

COLOMBIA AND ITALY: COOPERATION AND OPPORTUNITIES

CARLO CALENDÀ

Deputy Minister of Economic Development

Bogota

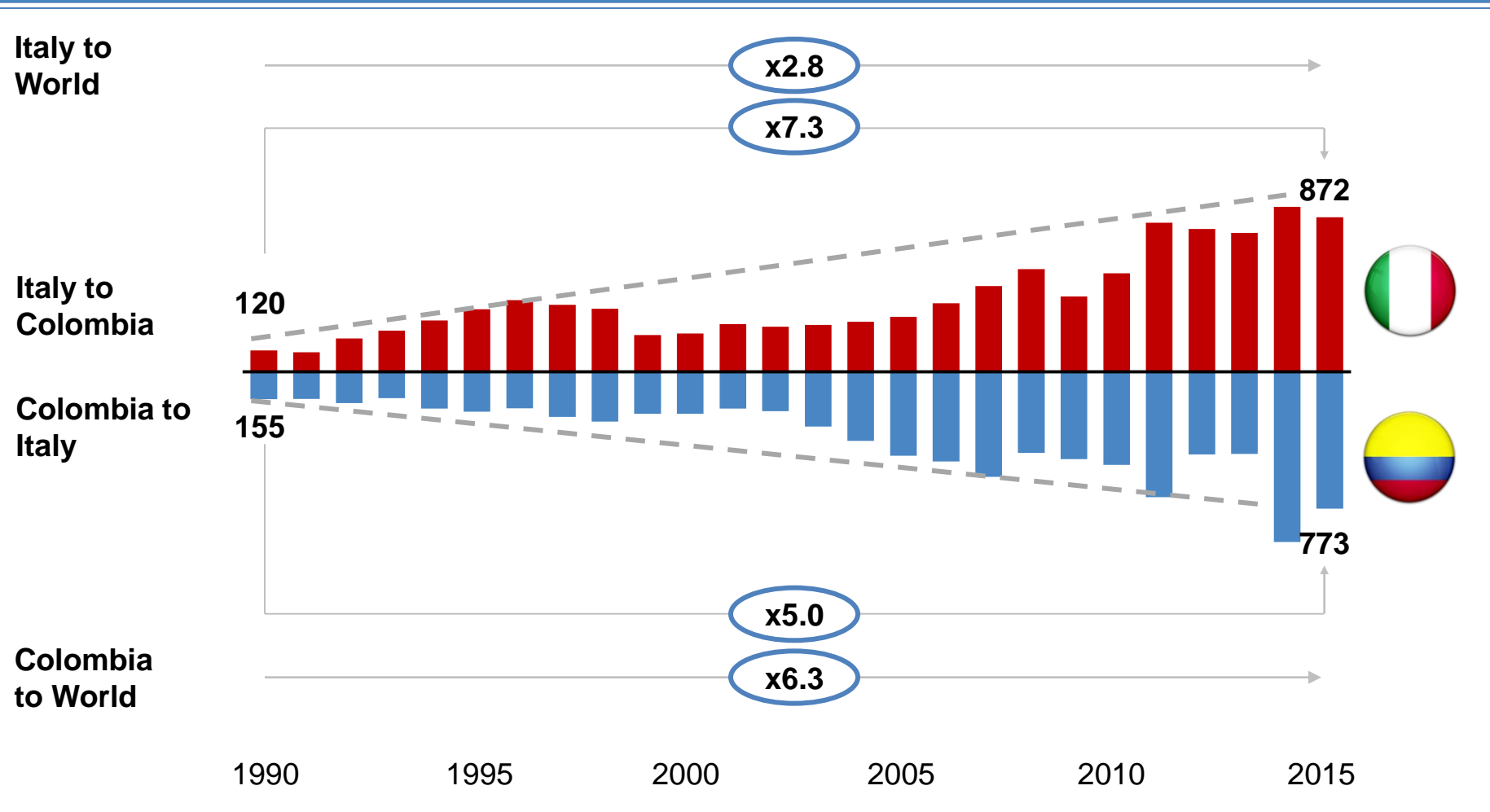
October 27 2015



*Ministero
dello Sviluppo Economico*

Colombia and Italy, a strong relationship on a growing path with still room for improvement

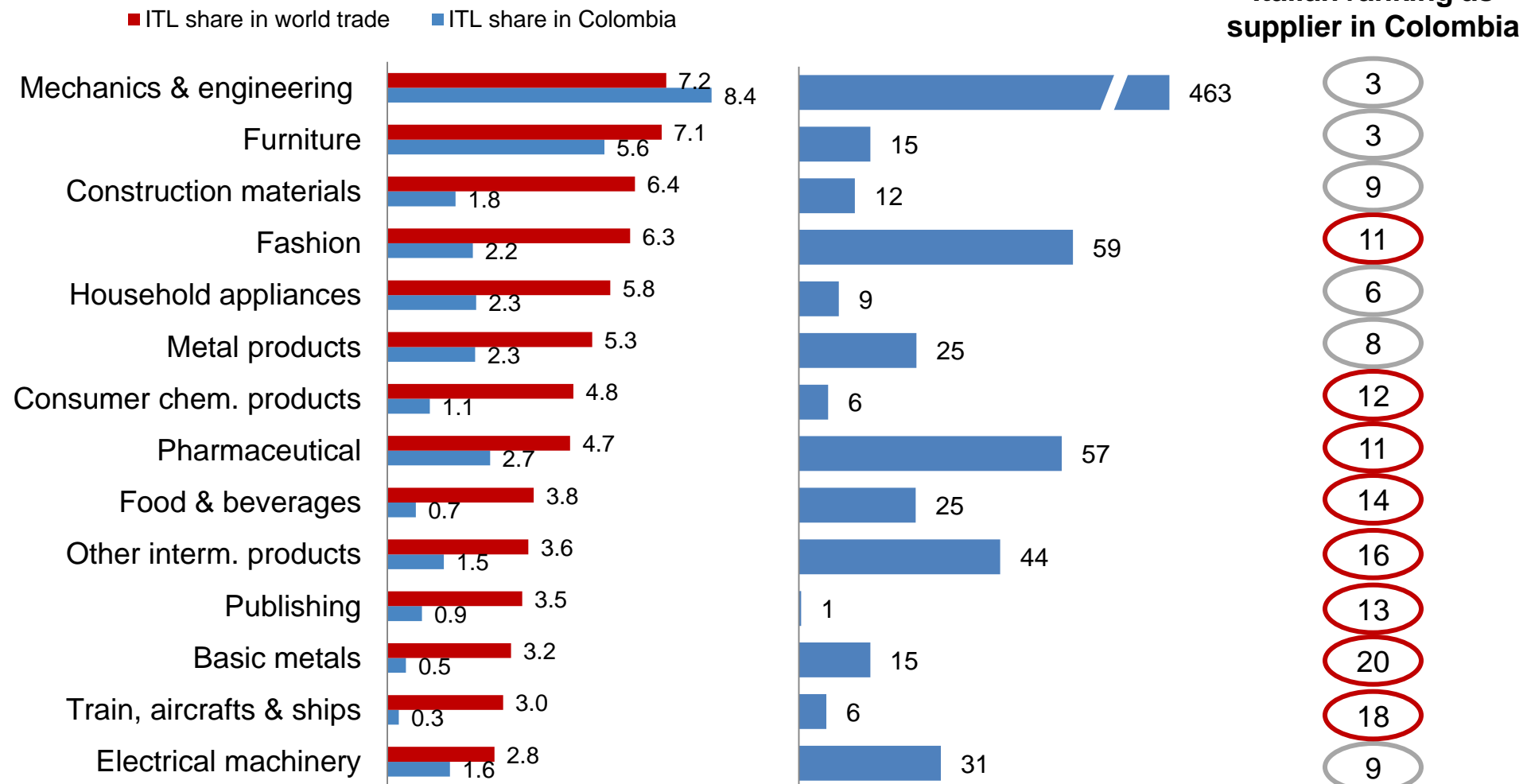
Colombia and Italy: trade flows 2015 prices (MIn USD)



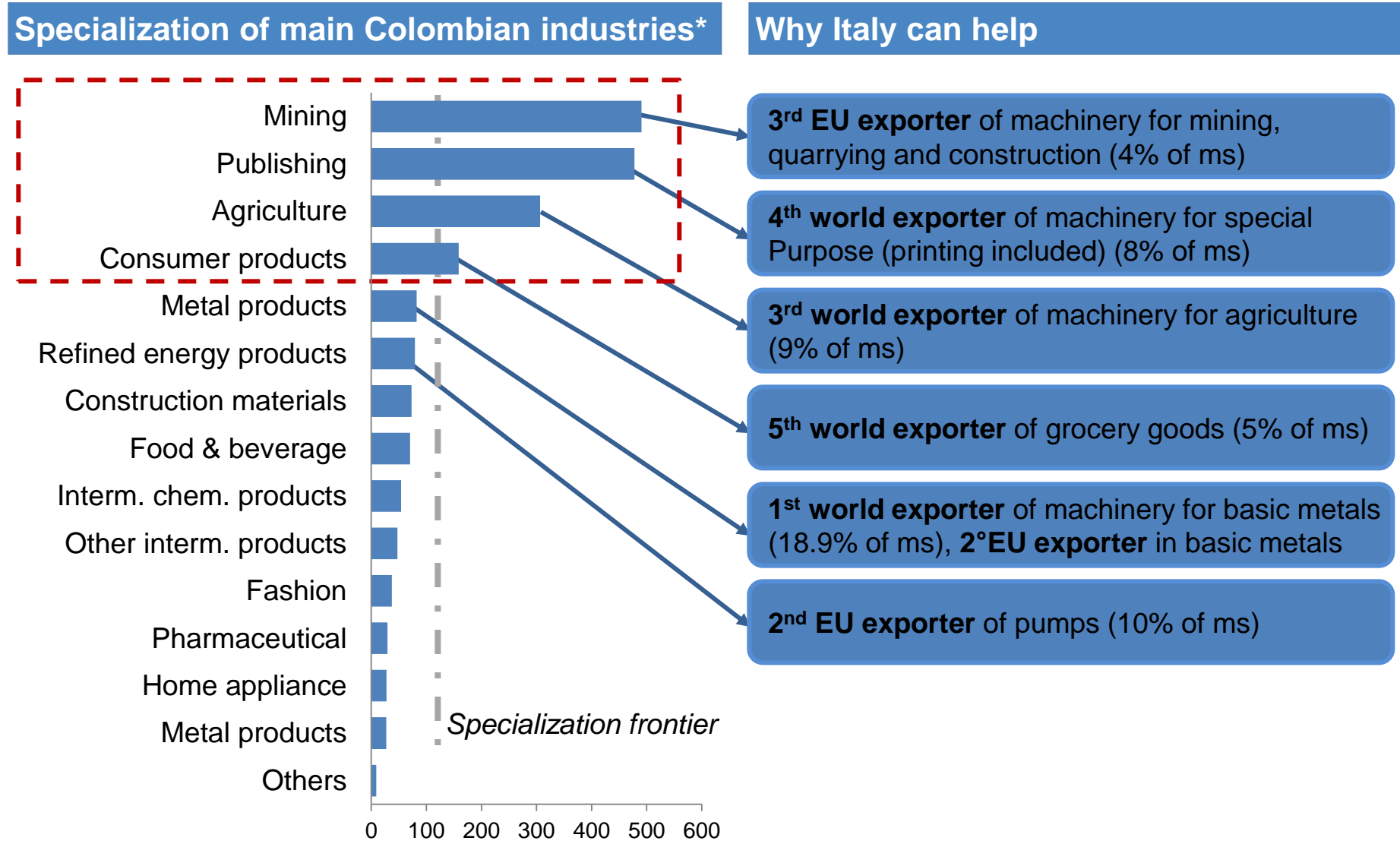
Italy is still underrepresented in Colombian economy

Italian market share on Colombian and world imports (2014, %)

Italian export to Colombia by industry (2014, mln USD)



Even in mechanics & engineering we can do much more, given the complementarities between our industrial specializations



* Balassa index 2014: country market share in a specific industry / average market share in international trade
 Note: all Italian market shares (ms) refer to worldwide; Source: Prometeia

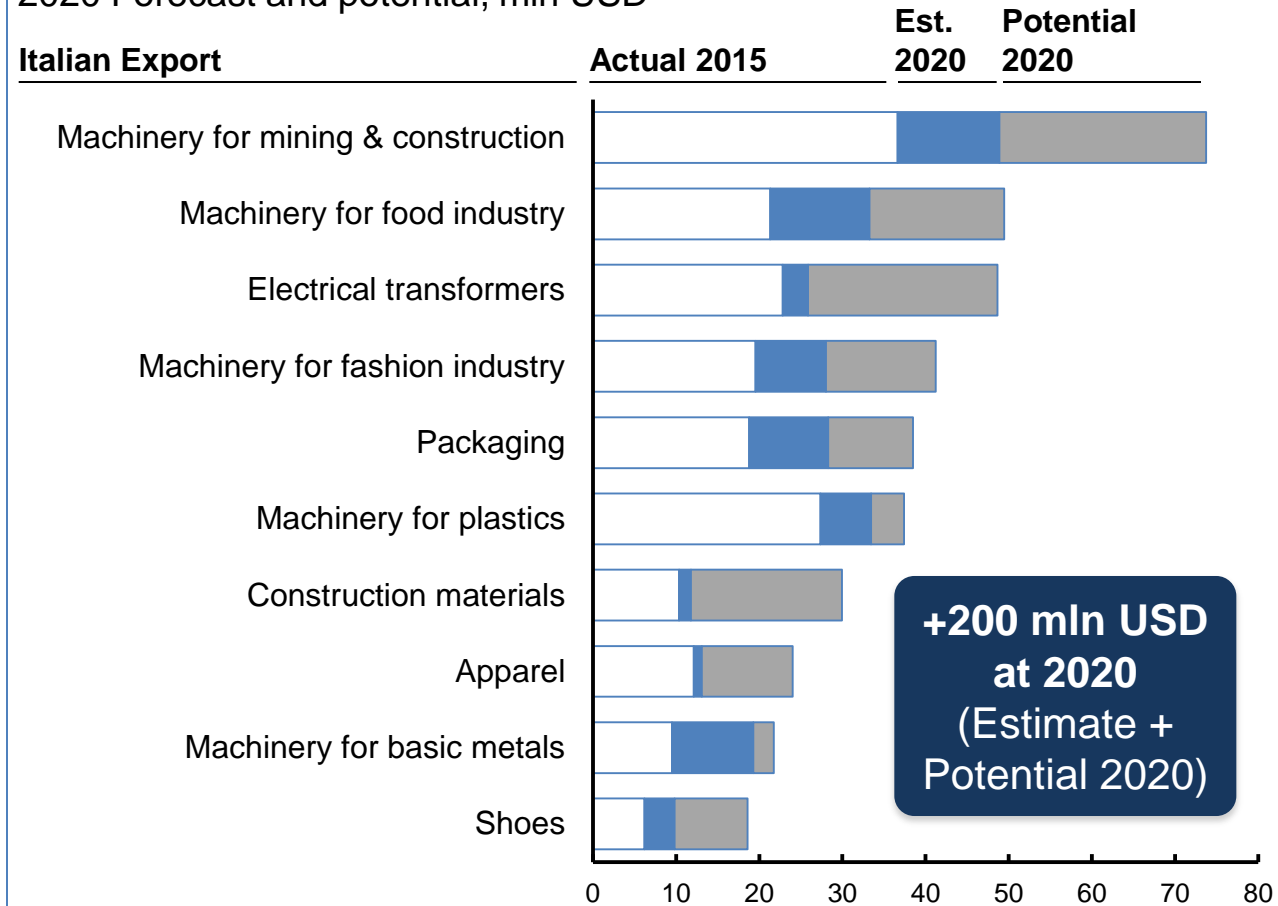
Colombian industrial priorities and Italian trade potential

Colombian industrial priorities

- Infrastructure
- Renewable energies
- SME concentrated sectors
- Consumer goods
- Mining
- Upgrading manufacturing equipment

Italian export potential* to Colombia

2020 Forecast and potential, mln USD



* Italian performance aligned with best international competitor among OECD economies in the market (past 5 years)

Colombia-Italy next steps: action plan 2015-2016

Exhibitions on relevant Italian and Colombian/ LatAm trade fairs

- **Participation of Italian companies to relevant exhibitions in Colombia / LatAm already mapped:**
 - ✓ Expodefensa (Nov. 2015), Defense
 - ✓ Meditech (June 2016), biomedical technologies
 - ✓ Alimentech (June 2016), food and agriculture technology
 - ✓ FIMA (June 2016), environment technologies

G2G and B2B cooperation

- **Infrastructure and construction**
 - ✓ A focused mission will be organized following the presentation of the Colombian Infrastructure Plan at Expo Milan on 19th Oct. 2015 (2nd half 2016)
- **Energy and biofuel**
 - ✓ Follow up of the workshop at the Colombian Pavilion at Expo Milan (Sept. 2015): collaboration plan
- **Agroindustry**
 - ✓ Mission of the Colombian Ministry of Agriculture: G2G and B2B meetings, visit to Italian agro-industrial companies and districts to design a program for investments and technology transfer in Colombia

Partnership with retailers to promote Made in Italy

- **Retail and department stores – Consumer goods**
 - ✓ Consumer test within Colombian fashion market (i.e. Falabella) for Made in Italy brands. Incoming of Colombian buyers to Italy (furniture, fashion)

Follow up mission 2nd half 2016

Thank you