

**Investment Policy and Promotion
International Finance Corporation (IFC)
The World Bank
2009**

Examples of Our Work

Colombia

For years international **investors** interested in **Colombia** were dissuaded by images of drug trafficking, civil war, and rampant street crime. Despite a vibrant **real estate industry** and a booming stock **market** that jumped fourteen-fold between 2001 and 2007, **investors** remained skeptical. FIAS programs, have worked to change perceptions among **investors** by promoting the country's well-trained work force, natural resources, prime geographic location, and openness to **market** economics.

In 2006, FIAS helped the Municipal Government of **Bogotá** and the **Bogotá** Chamber of Commerce complete the successful launch of **Invest in Bogota**, now one of Latin America's most active sub-national **investment** promotion agencies. Since its launch, **Invest in Bogota** has drawn global attention to **Colombia**, including coverage in both the New York Times and FDI Magazine.

In its first 18 months, **Invest in Bogota** facilitated \$140 million in **foreign investment in hotels, call centers, and manufacturing**. When these **investments** become fully operational they are expected to create 2,165 technical jobs.

Source: **International Finance Corporation (IFC) - The World Bank (2009)**

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