

Doing business for economic growth! Network, Trade & Invest

Barranquilla Territory with Vision

Barranquilla is strategically located next to the delta of the Magdalena River, 7.5 km (4.7 mi) from its mouth at the Caribbean Sea, serving as a port for river and maritime transportation within Colombia. It is also the main industrial, shopping, educational and cultural center of the Caribbean Region of Colombia. The city is the core of the Metropolitan Area of Barranquilla, which also includes the municipalities of Soledad, Galapa, Malambo, and Puerto Colombia.

The maritime and river ports are engines of the industrial and commercial development of the region. The port of Barranquilla covers two main routes. The Magdalena River connects with the inner country, and the Caribbean Coast, through which millions of tons are traded with the United States, Europe and Asia.

Barranquilla has an international airport, and it is one of the two airports in the country authorized for international cargo. The new Center of Events and Exhibitions of the Caribbean, aims to become the epicenter of business, trade, investment and culture of the Caribbean.

The city's economic activity is dynamic and focuses mainly on industry, commerce, finance, logistics services and fishing. Industrial products include: vegetable fats and oils, pharmaceutical products, industrial chemicals, shoes, dairy products, soft drinks, construction materials, furniture, plastics, cement, clothes, and metal mechanical parts, among others.

Strategic Location



Economic Indicators¹

- Population: 2,273,000 (2020)
- National GDP (%): 4.41% (2019)
- GDP Per Capita: US\$6.275 (2019)
- Inflation: 0.3% (February 2021)
- Total Exports: USD \$1,210,964 FOB (Jan - Dec 2020)
- Total Imports: USD \$2,011,181 million CIF (Jan - Dec 2020)
- Total Import from USA USD \$579,168 (2020)
- Unemployment: 12.3% (Jan - Dec 2020)
- Principal product: Rolled Products.

Business Opportunities

Metal-Mechanics: Barranquilla and the state of Atlántico gather around 600 companies from this sector. The state is the main exporter of metal materials from Colombia. Steel products account for the highest exports. There are opportunities for companies aiming to transform steel due to the fact that the State has excellent facilities to handle this product and 66% of Colombian imported steel enters through its port.

¹ Source: Departamento Administrativo Nacional de Estadística and Ministerio de Comercio, Industria y Turismo

Construction Material: As the global construction market is changing its approach to more sustainable and eco-friendly buildings, the local companies from this particular sector are also designing and fabricating new products to supply the increasing demand of sustainable sealings, microfibers, drywalls, and other related products. There are opportunities for alliances and new portfolios that complement the city's goal for sustainable and cost efficient new buildings.

Logistic & Transportation: There are opportunities for improving the in-land transportation between Barranquilla as the industrial epicenter of the Caribbean coast, and the center of the county as the consumption epicenter. By using the Magdalena river, the main fluvial artery of Colombia, there are improvement opportunities in cost, freight consolidation, gas emissions, and river navigation.

BPO&IT: There are investment opportunities in the city with ease of hiring a trained and bilingual workforce. Business Process Outsourcing (BPO) can be accomplished by local companies.

Tourism: In Barranquilla and the State of Atlántico, the hotel infrastructure has various opportunities from luxury hotels, ecolodge, entertainment and mixed use, which complement the offer of the territory to support potential sectors such as meeting industry and medical tourism activities. Additionally, the State of Atlántico offers great potential for the development of ecotourism projects, in areas that take advantage of the diversity that this territory offers in Ecolodge, Glamping, wellness, and theme parks.

Creative industry: The city seeks a focus on the creative economy with Colombia's first Orange Development Area, because of its potential for the development of the creative economy, innovation, urban renewal, strengthening of the social fabric, and protection of Barranquilla's cultural heritage. In addition, there are opportunities with the arrival of Arena del Río, a new mega project, which seeks to create an entertainment district.

Interesting Facts

- International Airport: Second approved for International cargo in Colombia.
- Puerta de Oro: Biggest Expo and Trade Show Center in the Caribbean.
- High Quality Education
- High Complexity Health Centers.
- High Quality of Life

- Fourteen 4G Stadiums

New Projects

- Historial City Urban Renovation
- Ciénaga de Mallorquín (Mallorquín Swamp)
- Barranquilla Competitive and Bilingual: I'm bilingual

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