



# WECONNECT INTERNATIONAL ACTIVITY IN COLOMBIA

January - December 2020



**255**  
women-owned businesses  
(registered or certified)

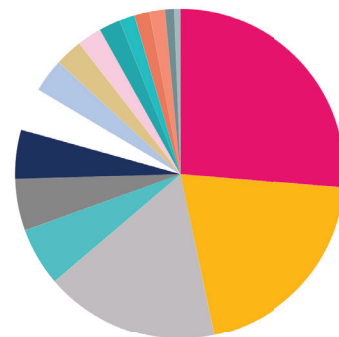
**280**  
Trained women business owners in the skills and knowledge necessary to grow their business

**587**  
Facilitated connections between women business owners and corporate buyers

**1,704**  
Facilitated connections between women business owners

## CATEGORY BREAKDOWN

By WEConnect International's certified Colombian women-owned businesses



- Professional/Business Support Services (26.35%)
- Financial services (20.36%)
- Manufacturing/Distribution (17.07%)
- Agriculture/Agribusiness (5.69%)
- Information Technology/Telecomms (5.09%)
- Facilities Management (4.79%)
- Education Services (4.19%)
- Apparel/Textiles/Personal Care Products & Svcs (3.29%)
- Healthcare/Pharma (2.69%)
- Advertising/Communications/Marketing/Printing Services (2.4%)
- Utilities (2.1%)
- Educational Services & Supplies (1.5%)
- Hospitality/Tourism/Entertainment/Arts (1.5%)
- Public Administration (1.5%)
- Cleaning/Waste Management (0.9%)
- Logistics/Transportation (0.6%)

# KEY ECONOMIC DATA - COLOMBIA

GDP (US DOLLARS)

**\$323.62 BILLION**

(2019)

GDP PER CAPITA (PPP)

**\$16,012**

(2019)

WORLDWIDE RANKING  
OF GDP PER CAPITA:

**83<sup>RD</sup>**

(2020)

GDP GROWTH RATE (%)

**3.26%**

(2019)

**67<sup>TH</sup>**

in worldwide Ease of  
Doing Business ranking

- Colombia is home to 3 billionaires as of 2020
- Colombia's major stock exchange, the Colombia Securities Exchange, had a market capitalization of \$82.27 billion as of 2020

## TOP EXPORTS

- Crude petroleum (\$13.8B)
- Coal briquettes (\$7.45B)
- Refined petroleum (\$2.96B)
- Coffee (\$2.38B)
- Cut flowers (\$1.46B)

## LABOR FORCE

**24.80 million (2020)**

- Agriculture: 16.6%
- Industry: 20%
- Services: 63.4%

## TOP INDUSTRIES

- Textiles
- Food processing
- Oil
- Mining, natural resources

The mandatory minimum wage in Colombia is 877,803 Colombian pesos or \$247.33 USD per month, but will increase to 908,526 pesos or approximately \$260 per month in 2021.

# PRACTICAL INFORMATION ON DOING BUSINESS IN COLOMBIA

## COLOMBIA'S WORLDWIDE RANKING (OUT OF 190 ECONOMIES) IN...

- Starting a business: #95
- Dealing with construction permits: #89
- Getting electricity: #82
- Registering property: #62
- Getting credit: #11
- Protecting minority investors: #13
- Paying taxes: #148
- Trading across borders: #133
- Enforcing contracts: #177
- Resolving insolvency: #32

## KEY INFORMATION ON COLOMBIAN WOMEN IN BUSINESS

- Female labor participation rate (% of female population ages 15-64): 63.17%
- Female-to-male ratio for entrepreneurial activity: 0.88
- Percentage of Colombian women entrepreneurs having a post-secondary education level or higher: 19.5%

## WOMEN, BUSINESS AND THE LAW: KEY INDICATOR SCORES

Scores are determined by criteria defined by the World Bank regarding whether a country's legal framework prevents women from accessing certain rights, opportunities or protections. A perfect score is 100, indicating that women are not legally discriminated against and have the same rights and opportunities as men.

WORKPLACE	analyzes laws affecting women's decisions to work	100
PAY	measures laws and regulations affecting women's pay	50
ENTREPRENEURSHIP	analyzes constraints on women's starting and running businesses	75
ASSETS	considers gender differences in property and inheritance	100
OVERALL WOMEN, BUSINESS AND THE LAW SCORE 2020		81.9