



# Multi State Multi Sector Trade Mission to Colombia

## Why Colombia?

The U.S.-Colombia Trade Promotion Agreement (TPA), which entered into force on May 15, 2012, provides duty-free entry for over 80 percent of U.S. consumer and industrial exports to Colombia, with remaining tariffs to be phased out over the next 10 years. Colombia's traditional acceptance of U.S. brands as well as U.S. and international standards provide a solid foundation for U.S. firms seeking to do business there. Colombia is the third largest market in Latin America and is 22nd globally as a market for U.S. exports. With more than 45 million people, an improved security environment, an abundance of natural resources, and an educated and growing middle-class, business opportunities are booming in Colombia.

## Trade Mission Features

- Pre-travel briefing/webinar on subjects ranging from business practices in Colombia to security
- Embassy briefings on the business climate, political scenario, and best prospect sectors
- Networking Reception
- Pre-scheduled meetings with potential partners, distributors, end users, or local industry contacts

## Targeted Sectors

The mission is open to U.S. companies from a cross section of industries with growing potential in Colombia, including, but not limited to safety and security equipment and services, medical equipment, cosmetics, agricultural machinery, and information technology.

Space is Limited. Register Today.  
<http://go.usa.gov/2x4Q>

**Date:** September 9-12, 2013

**Location:** Bogota, Colombia

**Deadline:** June 7, 2013

**Participation Fee:** \$1995 (SME)  
\$3040 (Large Companies)

## Questions?

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Financial incentives may be available for your company through the State Trade Export Program (STEP)



Connecting you to global markets.