

7 Reasons to believe in **SANTANDER**

1

Competitive
Region

2

Economic
Activity

3

Life Quality

4

Human
Capital

5

Entrepreneurship

6

Large
Projects

7

Strategic
Sectors

Santander's basic data



Area 30.537 km²
Ranking 12th among 33 regions

Population 2 millions
National participation 4,5%

Capital Bucaramanga
BMA's population 1 million

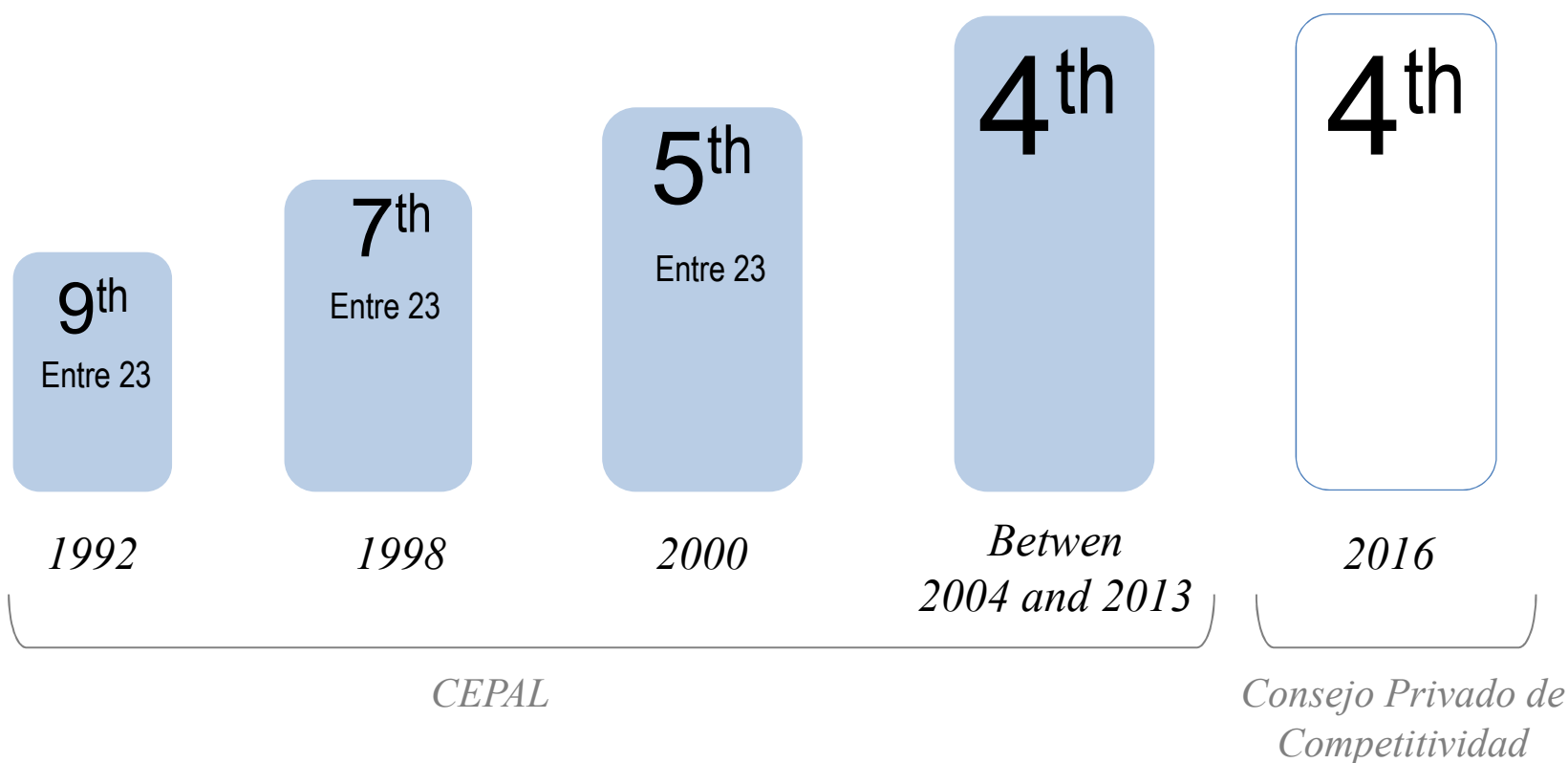
BMA: Bucaramanga Metropolitan Area

1

Competitive
Region

Santander is the 4th most competitive region in Colombia

“The department is the second region that improved more places in competitiveness between 1992 and 2015: 5 places”



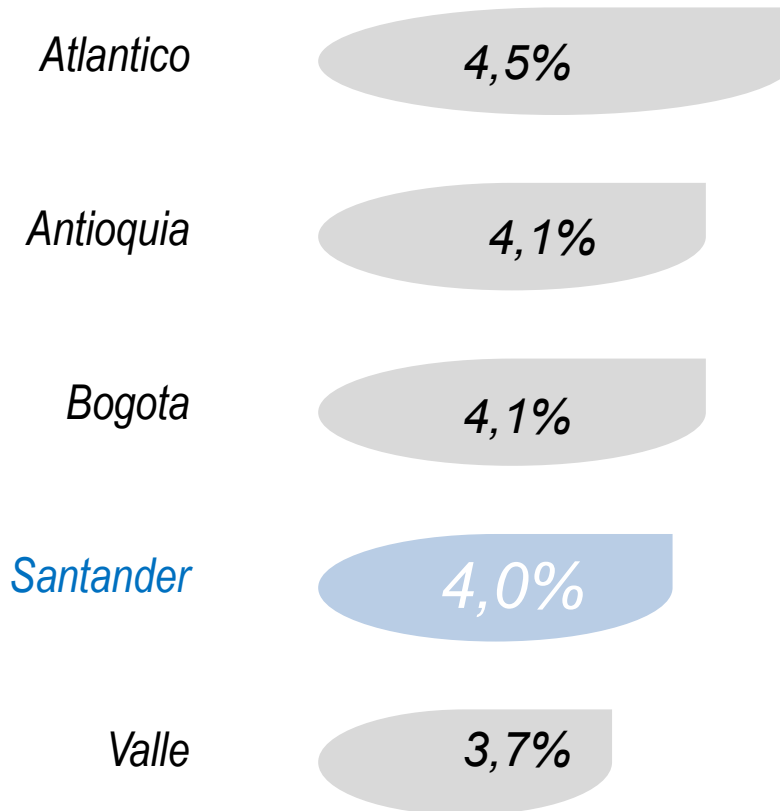
Source: CEPAL – Consejo Privado de Competitividad - Ranking among 29 regions / 2015 among 32

2

Economic
Activity

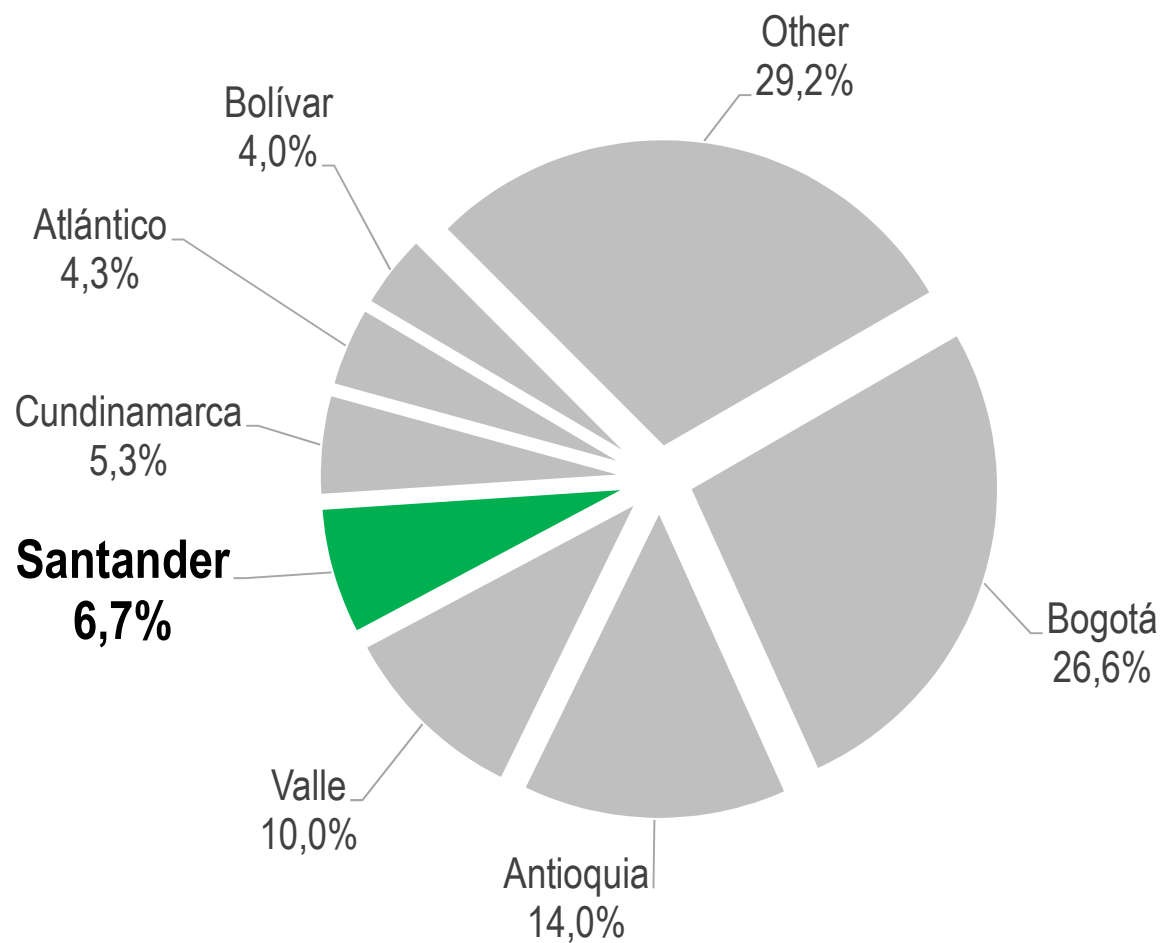
A Growing Economy

“Santander is the state with the highest annual average economic growth during 2006 - 2016”



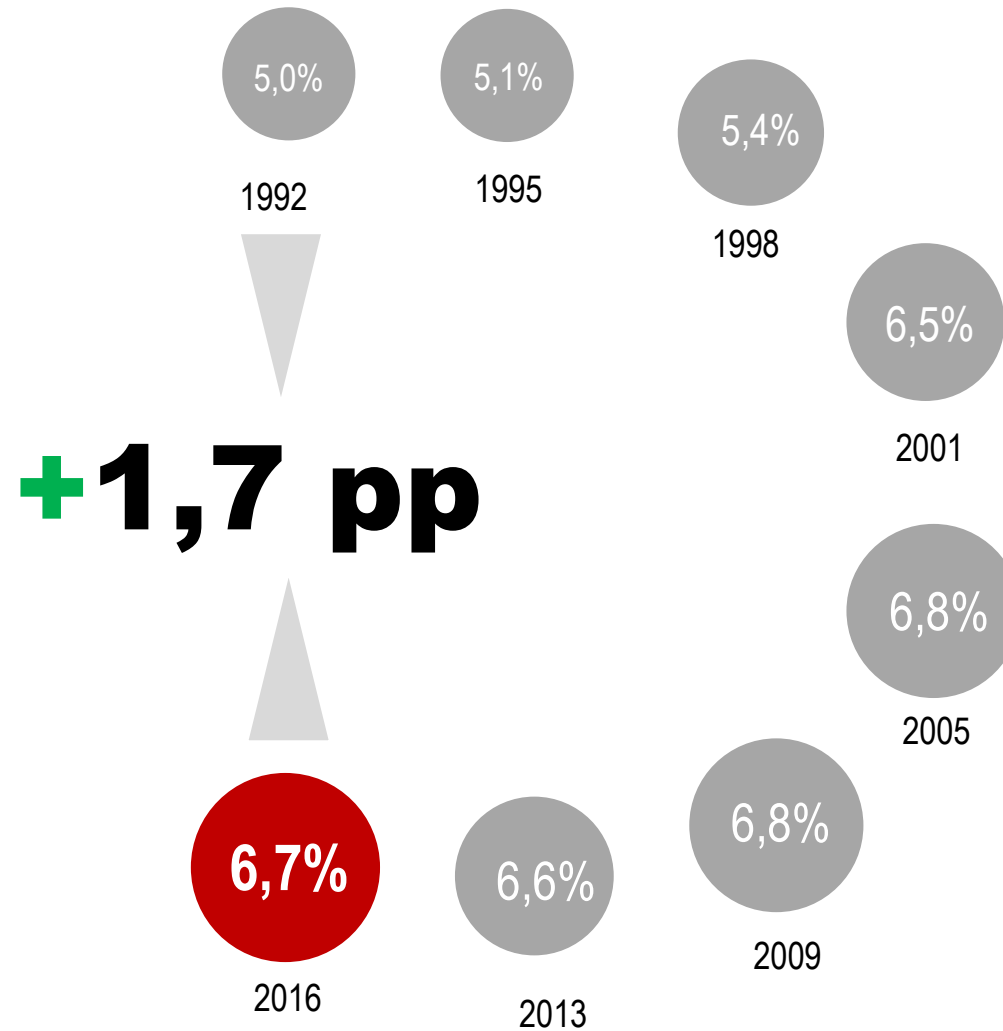
Source: DANE

“Santander is the country’s 4th most important economy”



Source: DANE. 2016

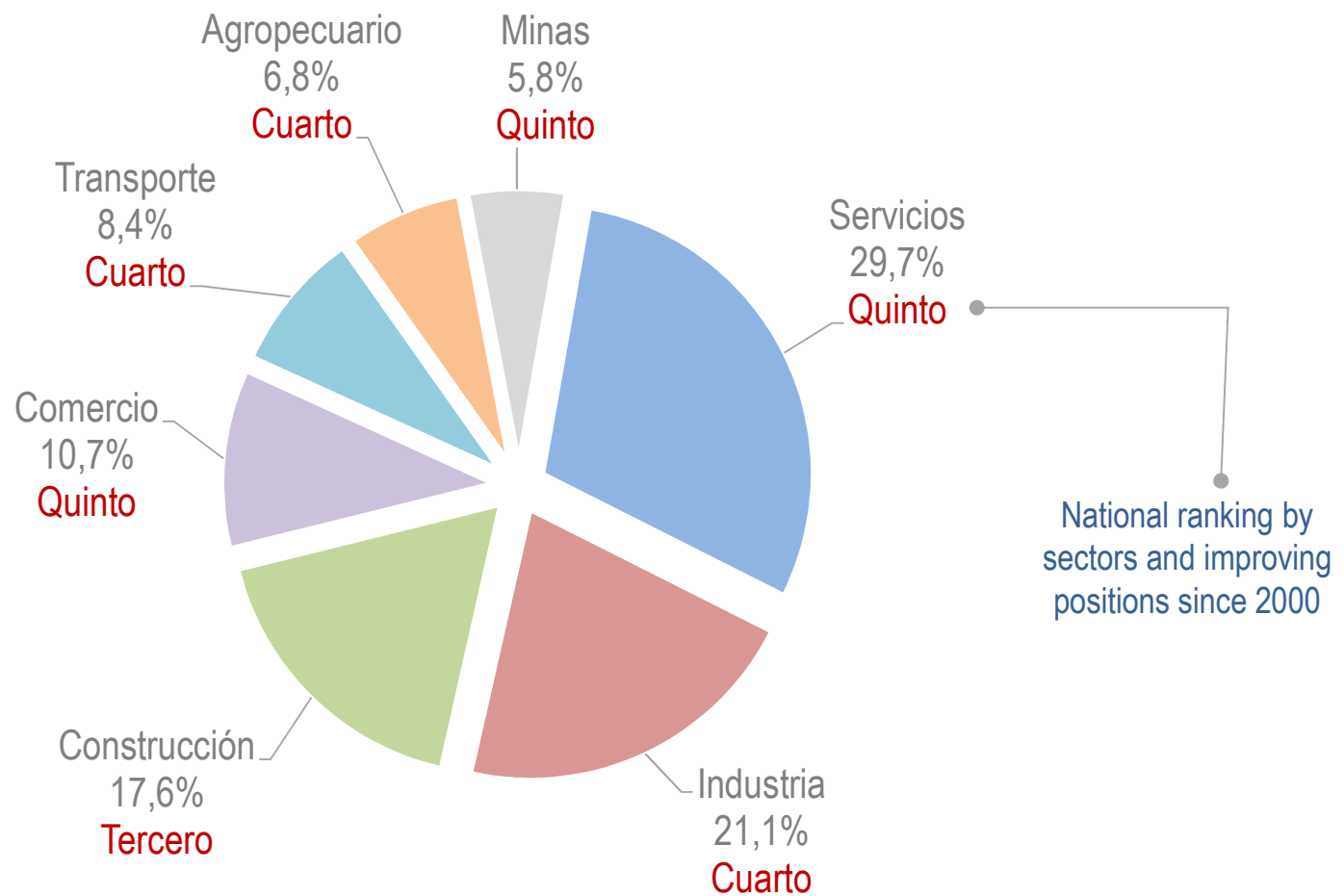
“Santander has improved its economy size since the beginning of economic opening in 1992, with an increasing participation in Colombia’s GDP”



Source: DANE. 2016

Diversity in Economic Activity

“Santander has important developments in all its sectors, which impact the national economy”



Source: DANE. 2016

3

Quality of Life

Life Quality

“The region has favorable indicators of life quality compared to other country departments”

GDP Per capita

Santander. Año 2016

10.710 USD

3rd among 33

UBN (Unsatisfied Basic Necessities)

Santander. Source DANE 2005.

21,9%

7th among 33

HDI (Human Development Index)

Santander. Source DNP 2005

0,80

2th among 24

Poverty Index

Source DNP 2016

Santander 18,0%
Bucaramanga 10,6%

1th among 24

1st among 13

Gini's Coefficient

Source DNP 2016

Santander 0,451
Bucaramanga 0,399

4th among 24

1st among 24

Life expectancy

Santander

75,3 años

3th among 29

Unemployment rate

Santander 2016

AMB 2016

Source DANE

Santander 7,3%
Bucaramanga 8,6%

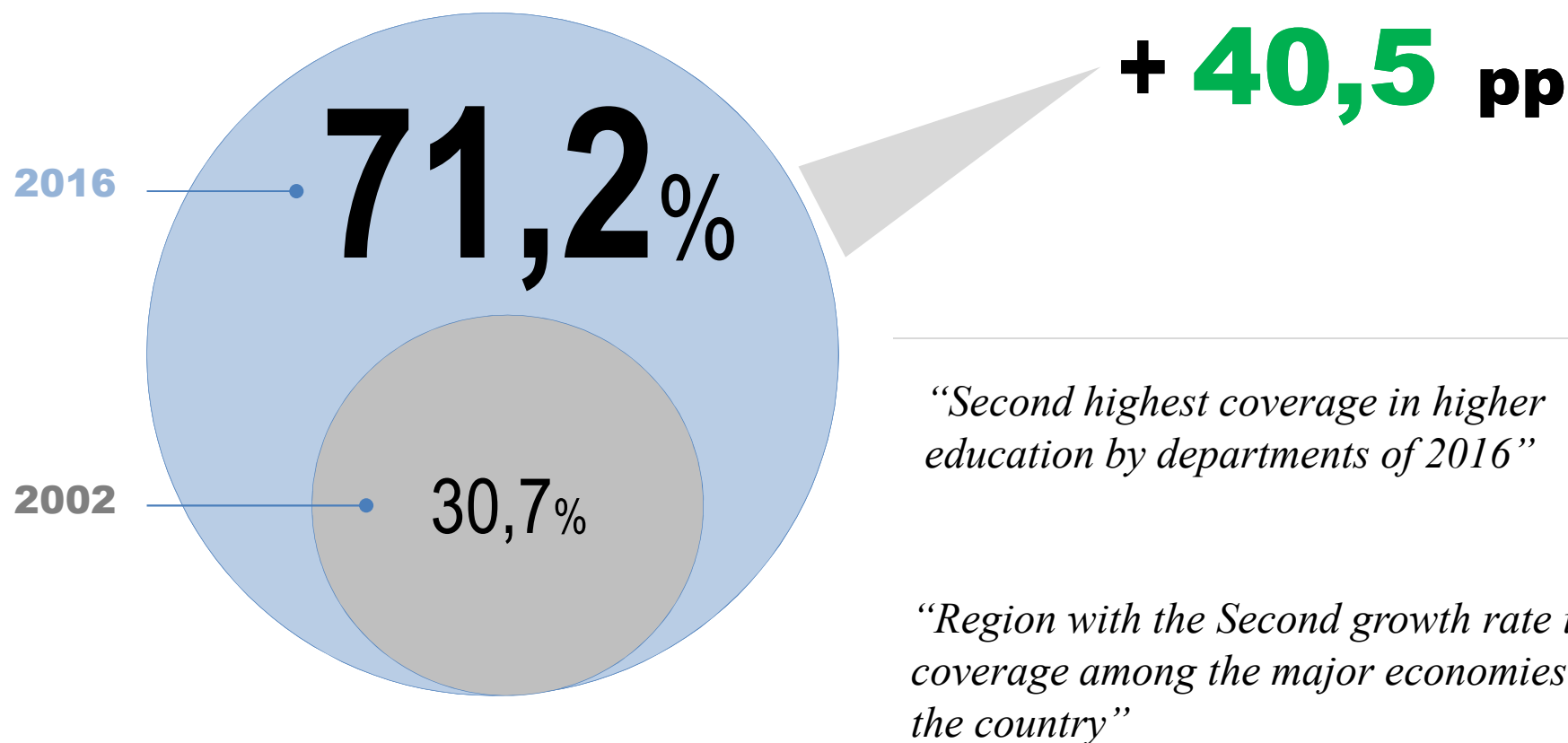
3th among 24

2nd among 13

4

Santander leader in Human Capital

Human
Capital



Source: Mineducación –Comparative data between the 5th major economies of Colombia - Population between 17 and 21 years.

5 Entrepreneurship

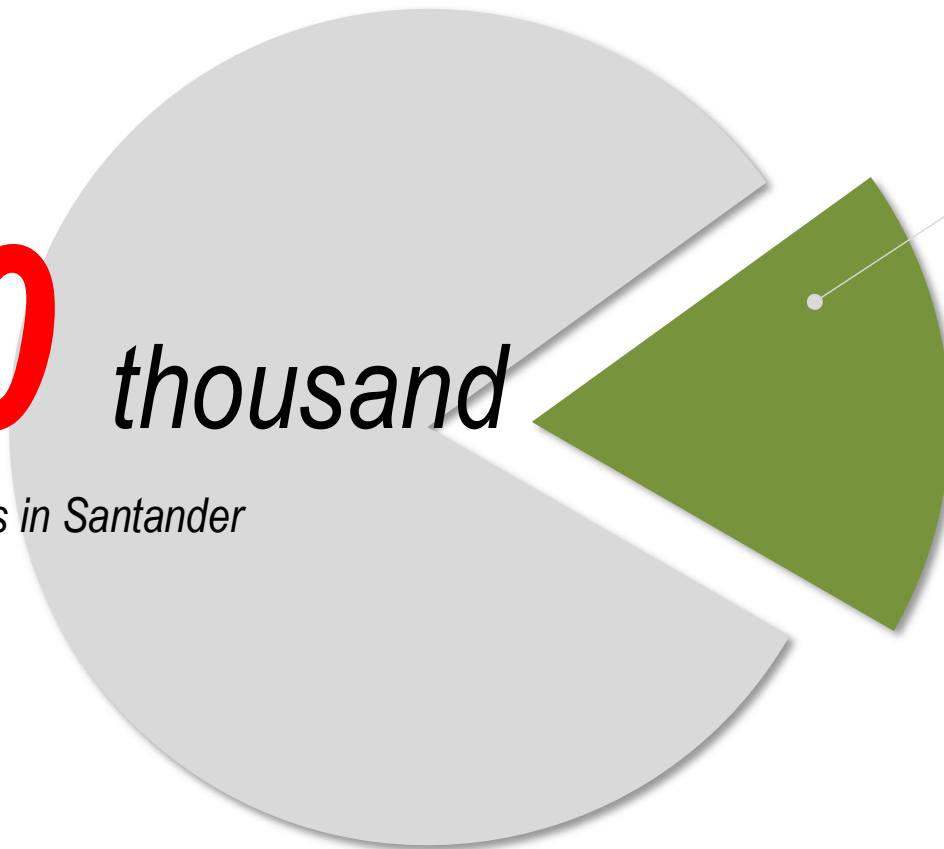
Entrepreneurship

“Country’s region with one of the highest rates of new business generation”

More than

80 thousand

companies in Santander



1,7% Agricultural Sector

19,3% Manufacturing Sector

79,0% Services Sector

13
thousand

New companies
created in 2016

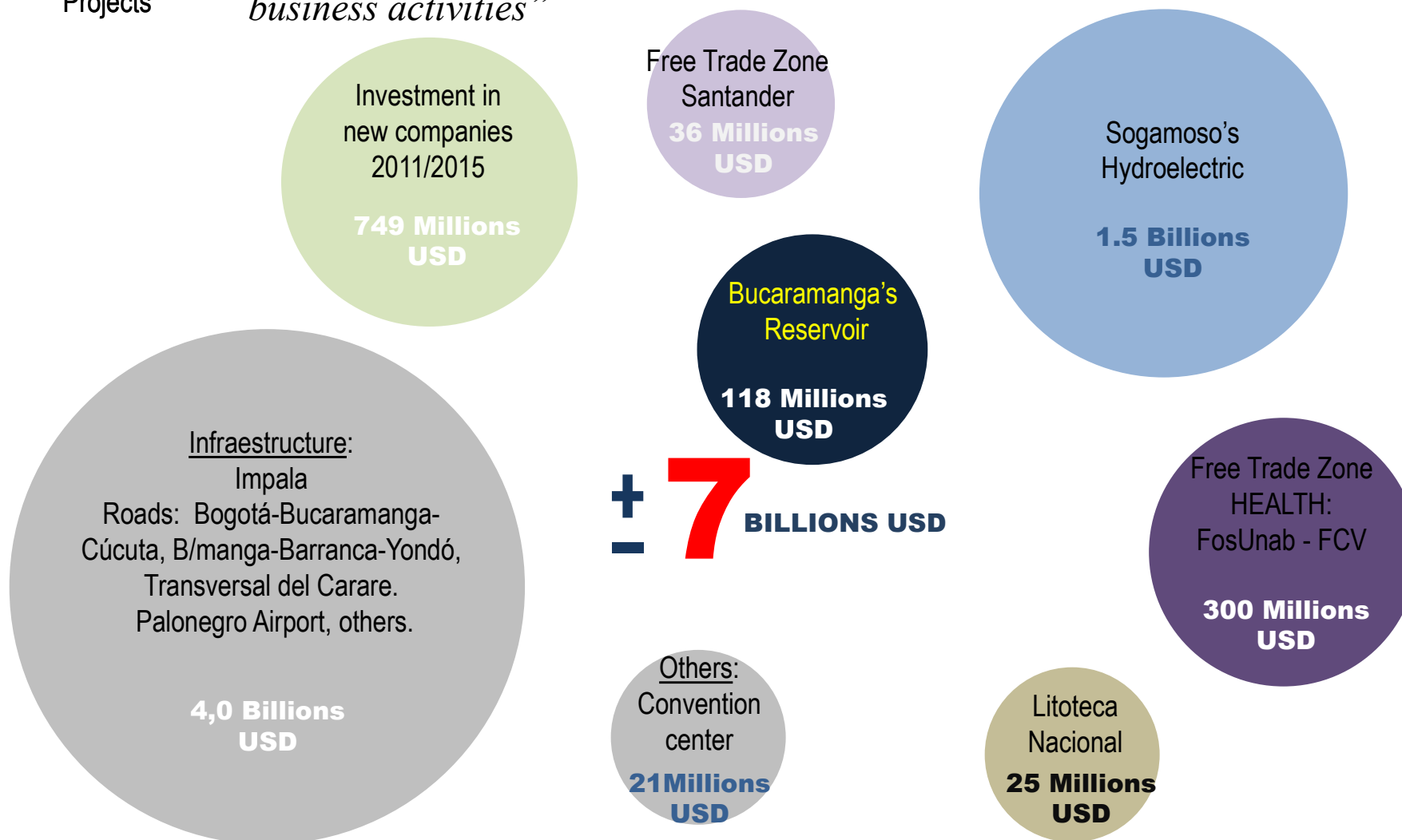
Source: CCB 2016

6

Large
Projects

Large Projects

“Santander is going through major investments in infrastructure as in business activities”



Strategic Sectors

“Santander is betting on business generation in different areas”

- ✓ *Energy, oil and gas*
- ✓ *Health*
- ✓ *ICT: Software*
- ✓ *Tourism*
- ✓ *Agroindustry*
- ✓ *Construction*
- ✓ *Agricultural: Poultry, cattle, palm oil, tobacco, cocoa*
- ✓ *Services: BPO, Offshoring*

*“The future of **Santander** is being built, we invite you to join us and be part of it”*