



## COLOMBIA AND AZERBAIJAN: CLOSER THAN IMAGINED

**UNESCO**  
World Heritage Collection  
Port, fortresses and monumental complex of Cartagena  
1984

**COLOMBIA**  
CAPITAL: BOGOTA

**AZERBAIJAN**  
CAPITAL: BAKU

**UNESCO**  
World Heritage Collection  
Fortified city of Baku with the Palace of the Shirvanshahs and the Maiden Tower.  
2000

*Although geography seems to distance us, there are many elements that unite and bring Colombia and Azerbaijan closer together. Modern means of transportation and communications, but also the diversity that characterizes both countries, cultural expressions, values and shared interests in the major issues on the international agenda dilute those geographical distances and make our peoples more similar.*

*Today we have a variety of flights and air connections (Istanbul, Frankfurt, Paris, New York) that allow us to visit each other in a few hours. Belonging to different and very diverse regions, the shared privilege of having enormous natural resources, and the mutual interest in promoting innovation, private management, and economic and social progress enhance our economic relations and open up great possibilities for bilateral cooperation.*

*We share the commitment with the preservation of the cultural heritage of humanity and with the development of culture and sport. We cooperate closely in major international forums such as the United Nations, NAM, UNESCO, the Pacific Alliance.*

*Our geographical location makes us strategic centers to access our respective regions.*

**For all this, we can affirm: Colombia and Azerbaijan are closer than imagined!**

### Colombia - an excellent destination for investment

The advantages and attractions offered by Colombia to foreign investment were presented at the Colombia Investment Summit, led by the agency for the promotion of Colombia – Procolombia - in October 2020, which had more than 2,000 semi-presence based attendees, including 1,085 investors from 50 countries. The summit was attended by the president of Colombia, Ivan Duque, and other personalities such as former president of the United States Bill Clinton.

#### Favorable sectors to invest

- Clean and renewable energy** → The World Economic Forum placed Colombia in the third position in South America in the Energy Transition Index for having significant potential to develop solar wind energy and biofuel sources.
- Forestry** → Its favorable location allows to house at least 10 forest species and the national government offers incentives for reforestation projects.
- Agro-industry** → Colombia has the climate, arable land, and the skills to harvest almost any crop, such as coffee, fruits and flowers.
- Chemicals and life sciences** → Colombia is one of the countries with the largest commercial share of medical cannabis production in the world, with 14 tons authorized by INCB (International Narcotics Control Board).
- Infrastructure and logistics** → Transport and logistics infrastructure is one of the main sectors attracting foreign investment in Colombia. In 2019, it accounted for 8.6% of total FDI.
- Hotel Infrastructure and Tourism** → Incentives for megaprojects: New investment projects in the national territory that exceed approximately USD \$ 325.6 million, and that generate at least 400 direct jobs will have access to this.

#### Advantages and attraction

- Political and economic stability.
- Strategic geographical position.
- Skilled and talented workforce.
- According to Doing Business, Colombia stands out for its protection to minority investors and ease of obtaining credit.
- More than 4,500 maritime export routes and access to 680 ports in the world.
- 17 current trade agreements, giving access to 60 countries and 1.5 billion consumers.
- A leading country in receiving FDI in the region and one of the top 10 developing economies receiving FDI.
- Between January and September 2020, Colombia received US \$ 4,093 million of FDI in the non-mining-energy sector: 75.1% share of total investment.

#### Bill Clinton makes an international call to invest in Colombia:

“Although the events of the year 2020 have disrupted all our lives, and affected national economies and the global economy, some things have not changed, including the immense talent and creativity of the Colombian people. Or the infinite resources of the country and its immense natural beauty. Even in this difficult time there are smart investments to be made.”

Source: Words during the inauguration of the Colombia Investment Summit.  
<https://procolombia.co/noticias/bill-clinton-hace-un-llamado-internacional-para-invertir-en-colombia>

# COLOMBIA LOOKS TO THE FUTURE WITH OPTIMISM

*"Today Colombia tells the world that it looks to the future with optimism," said President Iván Duque Márquez during his speech at the 75th UN General Assembly in September 2020. This optimism is based on the country's progress on important issues of the national agenda and in its faith in multilateralism and international cooperation to overcome the challenges facing humanity. On this occasion, we address perhaps the greatest of those challenges: the construction and consolidation of peace.*



President Iván Duque during the closing of the 8th version of 'Bioexpo Pacifico 2019' Yumbo, Valle, 19/10/2019

## We advance in the construction of Peace with Legality

- ✓ In September 2018, the government of President Iván Duque launched the Peace with Legality policy, through which it seeks to advance harmoniously in the implementation of the Final Peace Agreement signed in 2016 with the ex-guerrilla FARC. This policy has a clear purpose: to build a country under the pillar of equity and peace with legality.
- ✓ This policy, endorsed by the Security Council and the UN Secretary-General, aims to transform the territories, with a long-term vision, and is focused on the rights of victims and on supporting those who remain committed to legality.
- ✓ This policy is harmonized with the policy to address the problem of illicit drugs, Future Route, and with the Policy of Defense and Security.

## These are some of the most important achievements of the Peace with Legality policy:

- **Victims and land restitution.** The Victims and Land Restitution Law was extended for ten years (until 2031), which benefits more than nine million people. Within the model of prevention, care and comprehensive reparation for victims, around 848 million dollars have been invested between August 2018 and November 2020. Likewise, more than 50,000 hectares of land have been restored to peasants who were violently dispossessed of it.
- **Comprehensive Rural Development.** We advance in the formalization of land. Since August 2018, 63,480 hectares have been delivered through the Land Fund for the benefit of 4,765 families.
- **Reincorporation of ex-combatants.** Key component in the policy of Peace with Legality, which seeks to support former FARC combatants in the process of social and economic reincorporation, in a comprehensive and sustainable manner. 13,663 ex-combatants have been linked to the social security system in health and pensions, 2,050 productive projects have been approved, with a cost of 17 million dollars, covering 5700 people
- **Transitional justice.** The independence of all the components of the Comprehensive System of Truth, Justice, Reparation and Non-Repetition has been guaranteed.
- **Financing.** In the 2018-2022 National Development Plan, a specific line was established for the Multi-Year Investment Plan for Peace for a value of 11.6 billion dollars.
- **Territorial development.** We are making progress in stabilizing the 170 municipalities most affected by violence and poverty, through 16 Development Programs with a Territorial Approach (PDET) that host 6.6 million people, support more than 13,500 former combatants and provide guarantees of no repetition to more than nine million victims, with an investment that exceeds 750 million dollars.
- **Security of ex-combatants.** The safety and protection of ex-combatants, human rights defenders, social leaders and communities remain our greatest challenge. The Government has articulated the measures of 15 different organizations to strengthen prevention, individual and collective protection, and support for investigation and prosecution.
- **Political participation.** The political reincorporation of the FARC is a fact. The new political party FARC received five seats in the Senate and five in the Chamber, as provided in the Final Agreement, and participated in the local elections in October 2019.

## International cooperation is essential for the peace in Colombia

- The cooperation of the international community was fundamental in the process of negotiating the Final Agreement with the FARC and continues to be fundamental for its implementation.
- Therefore, at the initiative of the National Government, the mandate of the UN Verification Mission was renewed, which not only bears witness to the progress of the Colombian Government in the purpose of achieving Peace with Legality, but also plays a fundamental role in the requirement that the FARC also comply with the obligations imposed by the Final Agreement.
- The international community's contribution has been especially valuable in repairing the victims, strengthening rural development, and formalizing rural property.
- Colombia thanks the United Nations Multidonor Fund, the European Peace Fund, USAID and all the countries that have bilaterally redoubled their contributions and support.
- **As highlighted by the United Nations Security Council, Colombia continues to work for peace despite additional obvious difficulties such as COVID-19, the economic crisis, the regional migration crisis and the global public enemy embodied in drug trafficking and illegal economies.**

# COMMITMENT TO THE FUTURE TO COLOMBIA: STRATEGY FOR ECONOMIC REACTIVATION

Colombia advances in the implementation of the **Commitment for the Future of Colombia**, the economic and social reactivation plan launched by President Iván Duque in July 2020, whose transversal axis is overcoming the effects of the pandemic by covid-19 and the historical strengthening of the health sector, without forgetting the major goals that the Government set for the 2018-2022 period. This plan seeks to achieve:

- Investments of around \$59 bln. dollars
- Generation of 2 million formal jobs
- 562 projects defined so far

**The Commitment to the Future of Colombia focuses on four major themes, which will have as a transversal axis the commitment to the health of Colombian people:**

**1. Commitment to job creation.** Strategy that combines support for MSMEs, acceleration of large infrastructure projects, incentives for orange (creative) economy projects, advances in connectivity and digital transformation, and support for the recovery of sectors affected by the pandemic such as tourism and hotels.

**2. Commitment to clean and sustainable growth.** It focuses on issues of energy transition, combating the effects of climate change, more reforestation and less deforestation, and access to environmental information.

**3. Commitment to the poorest and most vulnerable in society.** The solidarity Income Program, a basic emergency income that was proposed to reach 3 million households that had never received state support, will run until June 2021. Granting 200 thousand housing subsidies. Advancement in educational programs and construction of educational infrastructure.

**4 Commitment to the countryside and peace with legality.** Continuation of the Contract Agriculture program, the provision of rural public goods and the implementation of the multipurpose cadaster. Comprehensive support for farmers.

## COMMITMENTS BY COLOMBIA: 13 ACTIONS FOR THE ECONOMIC REACTIVATION OF THE COMMERCE, INDUSTRY AND TOURISM SECTOR.

1. Revolution of business financing.
2. Business transformation for the new normal.
3. Economic reactivation for all.

4. Reactivation of the regions.
5. Access to factors of production to reactivate the productive apparatus.
6. Export promotion of SBC Knowledge-Based Services.
7. E-commerce: enhanced marketing channel.
8. Taking advantage of new commercial opportunities.
9. Boost to efficiency investment attraction.
10. Tourist biosafety certification.
11. Economic support for the tourism and aviation sector.
12. National and international promotion campaigns.
13. Innovation, competitiveness and governance.

## “COLOMBIAN COFFEE. THE AUTHENTIC FLAVOR.”



Colombian coffee is of high quality and has a smooth and balanced flavor with clear acidic, fruity, citric and chocolate notes. Colombia ranks third in the world for the production of this product, only behind Brazil and Vietnam. The special pride of the country is its excellent Arabica.

In 2007, Colombian coffee received the status of protected product. In 2011 UNESCO declared the area where Colombian coffee is grown as a World Heritage Site.

For Colombia, coffee is not only an important part of exports and an important source of income, it is also one of the criteria of national identity, and the country's government has made many efforts to do so. Today, coffee cultivation is one of the most traditional activities in **Colombia, being the third largest producer** in the world in 2019. Colombian coffee exports amounted to 8.2 billion USD in 2019, being the second country in the world.

In 1927 the Federation of Coffee Growers of Colombia (FNC) was created to protect the rights and interests of coffee growers. Today it is the largest nonprofit agricultural organization in the world.

In 1959, FNC created a fictional character to popularize Colombian coffee in the international market: Juan Valdez. Juan, became incredibly famous and did much to strengthen the country's trading positions.

For the promotion of Colombian coffee in Azerbaijan, this Embassy participated in the Tea and Coffee Festival organized by the Specialty Coffee Association in 2019 and 2020.

# THE OECD ACCOMPANIES COLOMBIA IN THE ECONOMIC REACTIVATION

On December 14, 2020 President Iván Duque signed an Agreement with the OECD, which will allow Colombia to have the support of the multilateral organization in the economic reactivation stage, after the losses derived from the measures taken to contain the pandemic of COVID-19.

The agreement stipulates the intervention of the OECD on three points:

- 1. Social protection and labor formalization:** promote the creation of an integrated national policy on this issue. Said regulations must include the necessary incentives for formalization and must also include specific strategies for women, youth and the rural population.
- 2. Competition and regulation:** promote reforms in competition policies, regulatory improvements and other measures that help generate a more competitive environment.
- 3. Productive diversification and sustainability:** promote science, technology and innovation (CTeI) activities, which allow to enhance the diversification of the productive apparatus.



“Colombia arrives in these 60 years (of the OECD) as a member of the Organization and with this agreement that we signed today, we hope that this safe, inclusive and clean reactivation agenda will make a historical difference for the new generations of Colombian people.”

- The signed document "is not a declaration of good intentions, it is a path to action".
- In "these hard months of pandemic" the country managed to double the number of intensive care units to about 11 thousand and that through a gradual process 95% percent of the economy is in operation, at the same time as 92% of those affected by COVID-19 have recovered.
- The new 'Commitment to the Future of Colombia', launched in July, is "a clear and genuine invitation" for us to achieve investments of close to 59 billion dollars and whose goal is to generate close to 2 million jobs.
- The budget for the year 2021 has historical increases in areas such as health, education, culture, sports, the environment, water and sanitation and tertiary roads.
- This reactivation is not to return to how we were before, but rather to envision a better future.
- This reactivation must be inclusive, which "eliminates gaps and salary barriers between men and women" and which also calls for micro, small and medium-sized enterprises to generate decent jobs.
- The reactivation must be sustainable and clean, and recalled that Colombia set the goals of reducing its greenhouse gas emissions by 51 percent by 2030, and of being a carbon neutral country by 2050.
- In the ambitious energy transition where "we will go from 0.2% of our matrix that we had in 2018 in non-conventional renewable energies to more than 14% in 2022".
- The reactivation also has to be digital and in this field he highlighted that there are 17 digital inclusion and development projects that have this commitment.
- We want "an increasingly agile regulatory system, more pro-investment, more pro-competitive, and with a vision of integration where we increase intra-regional trade and trade with the rest of the world".
- This agenda that we want to work together with the OECD seeks - as it says in the Organization's own motto - "to better policies, better lives."

The OECD is ready to support Colombia in the country's economic reactivation: Ángel Gurría

“The OECD is ready to support Colombia in the implementation of its roadmap, in the so-called new ‘Commitment to the Future of Colombia’, which was designed to face the social and economic ravages generated by the pandemic”.

- This action "seeks to articulate the different actors of the country around a great national agreement to promote the economic and social reactivation of Colombia," he said.
- In accordance with the provisions of this strategy and in light of the priorities established by the Colombian Government to carry out said collaboration with the OECD, the parties will explore the possibility of working together to develop and implement integrated political solutions to achieve said recovery, in issues that include social protection and labor formalization, competition and regulation, and productive diversification and sustainability.
- This will result in greater resilience both in the productive sector and in public finances.
- Given the situation, the challenges must be addressed with a sustainability approach. For the development of this line of action, the importance of the OECD in the implementation of policies focused on regional productivity clusters, circular economy, blue economy and bioeconomy is highlighted.

## COLOMBIA: A PARADISE TO KNOW

The exceptional beauty of Colombian beaches is proof of their natural wealth. Located on the shores of the Caribbean Sea and the Pacific Ocean, they are the perfect place to rest, relax and practice water sports such as snorkeling, diving and surfing. In them, travelers will be able to live a different experience, taste a unique gastronomy, enjoy music of all rhythms and contemplate beautiful sunsets.



Foto: @adrian.tdm

### Rosario Islands

Archipelago of the Colombian Caribbean made up of 30 islands that are part of the Corales del Rosario National Natural Park, just 45 minutes by boat from Cartagena.

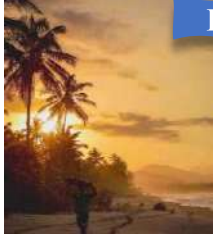


Foto: @javivisits

### Tayrona Park - Sierra Nevada de Santa Marta

For lovers of nature, adventure, and hiking Tayrona Park is the best place to visit. In addition to its beautiful beaches it is possible to get to know the culture of the indigenous peoples who inhabit the Sierra Nevada de Santa Marta.



Foto: @daniellapre

### Nuquí - Chocó

North Pacific - The first thing that strikes you is seeing how the thick jungle of Chocó meets several crystalline rivers and the immense ocean, giving rise to unique landscapes and the most beautiful beaches of the Colombian Pacific.

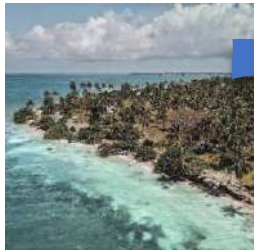


Foto: @doqtravel

There you experience a deep cultural immersion, along with its flora and fauna. This is another great destination to visit during humpback whale watching season.

### Islands of Providence

One of the best islands in Colombia is Providencia Island, part of the San Andrés, Providencia and Santa Catalina archipelago. Almost virgin natural charm as it is one of the most isolated and remote places in the country. It is an idyllic place, surrounded by crystal clear water, large mangroves and lush vegetation, which make it a great destination for those travelers looking for a little paradise away from noise and pollution. It was once a British colony, so its Creole culture is totally different; Creole, a native and Raizal language that mixes English, Spanish, French, Portuguese, Dutch and dialects was consolidated in it.



Foto: @mariocarvajal

## A COLOMBIAN CHARACTER



### GABRIEL GARCÍA MÁRQUEZ (GABO) OUR NOBEL OF LITERATURE

Colombian writer Gabriel García Márquez was born on March 6, 1927 in Aracataca, Colombia.

Gabo, as he was also known, studied law in his youth, but his predilection was literature, so he eventually worked as a journalist and writer.

He served as a correspondent for a national newspaper, which allowed him to live in Europe for many years. In 1955 he managed to publish his first long story, *The Leaf Storm*, and in 1957, in Paris, *No one writes to Colonel*.

In 1967 he published his culminating work, *One Hundred Years of Solitude*, one of the most important novels in 20th century literature, translated into 24 languages.

The Swedish Academy awarded him the 1982 Nobel Prize for Literature.

He was a representative of Magic Realism, a literary technique that intersects fiction and reality. In his works, he imagines a town called Macondo, in a timeless story that deciphers the life and reality of Latin American people.

He spent most of his life at home in Mexico City, where he died at the age of 87 in April 2014.

Gabo, who was one of the most prominent figures of the *Latin American Boom*, left an

*"(...) In each line that I write, I always try, with greater or lesser fortune, to invoke the elusive spirits of poetry, and I try to leave in each word the testimony of my devotion to its virtues of divination, and its permanent victory against the deaf powers of death. (...)". The Loneliness of Latin America, Nobel Prize Acceptance Speech, 1982.*

# *Come and enjoy Colombia* *You will not need a visa!*



**Bogotá**



**Sierra Nevada  
de Santa Marta**



**Cartagena de Indias**



**Paloquemao  
Market Square**



**Colombian coffee  
camper**



**San Pancho festival (Quibdó)**



**Guyana, Amazon region**



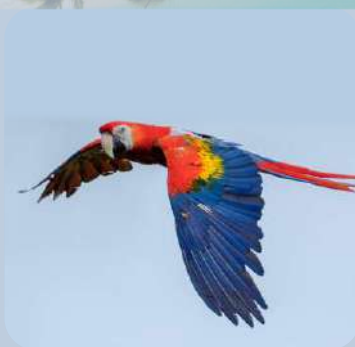
**San Andres Islands**



**Colombian orchid**



**Flower Festival, Medellin**



**Red Macaw**



**El futuro  
es de todos**

**Cancillería  
Embajada de Colombia  
en Azerbaiyán**