



# Colombia

# Camilo Villa

Co-Founder of Avanzar Boutique Inmobiliaria  
Co-Founder Realty Bot Agency



¿Have you  
been there?

¿How many  
have been in  
the past 2  
years?

¿Why I'm  
telling you  
this?



A map of South America is shown in the background, with a dark, semi-transparent overlay. The text is centered over the map. The map shows various countries including Colombia, Venezuela, Ecuador, Peru, Bolivia, Paraguay, and Brazil. Major cities like Lima, La Paz, Sucre, and São Paulo are visible. The text is in a large, bold, white font.

**A new bridge to South  
America and the Middle East  
– dynamic markets home to  
more than 800 million  
consumers**



The background is a dark, semi-transparent overlay on a collage of financial and business-related imagery. On the left, a portion of a US dollar bill is visible, showing the portrait of George Washington and the words 'RESERVE NOTE' and '3223 A'. Below the portrait, the text 'UNITED STATES OF AMERICA' and 'FEDERAL RESERVE NOTE' are partially visible. A black pen lies diagonally across the lower right. In the background, a line graph with red and blue lines is visible, suggesting economic data or trends.

# Growing Worker Remittances in Colombia

Historical Growth: Worker remittances reached a historic high in 2024, accounting for 2.8% of GDP, up from 1.1% a decade ago.

Post-Pandemic Rebound: After a pandemic dip in 2020, remittances surged by 24% in 2021, supported by economic recovery and governmental aid in host countries.

**Comparative Growth: Remittances to Colombia grew by 42% from 2019 to 2024, slightly behind the broader 61% growth across Latin America and the Caribbean, emphasizing Colombia's connection to global migration and remittance trends.**

**They are now majority owners of Nutresa, one of the biggest food conglomerates in UAE.**



The background of the image features two men. On the left, a man with dark, wavy hair is shown in profile, looking down. On the right, a man with a beard and sunglasses, wearing a traditional red and white checkered ghutra and a white thobe, is looking towards the camera. The image is darkened to serve as a background for the text.

# **Sheik Tanhnoon bin Zayed Al Nahyan partnership with Jaime Gilinski shows big investments are happening between UAE and Colombia**

**They are now majority owners of Nutresa, one of the biggest food conglomerates in UAE.**



A man in a white thobe and ghutra, likely a high-ranking official, stands in front of a building with a flag. The image is darkened to serve as a background for the text.

**"The International Holding Company (IHC), Mubadala Investment Company, and Abu Dhabi Investment Authority are three of the large multinationals that have deployed their investments in Colombia, details Jaime Robledo, partner at Brigard Urrutia."**

**Brigard & Urrutia is one of the most relevant law firms in Colombia.**

The first bilateral trade deal  
between the Gulf and South  
America





# **Colombia is Top Foreign Country Searching Miami Real Estate**



# Record-Breaking Foreign Direct Investment (FDI) in Colombia

# Real Estate Sector Resilience in 2023

- Growth Comparison: In 2023, the real estate sector grew by 1.9%, surpassing the overall economic growth rate of 0.6%.
- Sector Strength: This growth rate, which is three times higher than the general economy, demonstrates the sector's resilience.
- Long-Term Impact: Real estate continues to contribute significantly to Colombia's long-term economic development.



# Colombia

Colombia is the fourth-largest economy in South America, a major exporter of coffee and a gateway for UAE-based companies to access the enormous benefits offered by the region.







This is  
Colombia



# Colombia

3rd most populous country in Latin America:  
52.8 million inhabitants in 2023.

Top 10 retirement destinations-International  
the International Living ranking 2024.





# Key aspects

"Colombia checks many of the boxes for those wanting to live in a place with a lower cost of living, excellent healthcare"  
- International Living.

The strategic location and wide number of routes allow an efficient connection in the world.

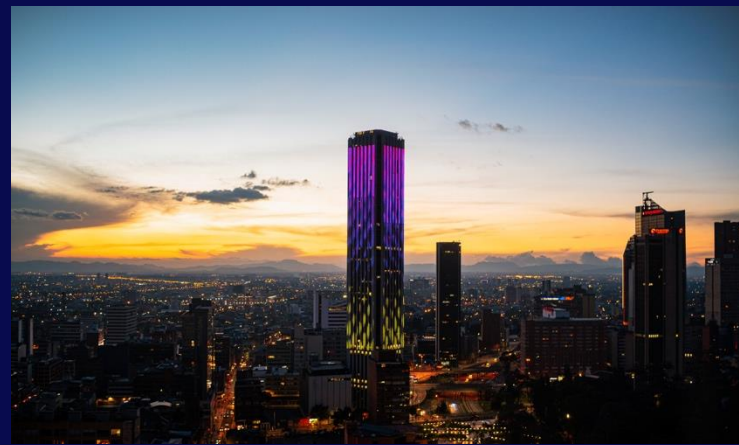




# Best places to visit



Cartagena



Bogotá



Medellín



Pereira



# Key aspects

Wide business fabric that supports business development and investment.

In Colombia there are 767,673 companies.

Large young population driving the domestic market and workforce: 64% of the population under 40 years

Cities with a large number of inhabitants:

15 with +500,000

27 with +250,000





# Key aspects

3.500 maritime export routes to more than 140 countries.

More than 2,400 export routes through 30 airlines, with access to more than 500 cities.

We share the same time zone as the main cities of the continent, making us an ideal destination for the export of knowledge-based services.

12 port maritime access area to the entire continent from the Pacific and the Atlantic.





# Key aspects

## Nearshoring

1. Cost advantage: Colombia offers a lower cost of labor compared to other nearshoring destinations, making it a more cost-effective option.
2. Skilled labor force: Colombia has an increasing pool of highly educated and skilled workers who are fluent in English and well-versed in various technologies and business processes.
3. Strategic location: Colombia is strategically located in the Western Hemisphere. It has access to both oceans.





# Key aspects

## Senior Living

1. Demographic Shift: As of 2023, individuals aged 60 and above constitute 14% of Colombia's population, a figure projected to rise in the coming years.
2. • Investment Opportunities: Investors are increasingly focusing on the 'senior living' market. For instance, Casa Nua, a Colombian company, has been developing luxury senior living spaces since 2019, offering hotel-like services to cater to this demographic.
3. • Real Estate Growth: The Colombian real estate market has shown resilience and growth, with the residential and non-residential construction sectors expected to grow at an average rate of 9% between 2021 and 2025.





# Key aspects

Port of Cartagena cataloged as the best connected in maritime trade in Latin America and the Caribbean (UNCTAD).

El Dorado Airport in Bogotá is the 4th Latin American airport in terms of air cargo volume and the third busiest by passengers.

In 2023, a total of USD 17.393 million in FDI arrived in the country.



# Key aspects

A World-class healthcare destination.

The World Health Organization (WHO) ranks Colombia #22 out of 191 countries and rates the country's healthcare system as the best in Latin America.

It has 24 of the best hospitals in Latin America, 5 clinics accredited by the Joint Commission International (JCI).

## Colombian hospitals certified by the Joint Commission International



Fundación Cardioinfantil  
Bogotá



Fundación Cardiovascular de  
Colombia  
Floridablanca



Centro Médico Imbanaco  
Cali



Fundación  
Santa Fe de Bogotá



# Key aspects

"Due to its geostrategic position in Latin America, Colombia consolidates itself as a hub for foreign investors, especially Asians and Arabs."  
- Forbes, Colombia.





# Key aspects

(40,2%) of Colombians live in rent.  
Fedelonjas 2023.

There is also an opportunity for the development of multi-family projects for rent with models of co-living, senior housing, and social housing for rent.





# Key aspects

Colombia is the country in Latin America where more people live in rent.

The department with the most homes for rent is Risaralda, the most expensive square meter is in Bogotá and lower middle class (estrato 3) is the one that contributes the most to the market.

ECONOMÍA Septiembre 19 De 2019 - 10:24 P. M.

## Colombia es el país de América Latina donde más gente vive en arriendo

El departamento con más viviendas en alquiler es Risaralda, el metro cuadrado más caro está Bogotá y el estrato 3 es el que más aportan al mercado.



POR: PORTAFOLIO

# Key aspects

An estimated more than 5 million Colombians live abroad, with high expectations of investing in housing in this country.





# Real Estate

## Innovative models

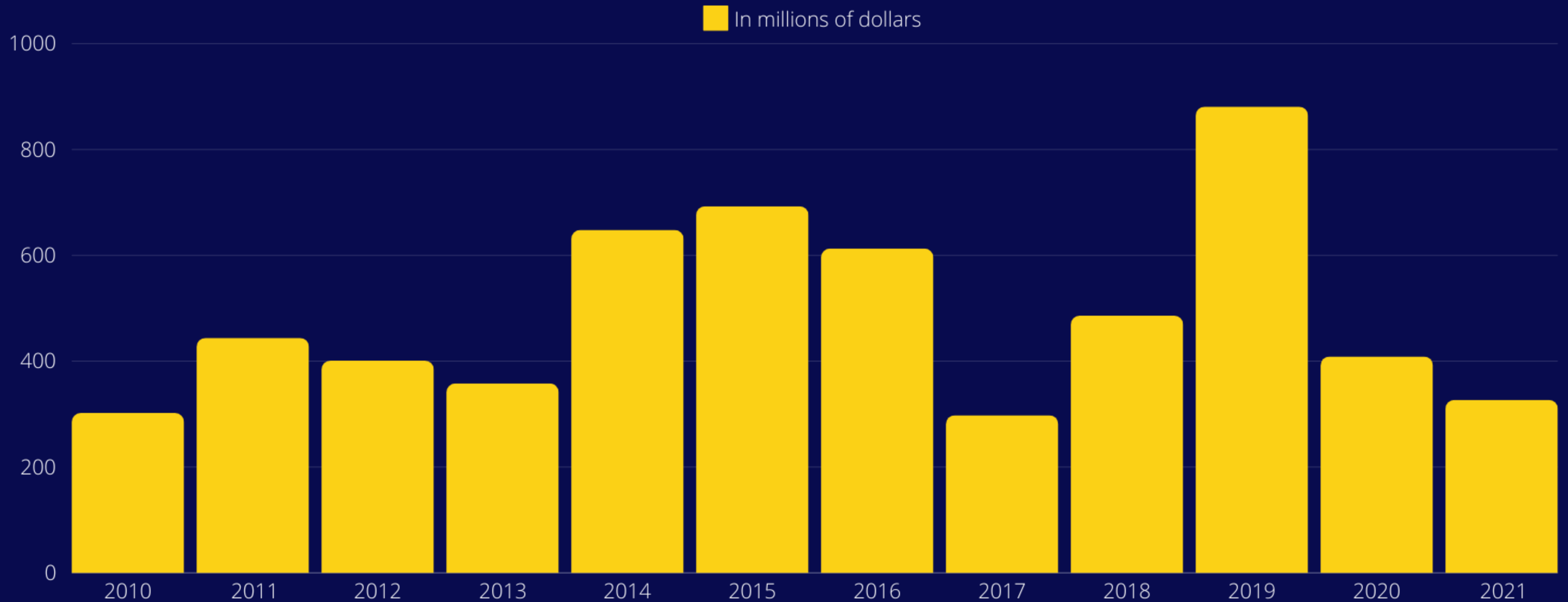
### Cities within a city - Harvard Business Case

This "city within a city" was designed as an environmentally sustainable expansion, with 67% of total area for residential use. The remaining part was strategically zoned as retail, non-polluting industries, education, health, recreation, and administrative facilities to reduce commute time to work.



# Key aspects

## Foreign Direct Investment in Colombia's construction sector





# Key aspects

Foreign direct investment had its best record in six years

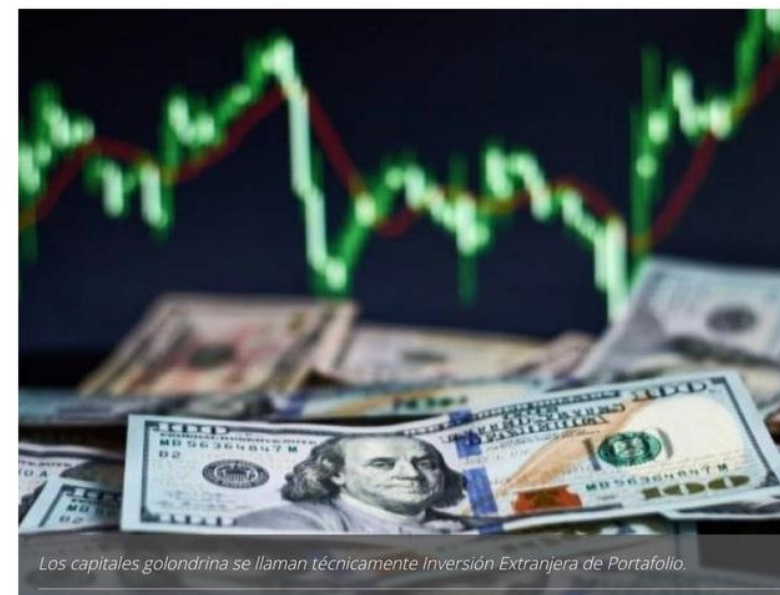
Between January and October, resources arrived in the country for US\$9,491 million. For oil and mining, the amount amounts to 72% of the total.

ECONOMÍA

Noviembre 15 De 2022 - 11:41 P. M.

### Inversión extranjera directa tuvo su mejor registro en seis años

Entre enero y octubre pasado llegaron recursos al país por US\$9.491 millones. Para petróleo y minería el monto asciende al 72% del total



Los capitales golondrina se llaman técnicamente Inversión Extranjera de Portafolio.

POR: PORTAFOLIO

**E**l buen momento de precios que han registrado algunos de los commodities (materias primas) que exporta Colombia ha favorecido los

#### Lo más leído

1. En qué consiste la tendencia viral de las 'dinoprofesiones'
2. Lo que se debe saber sobre las jornadas de marchas de esta semana
3. Estas serían las profesiones con más oportunidades laborales



# Key aspects

In 2022, home sales grew 28% and real estate sector gdp grew 11.8%.

235,00 housing units were sold, of which 72% were VIS (social housing) and 28% non-VIS.

Between 2015 and 2021, Latin American and Caribbean countries attracted 244 real estate investment projects, placing Colombia as the second destination after Mexico.

In 2021 more than **21 million m2** of construction were approved, most of which are being developed for the **housing sector** (17,5 million m2).





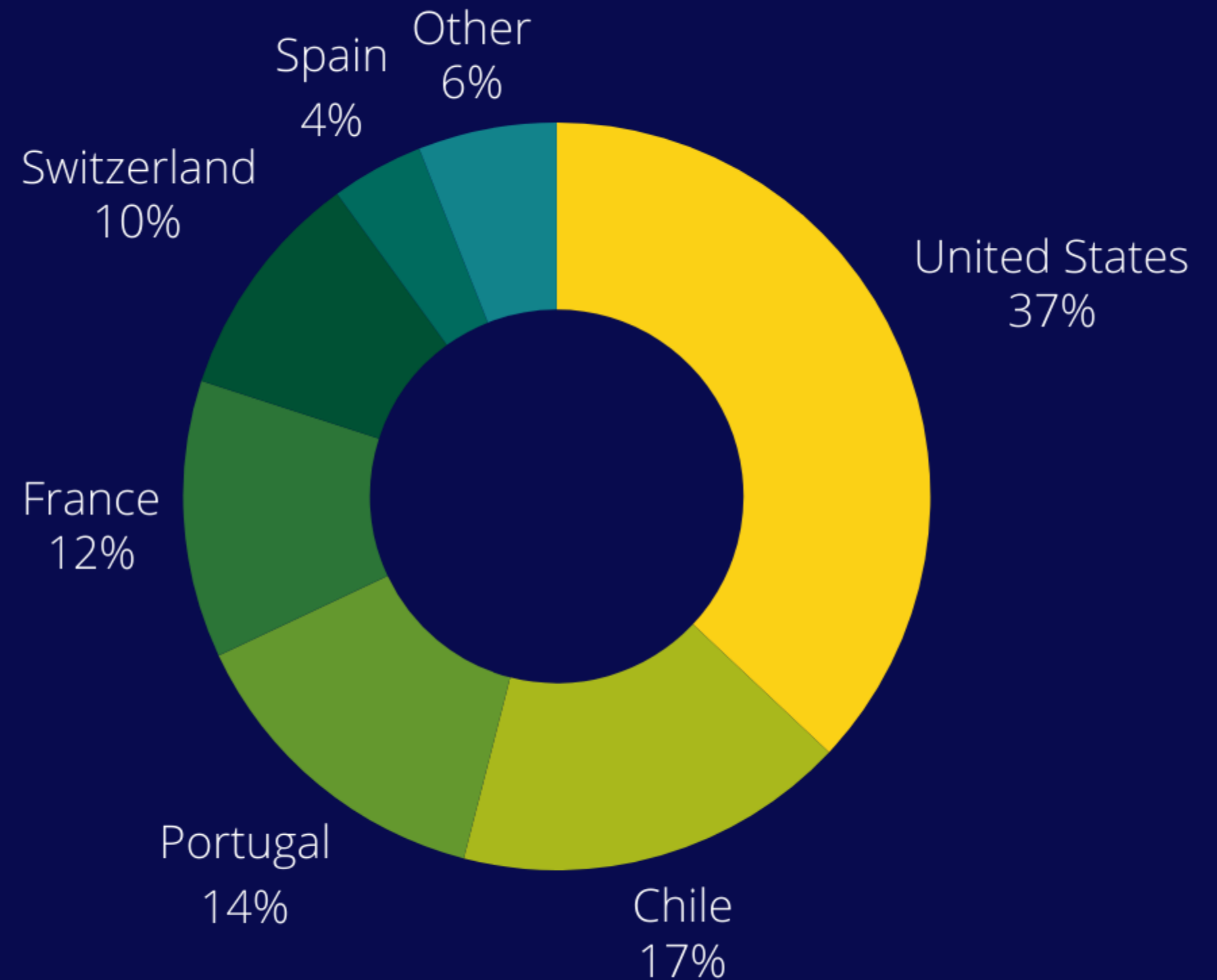
# Key aspects

An attractive real estate sector that positions Colombia as one of the best destinations in the region.

Segments with the largest investments were easing and rental services (24 projects) and commercial and institutional construction (20 projects).

In 2021 more than 21 million m2 of construction were approved, most of which for the housing sector (17,5 million m2).

Real Estate Investment projects in Colombia by Country of origin



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The same time zone as the main cities of the continent, making us an ideal destination for the export of knowledge-based services

Colombia represents only about 0.4% of global emissions, its nationally determined contributions (NDCs) are one of the most ambitious in the Latin American and Caribbean region.





# 5 reasons to invest in Colombia

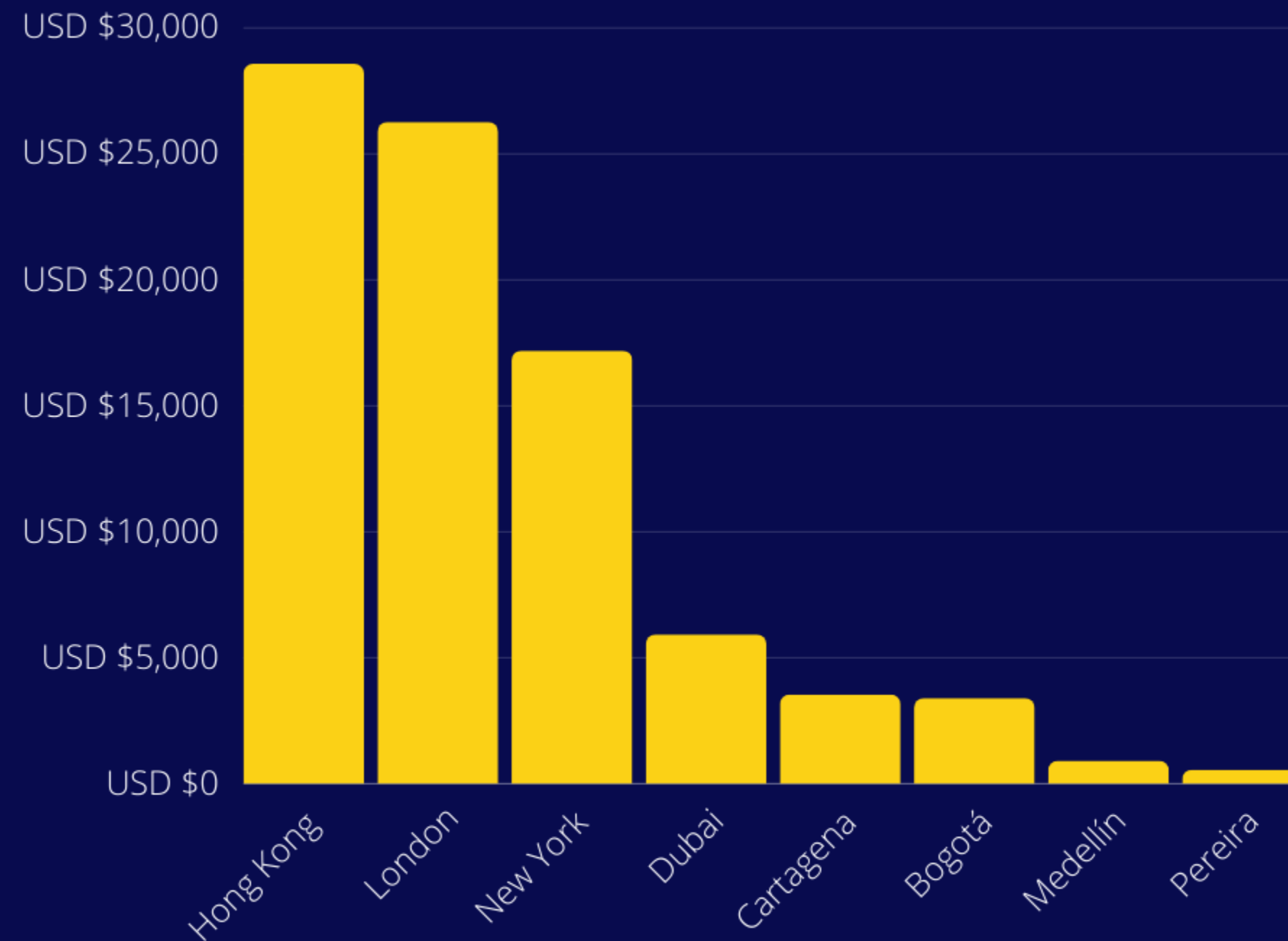
1. A country with a strategic geographic position.
2. The World Bank (Doing Business Report, 2011) catalogues Colombia as the first in Latin America, to protect investors.
3. Colombia has the most competitive Free Trade Zones (18) in Latin America.
4. The location of Colombia is ideal for business.
5. Colombia has important human resources.





# Price per square meter

## Comparison in USD



# ¿How much do you need to invest to get the residence?

Invest **USD \$130.000** to get the residence for up to 3 years.





# Real Estate Market

## What you can buy with

USD \$50.000

GAIA - PARQUE HEREDIA. Cartagena



Developer: Amarilo



# Real Estate Market

## What you can buy with

USD \$50.000

USD \$10.000 down payment\*

20% down payment is calculated on a 20 year mortgage with a fixed rate.

Riviera del Valle - Cajicá



Developer: Amarilo



# Real Estate Market

## What you can buy with

USD \$100.000

USD \$20.000 down payment\*

20% down payment is calculated on a 20 year mortgage with a fixed rate.  
This development begins at USD \$90.000

PALLADIO - SERENA DEL MAR



Developer: Amarilo

# Real Estate Market

## What you can buy with

USD \$200.000

USD \$40.000 down payment\*

30% down payment is calculated on a 20 year mortgage with a fixed rate.

Hacienda Samaria - Variante Cota-Chía



Developer: Amarilo



# Real Estate Market

## What you can buy with

USD \$800.000

USD \$160.000 down payment\*

Yerbabonita - Sopó



One of the most exclusive gated communities

30% down payment is calculated on a 20 year mortgage with a fixed rate.



# Real Estate Market

## What you can buy with

USD \$1.000.000

USD \$300.000 down payment\*

Casa San José de Bavaria - Bogotá



One of the most exclusive neighborhoods

30% down payment is calculated on a 20 year mortgage with a fixed rate.



# Real Estate Market

## What you can buy with

USD \$3.800.000

USD \$1.100.000 down payment\*

Casa San Jacinto - Chia



One of the most exclusive neighborhoods

30% down payment is calculated on a 20 year mortgage with a fixed rate.



# Investment opportunity





# Main cities where the people of our country **buy**



Bogotá



Medellín



Cartagena

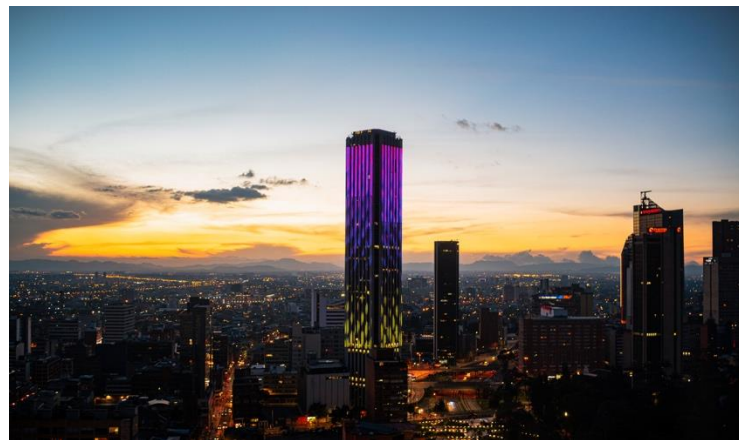


Pereira

# Colombian RE market overview

What you can buy with

Most demanded areas for foreign investors



Bogotá



Medellín



Cartagena



Pereira



¿Where do  
Colombians want to  
invest?





# Key aspects

According to the central bank, entrepreneurs withdrew resources for US\$2,874 million in the first half of 2022, 47% more than in 2021.

**INVERSIÓN** Septiembre 12 De 2022 - 11:57 P. M.

## Inversión récord de colombianos en el exterior: cuánto fue y en qué

Según el Banco de la República, empresarios sacaron recursos por US\$2.874 millones en el primer semestre del 2022, un 47 % más que en el 2021.



La inversión de colombianos en el exterior creció 47 %.

ISTOCK

POR: **PORTAFOLIO**

### Lo más leído

1. En qué consiste la tendencia viral de las 'dinoprofesiones'
2.  Lo que se debe saber sobre las jornadas de marchas de esta semana



# Major Destinations of Foreign Buyers from Colombia

United States of America

Panama

Dominican Republic

Portugal

Spain

UAE



► ¿Conclusion?





# Thanks



**Camilo Villa González**

Stanford UIF Fellow | Co-Founder  
Avanzar Boutique Inmobiliaria | For...



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LinkedIn**