

Florida Tech Mission to Colombia

September 25-29 , 2023
Bogota~Cali~Medellin

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WORLD TRADE CENTER®
TAMPA BAY

XTRATEGY
BUSINESS | INVESTMENT | ARBITRATION

Objective

Aware of the transformation of international trade in the current economic context, the World Trade Center Tampa Bay, Xstrategy and partnering organizations are committed to work hand in hand with members and clients through a comprehensive international strategy aiming to strengthen North, Central and South America economic integration by taking advantage of nearshoring trends as a catalyst to economic growth.

The objective of the Florida Tech Mission to Colombia is to connect Florida business leaders with the Colombian innovation ecosystem and its maturing tech industry.



The agenda includes key visits to relevant stakeholders and one-on-one business sessions to provide the opportunity to meet and interact with high-level Colombian stakeholders and decision makers.

Participants will have opportunities to identify potential business partners, as well as qualified talent, business processing outsourcing (BPO), software development and complementary IT services.

Why Colombia?

Colombia is the country with the fewest regulatory restrictions on FDI in the region (OECD Latin American Economic Outlook 2021) including attractive investment Incentives in the Free Trade Zones:

Some of these benefits include:

- Income tax rate of 20%
- No customs duties (VAT and tariffs) are levied or paid on goods brought into the Free Trade Zones
- The possibility of exporting from Free Trade Zones to third countries and to the rest of the national territory and that goods of foreign origin introduced to Free Trade Zones in the country may remain in them indefinitely
- VAT exemption for raw materials, parts, inputs and finished goods sold from the national customs territory to industrial users of goods or services of the Free Trade Zone or among them

RECENTLY COLOMBIA WAS SELECTED AS AN "INDUSTRIAL FOURTH REVOLUTION NETWORK AFFILIATE CENTER" BY THE WORLD ECONOMIC FORUM.

Incentives for investments in research, technological development or innovation

Income tax deduction equivalent to 25% of the value invested in projects classified as scientific research, technological development or innovation by the CNBT⁴ in the tax period in which the investment was made. (CNBT, Agreement No. 25 Of 2020).

Deduction for hiring young employees for the first time

In accordance with Article 88 of Law 2010 of 2019, taxpayers who are obliged to file a tax return may deduct 120% of the salaries paid to employees who are under 28 years of age.

Entrepreneurs, SMEs and investors can find a robust framework to boost their businesses locally and internationally with the Orange Economy policy

Colombia's Orange Economy framework provides tax incentives, intellectual property rights protection and access to credit capital at favorable rates.

VISIT TO BOGOTA

Bogota

For more than 20 years, Bogota's IT sector has provided Remote Infrastructure Management Services (RIMS) and Application Development and Maintenance (ADM) services for clients in a wide range of verticals. Thus, the abundance of a skilled workforce and top quality technological infrastructure, have enabled Bogota to become a desirable offshore location for local and multinational companies.

Success Case: IBM invested 2 million US dollars in its Digital Sales Center, located in Bogota and expanded digital coverage throughout Latin America. IBM continues are developing additional projects:

- Discovery of new materials for the next generation of computer chips.
- Building a bias-free Artificial Intelligence.
- Designing a hybrid cloud platform that operates as the world's computer.



VISIT TO CALI

Cali

Cali has the only exclusive free trade zone for services, Zonamerica, which was designed for companies in the knowledge-based services sector that are interested in setting up their operations in Colombia. Service organizations can find in one place solutions to critical operational factors such as: telecommunications, Tier IV data center, electric power service with backup including regulated energy, state-of-the-art real estate counseling.

- **Success Case:** Teleperformance: This French company has a strong presence in Cali and provides BPO services for clients in industries such as telecommunications, finance, and healthcare.
- **World Trade Center Cali:** The World Trade Center Cali is a multifunctional system located in the northern area of the city of Cali, Colombia. The WTC Cali operates as part of the World Trade Centers Association (WTCA), which is a global network of more than 300 World Trade Centers located in over 90 countries.



VISIT TO MEDELLIN

Medellin

Medellin has hosted the Center for the Fourth Industrial Revolution, the first of its kind in Latin America. The city has a strong innovation environment where tech-enabled businesses can profit and integrate into a complex ecosystem characterized by a tech-savvy workforce.

- **Success Case:** Amazon Web Services recently opened its second largest operation in Colombia, having chosen Medellín as the second city in Colombia to be operating after Bogotá.
- **World Trade Center Medellín:** The World Trade Center Medellín is a business center and trade organization located in Medellín, Colombia. Its main objective is to promote international trade and investment in the city and the surrounding region.



MISSION AGENDA

<p>BOGOTA</p> <p>Monday, Sep 25</p>	<p>MORNING</p> <p>(8:00-9:00) Breakfast at hotel (9:00-9:40) Transfer to Connecta 26 (9:40-11:00) Connecta 26 visit (Home to some of the world's leading IT, BPO and Shared Services companies) (11:00-12:00) Corporate visit (Globant TBC)</p>	<p>MIDDAY</p> <p>(12:00-12:40) Transfer to lunch (12:40-14:30) Luncheon panel supported by Invest In Bogota together with key industry players in the city (14:30-15:00) Transfer to reception</p>	<p>AFTERNOON / NIGHT</p> <p>(15:00-15:30) Welcome reception (Cluster of software and IT) (15:30-16:00) District of Science, Technology and Innovation presentation (TBC) (16:00-17:30) Speed dating networking (17:30) Transfer to El Dorado International Airport</p> <p>DAY 1</p>
<p>CALI</p> <p>Tuesday, Sep 26</p>	<p>MORNING</p> <p>(8:00-9:30) Breakfast at hotel (9:30-10:00) Transfer to ProColombia Cali (10:00-11:30) Welcome presentation by ProColombia and Invest Pacific (11:30-12:00) Transfer to ZonAmerica - Zonamerica is the only FTZ exclusive for services in Colombia</p>	<p>MIDDAY</p> <p>(12:00-13:30) Luncheon panel in ZonAmerica with key industry players in this city</p>	<p>AFTERNOON / NIGHT</p> <p>(13:30-15:00) Success Cases in ZonAmerica: <ul style="list-style-type: none"> • Encora (Tech industry) https://www.encora.com/contact • Accedo (BPO) https://www.accedotechnologies.com (15:00-15:40) Transfer to ICESI University (15:40-17:00) ICESI University visit with emphasis in talent pool discussion (17:00-19:30) Cocktail networking event (ICESI Icecomex & Zonamerica)</p> <p>DAY 2-3</p>
<p>Wednesday, Sep 27</p>	<p>MORNING</p> <p>(8:00-9:00) Breakfast at hotel (9:00-12:00) B2B meetings</p>	<p>MIDDAY</p> <p>(12:00-13:30) Lunch and Visit to World Trade Center Cali Tower</p> <p>*Flight to Medellin (14:13-15:10)</p>	<p>AFTERNOON / NIGHT</p> <p>Transfer to hotel location. (INTERCONTINENTAL MOVICH MEDELLIN HOTEL & CONVENTION CENTER)</p>
<p>MEDELLIN</p> <p>Thursday, Sep 28</p> <p>Friday, Sep 29</p>	<p>MORNING</p> <p>(8:00-9:30) Breakfast at hotel (9:30-10:30) Transfer to Ruta N. (10:30-12:00) Ruta N visit (Technological and Innovation business center located in Medellin that is a reference in the country and the region)</p> <p>MORNING</p> <p>(8:00-9:30) Breakfast at hotel (9:30-10:00) Corporate visit/Success case (10:00-12:30) B2B meetings</p>	<p>MIDDAY</p> <p>(12:00-13:00) Luncheon panel with ACI Medellín (The Investment Promotion Agency in charge of attracting and promoting cross-border transactions in the city)</p> <p>MIDDAY</p> <p>(12:30-13:00) Closing remarks</p>	<p>AFTERNOON / NIGHT</p> <p>(13:30-14:15) Transfer to Valley of Software project (14:15-16:00) Visit to Valley of Software (Open access centers that enhance technology and innovation knowledge while also supporting digital transformation initiatives in the city) (19:00) Cocktail Welcome Reception / Speed Dating Networking</p> <p>DAY 4-5</p>

Ask for Tourist Packages for the weekend* (optional)

Investment

Includes:

- Agenda of visits, all lunches and networking events to expand your network of contacts.
- Current affairs panels with business stakeholders in Colombia at the highest level.
- Transportation to all visits and transportation route to/from the airport.
- 5 hotel nights (includes breakfast and taxes).

\$3200 USD

Services NOT included: Travel to/from Colombia, any personal expenses, drinks and dinners. B2B meetings arranged privately US\$600 per company. Contact us for specifics.

Participation is limited. Please register by August 15, 2023 to secure your rate and place. Rates may increase after initial registration period. Investment is non-refundable, but can be applied to future trips or membership/sponsorship opportunities.

Transfer Policy: A \$75.00 administrative processing fee will be applied to all transfers. Transfer must be requested before September 1, 2023. Requests should be submitted in writing to contact@wtctampa.org.

Contact us

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