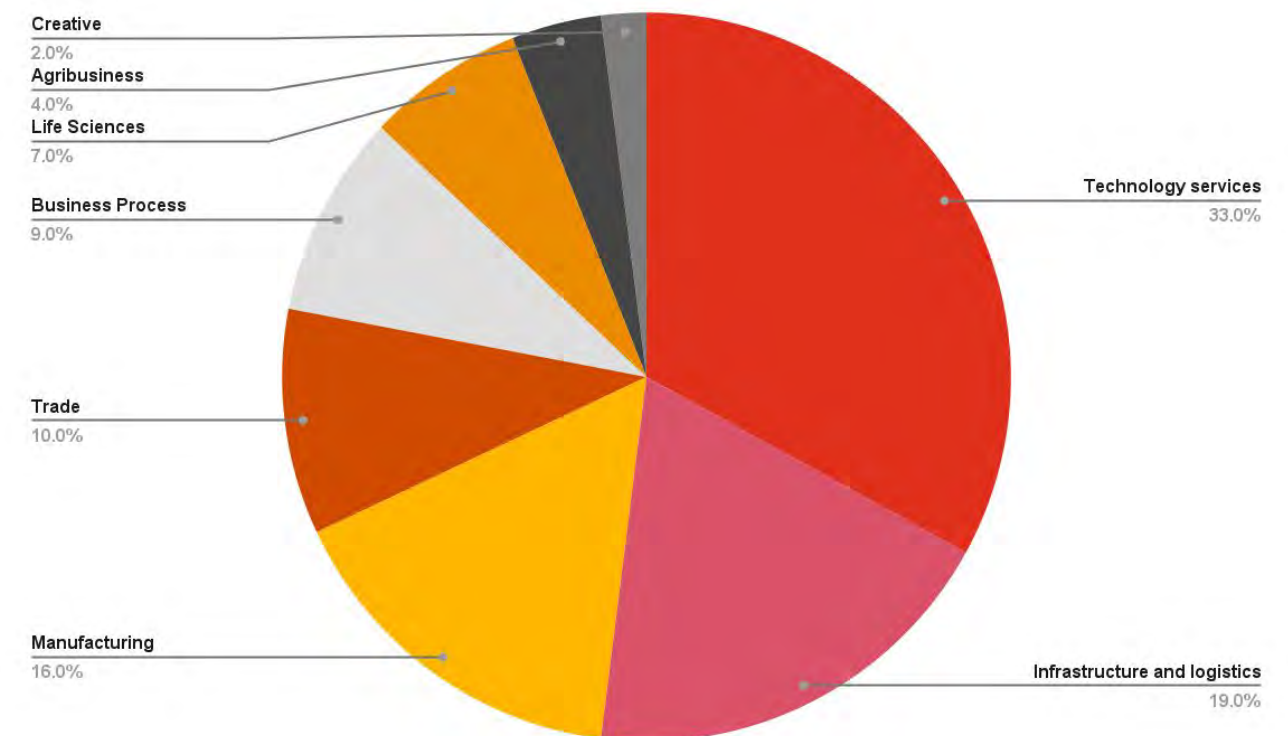
ACI Medellín is the leading entity in the internationalization process of the city-region, through the attraction and retention of national and foreign direct investment; the management of supply and demand for cooperation; the generation and exchange of knowledge and the positioning and city diplomacy. We are, then, the Regional Investment Promotion Agency (APRI per its initials in Spanish) of the region and, at the same time, its cooperation agency. We work to offer investors services such as general, sectorial and comparative information; general legal and tax orientation; articulation with key actors such as universities, associations and local authorities; among other services. Through our network of allies we seek to strengthen our portfolio with activities, services and benefits that, although they may be unrelated to our mission, are of great value to foreign companies interested in investing in the territory or to provide solutions to new needs of domestic and/or foreign investors already established in the country.

The figures for foreign investment management in Medellín are an indication of the region's attractiveness in terms of investment. From 2008 to 2023, ICA Medellín has managed more than 3,531 million dollars (USD) in foreign direct investment and 347 investment projects. These investments have generated an estimated 30,754 direct jobs.

The technology services sector is the main recipient of foreign direct investment in Medellín and the metropolitan area with a 33% share of investment projects; infrastructure and logistics has a 19% share; the manufacturing sector 16% and commerce 10%; business process outsourcing 9%; life sciences 7%; agribusiness 4% and the creative sector 2%.

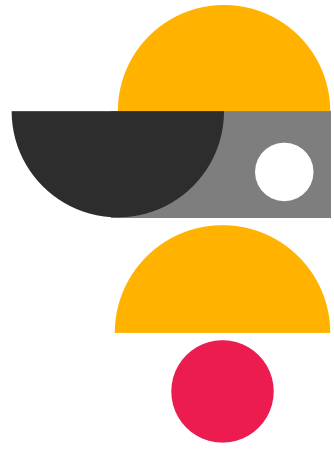
Graph 1:

Percentage share of sectors receiving foreign direct investment in Medellín and the Metropolitan Area



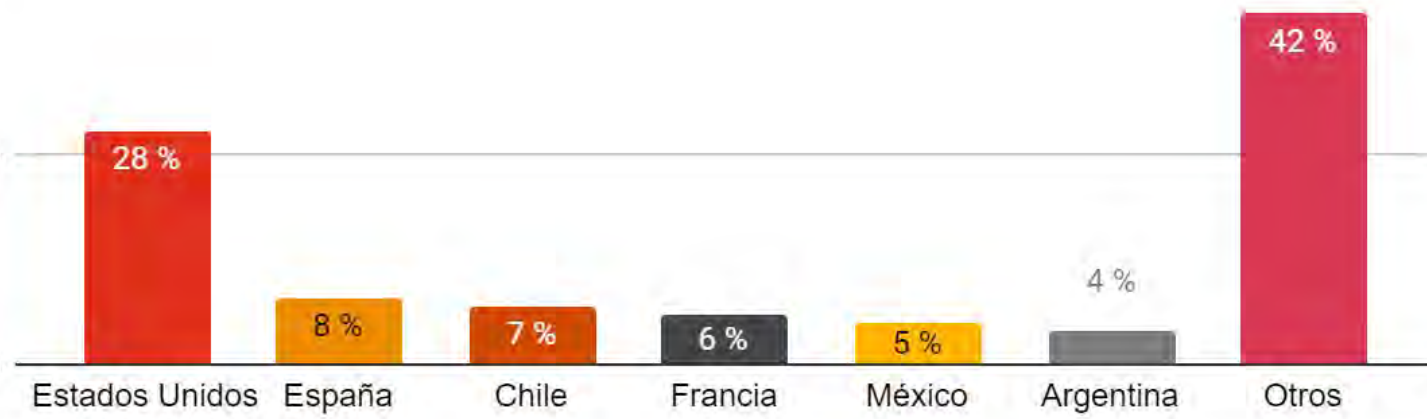
Source: Agencia de Cooperación e Inversión de Medellín y el Área Metropolitana. Data 2008 - 2023. (Cooperation and Investment Agency of Medellín and the Metropolitan Area. Data 2008 - 2023)

The top five countries investing in our territory are the United States (28 %), Spain (8 %), Chile (7 %), France (6 %), Mexico (5 %) and Argentina (4 %).



Graph 2:

Percentage share of countries of origin of foreign direct investment in Medellín and the Metropolitan Area.



Source: Agencia de Cooperación e Inversión de Medellín y el Área Metropolitana. Data 2008 - 2023. (Cooperation and Investment Agency of Medellín and the Metropolitan Area. Data 2008 - 2023)





01

What does Medellín
and Antioquia offer
for investment?

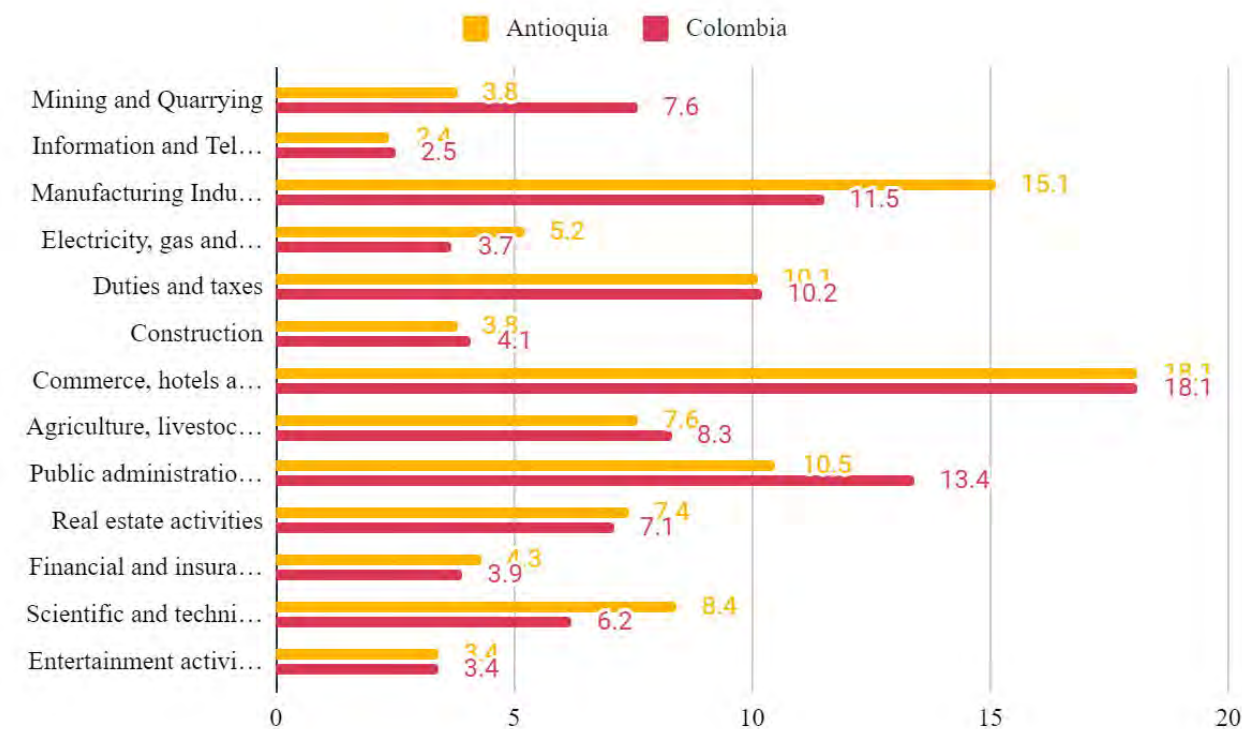


High economic performance

Colombia's GDP for the year 2023 was 1,468 trillion pesos (COP), while Antioquia's GDP for the same year was 212,515, i.e. Antioquia represents 14.476 % of the national GDP.

Graph 3:

GDP growth for Antioquia and Colombia to 2022

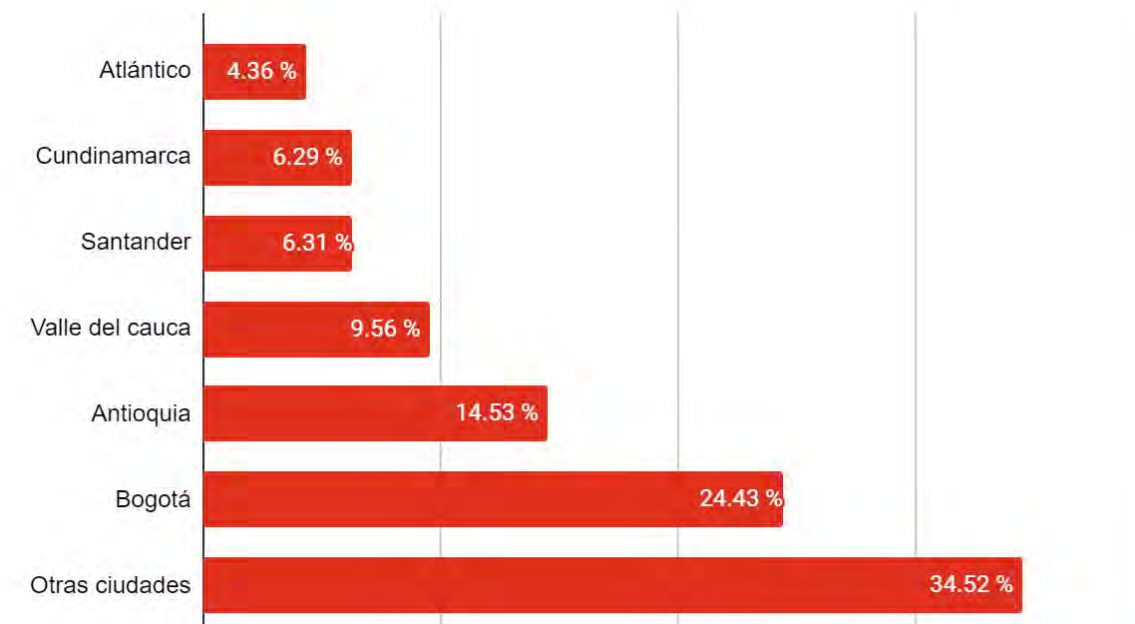


Source: Ministerio de Comercio, Industria y Turismo (2022) Perfiles económicos departamentales, Departamento de Antioquia [Imagen]. Oficina de Estudios Económicos, Ministerio de Comercio, Industria y Turismo. (Ministry of Commerce, Industry and Tourism (2022) Departmental economic profiles, Department of Antioquia [Image]. Office of Economic Studies, Ministry of Commerce, Industry and Tourism.

Historically, Antioquia has been the second largest economic and population conglomerate in Colombia with 6,787,846 inhabitants and the growth percentage of its economy is often higher than the average of the Colombian economy. However, in 2022, the department grew by 6.9%, while the country grew at a rate of 7.3%, mainly due to sharp increases in interest rates to combat post-pandemic inflation. Nevertheless, Antioquia ranked second in 11 of the 12 economic sectors evaluated nationally after Bogotá, with particularly good performance in telecommunications, finance, real estate, science and technology, public administration, education, health and defense, and arts, entertainment and recreation.

Graph 4:

Gross Domestic Product (GDP): Value and percentage of participation by department 2022

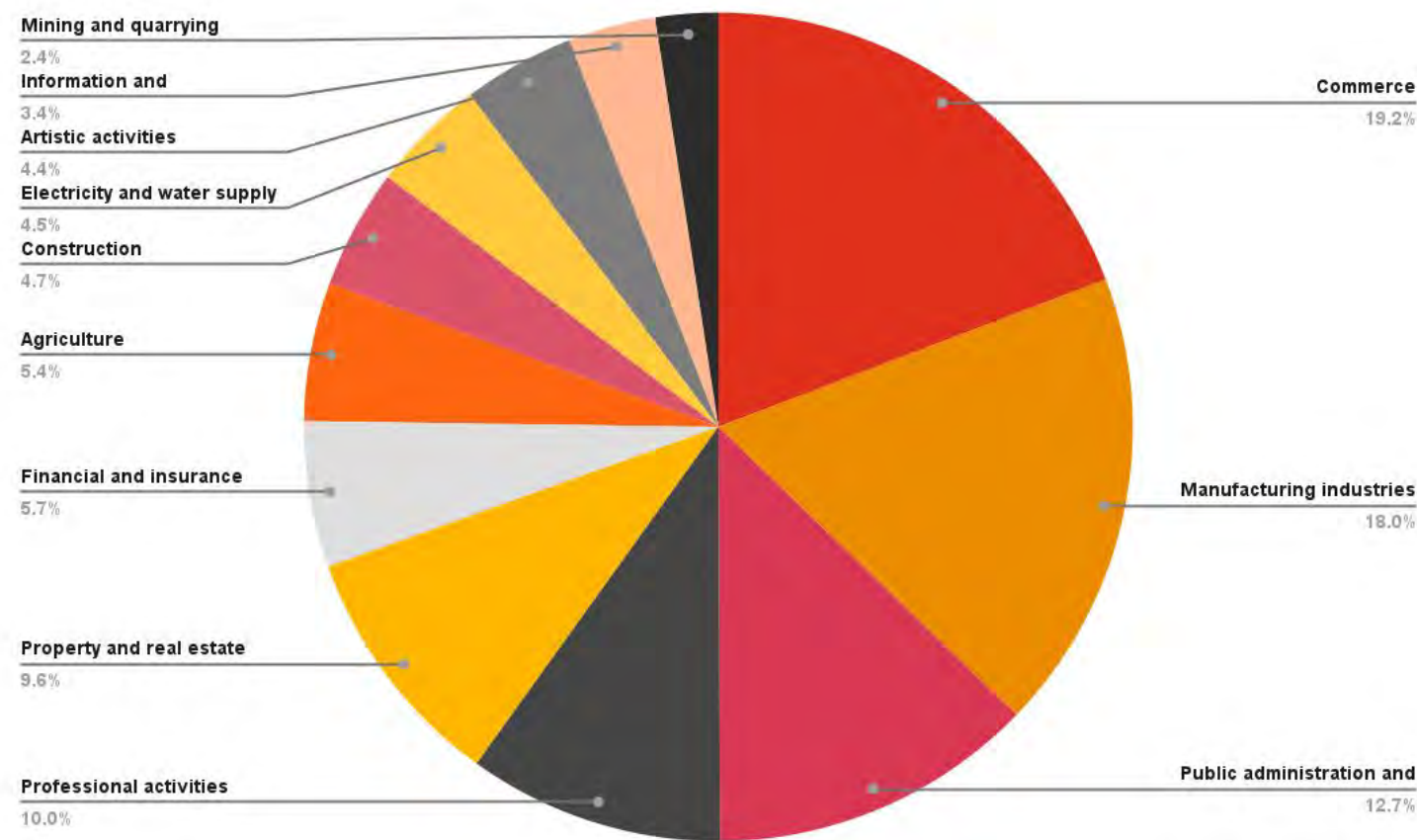


Source: Departamento Administrativo Nacional de Estadística – DANE. 2022 (National Administrative Department of Statistics - DANE. 2022)



Graph 5:

Gross Domestic Product (GDP) of Antioquia: Value and percentage of participation by activity



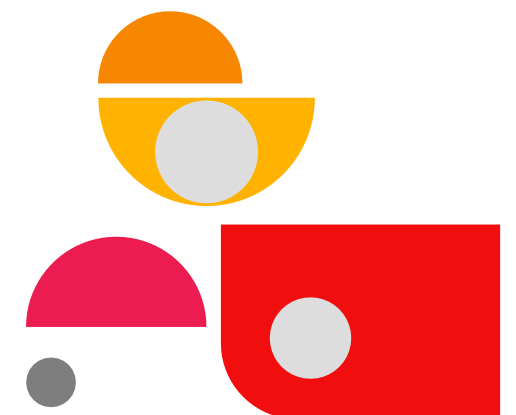
Fuente: Departamento Administrativo Nacional de Estadística – DANE. 2022 (National Administrative Department of Statistics - DANE. 2022)

The economic composition of the region, according to its contribution to the departmental GDP, shows its high vocation for the provision of services, commerce and manufacturing. Medellín has migrated its vocation in the last three decades, moving from an economy based on basic manufacturing to services with higher added value.

However, it retains a multi-sector economic structure that provides investors with access to a multiplicity of products and services that strengthen its value chain. The capacity to generate connections in the Antioquian business ecosystem is ample and is available to foreign investors.

Excellent business climate

According to the Departmental Competitiveness Index (IDC per its initials in Spanish), Antioquia is the second most competitive department in Colombia, being only surpassed by the capital of the country. It has held this position since 2014, the year in which this measurement was carried out for the first time. Between 2022 and 2023 there has been no change in the positions of the 10 most competitive departments in the country.





Graph 6:

Departmental Competitiveness Index Results 2023



Source: Consejo Privado de competitividad (2023). Resultados Índice de Competitividad Departamental. (Private Competitiveness Council (2023). Departmental Competitiveness Index Results)

The aspects measured by the IDC are classified into 4 components: enabling conditions, human capital, market efficiency and innovative ecosystem. Each of them measures a series of factors and variables that have determined our leadership as a competitive region.

On the one hand, it is important to highlight aspects such as infrastructure and institutions within the enabling conditions component. Antioquia is the second region with the second highest percentage of roads in good condition and has an extensive network of primary, secondary and tertiary roads. The completion of the national 4G highway project will allow for greater fluidity in the transportation of goods, connecting Medellín with the port of Urabá,

on the Atlantic, in only 4 hours. This will guarantee more efficient times for exporting and importing products.

The second component is human capital, in which Antioquia stands out for its educational coverage and the quality of its secondary, technical and professional education programs. In the third component, which refers to market efficiency, in which Antioquia stands out for its market size, taking into account that access to new markets is largely conditioned by competitive businesses and companies and, on the other hand, by public/institutional and territorial conditions (the department has consolidated itself as a territory with very special public-private capacities). Finally, in the innovative ecosystem component, Antioquia is in the top 4 of the departments with the best participation of medium and large companies, birth rate and entrepreneurial density.

A region connected to Colombia and the world

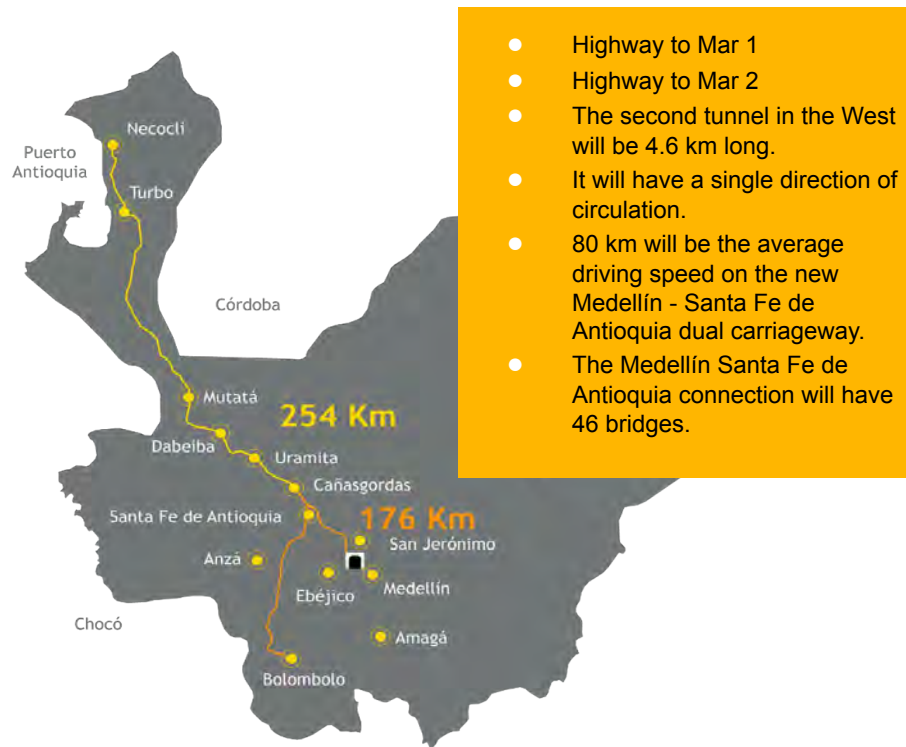
The department of Antioquia has a global projection, within the framework of the development of the infrastructure megaprojects of the fourth generation highways (4G), the construction of ports in Urabá and its land connection with the port of Buenaventura; which turn Urabá Antioquia into a logistic alternative to the Panama Canal, connecting the region with the ports in the Atlantic and Pacific oceans. This is how Antioquia consolidates itself as one of the Colombian regions with the best connectivity.



The most modern multipurpose port in the country is built in the Gulf of Urabá

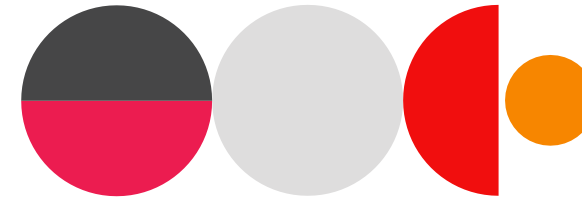
Puerto Antioquia will be connected to the fourth generation road projects Mar 1, Mar 2 and the Toyo Tunnel. It will be the port terminal in the Colombian Caribbean closest to Cundinamarca and the coffee axis.

- **7 MM tons/year**
- **1340 meters dock line**
- **+ 16 meters of draft** for New Panamax vessels
- **USD 764 MM investment**
- **2800 direct jobs** during construction and operation
- **Year 2025** enters into operation



4 hours
It currently takes 7 hours to travel the Medellín - Turbo route.

Source: Data taken from the official website of Puerto Antioquia.

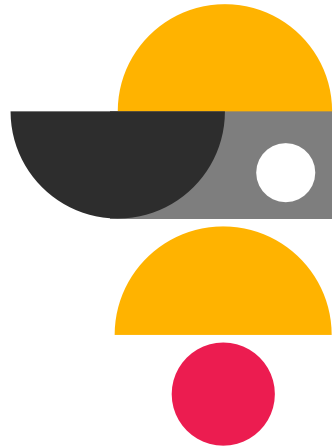


The ports in Urabá will be the closest to the Atlantic Ocean from the main industrial and commercial centers of the country, reducing on average 300 km of land travel, which will allow significant savings in time and logistics costs. Therefore, it can be affirmed that Medellín will become the inland city with the best connection to the Atlantic ports. Likewise, when talking about Medellín's international connections, it is inevitable to mention the Rionegro Airport, José María Córdoba (JMC), which has important direct connections to the USA, Spain, Mexico, the Caribbean, Ecuador, Peru and, soon, Chile. It is worth noting that this airport was recently recognized as one of the most punctual and efficient airports with a success rate of 85.33% according to Cirium, a leading company in airline platform analysis for the aviation industry.

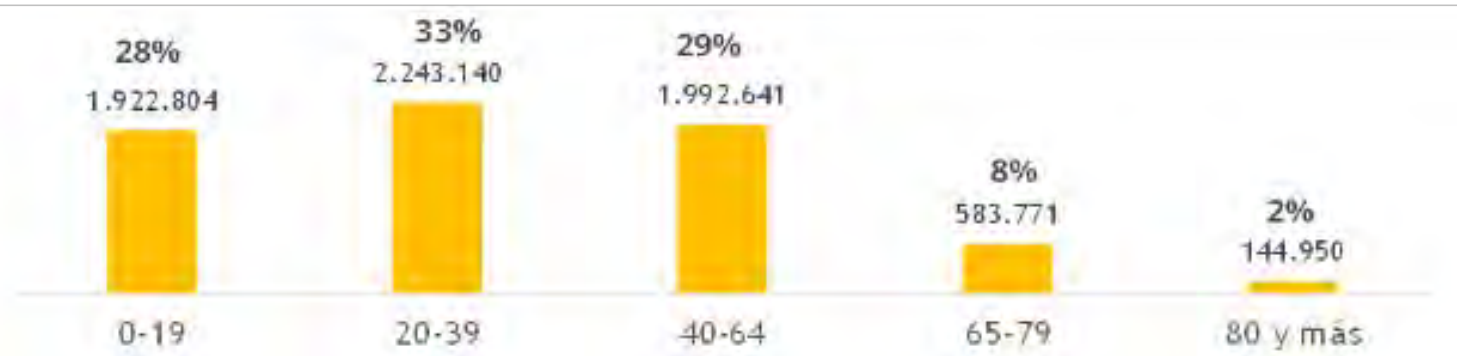
Abundant talent

Antioquia has a young, abundant and qualified human talent. According to the National Administrative Department of Statistics (DANE), 62% of Antioquia's population is of economically active age (between 20 and 64 years old) and 33% of the population is young (between 20 and 39 years old).





Graph 7:
Population distribution of Antioquia by age group

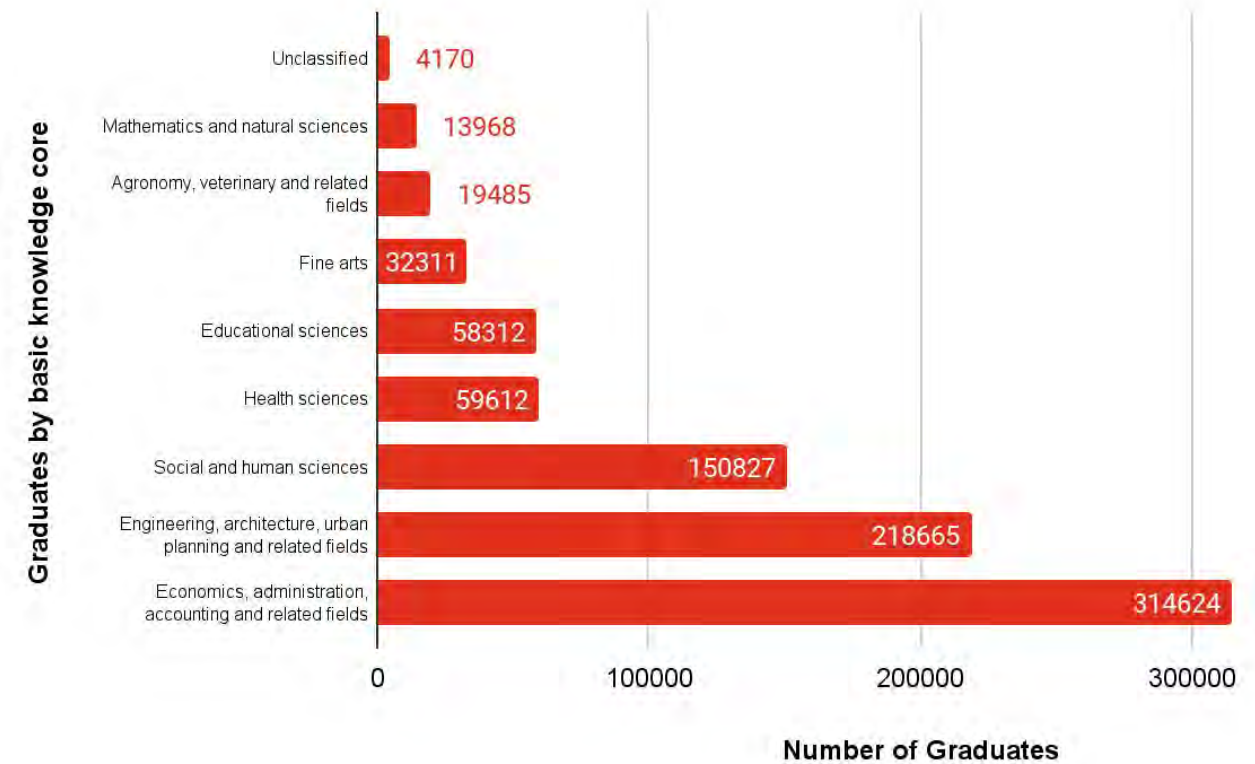


Source: DANE - Proyecciones de población con base en el Censo Nacional de Población y Vivienda realizado en el 2018.(DANE - Population projections based on the National Population and Housing Census conducted in 2018.)

According to figures issued by the Ministry of National Education, the Department has more than 870 thousand graduates between 2001 and 2022, in undergraduate and graduate programs.

Our productive force is concentrated in professionals graduating from economics, administration, accounting and related programs with 36.1% of the 870 thousand graduates. 25.1% graduated from academic programs related to engineering, architecture, urban planning and related fields; 17.3% of the graduate pool is oriented to programs in social and human sciences; 6.8% in health sciences; 6.7% in educational sciences; 3.7% in fine arts; 2.2% in academic programs related to agronomy, veterinary and related fields; and the remaining 1.6% in mathematics and natural sciences.

Graph 8:
Number of graduates in Antioquia by basic core of knowledge



Source: Ministerio de Educación Nacional. Cifras de Graduados 2001-2022.(Ministry of National Education. Graduates 2001-2022)

The city has an ecosystem of 65 higher education institutions. Of which 3 are in the top 100 of the QS World University Rankings: Latin America & The Caribbean 2024:

Table: Ranking of universities in Antioquia

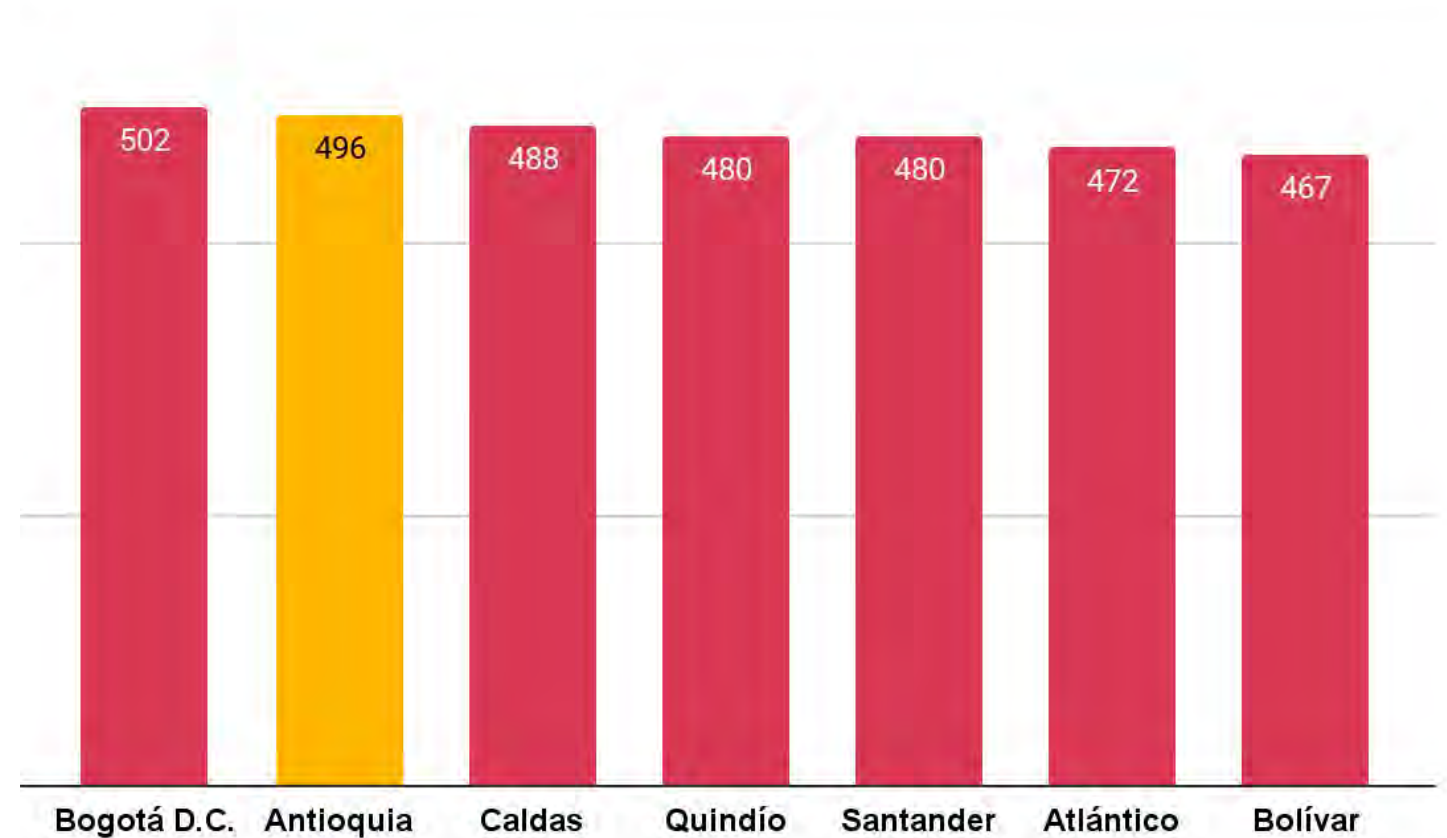
University	QS World University Ranking
University of Antioquia	19
EAFIT University	62
Pontifical Bolivarian University	72
University of Medellin	161
University School of Engineering	201
CES University	251
Cooperative University of colombia	301
Metropolitan Technological Institute	351

Fuente: QS World University Rankings: Latin America & The Caribbean 2024.

In terms of the use of English as a second language, the territory ranks second, according to the EF English Proficiency Index Colombia 2023, with a score of 496 out of 800, which is the maximum score.

Graph 9:

EF English Proficiency Index 2023 score. Departmental rankings



Source: EF English Proficiency Index Colombia 2023.

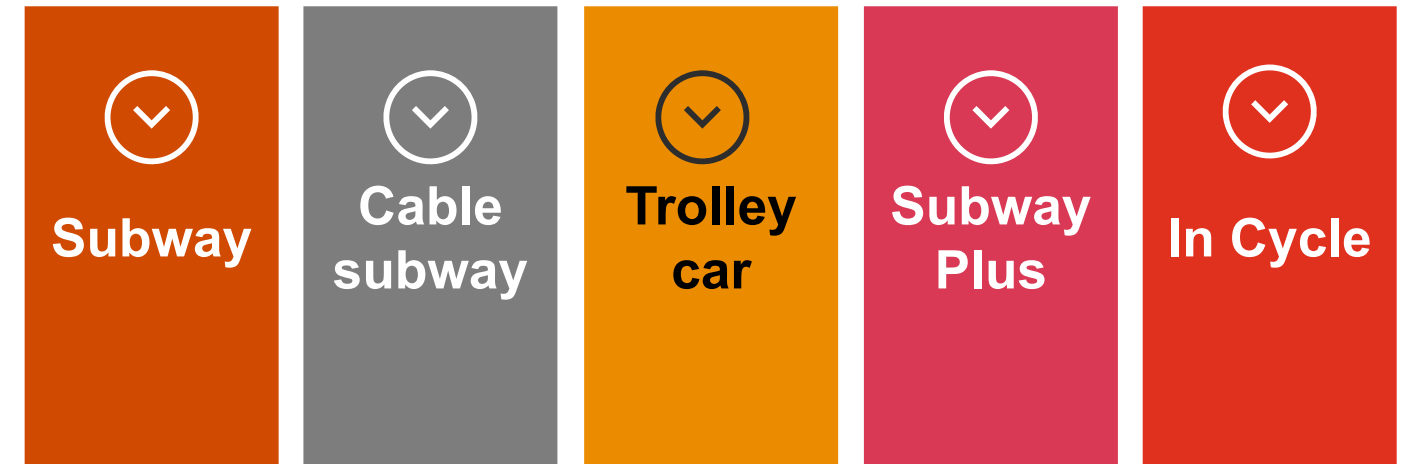




High quality of life standards

Medellín is the Colombian city with the best public transportation system in the country and a good part of Latin America, as it integrates a multimodal service of Metro, Tramway, Metrocable, Metroplús and EnCicla, which has fare integration that allows its use with a single payment. It is estimated that more than 6 million trips are made every day in the Aburrá Valley metropolitan area, of which 45% use the Metro de Medellín mass transit system. Thanks to this system, the average travel time in the city is 36 minutes per trip, allowing users to enjoy a fast, comfortable, clean and safe transportation system. On a visit to the city of Medellín in 2016, the Belgian Minister of Transport, François Bellot, equated Medellín's mass public transport system with the public transport system in Switzerland, exclaiming that, "After this tour, Medellín is for me a model of what can be done in terms of urban transport in the major cities of the world" . Such is the international renown of the Medellín Metro that as of December 2023 the institution will also operate the subway metro system in the city of Quito.

Medellín's commitment to sustainable urban mobility and compliance with the 2030 agenda is a global benchmark. According to a report by the administrative department of planning on the monitoring of the SDGs for 2020, 44.39% of the territory of the District of Medellín are protected areas and, to date, the Mayor's Office has exceeded the goal of reforestation of green areas that it had for the year 2030. This, together with the implementation of 30 green corridors during the last 10 years in the city, has reduced the average temperature of the city by 2 degrees Celsius and in some parts of the city there is evidence of a reduction of up to 5 degrees Celsius.



Meanwhile, Antioquia offers a wide variety of tourism options in the municipalities surrounding the Aburrá Valley. "Antioquia is Magical" is the departmental commitment to decentralize tourism to other municipalities in Antioquia, based on the knowledge, talents and experiences of the different sub-regions of the department. This is due to the fact that the signing of the peace agreements in Colombia and the completion of the fourth generation roads allow the enjoyment of lodging, food and recreation services for cultural and gastronomic tourism, adventure tourism, bird watching and beach tourism in Urabá.

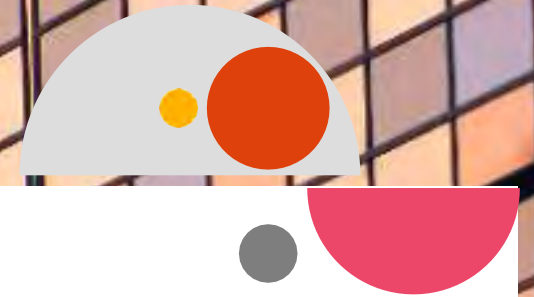
Medellin has a lower cost of living than other Latin American capitals



Table 10: Current Cost of Living Index by City

Place	City	Cost of Living Index	Rent Index	Cost of Living plus Rent Index	Food Index	Restaurant Price Index	Local Purchasing Power Index
1	Montevideo, Uruguay	54.06	15.59	35.87	49.83	46.05	55.41
2	Santiago de Chile, Chile	42.17	13.14	28.44	42.68	38.79	37.27
3	Caracas, Venezuela	41.88	9.59	26.61	40.73	39.41	11.56
4	Sao Paulo, Brasil	39.91	14.32	27.81	36.68	34.33	26.73
5	Río de Janeiro, Brasil	38.72	12.58	26.36	33.39	28.85	21.47
6	Florianópolis, Brasil	38.34	12.99	26.36	33.94	27.35	36.15
7	Brasília, Brasil	36.1	11.41	24.43	33.25	28.32	38.77
8	Fortaleza, Brasil	36.08	7.17	22.41	32.68	26.24	17.44
9	Porto Alegre, Brasil	35.8	9.8	23.51	33.78	22.96	33.79
10	Quito, Ecuador	35.3	9.75	23.22	36.25	27.38	32.99
11	Belo Horizonte, Brasil	34.51	9.3	22.59	31.31	24.32	25.5
12	Curitiba, Brasil	34.32	8.74	22.23	31.91	25.44	36.2
13	Lima, Perú	34.14	13.02	24.15	34.6	22.81	26.31
14	Sao José dos Campos, Brasil	34.11	10.23	22.82	32.49	22.46	45.77
15	Medellín, Colombia	32.76	11.9	22.89	31.95	23.07	27.84
16	Cali, Colombia	31.9	6.82	20.04	31.89	22.38	35.19
17	Bogotá, Colombia	31.68	10.27	21.56	31.15	21.67	27.57
18	Buenos Aires, Argentina	27.31	10.86	19.53	25.84	23.93	30.37

Soruce: Numbeo. América del Sur: Índice de Costo de Vida actual por ciudad. 2024. (Numbeo. South America: Current Cost of Living Index by city. 2024)



According to data from Numbeo and its Cost of Living Index in 2024, Medellín offers residents high quality of life standards and access to a wide variety of services at a lower cost than other Latin American capitals. Numbeo's Cost of Living Index data is adjusted for New York City (NYC). This means that, for New York City, each index should be set to 100 (%). If another city has, for example, a rent index of 120 it means that in that city you pay on average 20% more for rent than in New York. If a city has a rent index of 70, it means that rents in that city are on average 30 % cheaper than in New York.



This is how the quality of life in Medellín has experienced a remarkable improvement in the last decades, making it one of the most attractive cities to live in Colombia and Latin America. Several factors contribute to this positive perception. The city's cultural and recreational offerings provide a wide range of activities for its residents. From music and art festivals to sporting events and natural spaces for recreation, Medellín offers options for all tastes and ages, promoting an active and enriching lifestyle.

In general, the quality of life in Medellín is characterized by its natural environment, its modern infrastructure, its diverse cultural offerings, and the hospitality of its people. These aspects combined make Medellín an attractive and desirable city to live in.

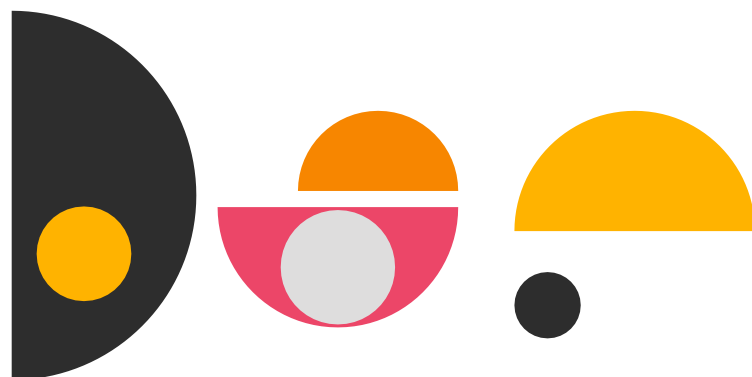
Region that offers integral wellbeing to its inhabitants

In just 20 years, the city of Medellín has undergone a historic transformation without precedent in the world, going from being the most violent and dangerous city in 1991 to projecting itself internationally as the Latin American capital of the fourth industrial revolution and being recognized by UN-Habitat as a global benchmark in terms of social and urban resilience, during the seventh Global Urban Forum held in the City of Medellín, which resulted in the "Medellin Declaration", which framed the principle of equity as a foundation for sustainable urban development.



Currently, Medellín stands out as one of the cities with the best quality of life in Colombia. According to the index of modern cities of the National Planning Department, in 2023 Medellín is positioned as the most modern city in Colombia; Laureles neighborhood in Medellín is the most desirable place to live in the country, and the city is the sixth most popular destination in Latin America among digital nomads. The Human Development Index in the Department is 0.757 (high) and is above the national average of 0.752. Multidimensional poverty in the city was reduced by an average of 54.34% between 2010 and 2022, from 18.09% to 9.83%, respectively.

In addition, the department of Antioquia has one of the best health coverage at the national level; 98% of its inhabitants are affiliated to the General Social Security Health System.





02

Our investment sectors

ACI Medellín has prioritized eight sectors for the attraction of foreign direct investment, according to the productive vocations of the territory: agribusiness, infrastructure and logistics, trade, manufacturing, life sciences, technology services, business process outsourcing and creative industries.



Life Sciences

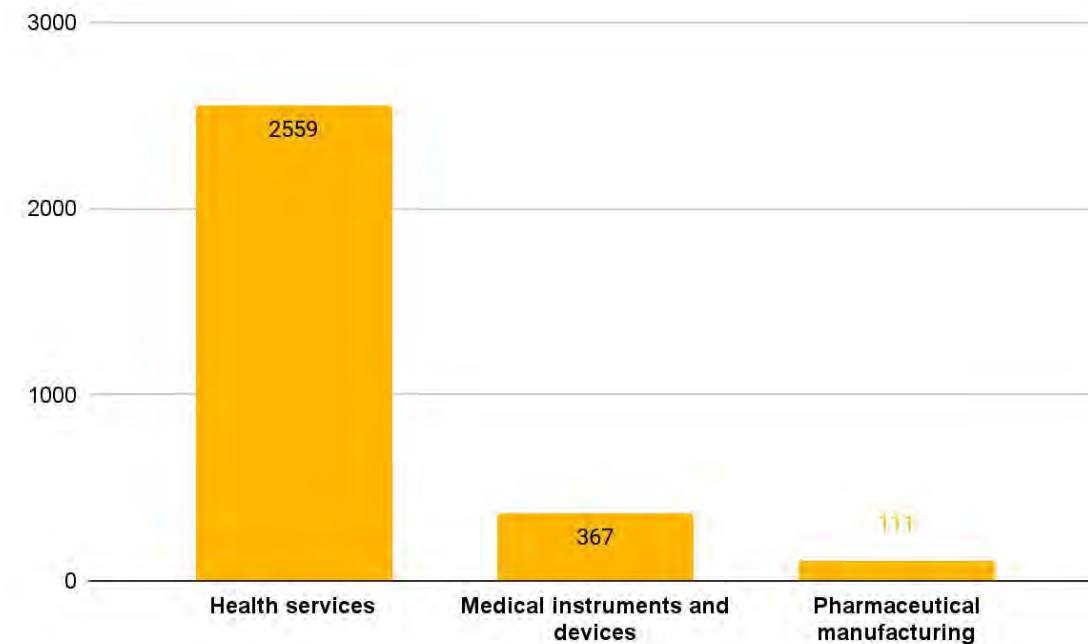
The health sector in Medellín offers a number of advantages that contribute significantly to improving the quality of life of its inhabitants. Some of these advantages include:

- **High-quality hospital infrastructure:** Medellín has modern, well-equipped hospitals that offer a wide range of specialized medical services. These facilities are designed to provide first-class care to patients, with cutting-edge technology and highly trained medical personnel.

The health sector represents a business conglomerate of 3,037 companies in Antioquia. 2,559 provide health services, diagnostic support, inpatient and outpatient specialized care. 367 companies manufacture medical and dental instruments, devices and materials, and 111 companies manufacture pharmaceuticals, medicinal chemicals and botanical products for pharmaceutical use.

Graph 11:

Number of companies in Antioquia in the life sciences sector



Source: Cámara de Comercio de Medellín para Antioquia. Datos 2023. (Medellín Chamber of Commerce for Antioquia. Data 2023)

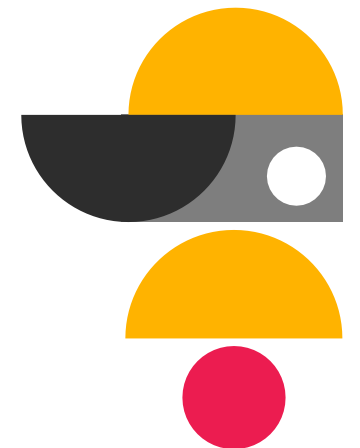
- **Qualified health professionals:** The city has a large number of health professionals, including doctors, nurses, specialists, and technicians, many of whom have received training at nationally and internationally recognized institutions. This guarantees quality and excellence in medical care.
- **Access to specialized treatments:** Medellín is a major medical center in Colombia, with a wide range of specialized treatments and procedures in various areas of medicine. Patients have access to highly complex medical care services, including surgeries, organ transplants, oncology treatments and advanced therapies.
- Antioquia has 31 institutions certified by The National Institute of Drug and Food Surveillance (INVIMA per its acronym in Spanish) in good clinical practices to carry out clinical research activities with drugs.
- According to the 2023 ranking of América Economía magazine, Antioquia has five (5) of the best hospitals and clinics in **Latin America out of 46 institutions evaluated.**

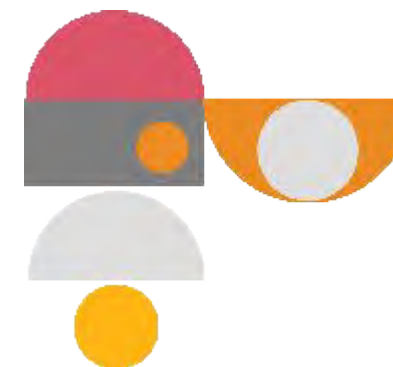
Hospital San Vicente Fundación	Ranked 14
Clínica Las Américas AUNA	Ranked 17
Clínica El Rosario	Ranked 29
Hospital Alma Mater	Ranked 31
Clínica CES	Ranked 42

- As of December 2023, there are 59 accredited institutions nationwide that comply with the minimum legal conditions of quality in their services required by national and international accrediting entities; 9 are located in the territory: Hospital Pablo Tobón Uribe, Hospital San Vicente fundación, Universidad Pontificia Bolivariana, Hospital general de Medellín, Clínica Somer, Clínica el Rosario, Jave Salud, IPS Virrey Solís.
- The territory has the **Cluster Medellín Health City**, which seeks to promote integration processes and business relationships that allow responding to the challenges and opportunities of the health industry, with emphasis on clinical excellence services, digital transformation, development of technology-based products and added value of knowledge and innovation.
- We have a **special health free zone**. It operates under special customs and foreign trade tax regulations, with benefits such as importing equipment and technology without paying customs duties or VAT, paying income tax at a rate of 15%, and exporting health services.
- **Prevention and health promotion programs:** The health sector in Medellín is concerned about the integral health of the population, so prevention and promotion programs are implemented in areas such as nutrition, physical activity, prevention of chronic diseases and mental health. These programs seek to educate and raise awareness in the community about the importance of leading a healthy lifestyle.

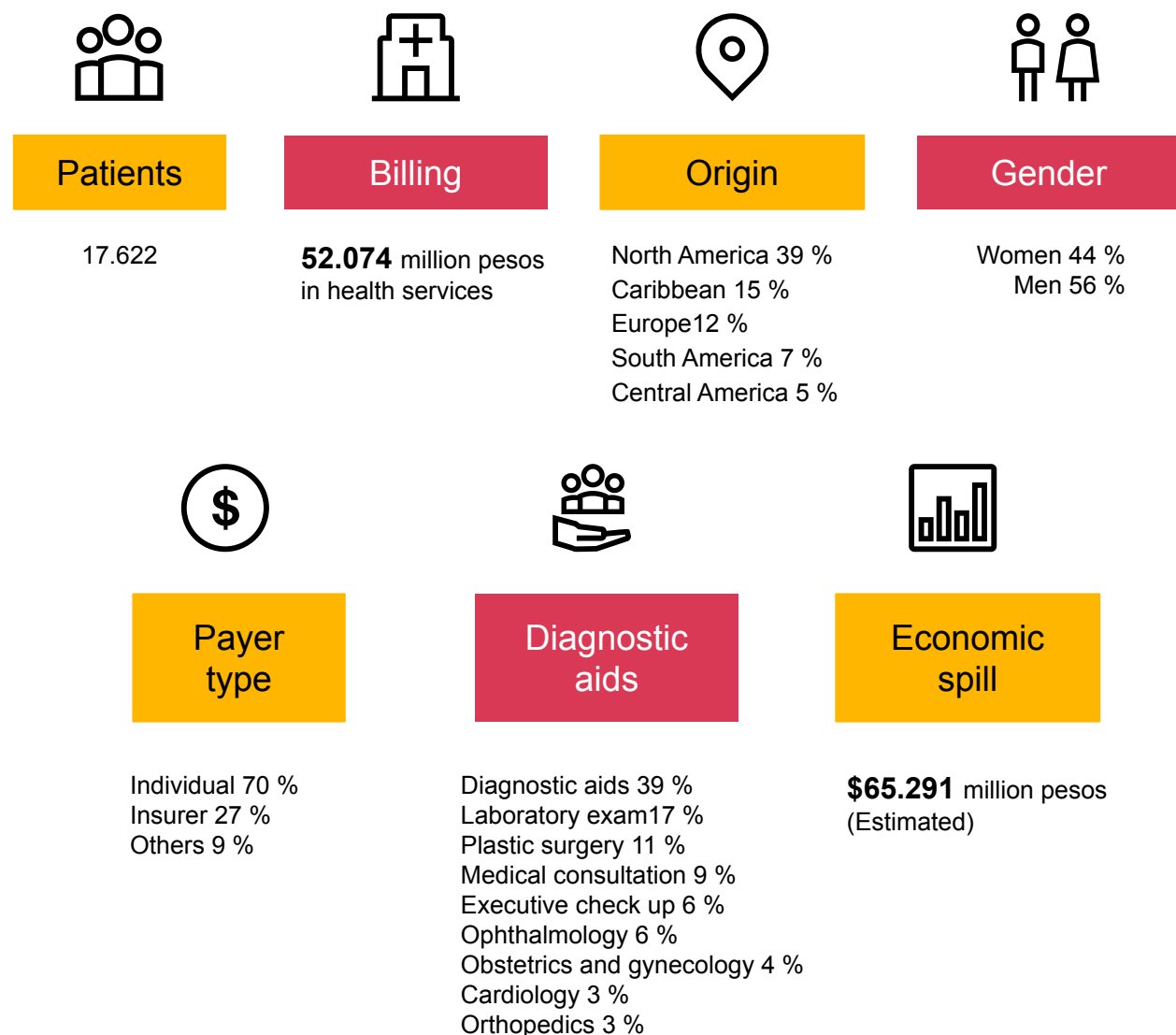
²⁴ Fuente: INVIMA. Dirección de medicamentos y productos biológicos. Datos 2023.

²⁵ Fuente: Revista América Económica. Ranking de Clínicas y Hospitales 2023.





Medellín health destination International patients 2022



In summary, the health sector in Medellín offers a combination of modern infrastructure, qualified professionals, access to specialized treatments, prevention programs and universal health coverage, which makes it an outstanding city in terms of medical care and well-being for its inhabitants.

Under this premise, the promotion and development of investment opportunities in the city-region is based on the following strategic lines of action:

- Big data and continuing health.
- Cosmetics.
- Nanotechnology.
- Biomedicine.
- Hospitality with post-operative medical accommodation features.
- Drug production centers.
- Clinical research centers.
- Medical tourism and international patient care.
- High-tech clinical laboratories.
- Hospital endowment.
- Health transportation.



Source: Cámara de Comercio de Medellín para Antioquia. Comerciantes Renovados y Matriculados en el año 2023. Datos 2023. (Medellín Chamber of Commerce for Antioquia. Renewed and Registered Merchants in the year 2023). Data 2023

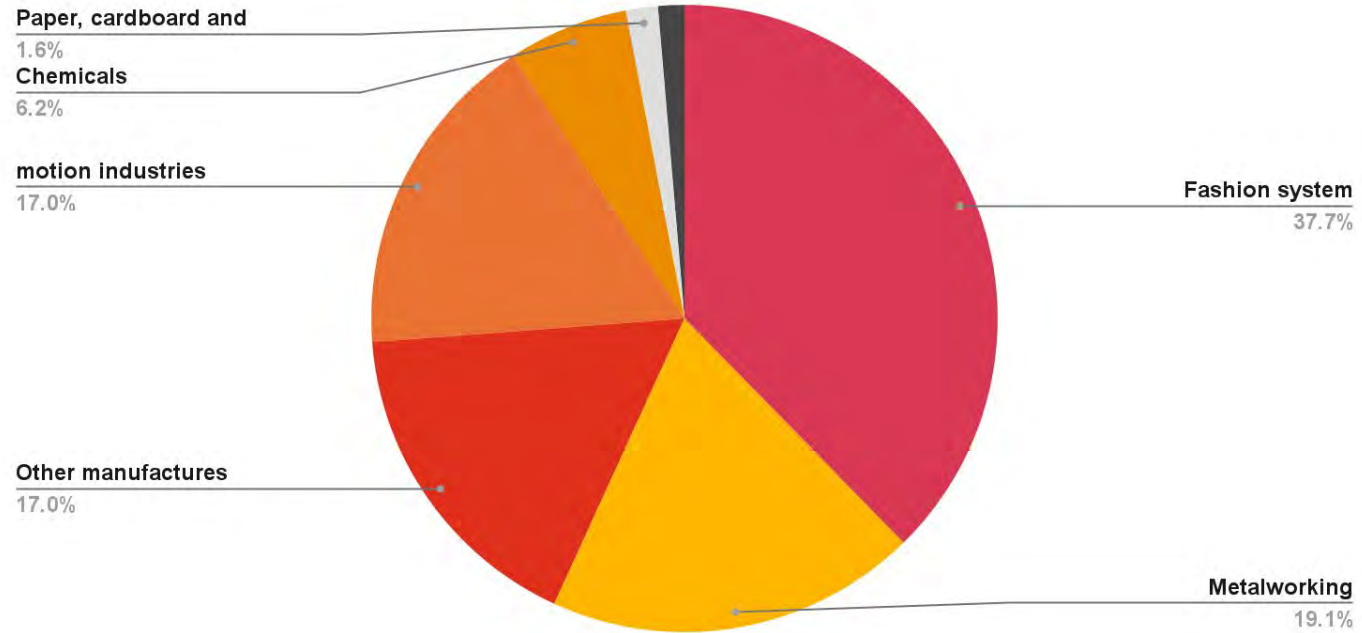


Manufacturing



The manufacturing industry is the second activity in the department's gross domestic product (18.01%). The most representative activity for Antioquia's industry is the fashion system with a percentage of participation of 37.68 %; in second place is the metal-mechanic industry with 19.15 %. In turn, 16.96 % corresponds to the movement industry and 6.13 % to the production of chemicals. Paper, cardboard and packaging account for 1.65 % of the territory's manufactured goods; machinery and equipment account for 1.36 %; and the remaining 16.96 % is accounted for by other manufactured goods. It should be noted that 90% of these industries are microenterprises.

Graph 12:
Distribución de la industria manufacturera por subsectores y tamaño



Company size	Microenterprise	Small	Medium	Big
Participation 2023	90 %	8,48 %	1,48 %	0,44 %

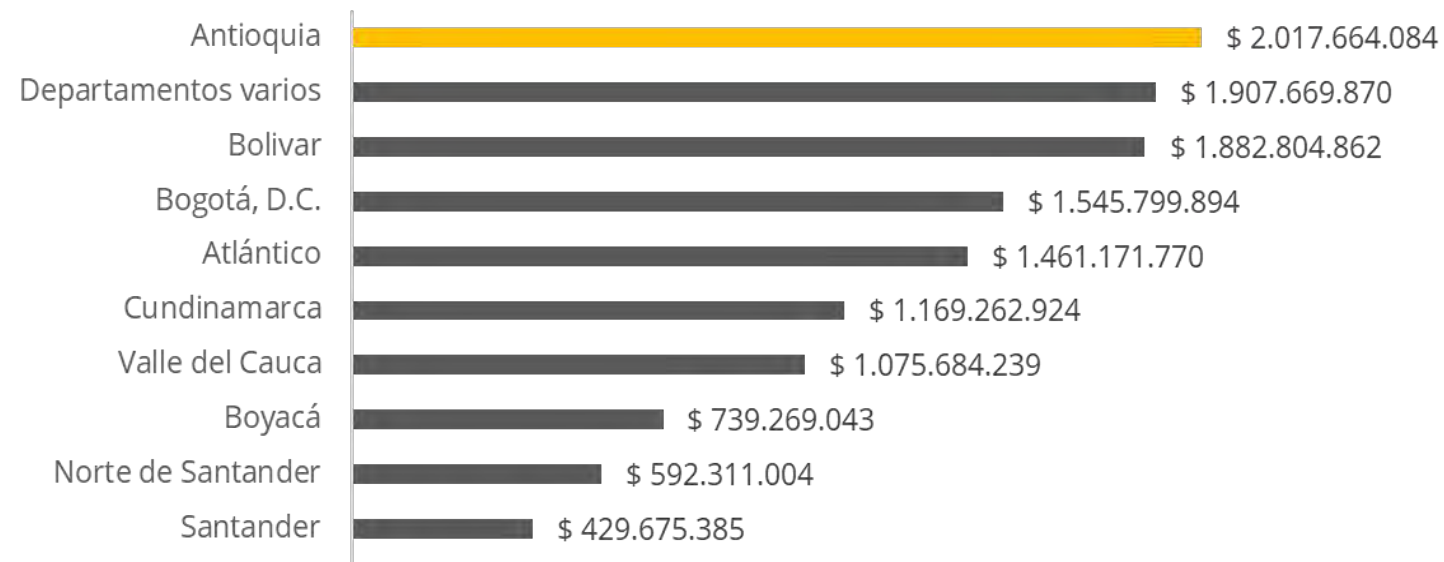
Source: Registro Público Mercantil de la Cámara de Comercio de Medellín para Antioquia. Datos 2023. (Public Mercantile Registry of the Medellín Chamber of Commerce for Antioquia. Data 2023)



Likewise, the territory is the leading department in manufacturing industry exports in the country, as indicated by 2022 figures from the National Administrative Department of Statistics and the National Tax and Customs Directorate.

Graph 13:

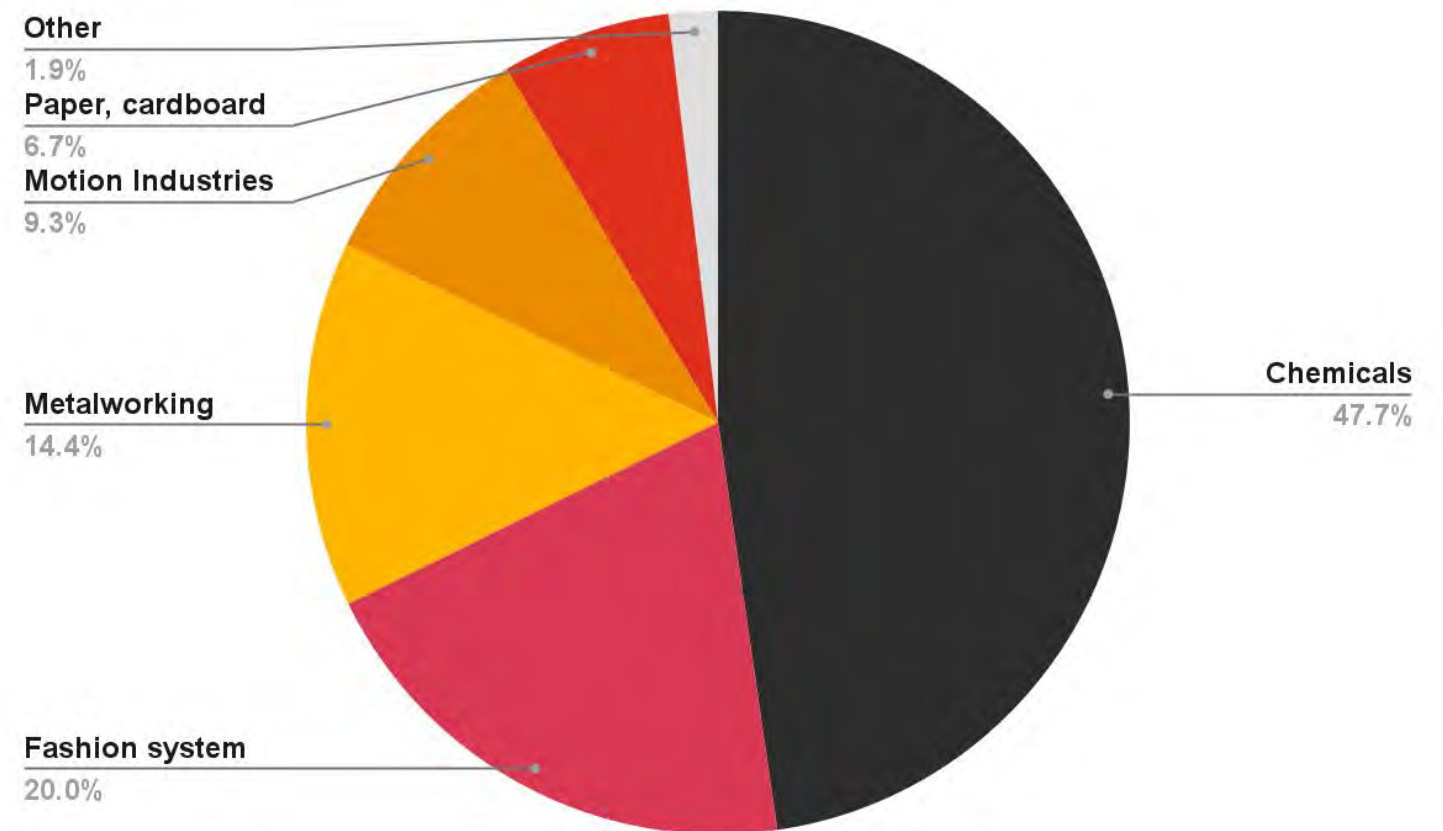
Exports of goods in 2022 in the manufacturing sector by department Amount in FOB - USD



Source:Departamento Administrativo Nacional de Estadística y Dirección de Impuestos y Aduanas Nacionales (National Administrative Department of Statistics and National Tax and Customs Directorate). Data 2022.

Gráfica 14:

Participación de los subsectores en las exportaciones manufactureras del departamento en 2022. Porcentaje a partir del valor FOB - USD



Source:Departamento Administrativo Nacional de Estadística y Dirección de Impuestos y Aduanas Nacionales (National Administrative Department of Statistics and National Tax and Customs Directorate). Data 2022.

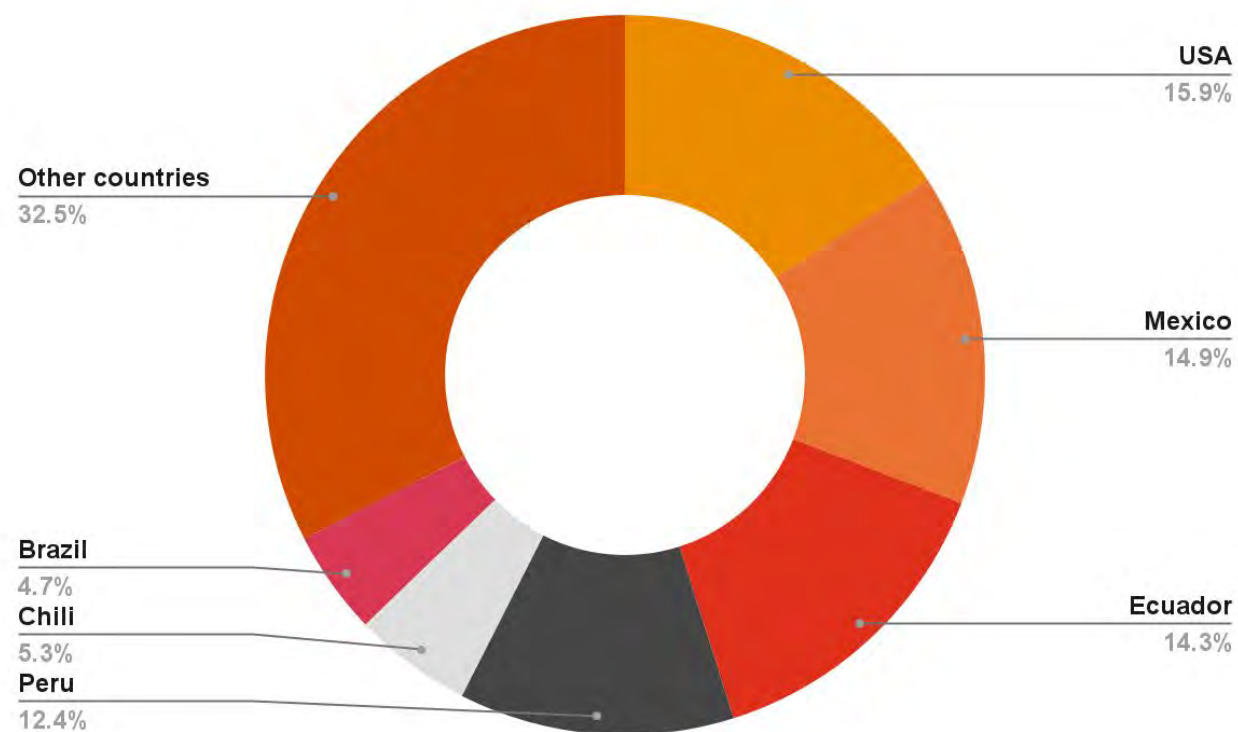
The territory has a wide exportable supply in the manufacturing industry, and the chemical industry is the main component with a share of 47.7% of the exported amounts, including products such as perfumes and toilet waters, adhesives, surfactant preparations for cleaning, among others. The fashion system stands out for its exports of pants,

bras, girdles, panties, T-shirts and leathers. The metal-mechanic industry ranks third in exports with a 14.38% share, with products such as pots, pans, grinders, transformers, glass molds, refrigerators, staples and machinery. On the other hand, the motion industries have a 9.3% share with exports of vehicles, trailers, spare parts and accessories.

The territory's manufacturing exports are mainly destined for the United States with a 15.87% share, Mexico 14.92%, Ecuador 14.33%, Peru 12.36%, Chile 5.33% and Brazil 4.68%.

Graph 15:

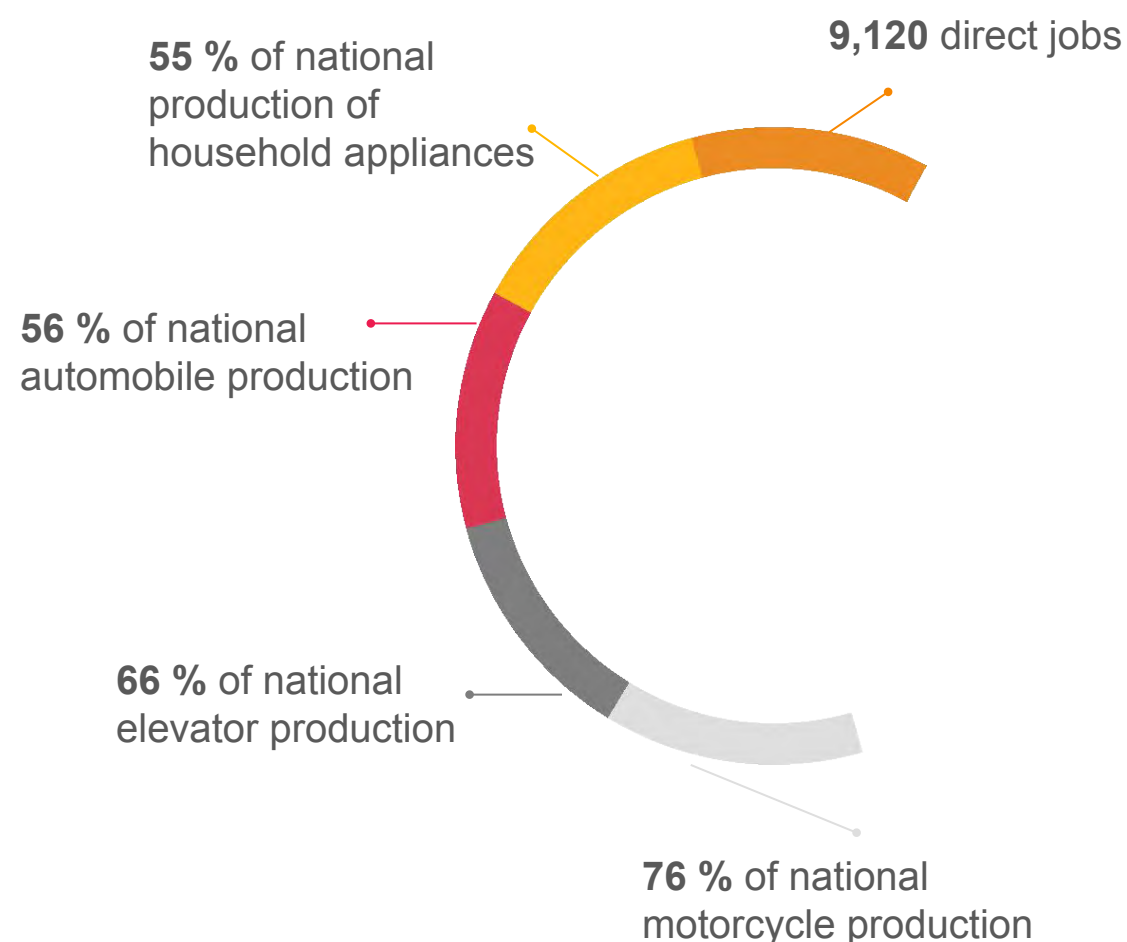
Country destination of the department's manufacturing exports in 2022.
Percentage based on FOB value – USD



Source: Departamento Administrativo Nacional de Estadística y Dirección de Impuestos y Aduanas Nacionales. (National Administrative Department of Statistics and National Tax and Customs Directorate). Data 2022.

Metal-mechanical and motion industry

The region has a high potential for accessing international markets, given the high level of compliance with international quality standards and good production practices in the metal-mechanic and movement industry. We have a highly qualified exportable supply integrated by domestic and foreign companies.



Source: Procolombia. Red de ensamble. Biblioteca regional de Inversión. (Procolombia. Assembly network. Regional Investment Library).



Investment opportunities are focused on the production and marketing of auto parts for the aeronautical sector, automobiles, and motorcycles. Favorable conditions for investing in the home appliance industry through strategic alliances with local companies or the installation of home appliance production plants to supply the local market and export to the region, as well as the assembly of vehicle assembly plants to meet local demand and export to the region.

Fashion system:

We are the fashion capital of Colombia (more than 100 years of textile and apparel tradition): we have a diversified product offer recognized for its high quality, appropriate delivery times for international demand, high quality production chains at low cost, specialization and recognition in the export of higher value-added products, traditional textile companies with constant production and development capacity. The city is also host to the two most important fashion fairs in the country, Colombiatex and Colombiamoda.

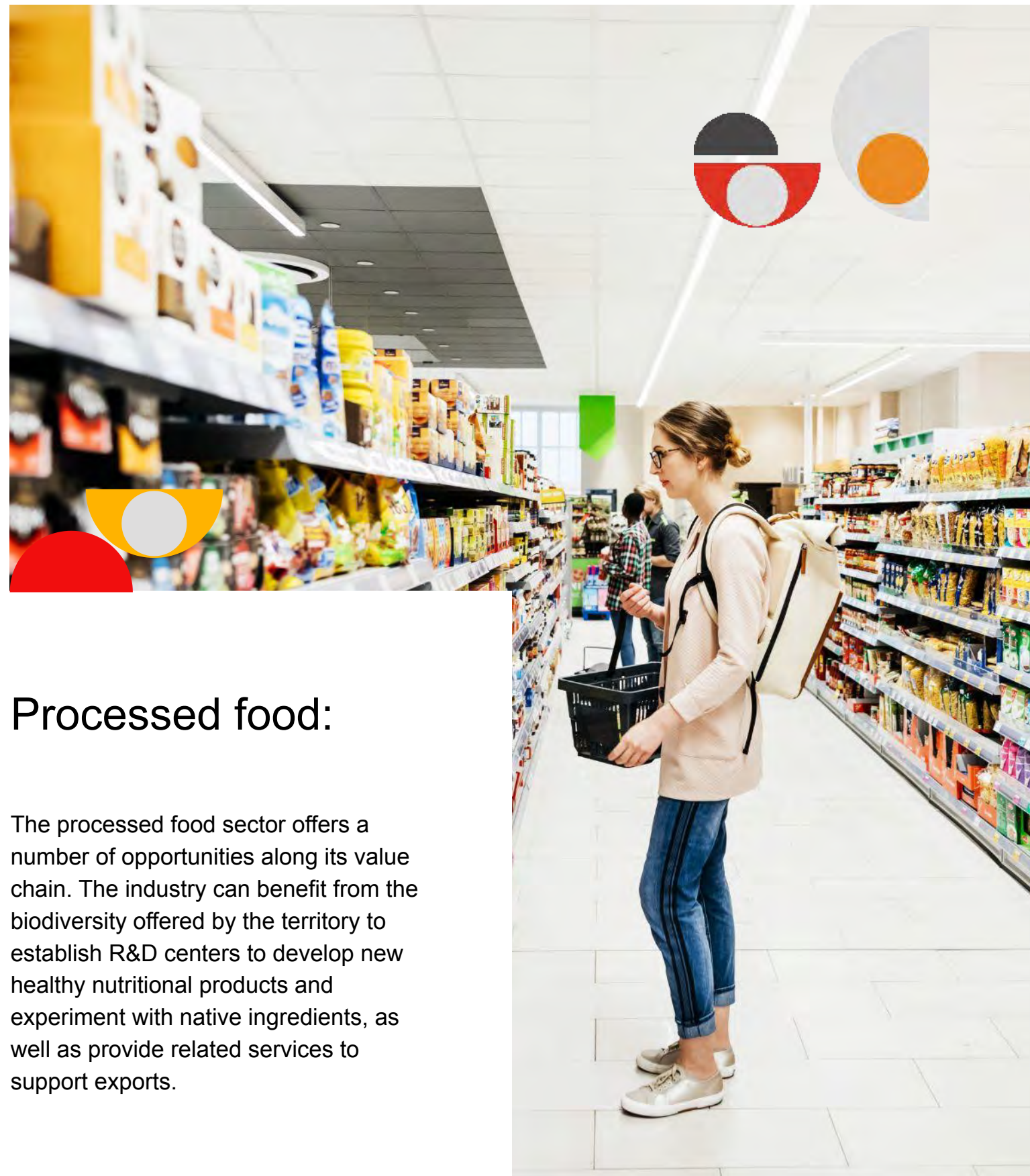
Investment opportunities: We have companies with the capacity to partner with foreign investors, brand alternatives according to customer needs, we offer

unique designs at the forefront of global trends, we have appropriate delivery times for international demand, an ideal platform for the manufacturing process and a vertically integrated industry, as well as specialization and strategic alliances to reach regional and international markets.

Chemicals and cosmetics:

There is a wide variety of chemical substances and products exported by the territory: adhesives, perfumes, preparations, polyesters, bags, plates, polymers, inks, tubes, among others, which are mainly destined for Peru, Ecuador and the United States.

Investment opportunities: Beauty is one of the city's fastest-growing and highest-spending industries. The sector has great potential for the production of natural ingredients in cosmetics and personal care products, as well as for private label production, taking advantage of available local manufacturing capacity.



Processed food:

The processed food sector offers a number of opportunities along its value chain. The industry can benefit from the biodiversity offered by the territory to establish R&D centers to develop new healthy nutritional products and experiment with native ingredients, as well as provide related services to support exports.



Commerce

The commercial sector in Medellín is vibrant and diverse, and reflects the city's economic dynamism and entrepreneurial creativity. With a mix of tradition and modernity, Medellín offers a wide variety of options to satisfy the needs of its residents and visitors. In addition to large shopping malls, Medellín has numerous traditional markets and fairs where local products and popular handicrafts can be found for those looking for authentic and unique experiences that showcase local talent and promote the region's cultural identity.

More than 20 companies headquartered in Medellín and the metropolitan area are listed on the Colombian Stock Exchange.

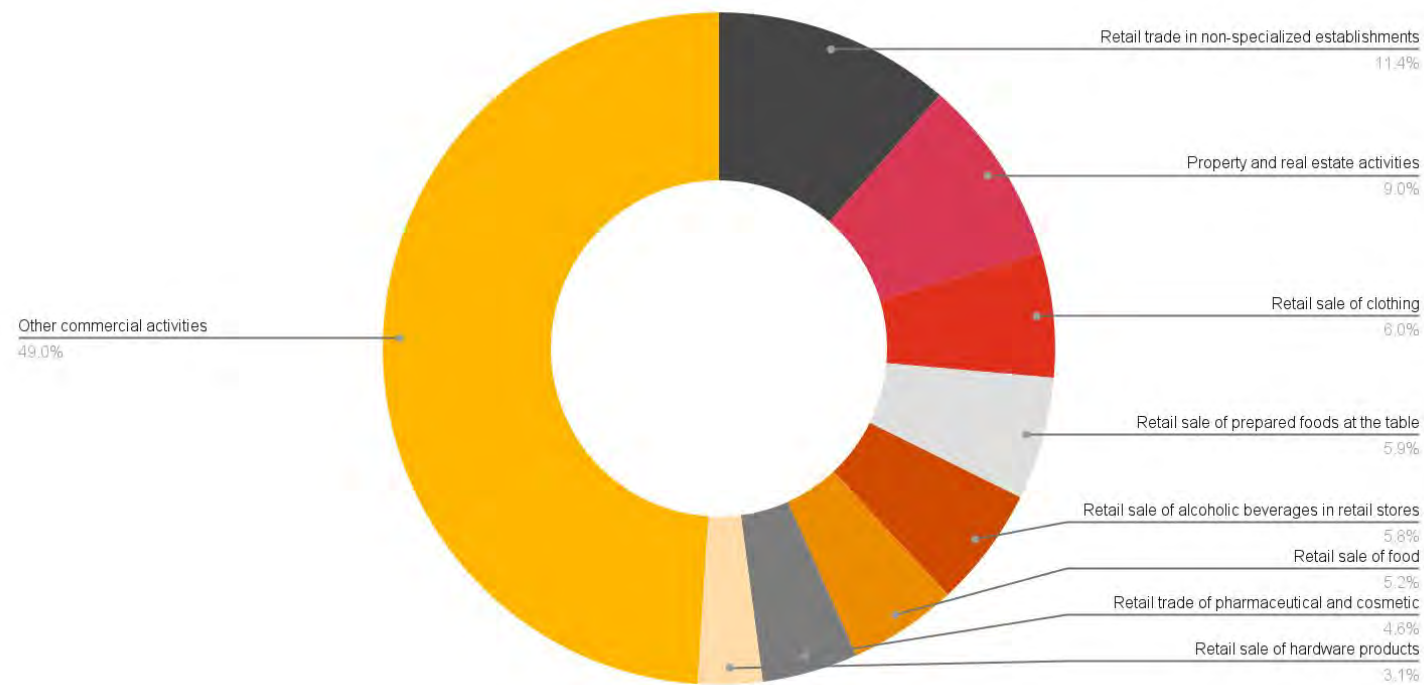
Entity	Market capitalization
Bancolombia	\$ 30.648.116.642.880
Grupo Nutresa	\$ 21.377.199.109.243
Isa Interconexión Eléctrica	\$ 18.431.760.182.580
Grupo SURA	\$ 16.311.225.635.740
Grupo Argos	\$ 10.108.514.958.980
Cementos Argos	\$ 8.601.732.206.500
Celsia	\$ 3.370.413.545.100
Sociedad Portafolio S.A.	\$ 3.204.291.083.000
Grupo Éxito	\$ 3.140.831.772.280
Protección	\$ 2.305.028.960.000
Valores Industriales	\$ 664.288.831.760
Mineros	\$ 578.493.185.860
Concreto S.A	\$ 529.350.521.212
Grupo Imsa S.A.	\$ 414.371.966.400
Construcciones El Condor Sa	\$ 338.875.833.800
Enka De Colombia	\$ 188.379.586.928
Coltejer	\$ 70.000.000.000
Valores Simesa	\$ 55.490.008.900
Fabricato	\$ 36.715.375.114
Industrias Estra	\$ 8.900.746.000

Source: Colombian Stock Exchange. *Stock market capitalization. Data from February 2024.

In 2023, Medellín's GDP grew by 3.5%, driven by tourism, industry and commerce. This sector represents 19.21% of Antioquia's Gross Domestic Product (GDP), has a business fabric of 152,000 companies in important segments and is the largest employer of direct labor in the territory.

Graph 16:

Distribution of commerce by activity

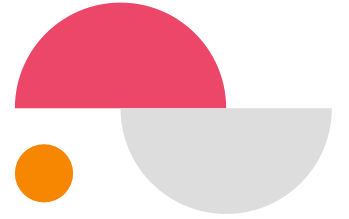


Source: Registro Público Mercantil de la Cámara de Comercio de Medellín para Antioquia. (Public Mercantile Registry of the Medellín Chamber of Commerce for Antioquia). Data 2023.

The expansion and consolidation of new areas in existing shopping centers is one of the main indicators of the growing demand in this market, due to the constant opening of multinational brands that consider our territory an investment destination for specific market niches.

In relation to specific opportunities in the commerce sector, the following activities open a clear opportunity due to the real growth of departmental consumption: cultural, gastronomic and entertainment offerings, cultural establishments and articles, marketing of pharmaceutical and medicinal products, perfume, cosmetics and toiletries, clothing, accessories, footwear and beauty products, household goods, computer and communications equipment. Opportunities are also identified for social media marketing, programmatic advertising, design and creation of virtual stores and logistics chain for e-commerce.





Hotel Infrastructure

Medellin has consolidated its position as a preferred destination for tourists, as a result of the different national and international recognitions.

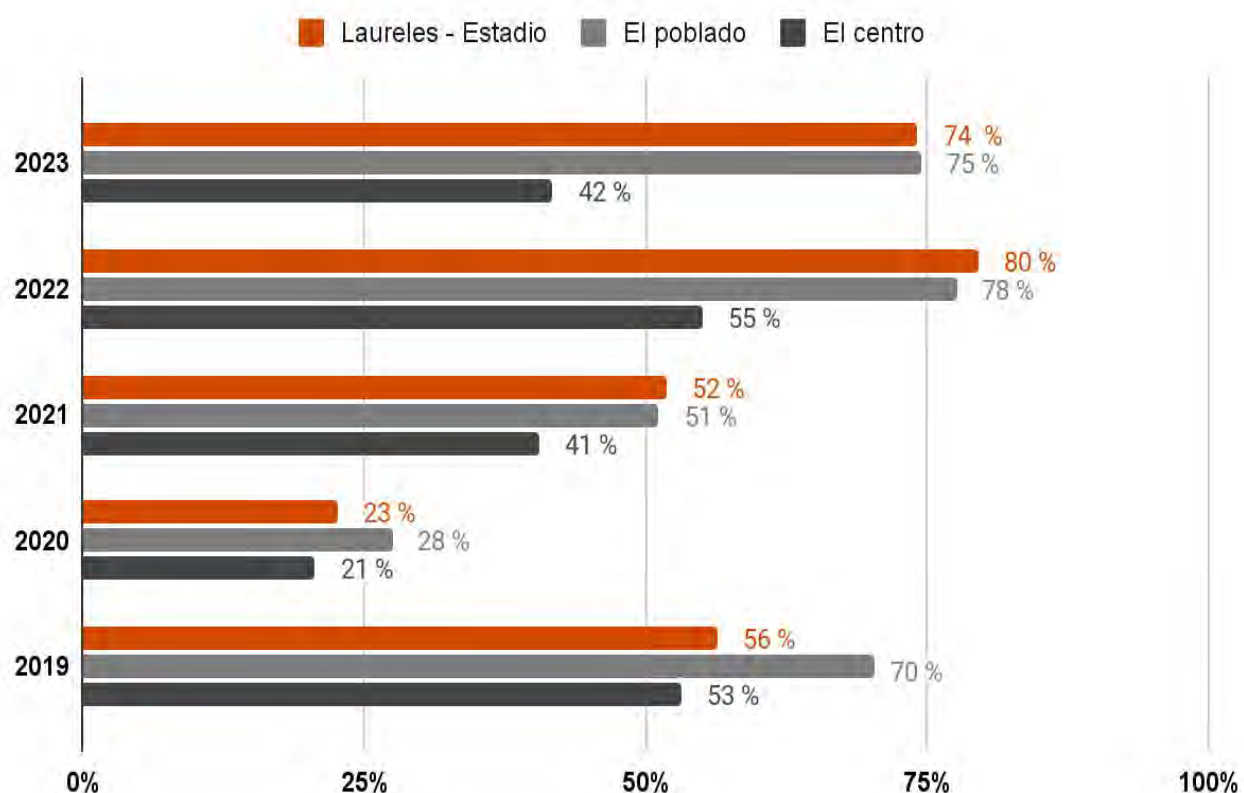
- Recognized in 2022 as best emerging destination in South America and best getaway destination in South America in 2016, 2020 and 2021 by World Travel Awards.
- Best creative tourism destination by the Creative Destinations Network.
- Laureles, considered one of the coolest neighborhoods in 2023, and Medellín as the third best city in the world by Time Out magazine in 2022.
- Certified as Colombia's first smart tourist destination.
- Named by the Diware Foundation as the first city in Colombia to form the first iHub and the third in South America.
- Distinguished by Best Remote Work Cities among the 80 best cities for digital nomads.
- Recognized by Carbon Disclosure Project thanks to its achievements and commitment in the fight against climate change.
- Medellín is one of the 50 best places in the world to visit in 2023, according to Time Magazine: In the ranking it highlighted Medellín as the creative capital of Colombia and highlighted aspects such as tourism, creative experiences and the city's social and cultural transformation.

El Poblado and Laureles are the sectors with the highest percentage of hotel occupancy in the city: exclusive nightlife, ample gastronomic offerings, specialty coffee tastings and fashion.



Graph 17:

Hotel occupancy by year and zone

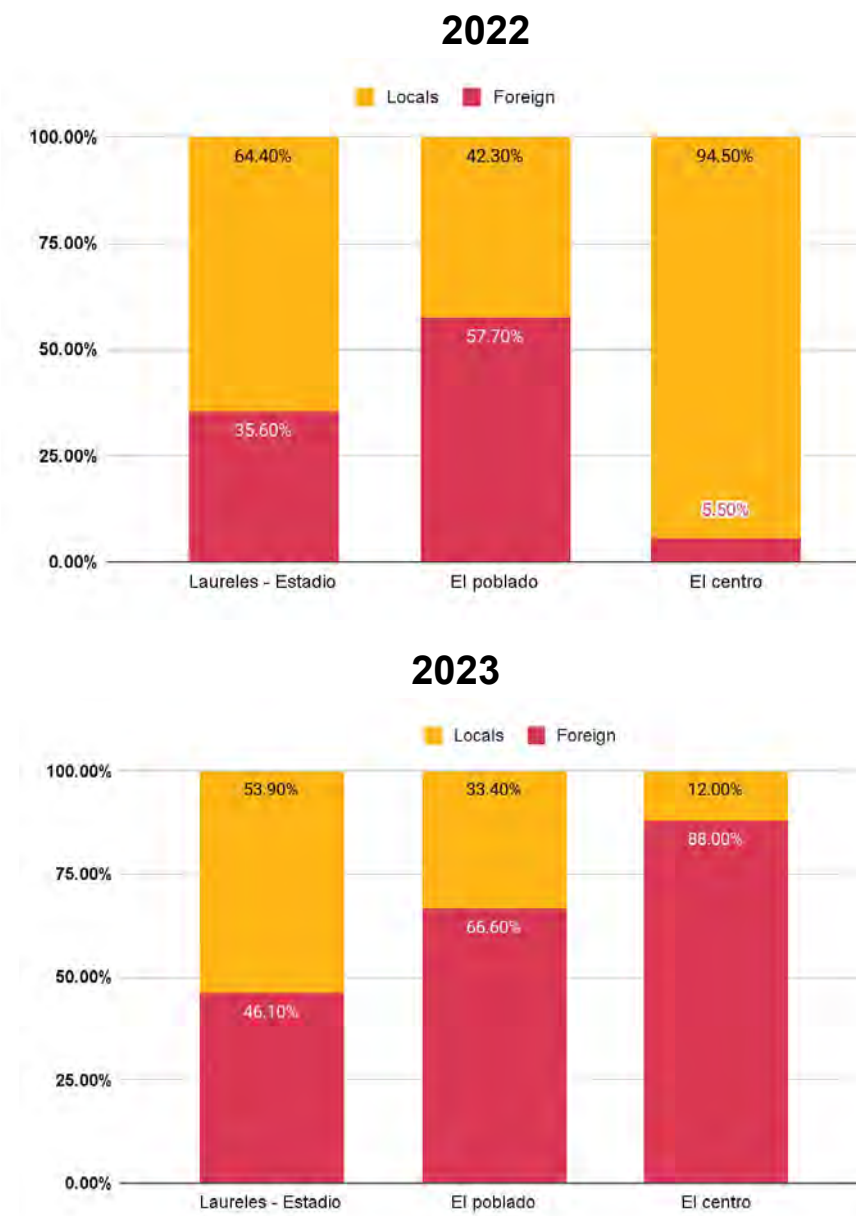


Source: Sistema de Inteligencia Turística de Medellín *2023 (Medellín Tourism Intelligence System *2023): Information updated as of August 2023.

Medellín receives more and more foreign visitors for its unique combination of culture, nature and hospitality. The city is home to a variety of museums, art galleries and cultural events that highlight the region's rich history and cultural diversity. Medellín's unique architecture is also a highlight for tourists. From historic buildings and charming city squares to modern architectural structures, the city offers a fascinating contrast of styles and eras that reflect its evolution over the years.

Graph 18:

Percentage of guests in Medellín



Source: Sistema de Inteligencia Turística de Medellín *2023 (Medellín Tourism Intelligence System. *2023): Information updated as of August 2023.

An entire economy and tourism industry revolves around the escalators in Commune 13. The transformation achieved by this city icon has earned Medellín countless social innovation awards, international recognition and a significant increase in national and international tourism.



Graph 19:
Visits by tourist attraction



Source: (Sistema de Inteligencia Turística de Medellín *2023) Medellín Tourism Intelligence System. *2023: Information updated as of August 2023



The sector offers opportunities to invest in hotel infrastructure through hotels in rural areas that take advantage of Antioquia's natural biodiversity. Ecotourism, rural tourism, and adventure activities are attracting new travelers seeking to immerse themselves in nature, wide open spaces, and inspiring views.

Antioquia has more than 6 million residents, which represents investment opportunities in hotel infrastructure in both economy and luxury categories, including brands focused on the youth, corporate, vacation, and senior living markets. There are also opportunities for the construction of thematic parks, entertainment and event centers, and spa and wellness centers.



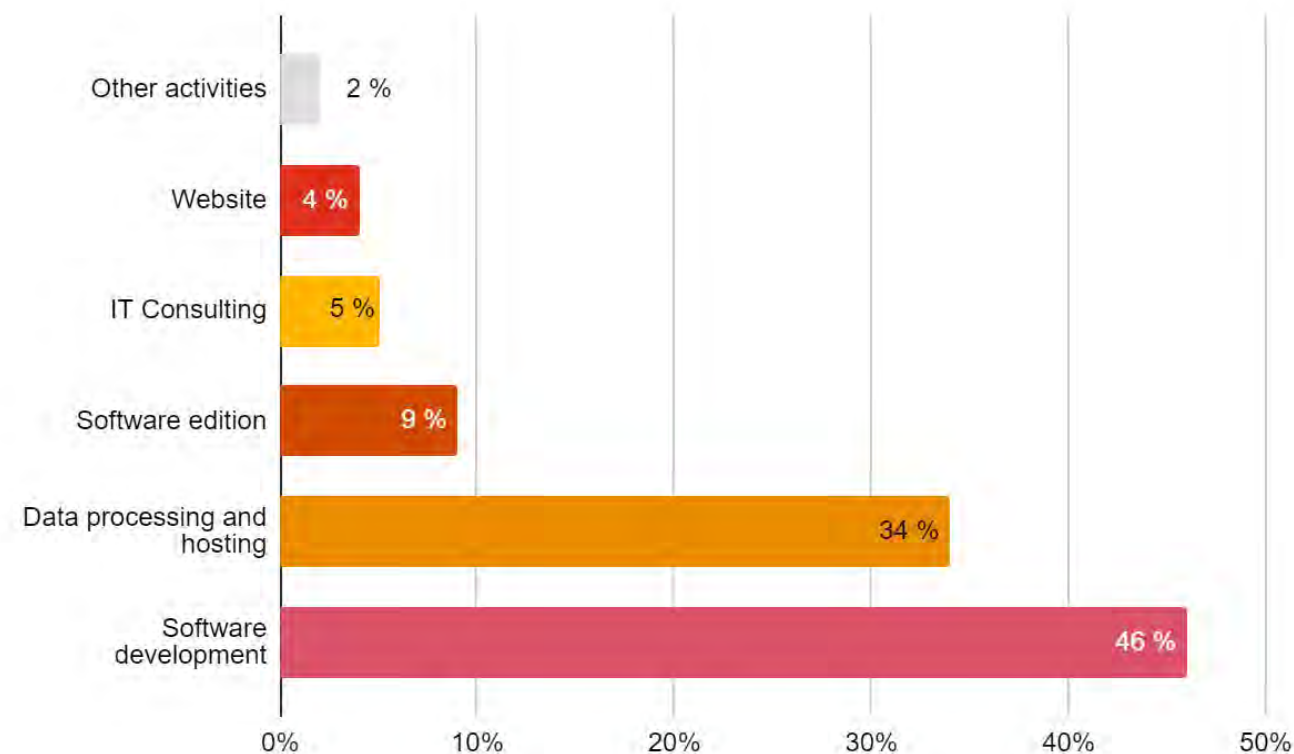
Technology Services

The technology sector in Medellín has experienced remarkable growth in recent decades, making the city an important technological and innovation hub in Colombia and Latin America. Driven by a combination of local talent, government support and public-private sector collaboration, Medellín's technology ecosystem has established itself as a key driver of economic and social development in the region.

Antioquia has more than 3,200 companies related to the sector, 87% of which are micro and small enterprises. The main economic activities of the companies are the development of computer systems (46%), computer consulting and administration of computer facilities (34%), data processing and hosting (9.9%), website development (5%), software editing (4%), among others.

Graph 20:

Strengths of the software and IT services industry in Medellín



Source: Cámara de Comercio de Medellín para Antioquia. Comerciantes Renovados y Matriculados en el año 2023. (Medellín Chamber of Commerce for Antioquia. Renewed and Registered Merchants 2023).

One of the main strengths of the technology sector in Medellín is its growing community of startups and emerging companies. Hubs, accelerators and coworking spaces have proliferated in the city, providing support and resources to entrepreneurs looking to turn innovative ideas into successful businesses. This has given rise to a wide range of technology companies in areas such as health, education, mobility, agriculture and sustainability, which are helping to solve local and global challenges.

The city has more than 20 tech communities and a strong institutional framework around the software and IT services industry.

In addition, Medellín has stood out for its commitment to education and training in technology. The city has high-level academic institutions that offer engineering, computer science and information technology programs. These institutions have developed partnerships with industry and have created training and certification programs that prepare students to meet the challenges of the technology job market.

Local government has also played an active role in promoting the technology sector, implementing policies and programs that encourage innovation, research and technological development. Initiatives such as Route N and the



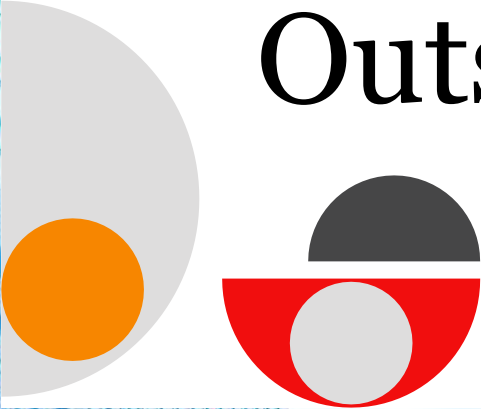
Medellin Innovation District have served as catalysts for the growth of the technology ecosystem, attracting new companies and attracting new investors.

With a vibrant, collaborative and innovation-focused ecosystem, Medellín has positioned itself as an attractive destination for entrepreneurs, investors and technology professionals seeking opportunities for growth and success in a dynamic and promising environment.

Investment opportunities in the technology sector in Medellín are concentrated in:

- Establishing strategic alliances with local companies for the development of new solutions.
- Outsourcing of software development and services, given the abundance of qualified professionals and at an efficient cost.
- Greenfield investments to serve the Latin American market.

Business Process Outsourcing

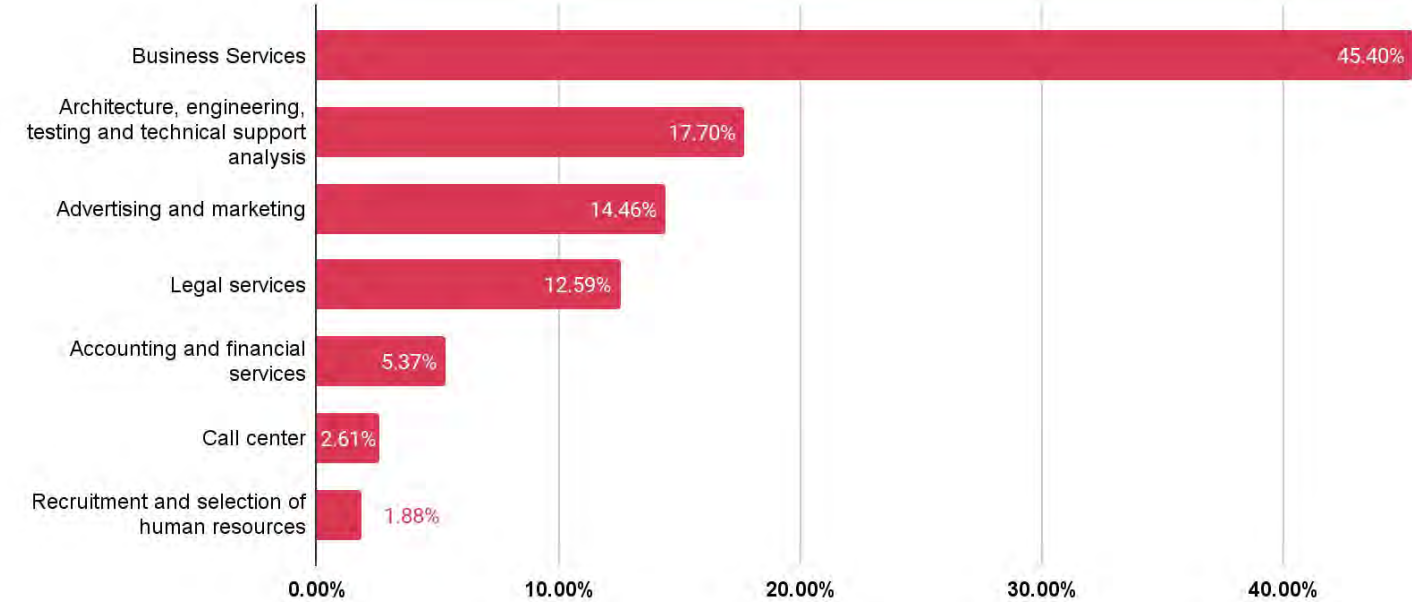


The business process outsourcing sector is made up of the following subsectors: a) Business Process Outsourcing (BPO), which includes back office and front office services; b) Information Technology Outsourcing (ITO), which includes data centers and IT infrastructure and associated IT services; and c) Knowledge Process Outsourcing (KPO), which includes telemedicine, market research, information analysis, engineering and remote education services, among others.

Medellín has experienced significant growth and development in recent years, turning the city into an important destination for national and international companies seeking to outsource their business and operational processes, with more than 9,700 companies

Graph 21:

Distribution of sector's companies in the territory by major sub-activities



Source: Cámara de Comercio de Medellín para Antioquia. Comerciantes Renovados y Matriculados en el año 2023. (Medellín Chamber of Commerce for Antioquia. Renewed and Registered Merchants 2023).

Medellín offers a number of competitive advantages for the business services outsourcing sector. One of the main ones is its highly qualified and competitive labor force, with a large number of professionals in areas such as engineering, administration, accounting, IT and languages. This allows companies to find the necessary talent to perform a wide range of services efficiently and effectively.

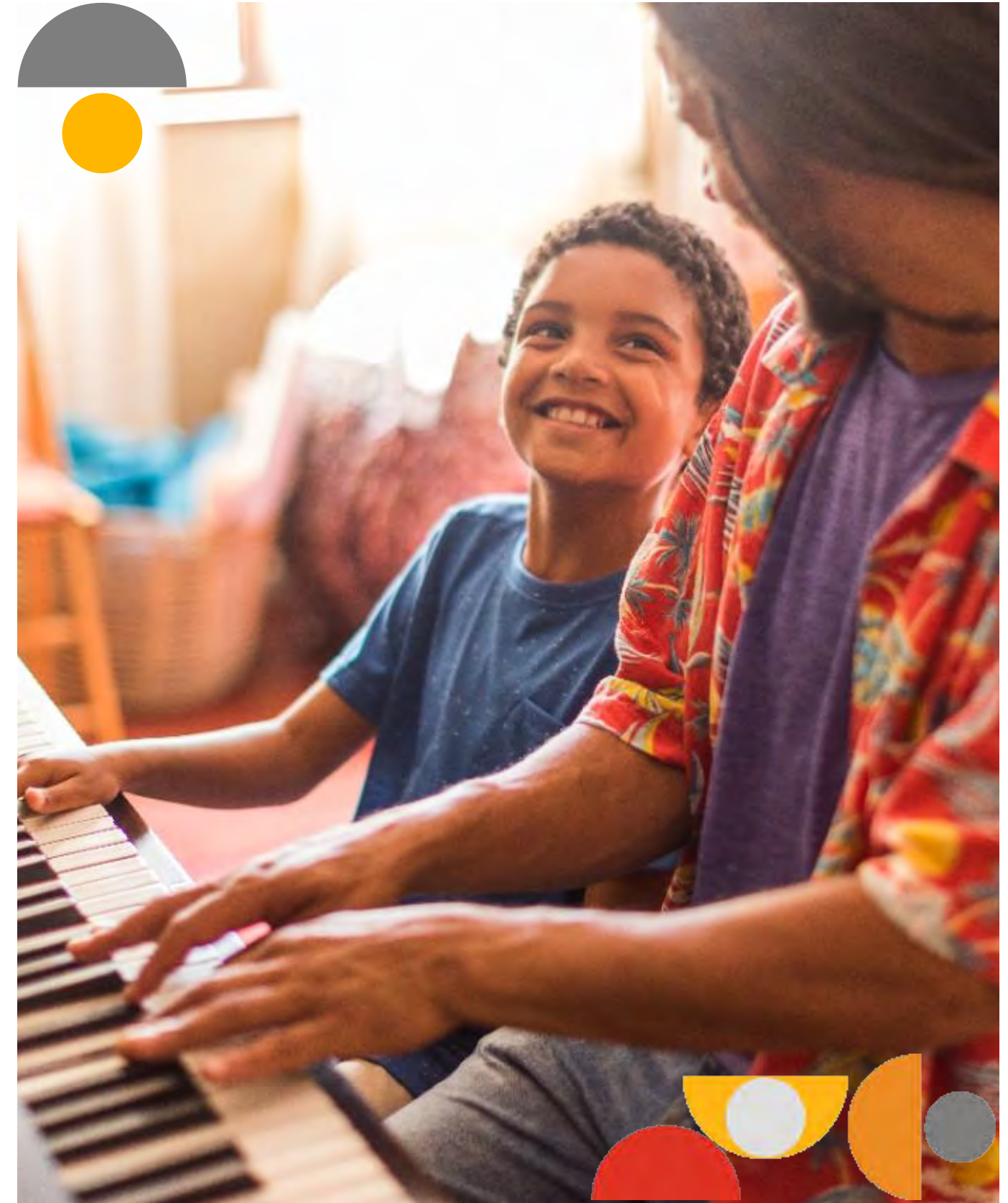
In addition, Medellín's technological and communications infrastructure is of high quality and constantly improving, facilitating connection and collaboration with clients and business partners around the world. The city has modern data centers, fiber optic networks and high-speed internet services that guarantee the availability and reliability of outsourcing services.

The local government has also played an important role in boosting the business services outsourcing sector in Medellín, implementing policies and programs that encourage foreign investment, job creation, and business competitiveness. In addition, the city offers tax incentives and benefits for companies that decide to establish operations in Medellín, which has contributed to attracting a growing number of BPO companies.

In summary, the business services outsourcing sector in Medellín is an engine of economic growth and business development that offers significant opportunities for companies seeking to optimize their operations and reduce costs. With its skilled human talent, advanced technological infrastructure and government support, Medellín is consolidating its position as an attractive and competitive destination in the global outsourcing services market.

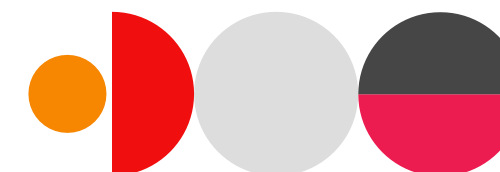
Investment opportunities in the business process outsourcing sector in the city are:

- Installation of back office service centers in segments such as information technology, finance and accounting, and human resource management.
- Outsourcing of voice services for sales and telemarketing, campaigns, and customer service.
- Development of KPO operations in engineering, design and architecture, telemedicine and R&D; legal services.





Agribusiness



The agribusiness sector in Antioquia is a fundamental pillar of the regional economy, characterized by its diversity, innovation and productivity. With a varied climate and fertile land, the region offers ideal conditions for agricultural, livestock and agro industrial production, which has allowed the development of a wide range of activities related to the primary sector and its value-added chains.

One of the main strengths of the agribusiness sector in Antioquia is its variety of agricultural products. The region produces a wide range of crops, including coffee, bananas, avocados, cocoa, flowers, tropical fruits, among others. This agricultural diversity not only ensures the region's food security, but also generates export and international trade opportunities.

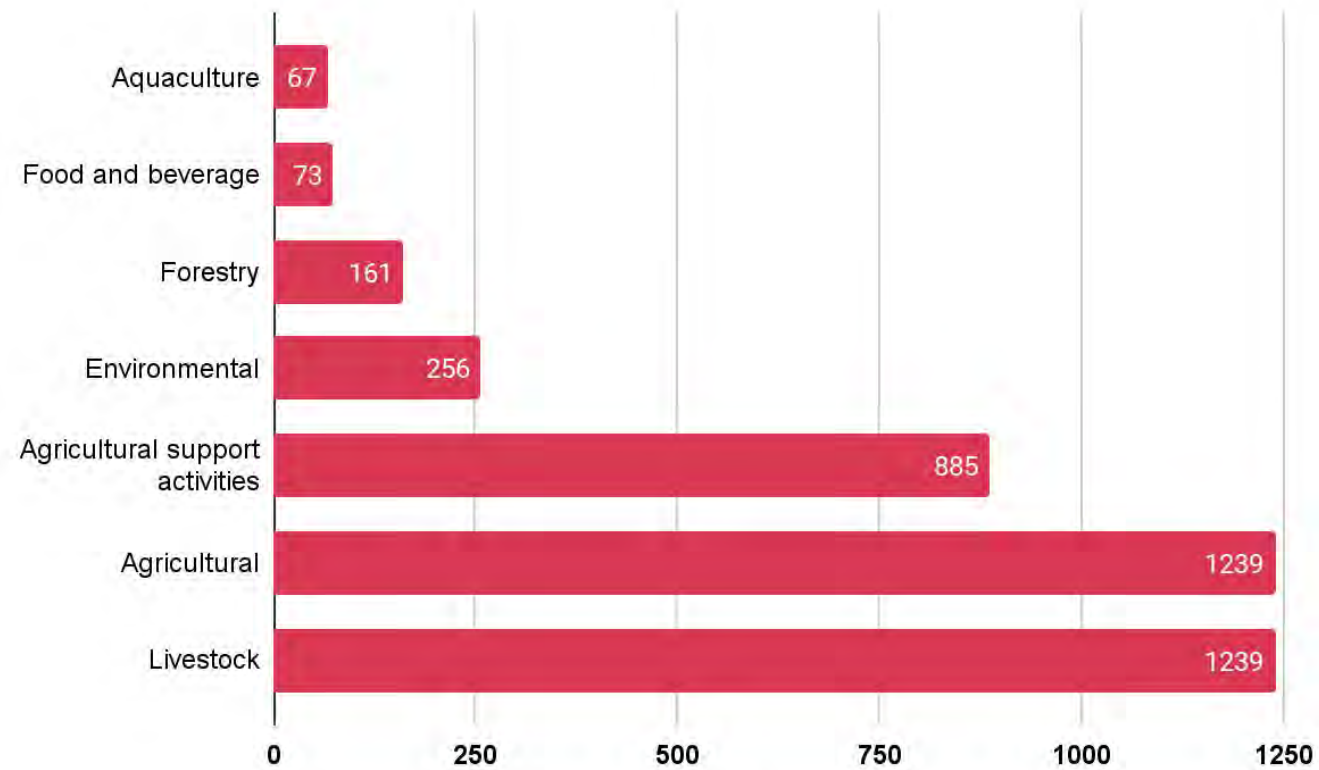
In addition to agricultural production, Antioquia is well known for its livestock industry, which includes raising cattle, pigs, sheep, and poultry. The region has modern livestock facilities and genetic improvement programs, which have contributed to improving the quality and productivity of the sector.

Antioquia's agribusiness sector also stands out for its focus on innovation and technology. The region's agricultural and agribusiness companies have implemented sustainable practices, advanced cultivation techniques, and supply chain management systems to improve efficiency and reduce environmental impact. In addition, research and development projects have been developed in collaboration with universities and research centers to promote the adoption of new technologies and agricultural practices.

There are 3,920 sector-related companies in Antioquia, whose main economic activities are farming activities 32%, animal husbandry 32%, agricultural support activities 23%, waste treatment and disposal activities 7%, forestry 4%, food and beverages 2%, and fishing activities 2%.

Graph 22:

Business composition of the agribusiness sector in Antioquia



Source: Cámara de Comercio de Medellín para Antioquia, Base del Registro Mercantil. (Medellin Chamber of Commerce for Antioquia, Business Registry Database). Data 2023.

Local government and sector organizations have also played an important role in boosting the agribusiness sector in Antioquia by providing financial support, technical assistance and training programs for farmers and rural entrepreneurs. This has contributed to strengthening the sector's competitiveness and improving the quality of life in rural areas of the region.



The agribusiness sector in Antioquia is an integral part of the regional economy, offering economic and social development opportunities for rural communities. With its agricultural diversity, focus on innovation, and government support, Antioquia has established itself as a leading region in Colombia's agribusiness sector.

Investment opportunities for the sector are concentrated in:

- Expansion of cultivated area
- Construction of collection, processing, and packing centers
- Alliances with local producers
- Food and beverage manufacturing

The products with the greatest potential based on suitability (soil production capacity) are mainly Hass avocado, cocoa, coffee, citrus, tropical fruits, and beef.

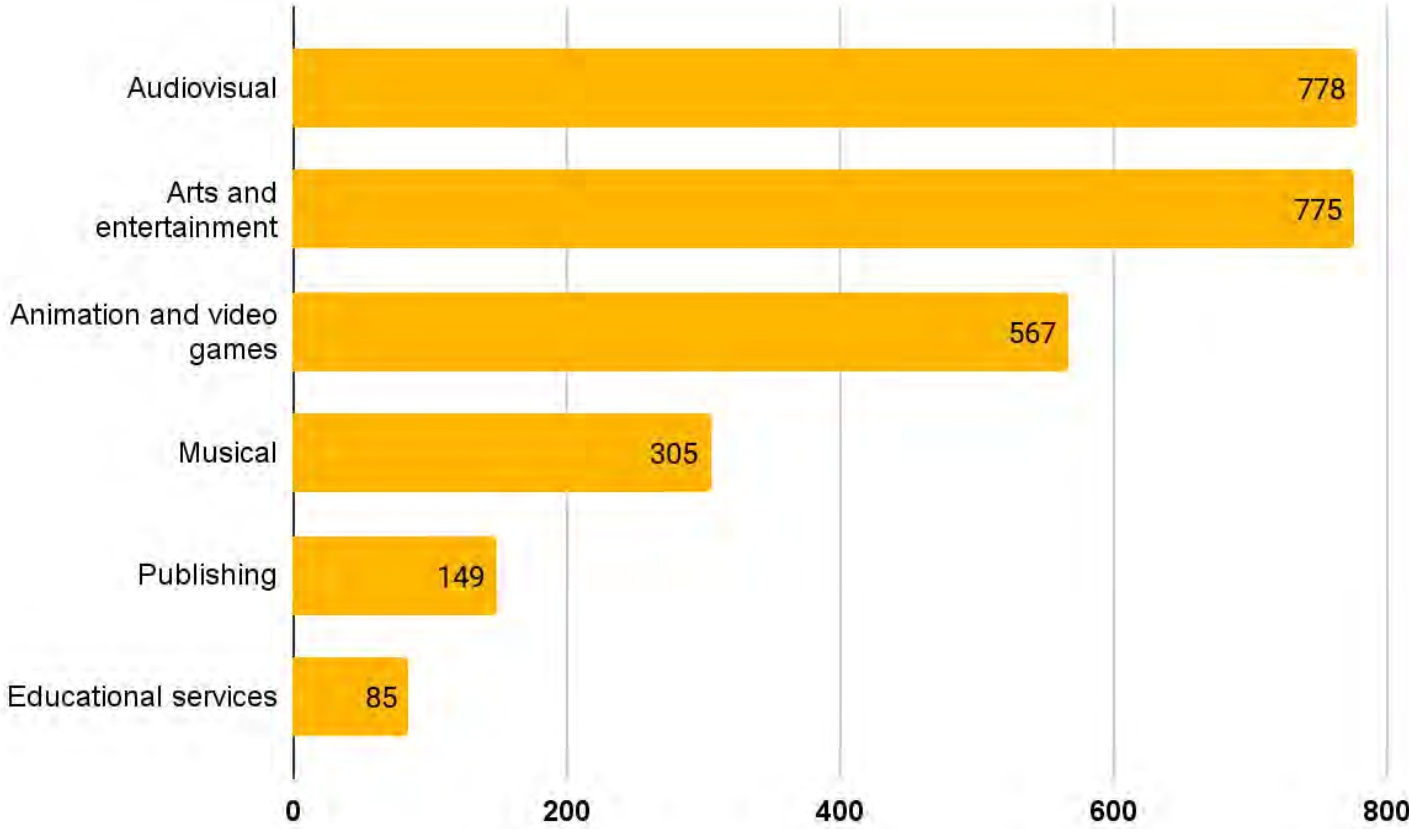




Creative sector

The creative sector in Medellín is a key driver of innovation, cultural expression and economic development in the city. With a combination of local talent, cultural infrastructure and government support, Medellín has become a vibrant hub for creative industries, from design and fashion to music, visual arts and technology. More than 2,744 companies constitute the city's creative sector ecosystem.

Graph 23:
Distribution of the creative sector by activity



Source: Cámara de Comercio de Medellín para Antioquia, Base del Registro Mercantil. (Medellín Chamber of Commerce for Antioquia, Business Registry Database). Data 2023.

Artistic, entertainment and recreational activities represented 4.36% of Antioquia's GDP in 2022. Over 5 years, companies linked to entertainment increased 22% in the city. With the help of its musical ambassadors, the name of Medellín began to be heard abroad and the video clips that show the streets of Medellín are positioning a brand that breaks with that past history of violence. The city is in fashion and the audiovisual production is consolidating in key with the international exposure of urban artists. It is difficult to explain what paisas neighborhoods have, but they are genuine quarries of stories, locations and ingenious artists who portray it all in songs, photos, books, short films, movies and plays.

Orange Development Areas (ADN, per its initials in Spanish)

Antioquia has 5 DNAs, 3 of which are located in Medellín. These are physical territorial spaces for the integration of artists, creators, entrepreneurs, infrastructure and cultural facilities, with the purpose of consolidating creation, production, circulation, distribution and access to cultural and creative manifestations, goods and services.

The city has a wide range of programs and initiatives and a strong institutional framework for the creative industry, including: Ruta n Naranja, CAM, PAUER, Corporación Perpetuo Socorro, Filmedellin, MECA Association of Audiovisual and Film Companies of Medellín and Antioquia, among others.

The city and its surroundings offer a wide variety of urban and rural locations and city facilities that facilitate the shooting of audiovisual productions.

Medellín's audiovisual sector offers:

- Talent and service providers for pre, post and audiovisual production.
- Real estate development in the Creative District for studios, development centers, offices - associated tax incentives.
- Public-private partnership strategies for the promotion of the audiovisual and film industry.
- Installation of companies dedicated to audiovisual and digital content (pre-production, filming, post-production, animation, content, etc.).



Investment opportunities:

- Outsourcing for the conceptualization, design and production of animations and video games.
- Establish strategic alliances with local production companies for the development of new projects.
- Target markets for the promotion of Medellín as an investment destination.
- Ideal location for exporting services and competitive operational costs.



The representative market exchange rate (TRM) used in this document is COP 3,915.28 and was calculated from the average of the daily historical series of the Financial Superintendence of Colombia.

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