



Ministry of Foreign Affairs

# *Urban Mobility in Colombia*

*Commissioned by the Netherlands Enterprise Agency*

>> *Sustainable. Agricultural. Innovative.  
International.*

# Urban Mobility in Colombia

## Business Opportunities for Dutch Companies

September, 2020

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CÁMARA DE COMERCIO COLOMBO-HOLANDESA



Government of the Netherlands



# Index

- **Chapter 1:**  
The Urban Mobility Ecosystem Pg. 1 - 20
- **Chapter 2:**  
Key elements of Urban Mobility Pg. 21-28
- **Chapter 3:**  
The Present and Future of  
Urban Mobility in Colombia Pg. 29-44
- **Chapter 4:**  
Turning GAPS into business opportunities Pg. 45-56



# Chapter 1: The Urban Mobility Ecosystem



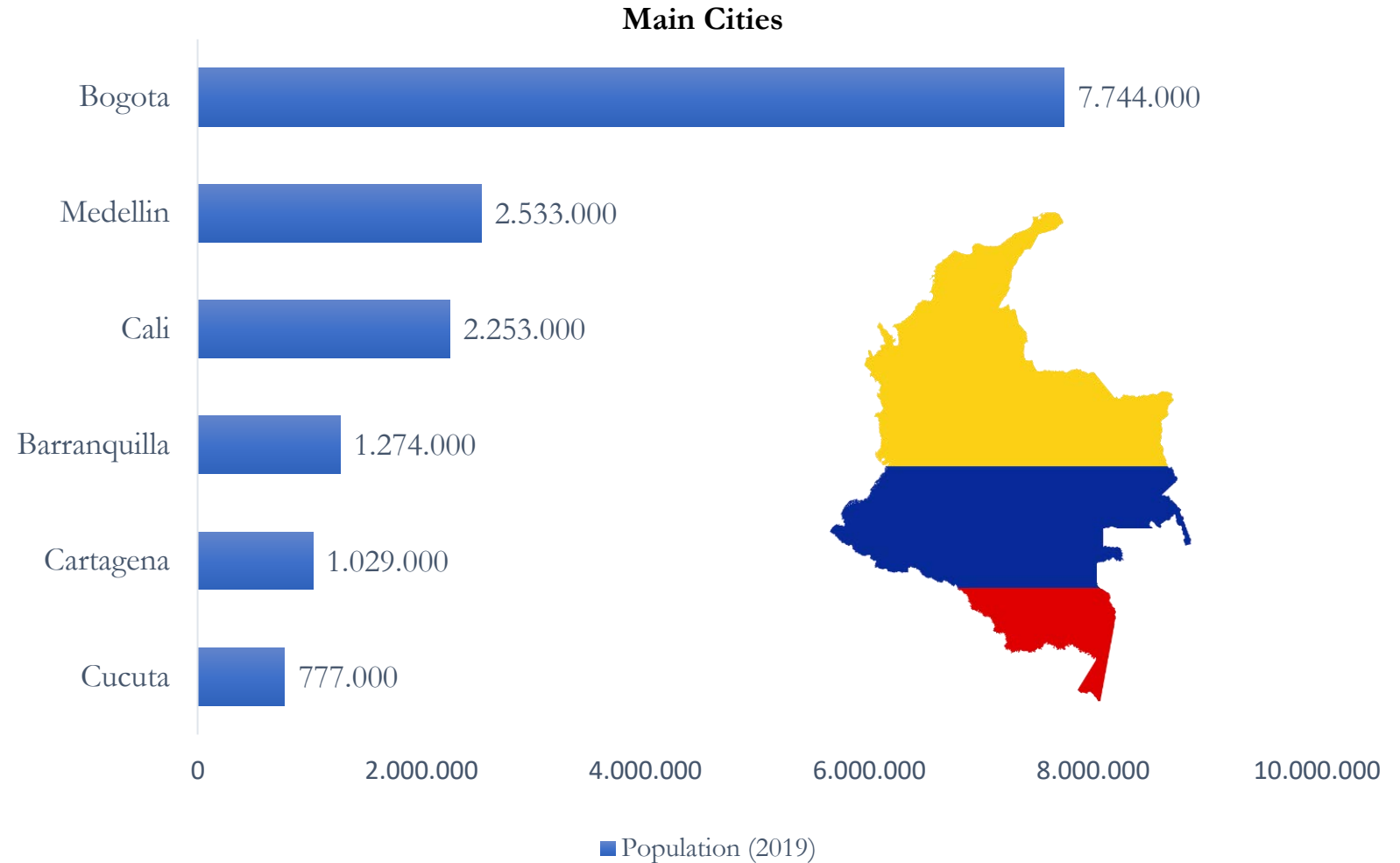
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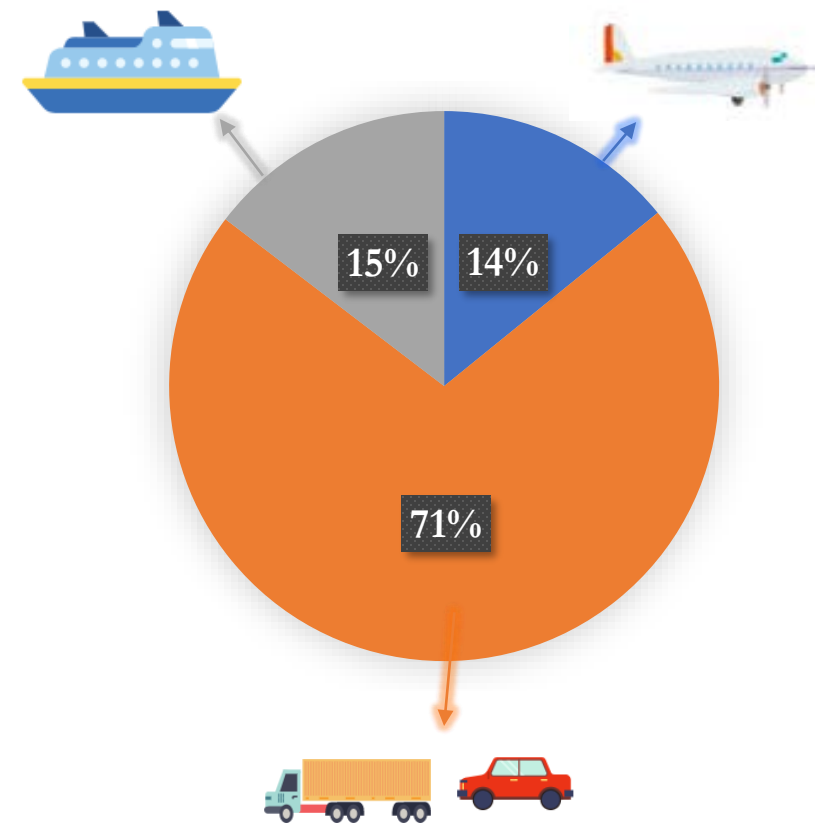
# Key Facts - Colombia

- **Total Area:** 1.141.748 km<sup>2</sup>
- **Population:** 50.000.000 (2019).
- **Labor Force:** 22.200.000 (2019).
- **GDP:** USD \$340,7 billions (2019).  
*3,3% growth from 2018.*
- **GDP Per Capita:** USD \$6.836 (2019).  
*3,2% growth from 2018.*
- **Inflation:** 3,8% (2019).
- **Unemployment:** 10,5% (2019).
- **Total Exports:** USD \$39,5 billions (2019).
- **Total FDI:** USD \$14,58 billions (2019).
- **Doing Business:** 67/190 (2020).



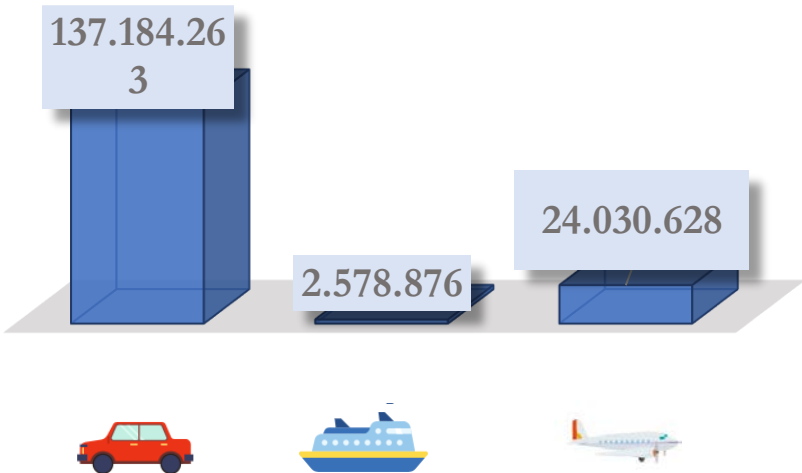


# Overview – what is happening in Colombian cities?

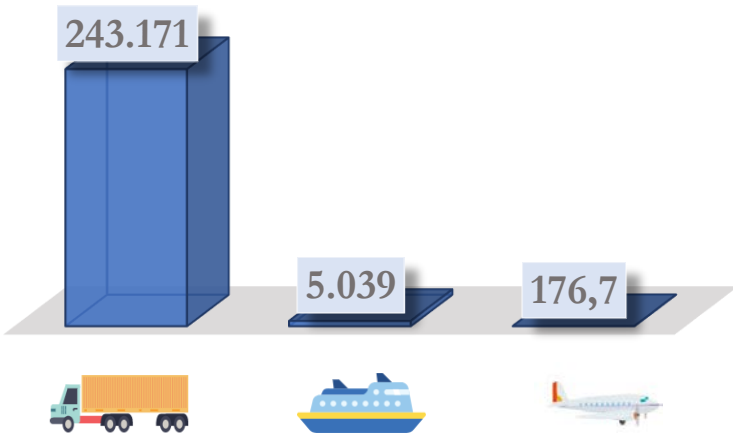


Transportation modalities Colombia – 2018  
Passenger + Cargo

## Mobilization of Passengers Colombia 2018



## Mobilization of Cargo Colombia 2018 – Million of tons



# Selected Cities for the study

Main cities in the country, located in different regions.

These cities are pioneering in mobility innovation and have clear goals for the next few years in sustainable mobility.



**Bogotá**



**Medellín**



**Pasto**



**Pereira**



**Barranquilla**



**Bucaramanga**

# Overview – what is happening in Bogotá?



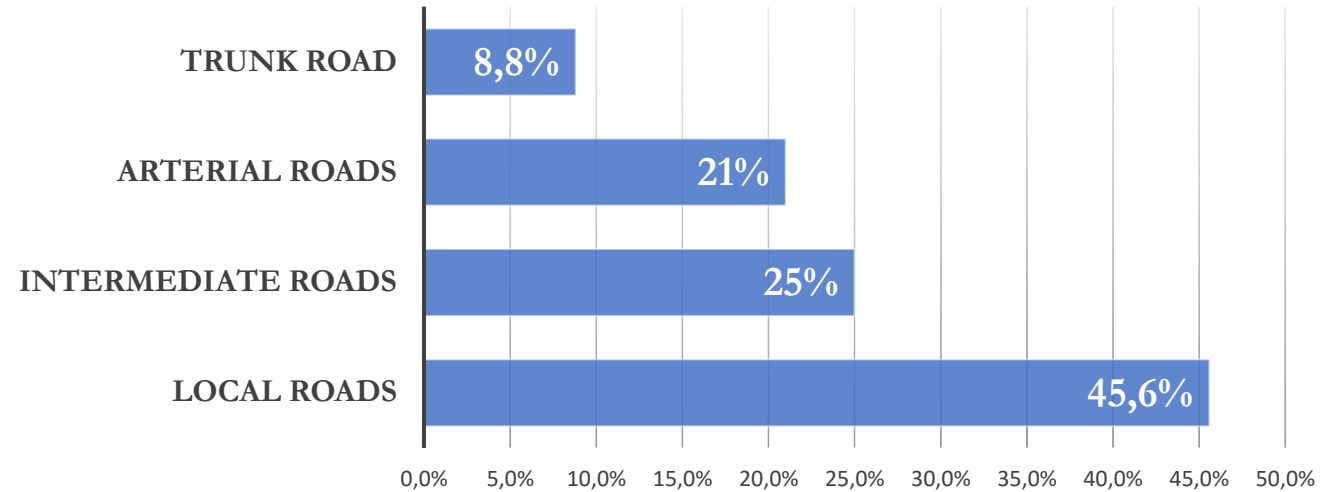
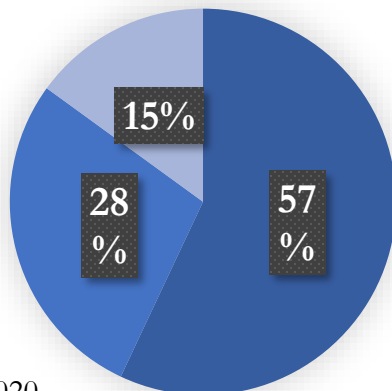
12.749 kilometers  
of roads

Total Area: 1775 km<sup>2</sup>

Population: 7.743.955

Roads in Bogotá - 2018

- Good Condition
- Regular Condition
- Bad Condition



550 km of bike paths + 80  
km of temporary paths

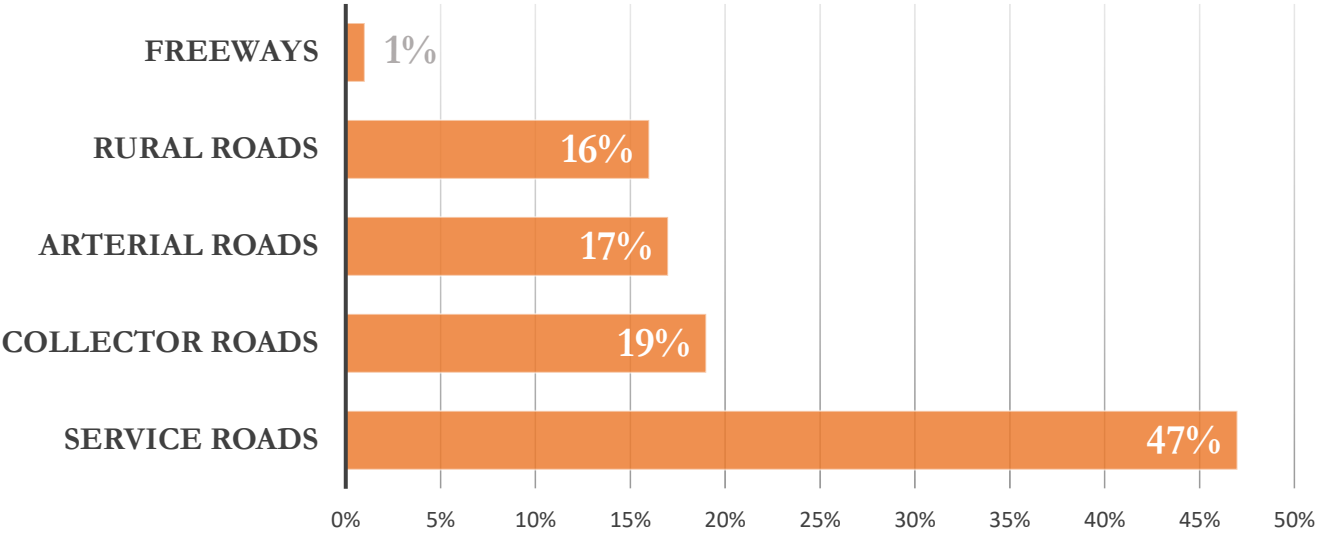
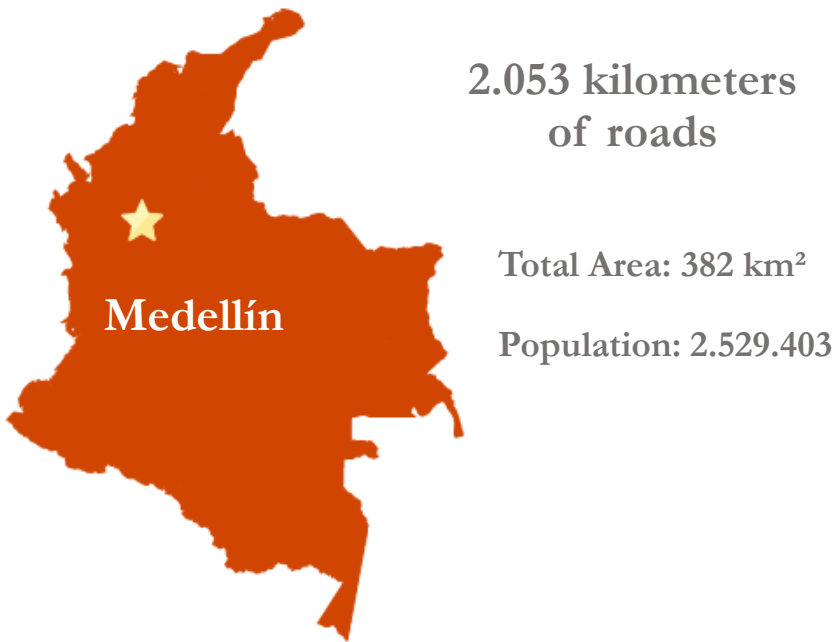


1 cable car with a length of 3.3 km  
(Planning another one - 2021)

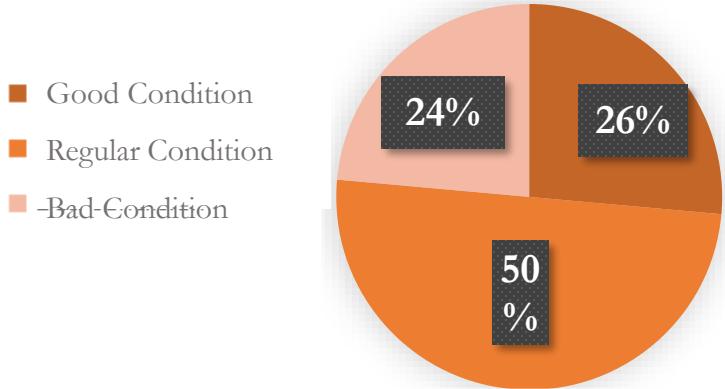




# Overview – what is happening in Medellín?



Roads in Medellín - 2018



29 km of bike paths



**Metro System**  
28.8 km and 27 distributed stations



**Cable car with 14.7 km in length**

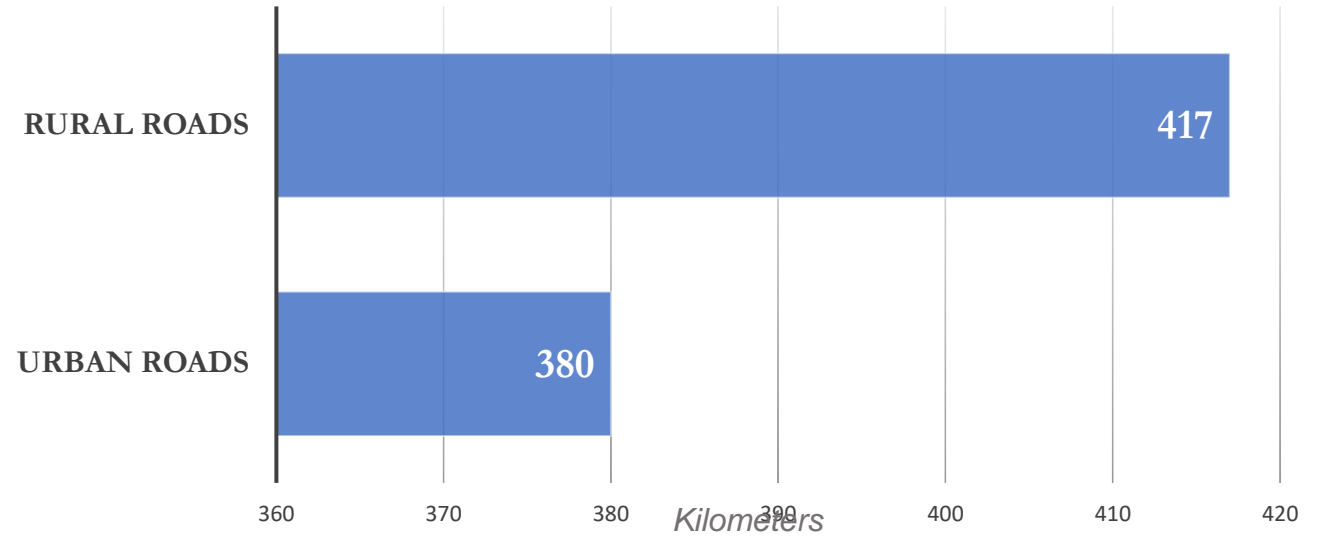
# Overview – what is happening in Pasto?



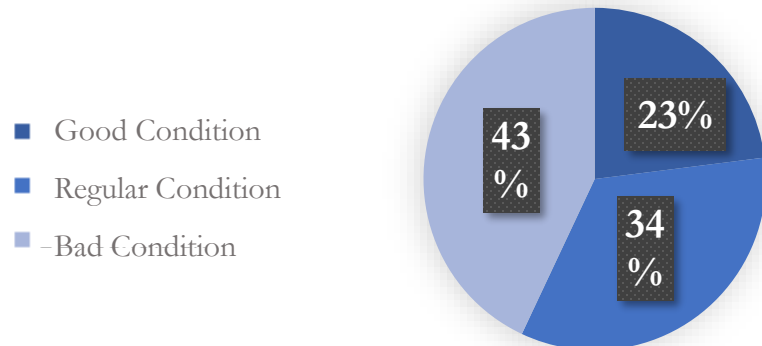
797 kilometers  
of roads

Total Area: 1181 km<sup>2</sup>

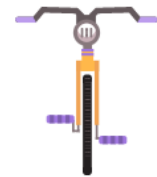
Population: 460.638



Roads in Pasto - 2018



7 km of bike paths



14 public bicycle parkings

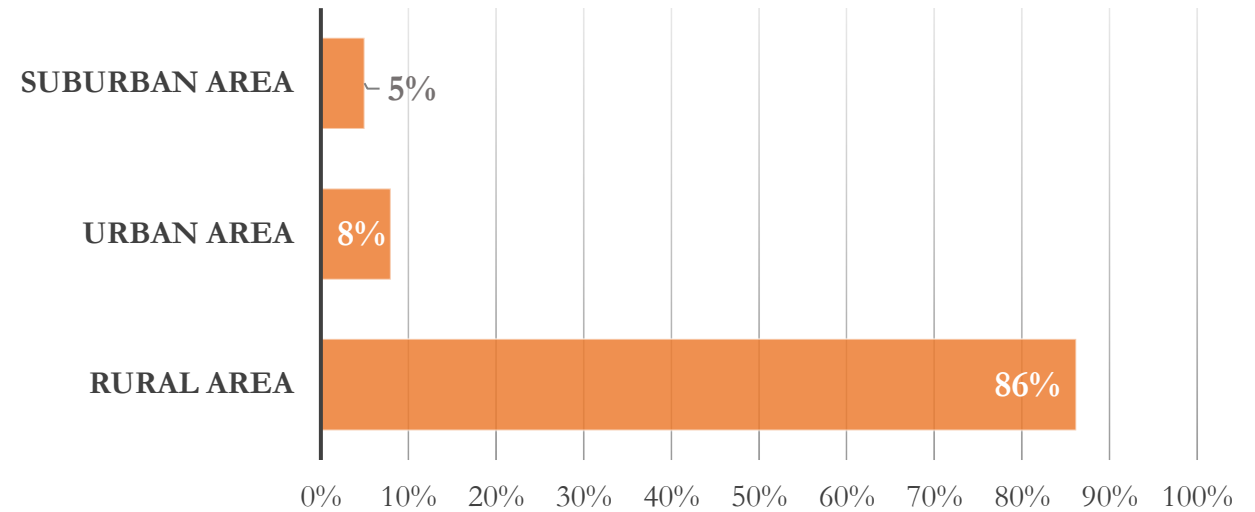


# Overview – what is happening in Pereira?



Total Area: 702 km<sup>2</sup>

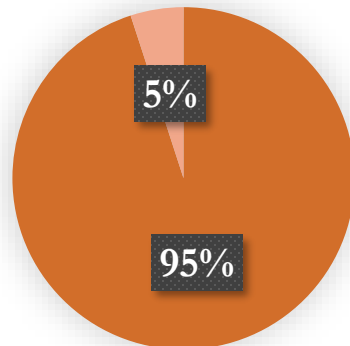
Population: 590 554



Roads in Pereira – 2017  
(Only urban area)

■ Good Condition

■ Bad Condition



17 km of bike paths



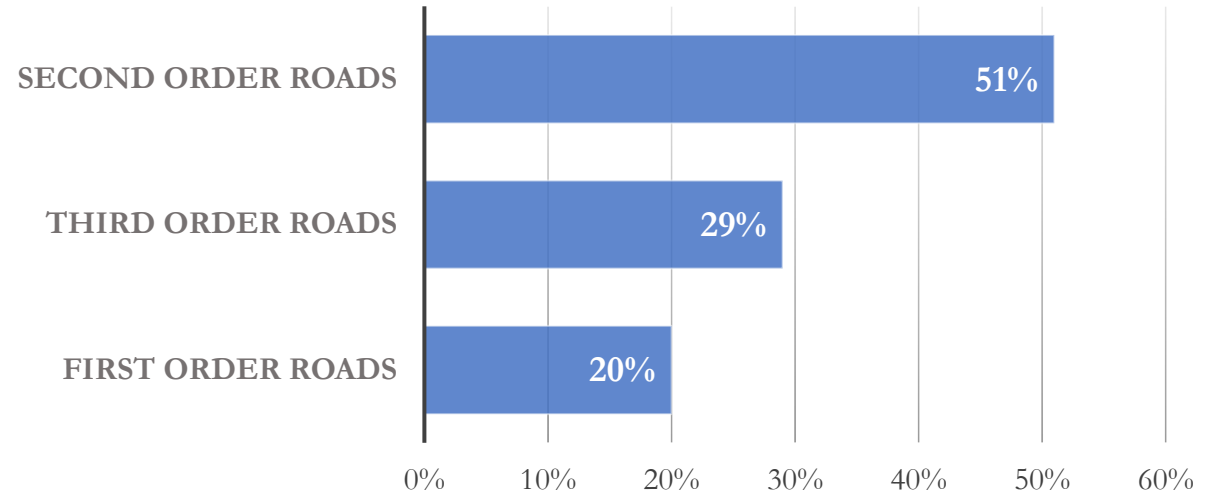
Public Bicycles System

# Overview – what is happening in Barranquilla?

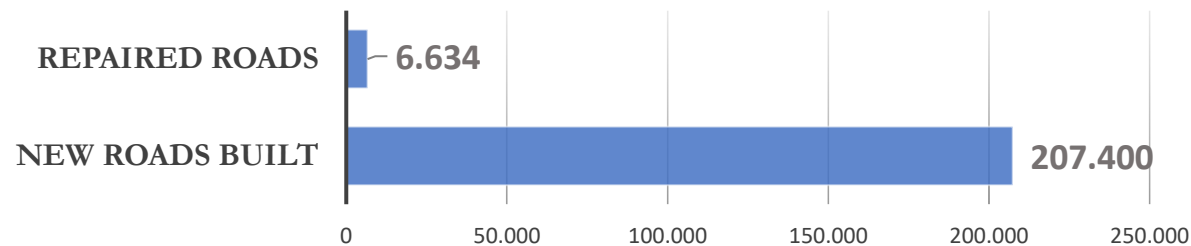


Total Area: 154 km<sup>2</sup>

Population: 1.274.250



Roads in Barranquilla - 2018



14,4 km of bike paths



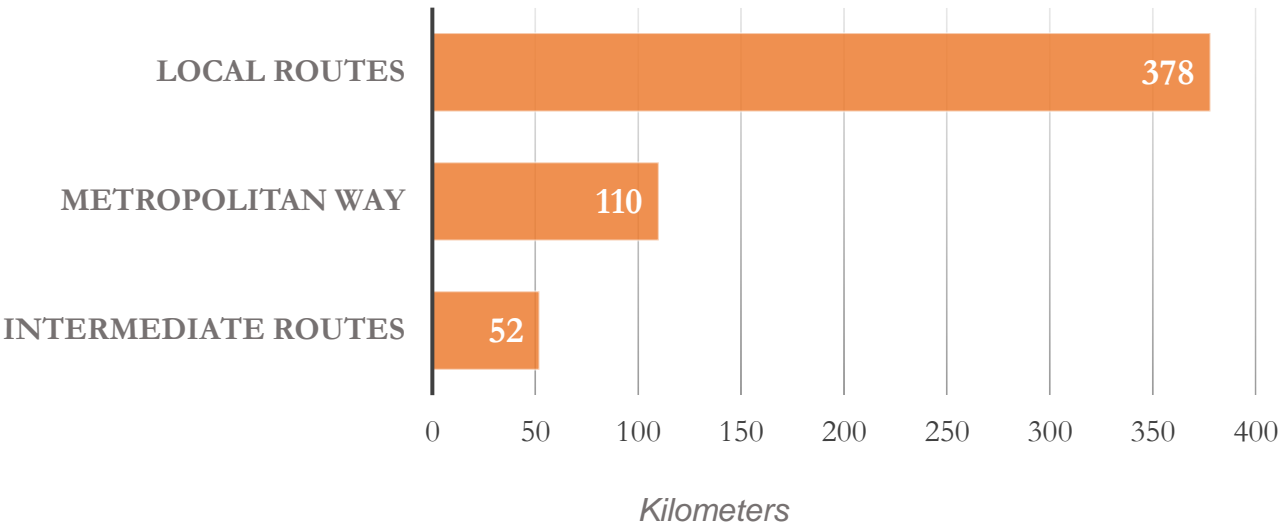
# Overview – what is happening in Bucaramanga?



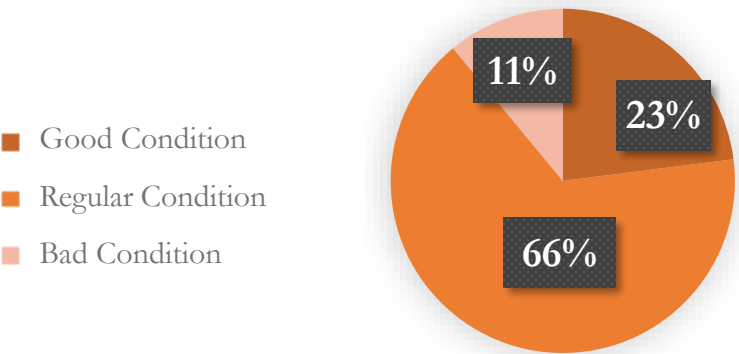
653 kilometers  
of roads

Total Area: 162 km<sup>2</sup>

Population: 581.130



Roads in Bucaramanga – 2018

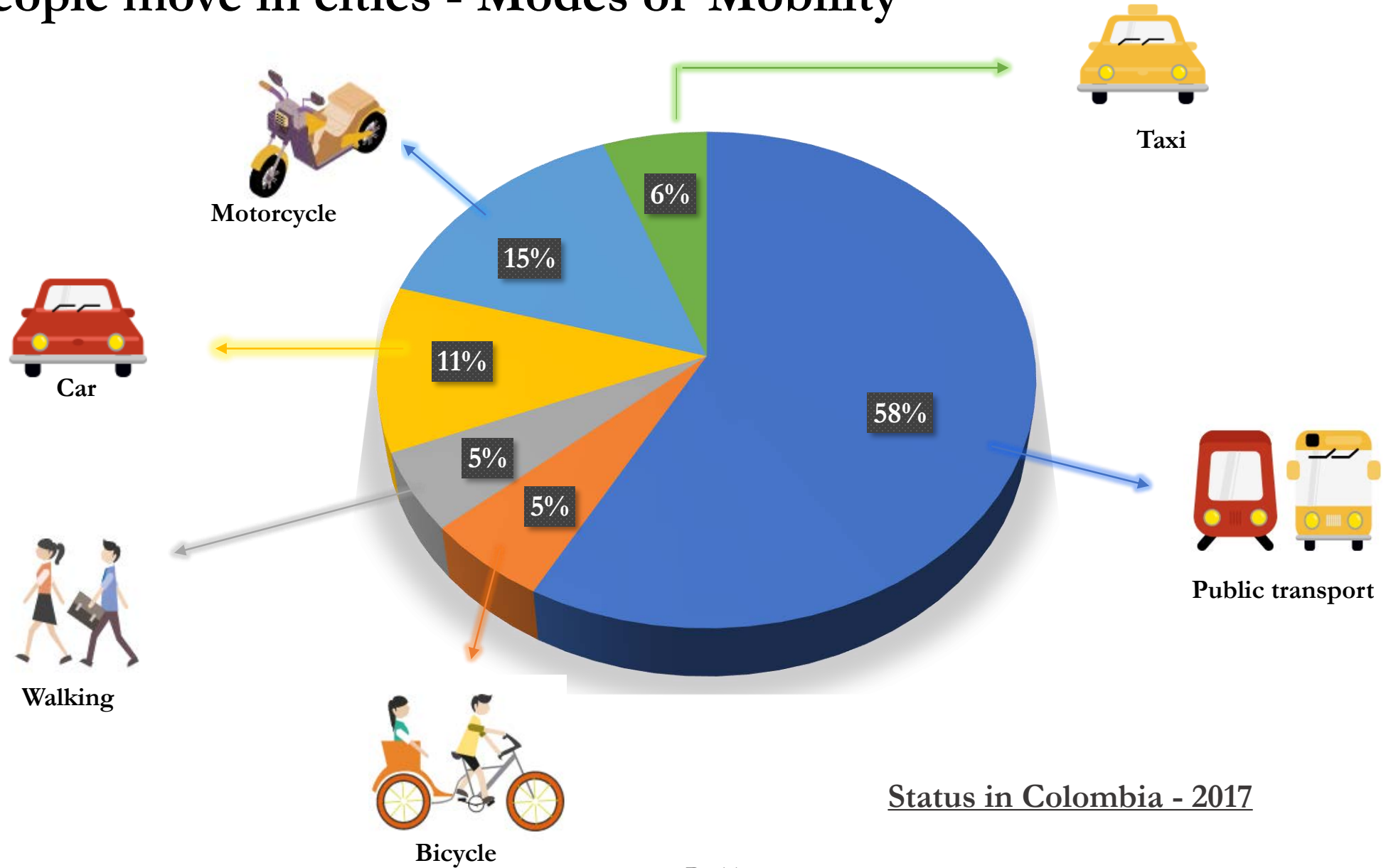


2,6 km of bike paths



3% of total roads are bike paths

# How people move in cities - Modes of Mobility



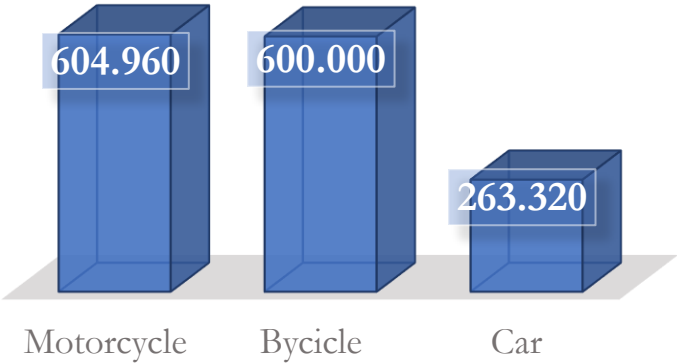
Status in Colombia - 2017



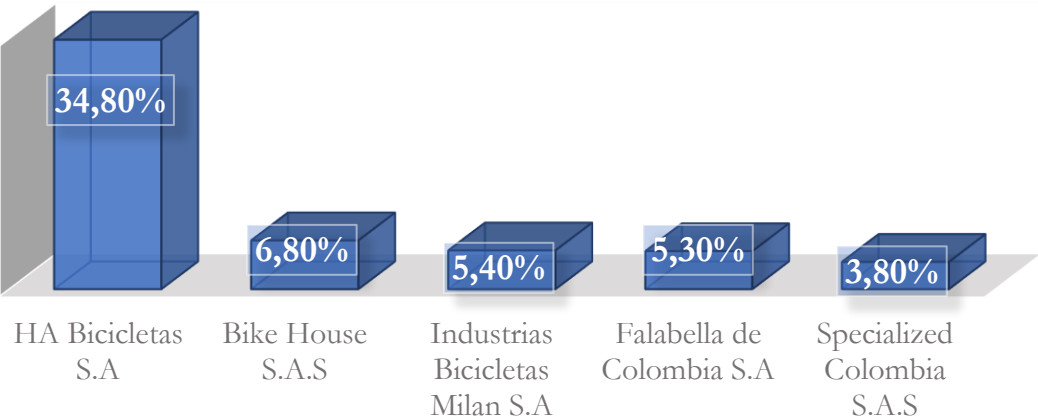
# How people move in cities - Modes of Mobility

## Interesting vehicle indicators

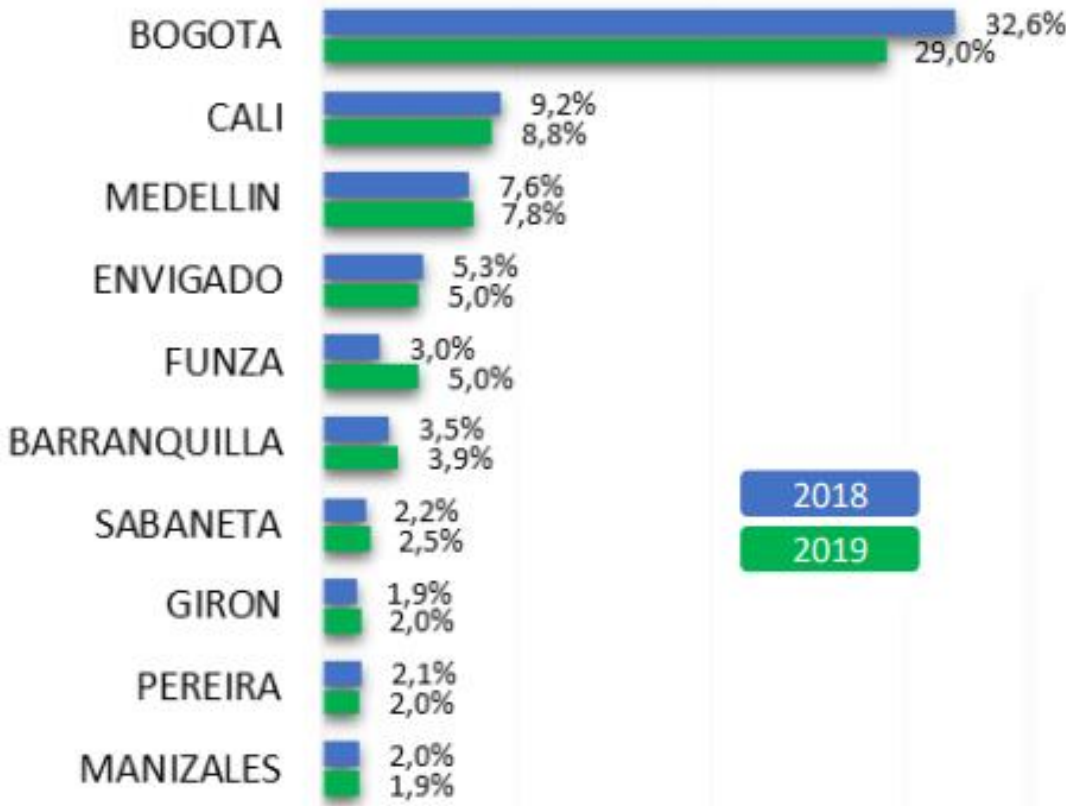
Units sold in Colombia - 2019



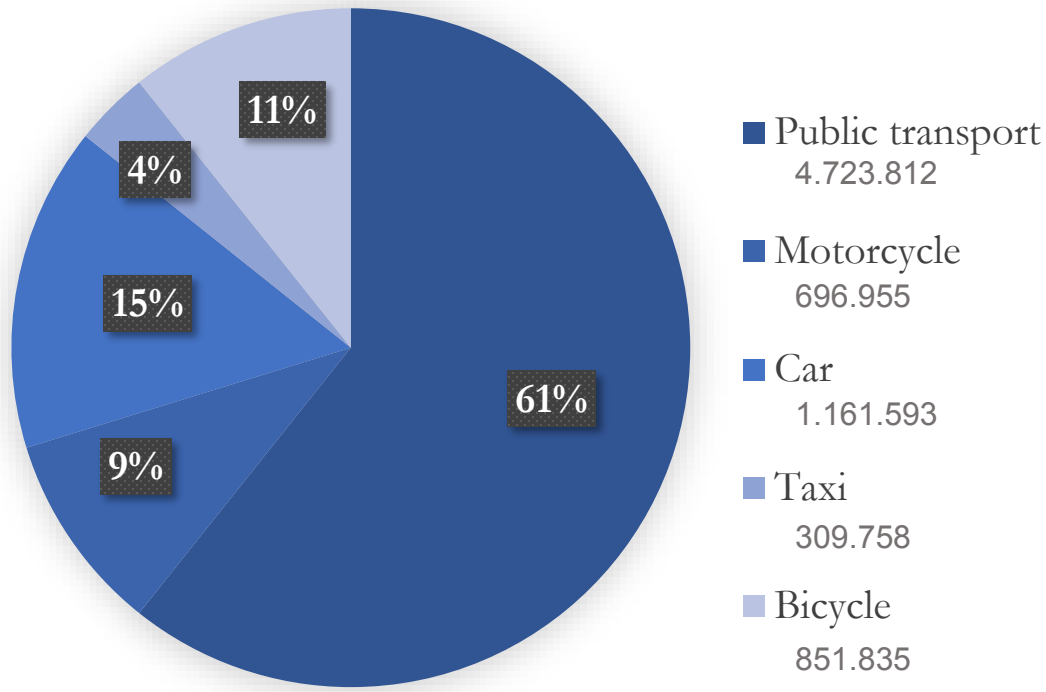
Biggest Bicycle Importers - 2019



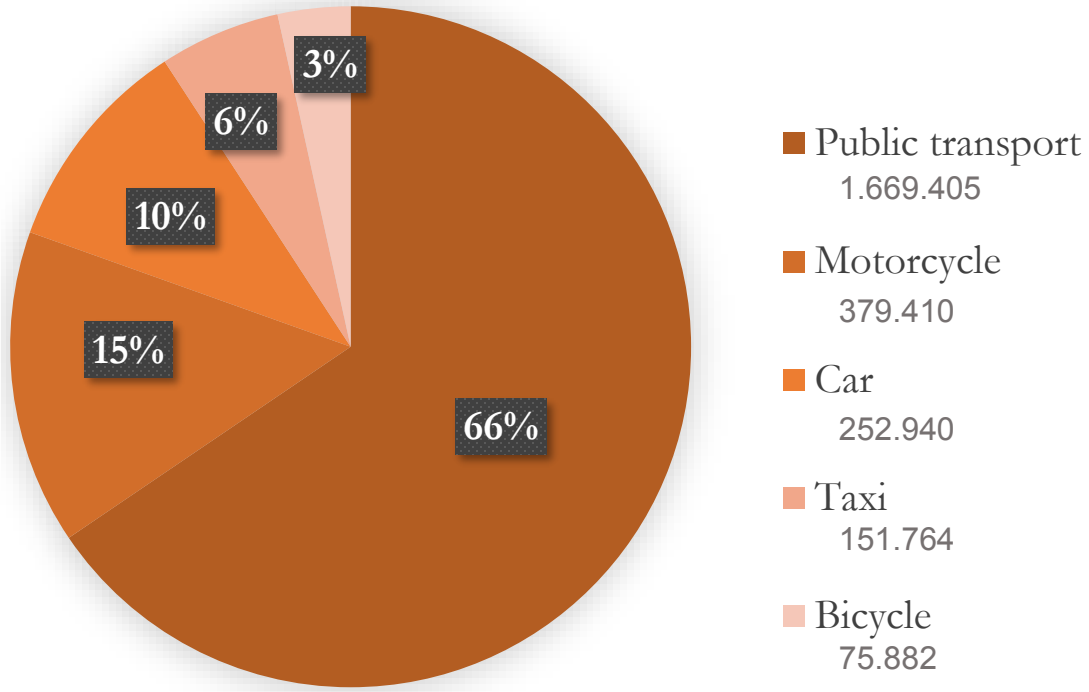
Market share per city (cars) – 2019



# How people move in selected cities

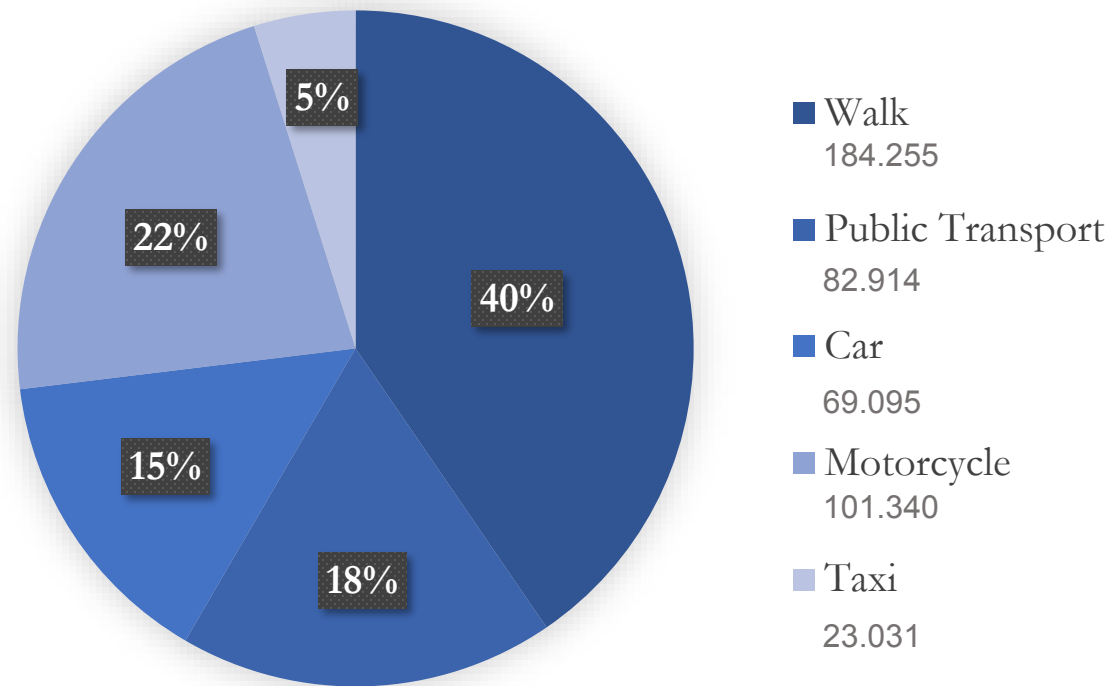


**Bogotá**  
7,743,955 inhabitants

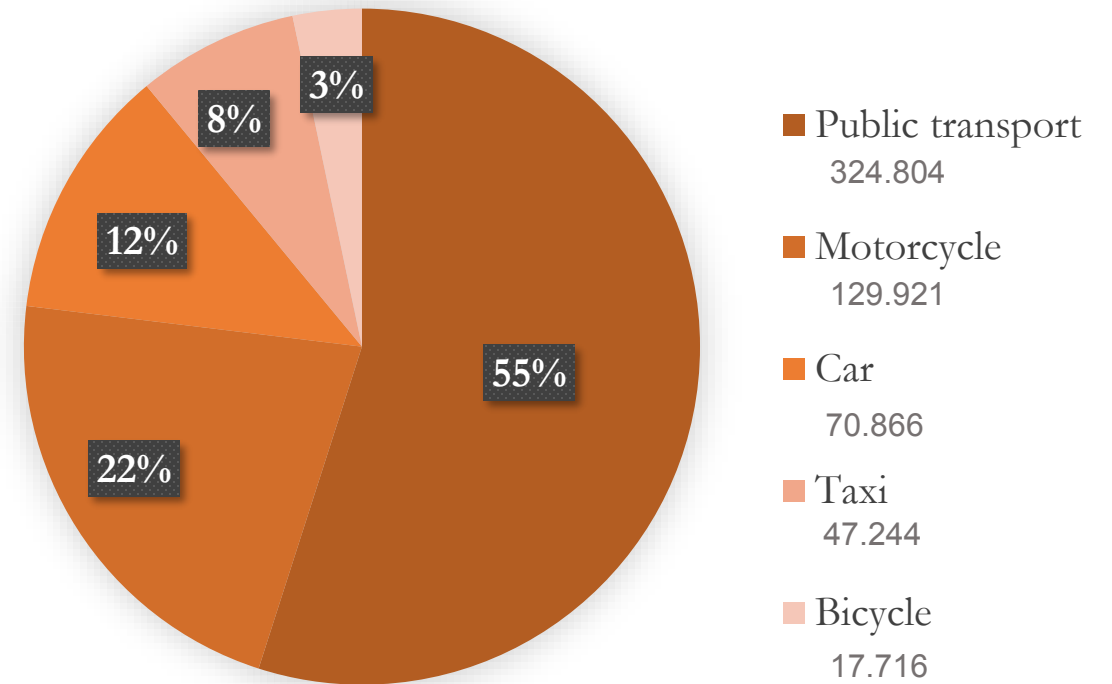


**Medellín**  
2.529.403 inhabitants

## How people move in selected cities



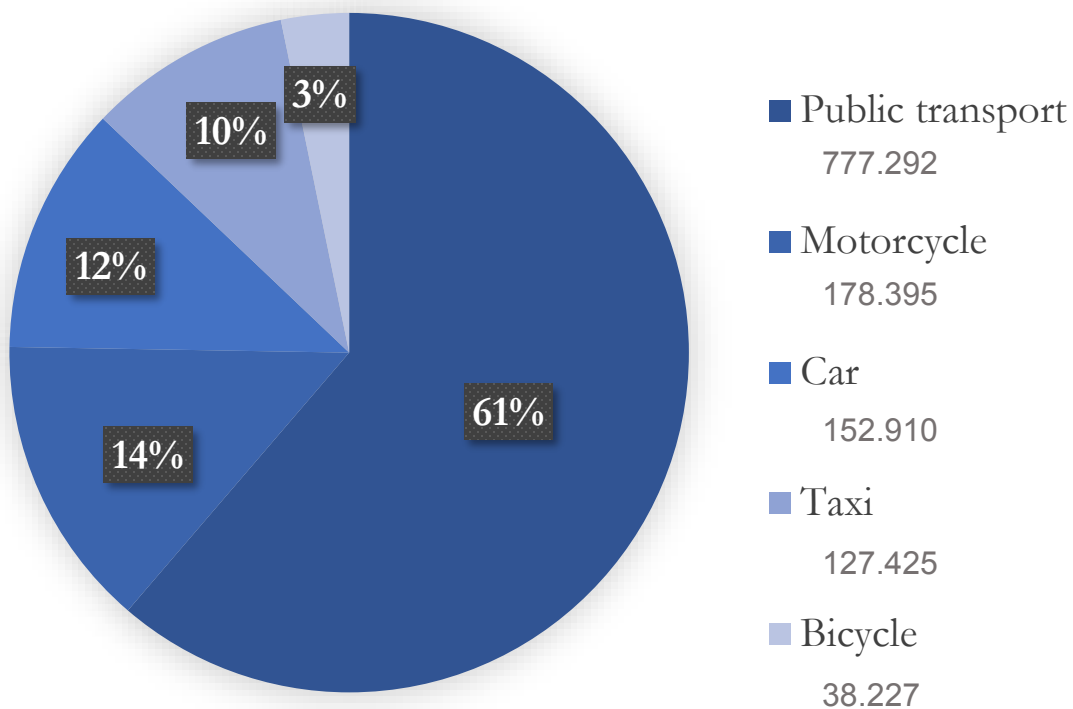
**Pasto**  
460.638 inhabitants



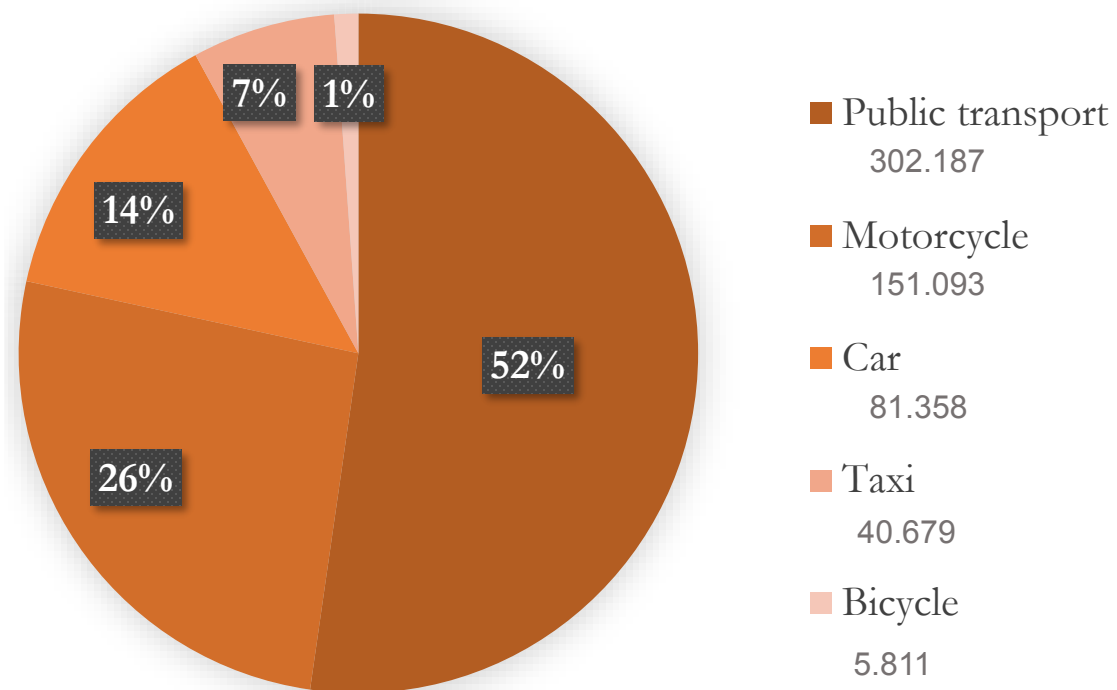
**Pereira**  
590.554 inhabitants



## How people move in selected cities



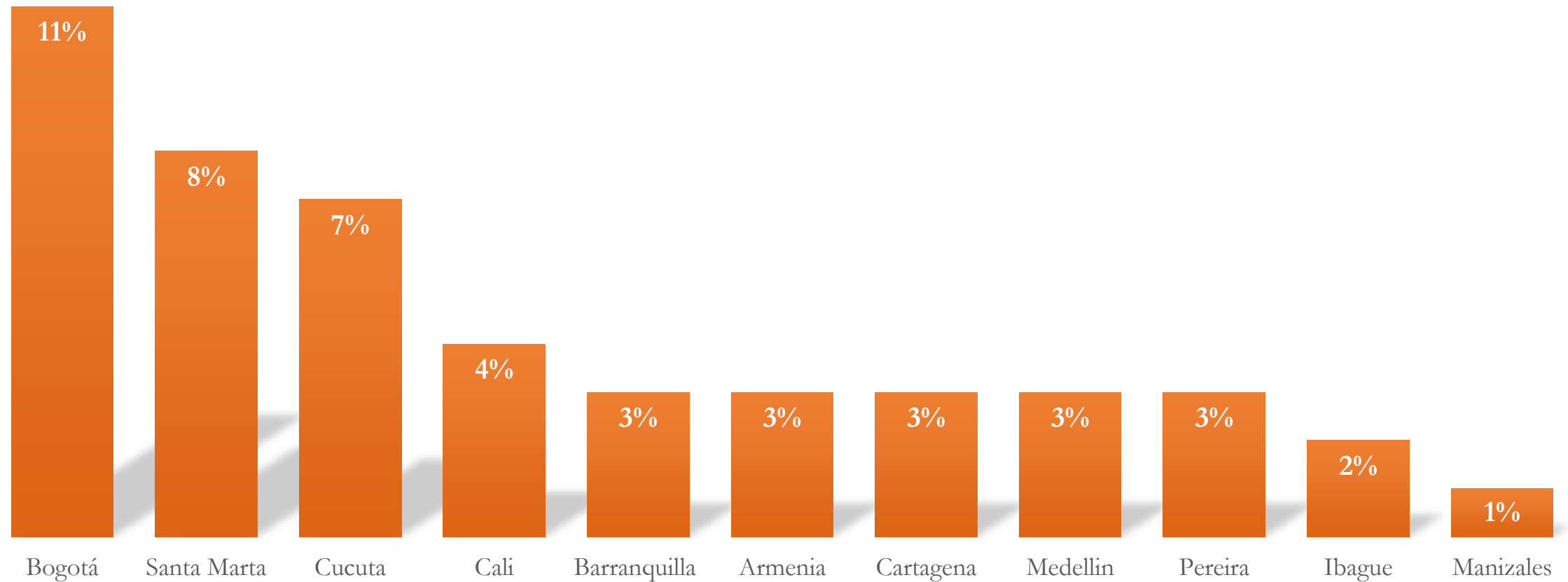
**Barranquilla**  
1.274.250 inhabitants



**Bucaramanga**  
581.130 inhabitants

## Sustainable transport used in cities – Bicycle

Comparison between cities in Colombia regarding the use of bicycles.  
Percentage of use of bicycle for transport in cities.



# Plans for mobility in selected cities

<p><b>Bogotá</b>  <a href="https://bit.ly/3fQmdLL">https://bit.ly/3fQmdLL</a></p>	<ol style="list-style-type: none"> <li>1. Reduce by 20% the number of fatalities from road accidents .</li> <li>2. Increase validations in the SITP by increasing the reliability of the SITP service in its core by 25% and increasing zonal components by 4%.</li> <li>3. Define and implement two strategies of citizen culture for the mobility system, with a differential, gender and territorial focus.</li> <li>4. Define and implement an instrument for measuring and monitoring the user experience and service provider in individual public transport.</li> <li>5. Decrease the average time in minutes of access to Public Transport by 10%.</li> <li>6. Formulate and implement a comprehensive strategy to improve the quality of regional urban public transport.</li> <li>7. Start the construction of one cable car.</li> <li>8. Maintain the average travel time in the 14 main corridors of the city for all road users.</li> <li>9. Improve the infrastructure associated with the SITP.</li> </ol>
<p><b>Medellín</b>  <a href="https://bit.ly/341ptSj">https://bit.ly/341ptSj</a></p>	<ol style="list-style-type: none"> <li>1. Mobility Program with cleaner technologies and new trends.</li> <li>2. Walkable and pedalable Medellín program.</li> <li>3. Smart Mobility and Technological Innovation Program.</li> <li>4. Infrastructure Program for sustainable mobility.</li> <li>5. Education, road culture and safe mobility program.</li> </ol>
<p><b>Pasto</b>  <a href="https://bit.ly/2XYZMOG">https://bit.ly/2XYZMOG</a></p>	<ol style="list-style-type: none"> <li>1. Mobility Master Plan: Implementation of the SETP.</li> <li>2. Road safety plan: Alternative and sustainable mobility - active mobility - awareness of road actors - Effective control of city traffic and transport.</li> <li>3. Pedestrian prioritization.</li> <li>4. Modernization of the road network: Rural intercommunication.</li> </ol>

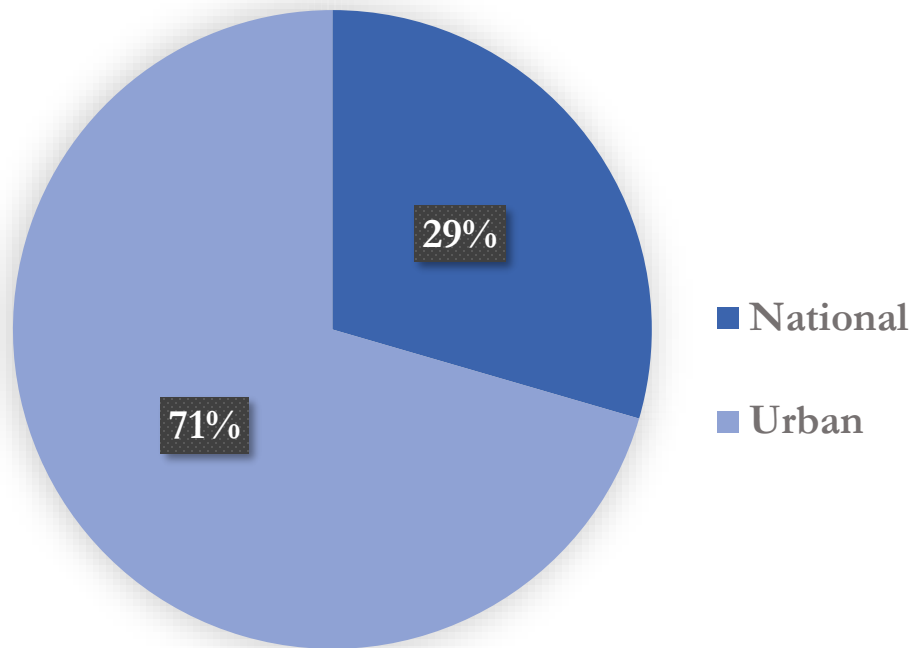


## Plans for mobility in selected cities

<b>Pereira</b> <a href="https://bit.ly/30TLGzN">https://bit.ly/30TLGzN</a>	<ol style="list-style-type: none"> <li>1. More culture for mobility.</li> <li>2. More bicycle routes, better mobility.</li> <li>3. More streets between neighborhoods.</li> <li>4. Integrated and multimodal public transport.</li> </ol>
<b>Barranquilla</b> <a href="https://bit.ly/2Y0stul">https://bit.ly/2Y0stul</a>	<ol style="list-style-type: none"> <li>1. The development of sustainable transport infrastructure and new alternatives that allow taking advantage of the geographical situation.</li> <li>2. Improvement of the current conditions of the modes of transport and citizen culture that allow a more competitive city in logistical terms.</li> <li>3. Use of technological alternatives for traffic management.</li> <li>4. An effective separation of pedestrian, motorized and non-motorized modes of transport.</li> </ol>
<b>Bucaramanga</b> <a href="https://bit.ly/31TL7oO">https://bit.ly/31TL7oO</a>	<ol style="list-style-type: none"> <li>1. Implement a program to reduce the SITM operational deficit.</li> <li>2. Implement a digital tool (APP and/or web) that allows system users to carry out efficient travel planning.</li> <li>3. Formulate an integrated strategy of complementarity, multimodality, inclusion of buses (low or zero emissions) and required sustainable infrastructure.</li> <li>4. Evolve in a strategy for Bicycles.</li> </ol>

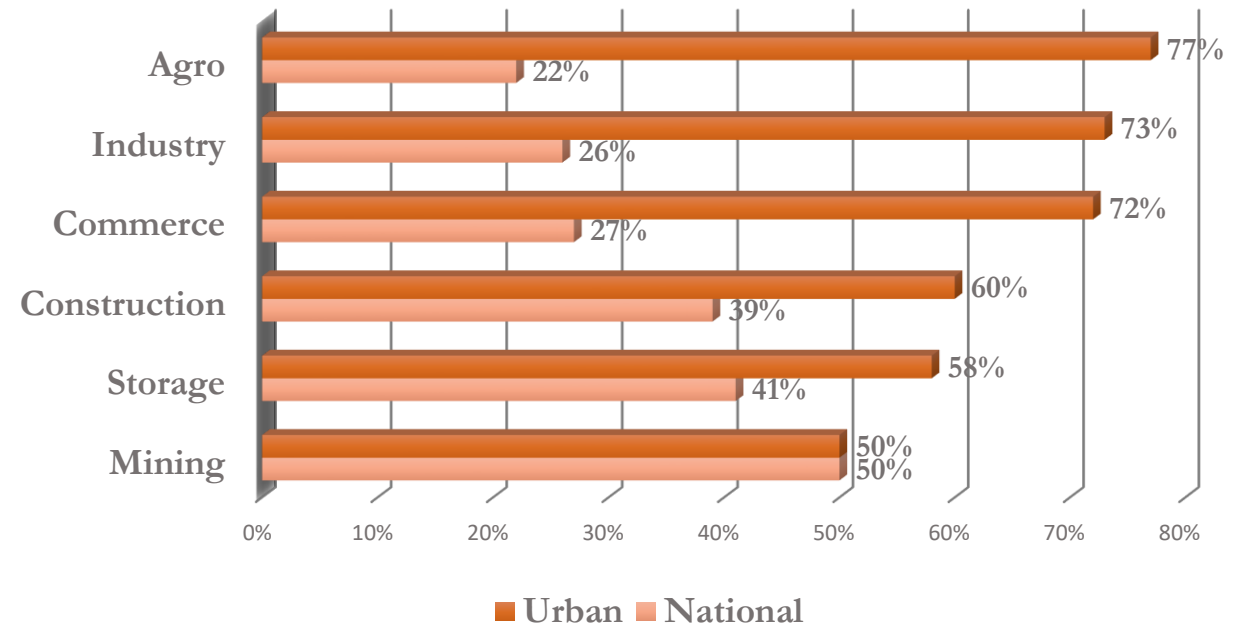
# How things move in cities – Urban Logistics

Transport and logistics in Colombia



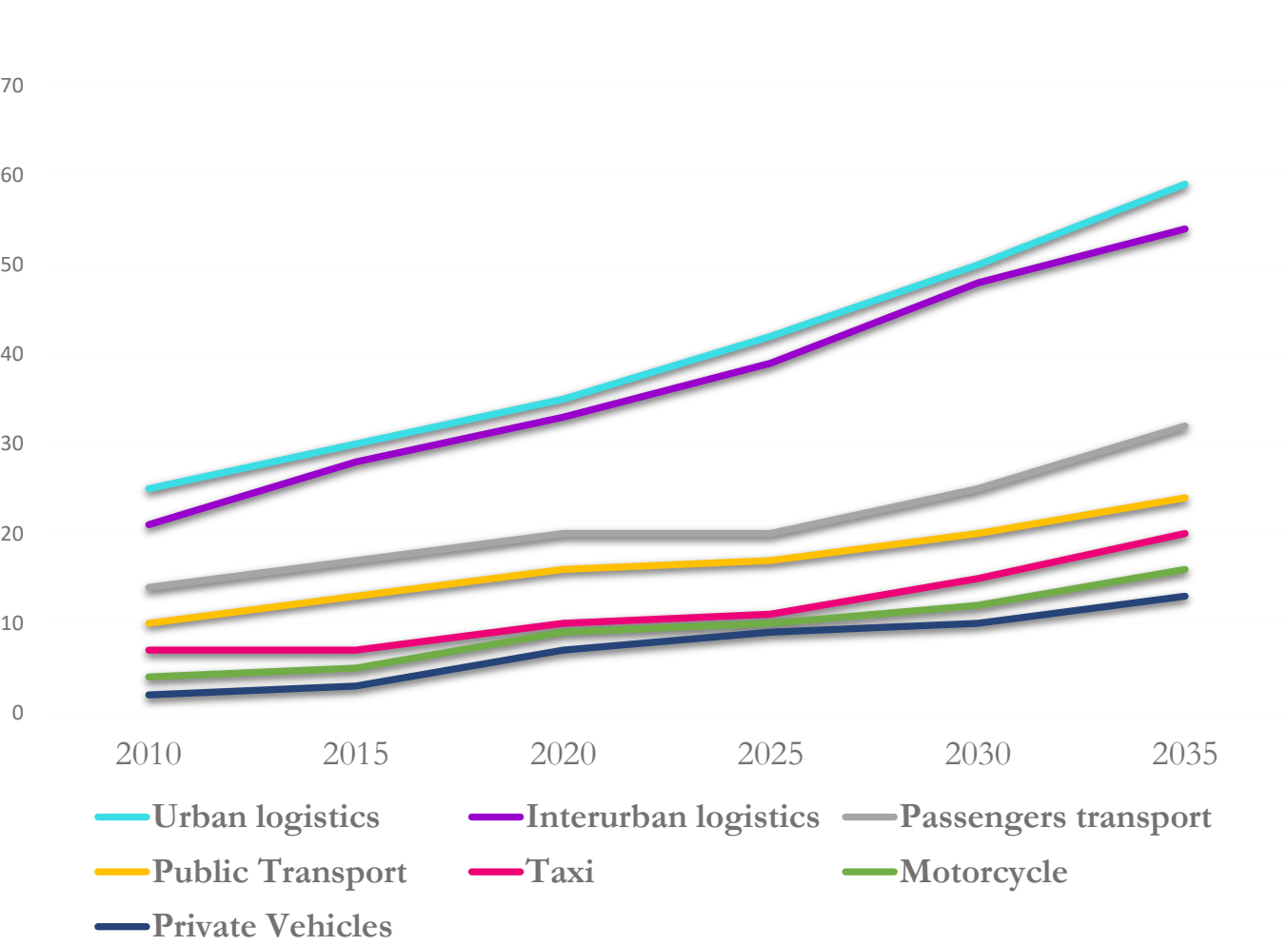
Transport and logistics in Colombia

Logistics x sector



# How things move in cities – Urban Logistics

CO2 emissions associated with transport



It is estimated that Colombia loses about 2% of the Gross Domestic Product (GDP) per year due to the effect of congestion in cities.



At the time of entering the cities, cargo vehicles see their average speed reduced from 50 km/h to 10 km/h, which affects the productivity of the transport mode.



# Chapter 2: Key elements of Urban Mobility



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# Traffic management concepts and systems in Colombian cities

## TRAFFIC

According to Article 2 of the National Traffic Code, Law 769 of 2002, it is defined as: Volume of vehicles, pedestrians, or products that pass through a specific point during a certain period.



## TRANSIT

According to article 2 of the National Traffic Code, Law 769 of 2002, it is defined as: It is the mobilization of people, animals or vehicles on a public or private road open to the public.



**Bogotá**

**SITP  
Metro de  
Bogotá  
RegioTram**

**Barranquilla**

**Transmetro**

**Pereira**

**Megabús**

**Medellín**

**Metroplús  
Metro de Medellín  
Metrocable**

**Pasto**

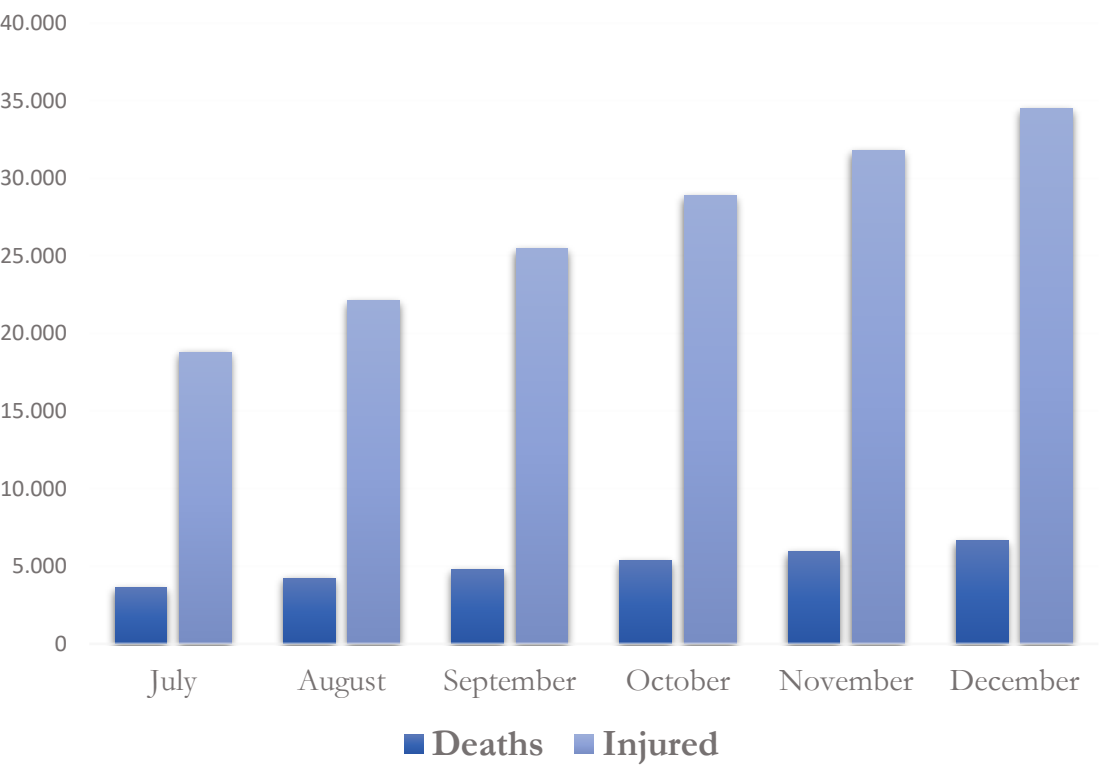
**SETPasto**

**Bucaramanga**

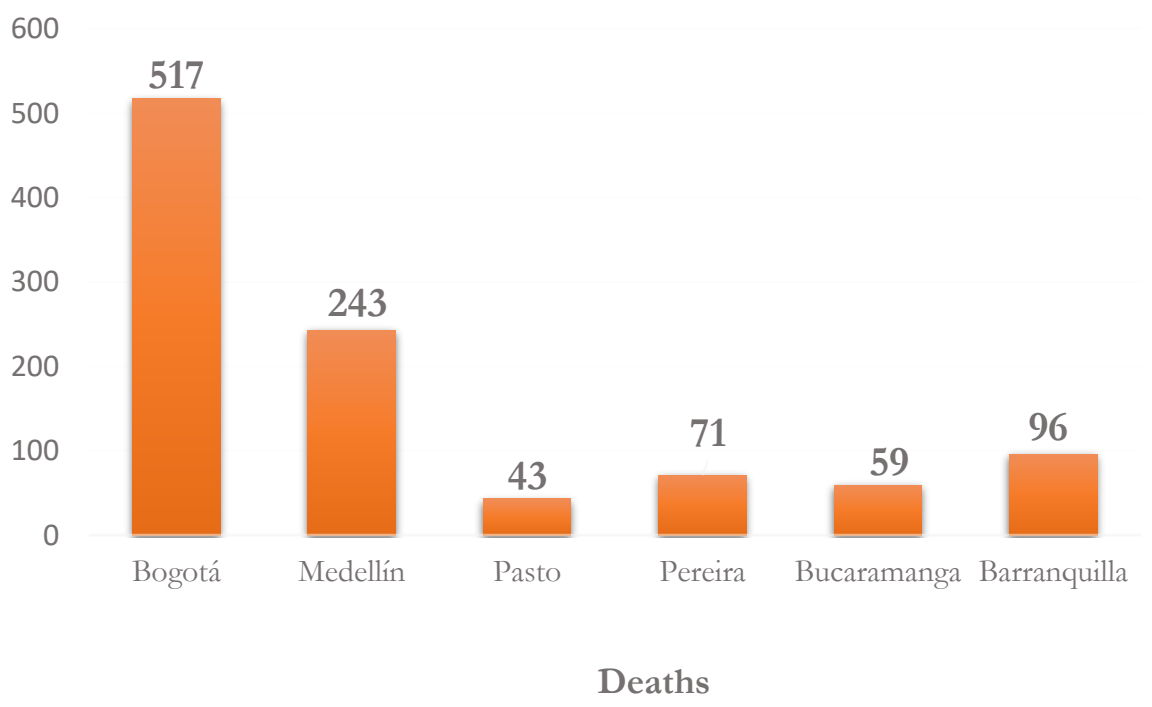
**Metrolínea**

# Safety and Security in urban mobility in Colombian cities

National accident statistics - 2019  
Per month



National accident statistics - 2019  
Per city



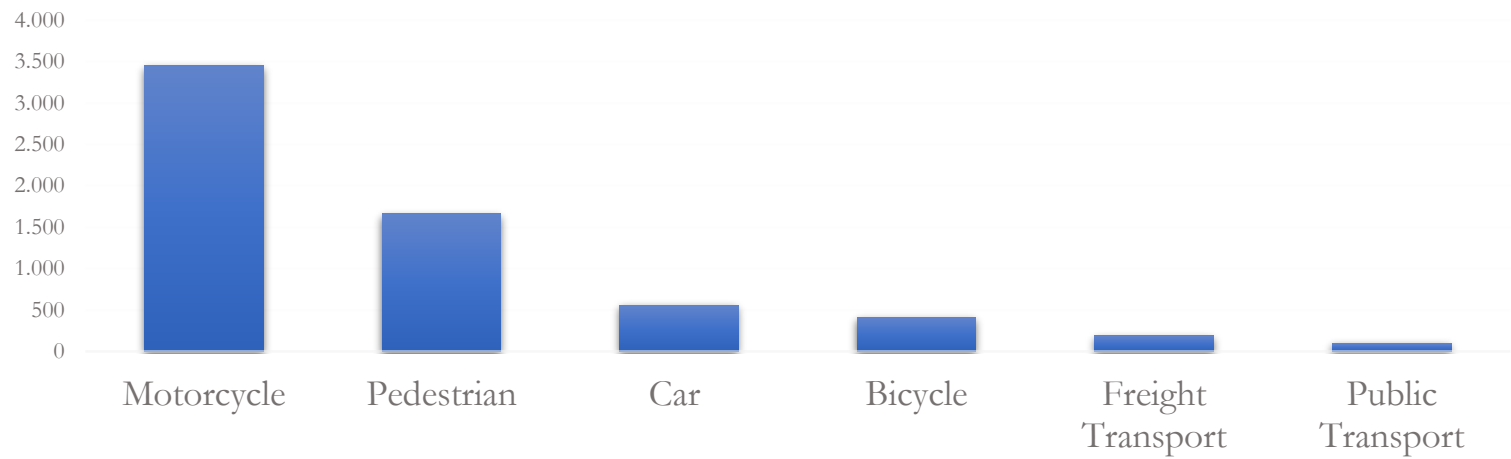
Total Deaths for 2019 in Colombia: **6.634**      Total Injured 2019 in Colombia: **34.485**



# Safety and Security in urban mobility in Colombian cities

National accident statistics - 2019

Deaths x Modality



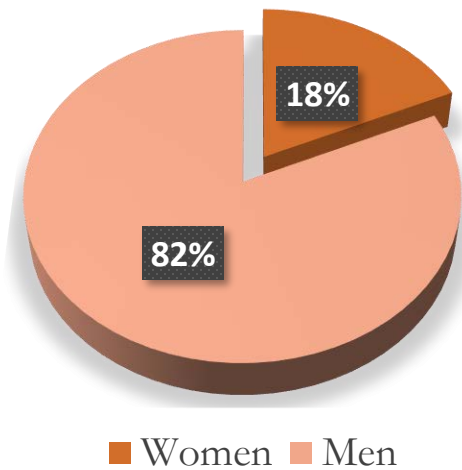
Total Deaths (January to July - 2019) in Colombia: **3.629**

Total Injured (January to July -2019) in Colombia: **18.791**



National accident statistics - 2019

Deaths x Gender



Total Deaths (January to July - 2020) in Colombia: **2.663**

Total Injured (January to July -2020) in Colombia: **7.804**

**COVID - 19**



Mobility restrictions in the country



26.62% decrease in total deaths

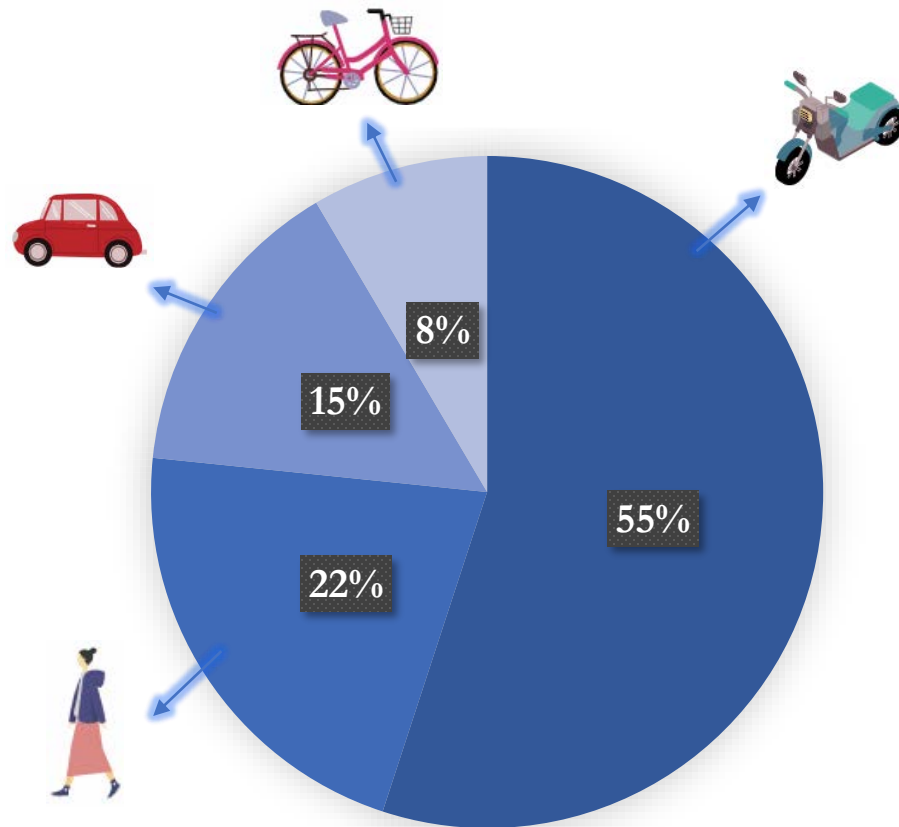
58.47% decrease in total injured people

# Safety and Security in urban mobility in Colombian cities

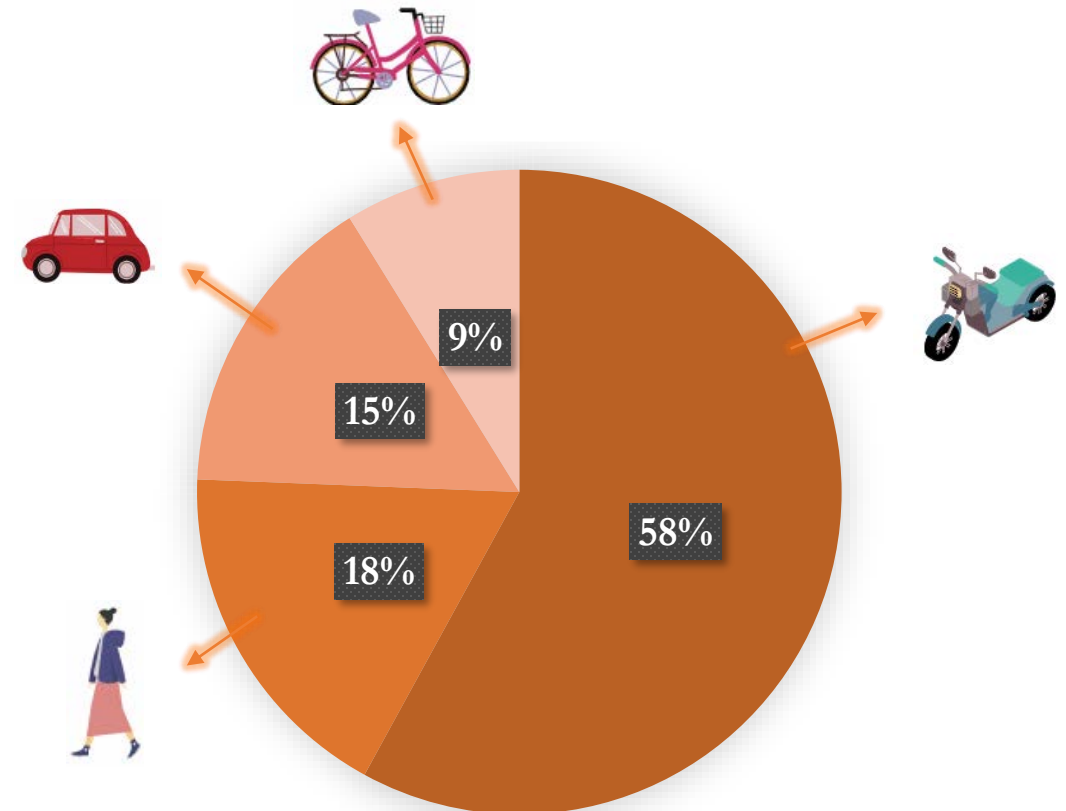
Accident Statistics in Colombia

From January to July - 2020

2,663 deaths in traffic accidents



Deaths

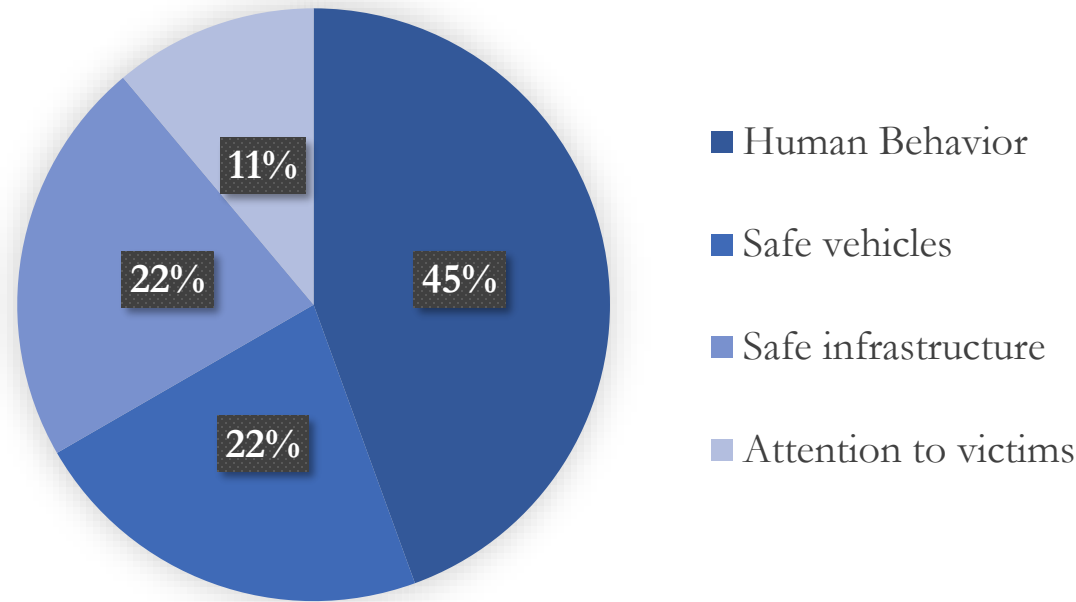


Injured

# Safety and Security in urban mobility in Colombian cities

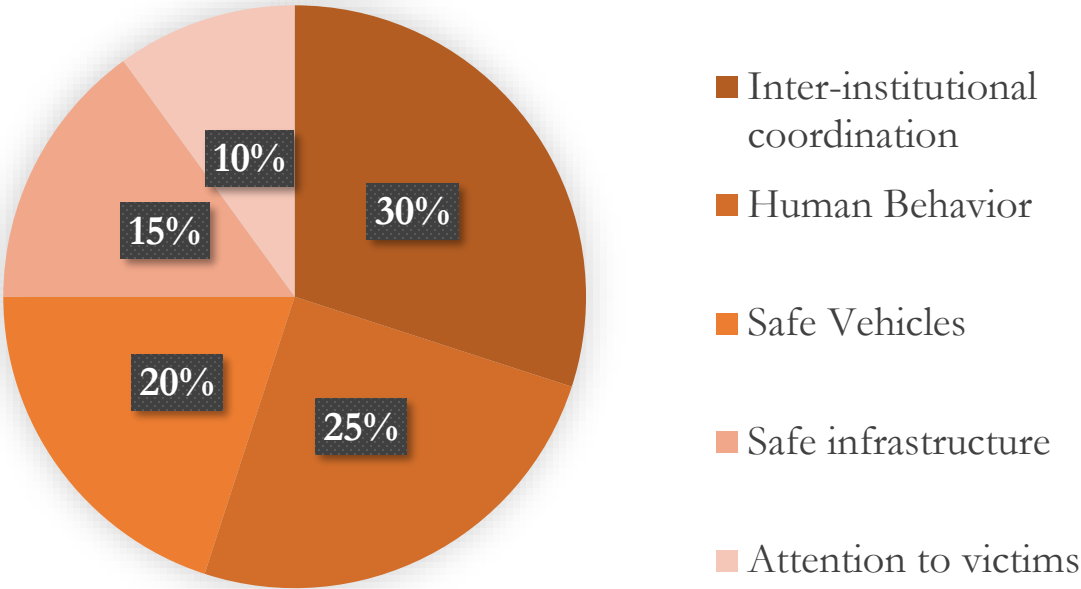
## Plans for Safety and Security in Selected Cities

Intervention Areas 2019 - Bogotá



<https://bit.ly/2De2Y1t>

Intervention Areas 2019 - Medellín

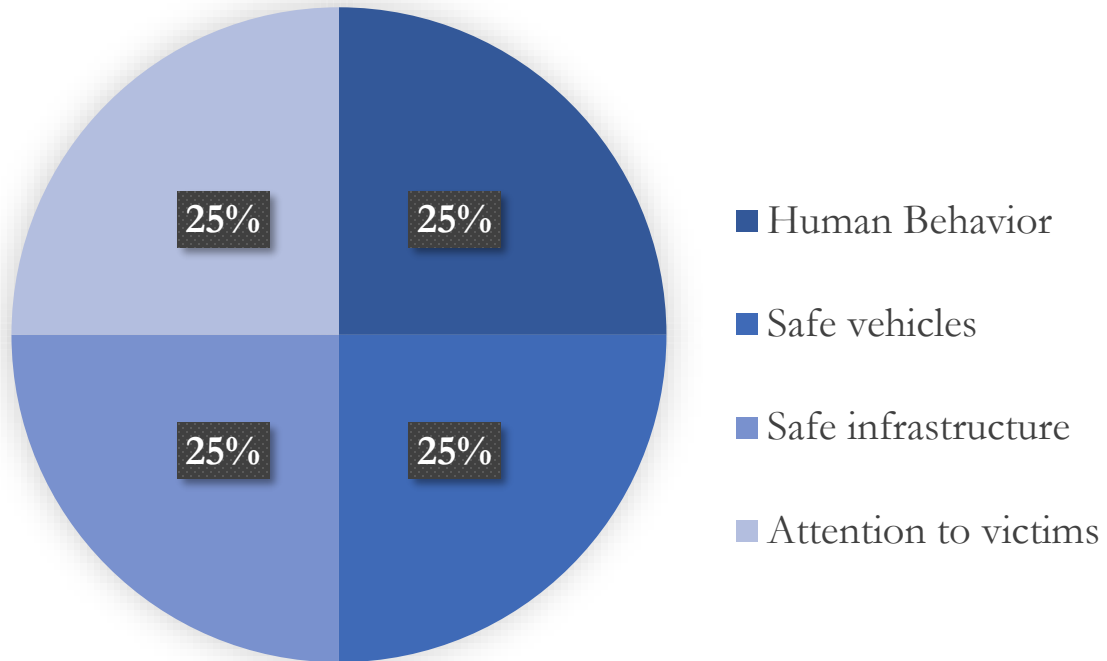


<https://bit.ly/2G6Bv2O>

# Safety and Security in urban mobility in Colombian cities

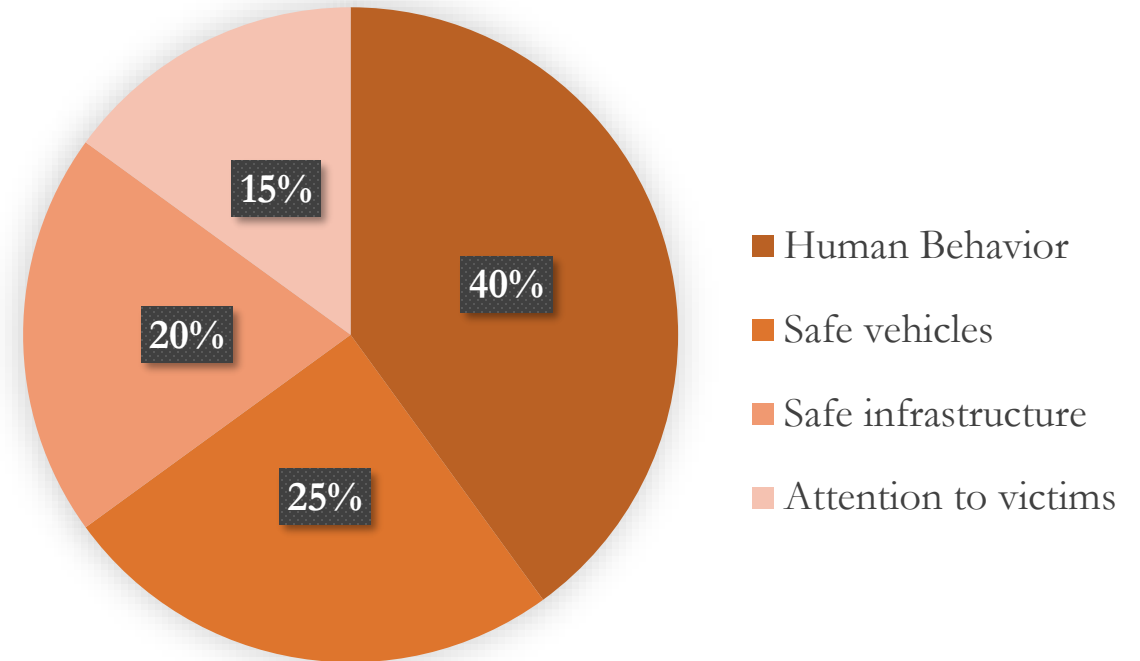
## Plans for Safety and Security in Selected Cities

Intervention Areas 2019 - Pasto



<https://bit.ly/2EOgzgs>

Intervention Areas 2019 - Pereira



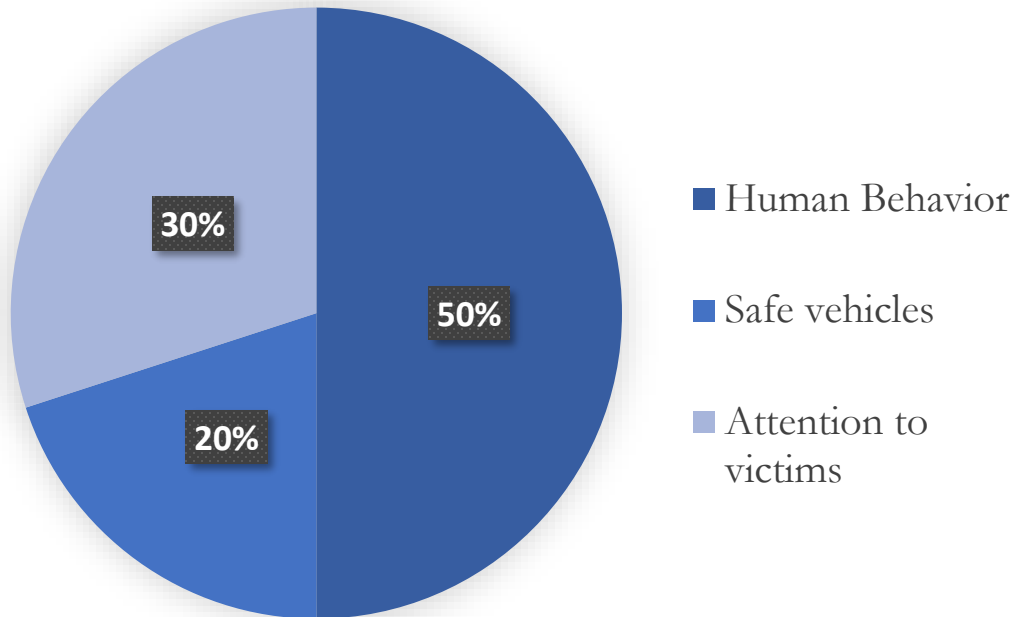
<https://bit.ly/2YRK9ca>



# Safety and Security in urban mobility in Colombian cities

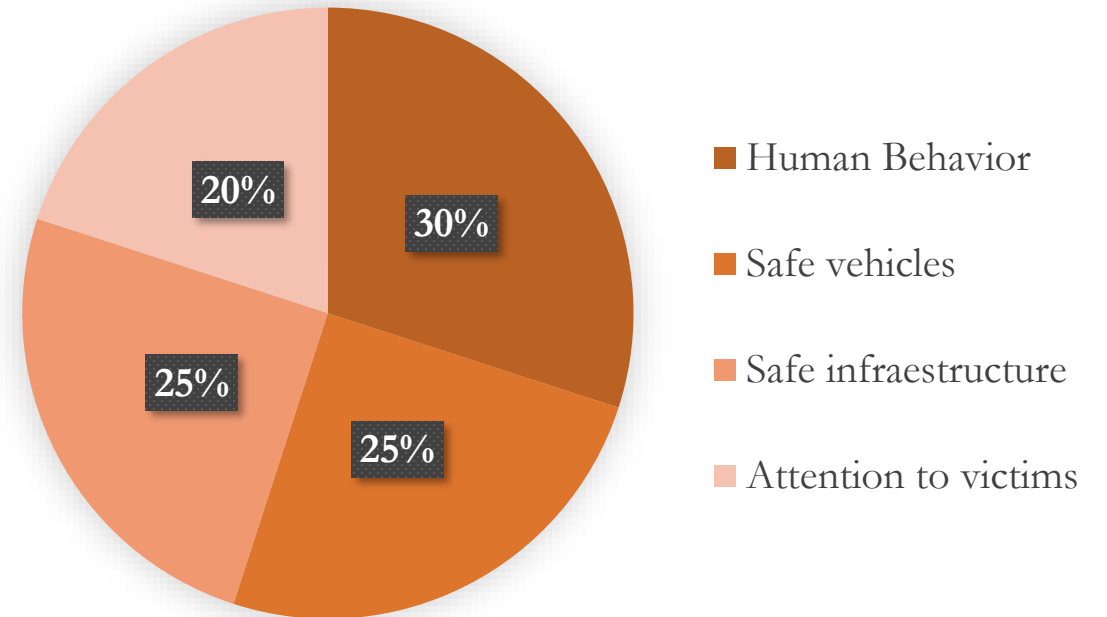
## Plans for Safety and Security in Selected Cities

Intervention Areas 2019 - Barranquilla



<https://bit.ly/aaaaaaa2De2Y1t>

Intervention Areas 2019 - Bucaramanga



<https://bit.ly/2GbD53v>

# Chapter 3: The Present and Future of Urban Mobility in Colombia

*What is on the menu?*



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## The key players – Stakeholders → *National Public Sector*

	<b>Ministry of Transport</b>
	<b>National Institute of Roads - INVIAS</b>
	<b>National Infrastructure Agency - ANI</b>
	<b>National Road Safety Agency - ANSV</b>
	<b>Transportation Superintendency - SUPERTRANSPORTE</b>

	<b>District Planning Secretary</b> <i>Local character</i>
	<b>National Planning Department - DNP</b>
	<b>Ministry of Mines and Energies</b>
	<b>Mobility Secretariats</b> <i>Local character</i>
	<b>Ministry of Environment and Sustainable Development</b>
	<b>Academy</b>

## The key players – Stakeholders → *Private Sector*

	SITP (sistema Integrado de Transporte Público)
	Consulting companies (Despacio, Calymayor, Fundación Ciudad Humana, NUMO)
	Logistics transport companies (Servientrega, DHL)
	Construction companies of last mile light vehicles (Pargal, Bogbi, lola)
	Electric Mobility Cluster of Medellín
	Electric Mobility Cluster of the Bogotá Chamber of Commerce

	Transport and Mobility cluster of the Bogotá Chamber of Commerce
	National Association of Entrepreneurs of Colombia (ANDI)
	Puerta de Oro Barranquilla
	Renting Colombia
	Investing Agencies (Invest n Bogotá, Invest in Medellín)
	Chamber of Commerce <i>Local character</i>

## Regulatory Framework in Colombia / Policies

National development Plan 2018 - 2022 → Sustainability → Pact for transport and logistics: competitiveness and regional integration.

↓  
CONPES 3991 → Comprehensive management of urban and regional mobility.

Comprehensive mobility, which will seek to address issues such as road safety, congestion and pollution.



Strengthening of local and national levels in planning, execution and control of the strategies to be implemented.

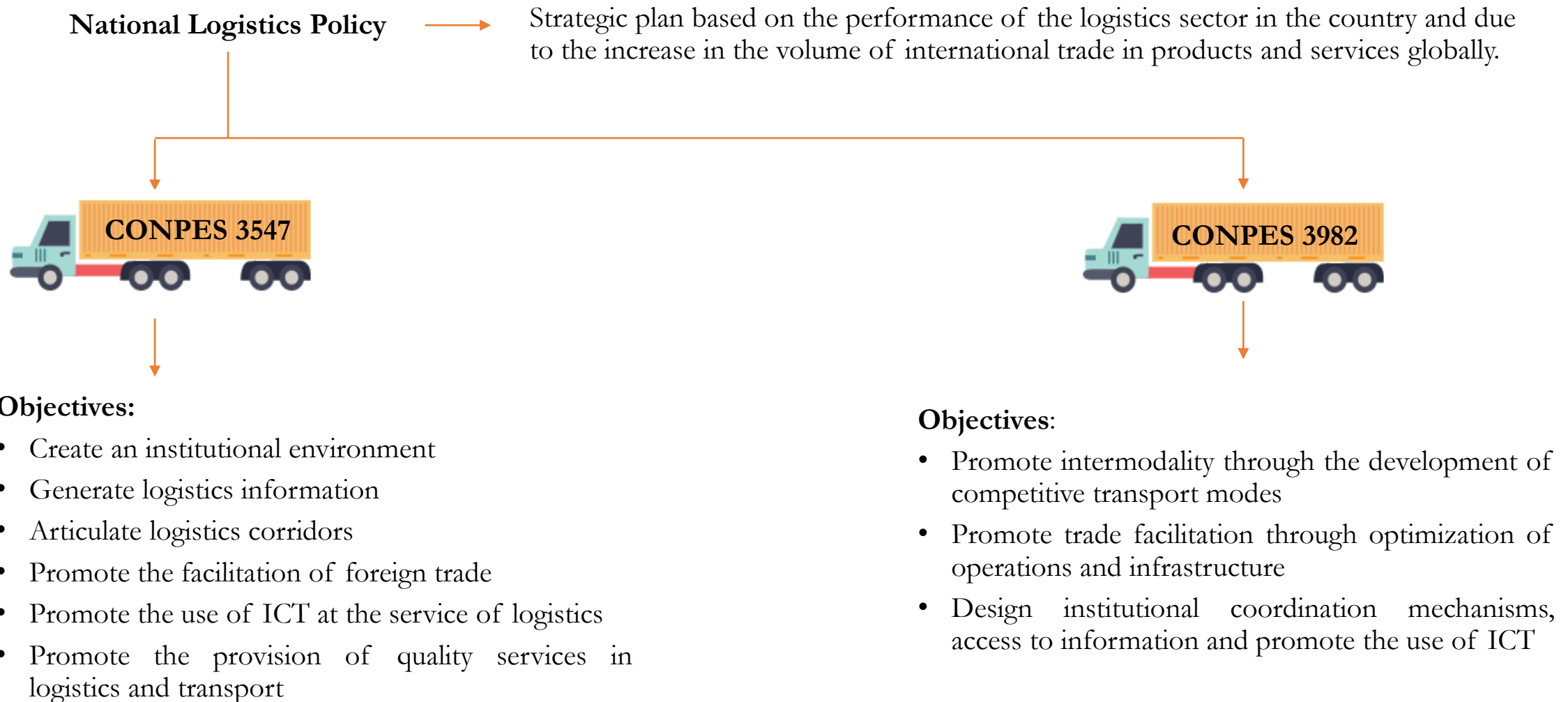


Better manage the financing and sustainability of public transport systems and their quality. The Policy will have COP\$ 12,460 million as a budget.





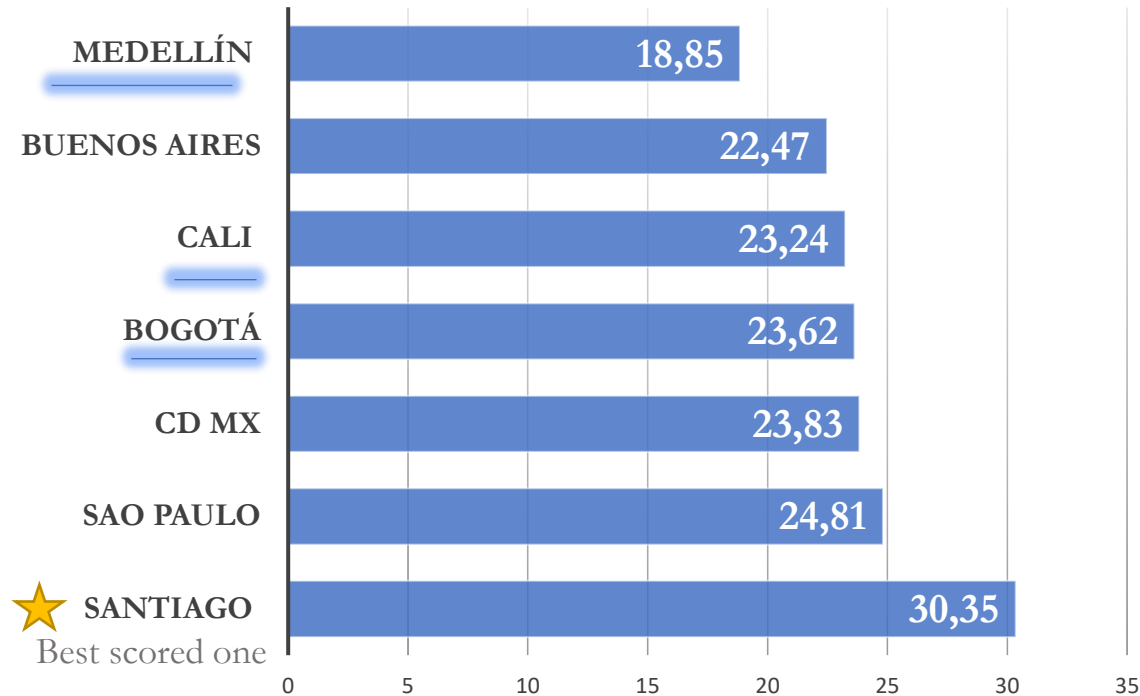
# Regulatory Framework in Colombia / Policies



# Transitions and alternative modes of transport in urban Colombia

## Bicycle mobility

Top 10 bicycle friendly cities in Latin America  
Score



Colombia is the only country with 3 cities in the ranking



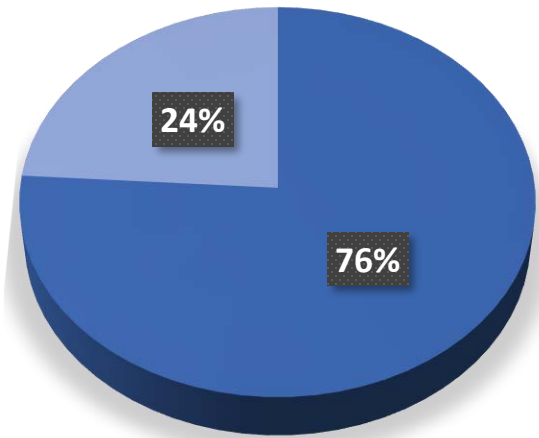
Bogotá is the city in Latin America with the largest number of kilometers of bike paths

Total Score in the Ranking → Based on → % use of bikes  
% Deaths per 100,000 cyclists  
Infrastructure (score over 100)

# Transitions and alternative modes of transport in urban Colombia

## Bicycle mobility

600.000 bicycles sold in 2019



■ Imports ■ Assembly

→ 97% from China and Taiwan

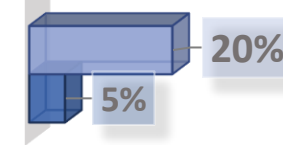
### Transition from 2010 to 2018 Bicycle sales

■ 2018 ■ 2010

Mountain Bike



Road Bike



Men



Women



# Transitions and alternative modes of transport in urban Colombia

## Bicycle mobility

### High and mid-high range bicycles



Road Bike Prices:  
COP \$1.000.000 – 2.500.000  
USD \$275 - \$685



Mountain Bike Prices:  
COP \$1.500.000 – \$30.000.000  
USD \$415 - \$8.300

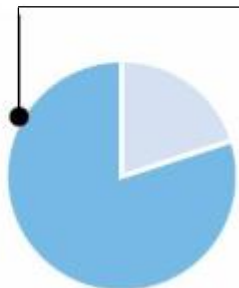
**TREK**



**SCOTT**

**GIANT**

Brands that have 80%  
of sales in this sector



### Low and mid – low range bicycles



Road Bike Prices:  
COP \$1.000.000 – 1.500.000  
USD \$275 - \$415



Mountain Bike Prices:  
COP \$500.000 – \$1.500.000  
USD \$140 - \$415

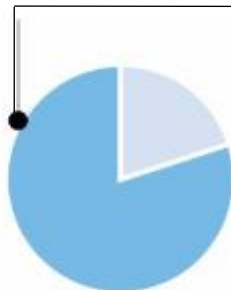
**GW**

**DP**  
**OPTIMUS**

**CLIFF**

**venzo**

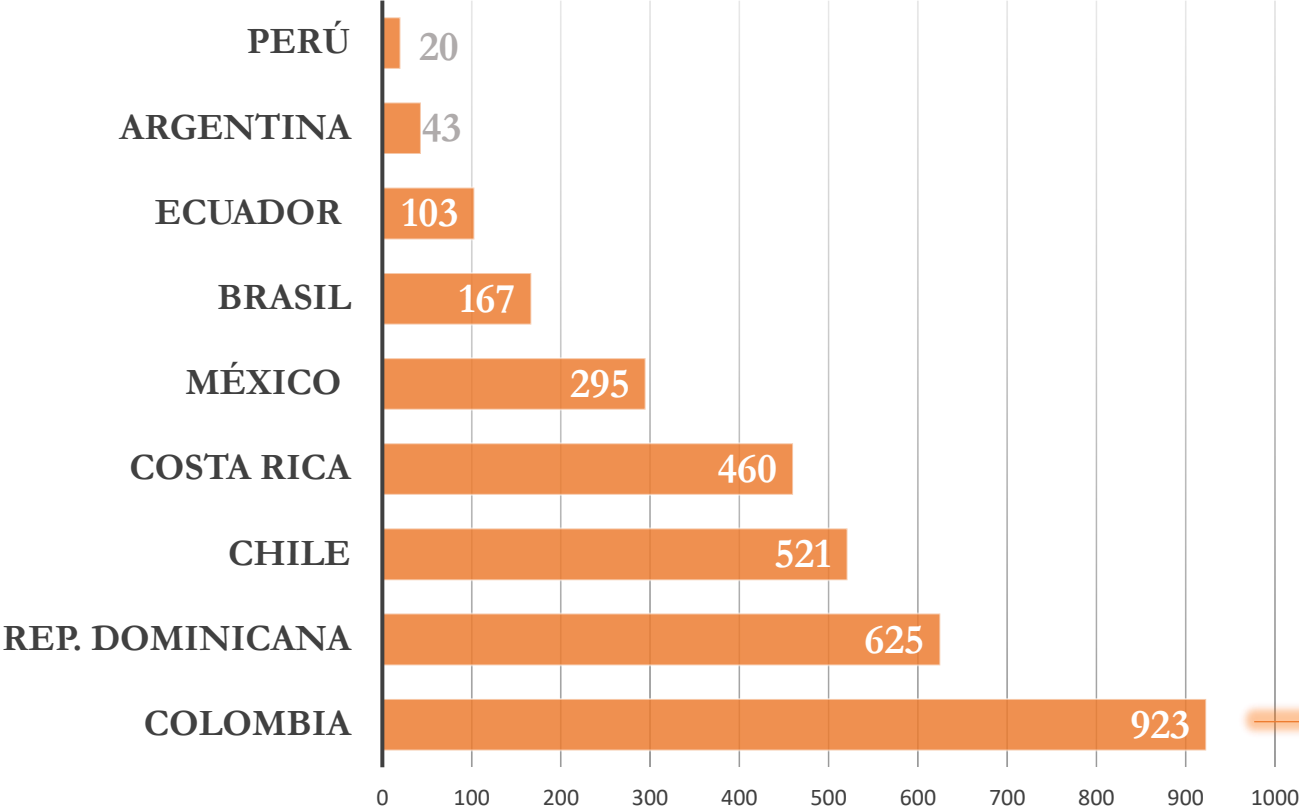
Brands that have 80%  
of sales in this sector



# Transitions and alternative modes of transport in urban Colombia

## E – Mobility

Number of registered electric vehicles - 2019



Leader in Latin America



VAT incentive → 5% to electric and hybrid vehicles, including motorcycles and bicycles



# Transitions and alternative modes of transport in urban Colombia

## E - Mobility

Sales of Electric Cars - 2019

	BEV <i>Battery electric vehicles</i>		HEV <i>Hybrid electric vehicle</i>		PHEV <i>Plug-in hybrid electric vehicle</i>	
	2019	Var.	2019	Var.	2019	Var.
TOTAL	923	136,7%	1.772	561,2%	439	60,2%

Sales of Electric Motorcycles - 2019

Ranking		2018	2019	
1	STARKER	1.021	2.049	100,7%
2	NIU	2	78	3800,0%
3	AIMA	1	56	100,0%
4	ENERGY MOTION	20	41	105,0%
5	BIN		11	100,0%
6	ELEKTROMOTORES	20	10	-50,0%
7	ELECTRIKA	77	10	100,0%
8	BENLG	0	9	100,0%
9	ZP	0	7	100,0%
10	QSMOTOR	0	5	100,0%
11	SPORT POWER NEW/ELECTRIKA	0	5	100,0%
12	SUNRA	5	4	100,0%
13	UNITEC USA	0	4	100,0%
14	STÄRKER	0	4	100,0%
	Otras	22	19	-13,6%
Total		1.168	2.312	97,9%

Brands



# Transitions and alternative modes of transport in urban Colombia

## The “new” way of urban logistics in Colombia : Electric Light Vehicles

According to the most recent report of the National Association for Sustainable Mobility (Andemos), as of March 2019, 403 vehicles of this type were registered in the country, 291.3% more than in 2018.

Companies in Colombia such as:



**COORDINADORA**



Some of these firms have started to add electric vehicles to their fleet or are working on a pilot with these types of cars.

*The initiatives are reinforced with the first 114 power connectors and 47 different points in the country*



# Where are the GAPS?

## S

### Strengths

- Active participation of different institutional actors on issues of sustainable mobility in cities (private, public and academic)
- Every day more specialized institutions and entities
- Increase in the use of sustainable mobility solutions
- Topographic conditions that favor the use of electric vehicles
- Regulation for electric mobility in cities

## W

### Weaknesses

- No long-term projection at the regional and national level
- Fear of risk from logistics operators
- No clear financing structures for the implementation of active mobility and for implementation of electric solutions
- Very small market for sustainable mobility solutions
- No applicability of development plans
- No coordination by local and national government entities

## O

### Opportunities

- All local development plans point to the development of active mobility, electric mobility and sustainable urban logistics projects
- Intention of some of the logistics operators to implement more sustainable mobility solutions
- Pilot projects by private associations
- Better in the importance of sustainable mobility awareness of the citizens

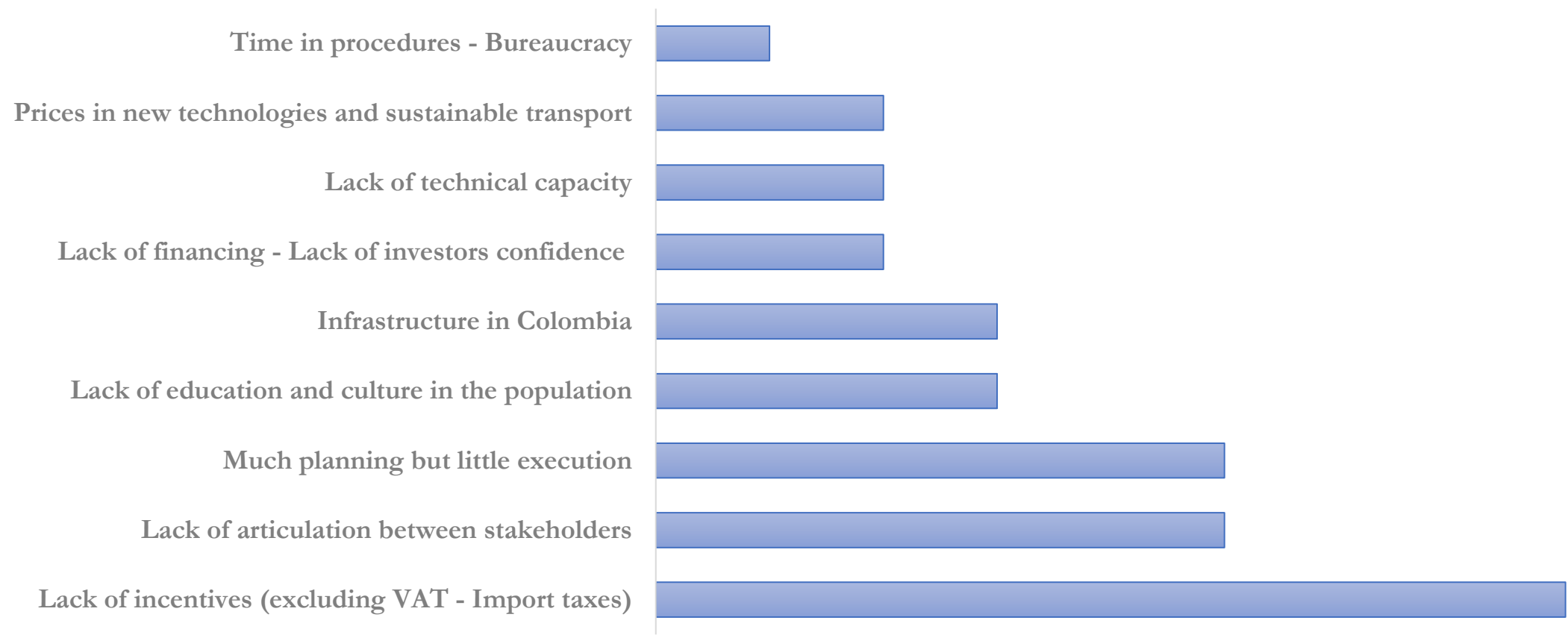
## T

### Threats

- Lack of knowledge of some other logistics operators and their preference for traditional transportation methods
- Non-continuation of development plans after the end of the regional mandate
- No understanding of the needs and benefits of more sustainable mobility methods by some citizens
- No regulations for the use of cargo bikes

# Main challenges on urban mobility in Colombian cities

General Overview





# Main challenges on urban mobility in Colombian cities

## Other aspects to consider



Illegality modalities - Lack of regulation



Insecurity - Increased theft



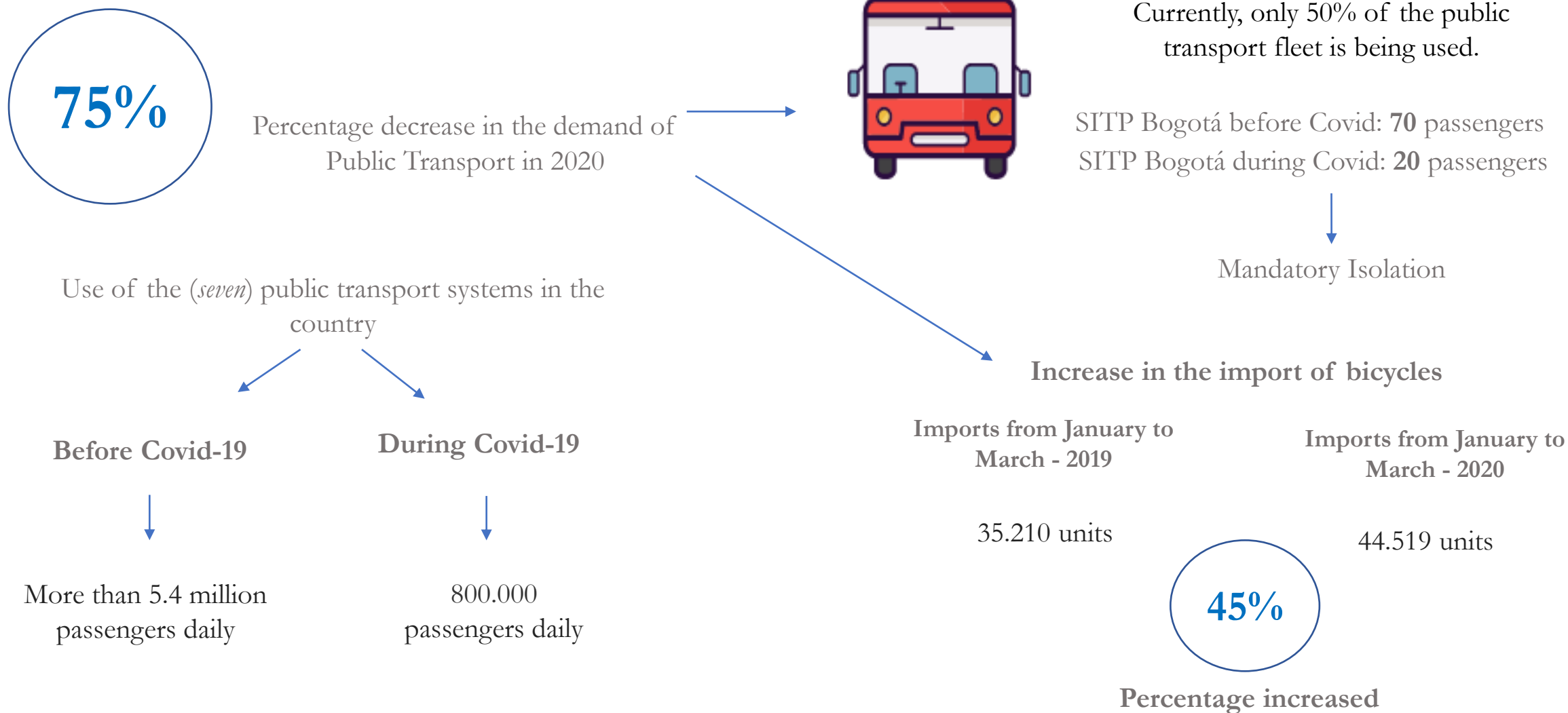
Lack of monitoring by authorities

Difficulty in carrying out international  
cooperation projects



Difficulty attracting investors

# Impact of Covid – 19 on Urban Mobility



# Strategy for Economic Reactivation in Colombia → Post-Pandemic

## “Nuevo Compromiso Colombia”

- 1) Commitment to job creation.
- 2) Commitment to clean growth.
- 3) Commitment to the poorest and most vulnerable.
- 4) Commitment to the countryside, peace and legality.

## Creative industries

COP 2,2 billions will be invested to stimulate and present a new normative law to reactivate the sector.

17 digital transformation projects will be executed,  
including digitizing State services





# Chapter 3: Turning GAPS into business opportunities



**HOLLAND HOUSE  
COLOMBIA**  
CÁMARA DE COMERCIO COLOMBO-HOLANDESA



## Dutch Colombian cooperation in mobility: what have we done together?

- 1** Trade mission on urban development from the Netherlands to Colombia in the framework of the FILBO International Book Fair in April 2016.
- 2** Participation of 2 Colombian mayors in the 'mission of sustainable cities of Latin American mayors' to the Netherlands in April 2017.
- 3** Participation in the Velocity event in June 2017 and 2018.
- 4** Dutch commission visit to Colombia, during the fair BICIGO in 2019.
- 5** Colombian commission participation in the International Cargo Bike Festival (ICBF) in 2019.
- 6** MOU between Chamber of Commerce of Bogotá and TOP SECTOR LOGISTICS in 2019.
- 7** Colombian-Dutch Dialogue - Knowledge transfer from Dutch experts to Colombia on Sustainable Urban Logistics in 2019.
- 8** Sustainable Mobility Mission in the Netherlands 2019 – With the participation of the Vice minister Juan Carlos Bustos.



## Tenders/ Public Private Partnerships in Colombia



[www.ccb.org.co](http://www.ccb.org.co)



[www1.upme.gov.co/Paginas/default.aspx](http://www1.upme.gov.co/Paginas/default.aspx)



[www.findeter.gov.co](http://www.findeter.gov.co)



<https://minciencias.gov.co/>



<https://bogota.gov.co/>



<https://www.findeter.gov.co/preguntas-frecuentes/300005/ciudadat/>



[www.mintransporte.gov.co](http://www.mintransporte.gov.co)



[www.apccolombia.gov.co](http://www.apccolombia.gov.co)



## Opportunity 1: Infrastructure planning - create local capacity

Development of nodes, city hubs

Analysis tools to improve last mile operations.

Support in the development of infrastructure for sustainable vehicles.



### Interesting Projects in Colombia – Things to do

#### Dutch Companies:



**NAMA TAnDem:** Improves the quality of urban life in Colombian cities and contributes to mitigate climate change through an increasing use of the bicycle and the responsible use of private motorized modes. [www.findeter.gov.co](http://www.findeter.gov.co)

**Medellín caminable y pedaleable:** training in cycloinfrastructure program. <https://www.medellin.gov.co/movilidad/>

**Global Innovation Fund:** <https://bit.ly/3gXCH6s>

## Opportunity 2: Training on clean technologies for entrepreneurs and youth

Clean Technologies



Data monitoring and analysis - for public policy decisions

### Dutch Companies:



### Interesting public policy projects in Colombia - Things to do

**Fleet Renewal in the Cities:** New 5.800 vehicles

Cargo Vehicle Modernization Program (PMVC) implemented by the National Government expects to renew 47% of cargo vehicles with more than 20 years in 2025.

**Vivo mi Calle:** promoting physical activity in cities is through daily cycling and walking among adolescents from low-income neighborhoods. <https://bit.ly/2POgLOU>

**BiciLab:** educational program promoted with the mission of causing social change with the bicycle as a tool. <https://bit.ly/3iAHb32>

## Opportunity 3: Transfer technology for bicycle assembly

Increase the production and assembly capacity of electric vehicles (especially bicycles) in Colombia.



In 2019, Colombia imported 458.348 Bicycles – 150.000 were assembled



### Dutch Companies:









### Interesting Projects in Colombia – Things to do

**Participation in National Programs:** Colombia cuida a Colombia. <https://colombiacuidacolombia.com/>

It aims to stimulate the national production of bicycles and promote the creation of new local assembly centers.

**Partnerships:** Support in providing knowledge in different processes to Colombian companies with the same purpose.

- Company Example: Parts importer <https://www.propartes.com/>

- Program Example: Sharing knowledge <https://www.colombiaenbicicleta.com/cursomec.php>

## Opportunity 4: Sustainable Logistics

Analysis of clean technologies for logistics



Development of nodes, loading and unloading areas.



### Dutch Companies:



### Interesting Projects in Colombia – Things to do

**Partnerships:** Support in providing knowledge in different processes to Colombian companies with the same purpose.

Program Example: Sena Innova - <https://bit.ly/3b13kHE>

**Participation in National Programs/tenders:** ‘Banco de Retos’. It seeks to promote the development of IT solutions and tools that can be applied to traditional productive sectors that require technology-based solutions.

<https://bit.ly/2Y0UPEG>



## Opportunity 5: Traffic Management

Software – Hardware



IT systems for traffic management and administration



### Interesting Projects in Colombia – Things to do

**Partnerships:** Support in providing knowledge in different processes to Colombian companies with the same purpose such as:

- CPS: <https://bit.ly/3kKjIyv>
- Grupo Movilidad: <http://grupomovilidad.com.co/>
- Sitt: <https://www.sittycia.com/>
- VRC Ingeniería: <https://vrcingenieria.com/>

**Partnerships:** Alliances with the public sector for traffic management and strategic urban planning.

#### Dutch Companies:



## Opportunity 6: Change of urban plans

Covid-19 → With the impact of Covid-19, new strategies are sought to promote sustainable modes of transport



Alternative, sustainable and personal modes of transport (avoiding crowds)

Due to the decrease in bicycle production, there is a lot of demand and little supply.

### Interesting Projects in Colombia – Things to do

**Partnerships:** Support in providing knowledge in different processes to Colombian companies with the same purpose.

**Partnerships:** Alliances with the public sector for traffic management and strategic urban planning.

### Projects in Bogotá:

- North Bike Path: 1,060 square meters of signage on the road and direct connection to other bike paths.
- Bikeway “Ciclo Alameda del Medio Milenio”: 25,6 km that will support 43,000 bikes per day → Plan for 2023. (2 Dutch Companies part of the project)

### Dutch Companies:



# TIPS – Doing Business in Colombia



**Make a first contact with the Embassy of the Kingdom of the Netherlands:** With their experience and contacts in the public and private sector, they can speed up processes.



**Partnerships in Colombia:** With the help of Holland House Colombia, you can structure an agenda that allows you to learn about ongoing and future projects. Also, to find your perfect partner in the country.



## **Culture:**

1. Timing: Be patient at the moment of establishing alliances with a partner or participate in a tender.
2. Partnerships: Build lasting alliances (cordial and contractual) with the right partners.
3. Money: Make proposals taking into account labor costs in Colombia.



**Events:** Participate in networking events or business conferences that can help promote your products / services in the country. To participate in events you can find support at the Embassy of the Kingdom of the Netherlands and Holland House Colombia.

# Events, Congresses and Fairs (virtual and presential)

## LATAM MOBILITY

Latin American Sustainable Mobility Congress, high-level conferences, transportation forums, in addition to sharing and generating networking opportunities with the main leaders of the sustainable mobility sector..

September. Medellín, Colombia.

[www.latamobility.com](http://www.latamobility.com)



## INTERNATIONAL MEETING OF ELECTRIC MOBILITY

To be confirmed.

[www.energycolombia.org/eventos](http://www.energycolombia.org/eventos)



## TRAFIC LATINOAMÉRICA 2020

Safe and sustainable mobility fair, brings together various sectors focused on urban planning, mobility and city safety.

December. Medellín, Colombia.

<http://traficlatinoamerica.com>



# Events, Congresses and Fairs (virtual and presential)



**Bici – Go Colombia → March 11 to 14 / 2021**

<https://bicigocolombia.com/>

BiciGO brings together a large number of bicycle lovers. Followers, fans, athletes and the general public participate in this event.

This space is designed to encourage caring for the environment, the use of sustainable transport in cities and sports, invites users to a great meeting of bicycles, accessories and accessories for the cycling industry in Colombia and Latin America.

**Don't hesitate to ask for support!**

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Government of the Netherlands



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