

TRADE MISSION

Colombia

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I believed it helped us give the boost we needed in the Colombian market. We started last year in Colombia with good success; it is a tough market, but with VEDP's help I believe next year is going to be great.

Trade Mission, Colombia

April 15–19, 2024 | Bogotá, Colombia

Registration Deadline | February 16, 2024

The United States is Colombia's largest trading partner, and Colombia was the third-largest market in South and Central America for Virginia exports in 2021. Virginia exports to Colombia in 2021 were valued at USD 183 million. The strong bilateral relationship with Colombia was cemented in 2012, with the elimination of tariffs on over 80% of U.S. industrial goods exports to Colombia through the U.S.-Colombia Trade Promotion Agreement (TPA), with remaining tariffs to be phased out over 10 years. Due to Colombia's close political ties and geographic proximity to the United States, and the Colombians' appreciation for the quality and reliability of U.S. products, consumers in Colombia generally prefer U.S. products and services.

The top opportunities for Virginia exporters in Colombia include:

- Defense
- Education
- Information and Communication Technology (ICT)
- Medical Equipment
- Processed Food and Beverages



Bogotá, Colombia



This trade mission will have a long-term impact on our business goals in Colombia. We were able to meet with key organizations, both government and commercial. I have numerous follow-ups and requests for information we are working on now. It was an excellent visit and program.

Trade Mission, Colombia

Schedule

Date	Day	Activity
February 16, 2024	Friday	Last day for registration
April 12, 2024	Friday	Latest day to depart the U.S.
April 14, 2024	Sunday	Rest/sightseeing
April 15, 2024	Monday	Trade Mission begins; individual meetings
April 16–18, 2024	Tuesday–Thursday	Individual meetings; travel to other cities may be required
April 19, 2024	Friday	Final day of individual meetings
April 20, 2024	Saturday	Return to the U.S.

Registration

Register and pay the Trade Mission fee online by visiting <https://colombia-trade-mission-2024.eventbrite.com>.

Contacts

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