



# EXPORT ALABAMA

## STATE OF ALABAMA TRADE MISSION TO COLOMBIA OCTOBER 28-NOVEMBER 2, 2007

### Mission Description

The Alabama Development Office and the Export Alabama Trade Alliance are organizing a trade mission to Bogotá and Medellín, Colombia October 28 to November 2, 2007. The multi-industry mission will focus on matching participating Alabama companies with qualified agents, distributors, representatives, end-users and joint venture partners in this market. The mission is aimed at companies interested in entering the Colombian market, as well as those wishing to increase their business in Colombia.



### Why Colombia?

In 2006, Colombia was the United States' fifth-largest export market in the Western Hemisphere behind Canada, Mexico, Brazil and Venezuela and the largest agricultural export market in the hemisphere after the North American Free Trade Agreement (NAFTA) countries. Did you know:

- Colombia was the 13<sup>th</sup> largest export market for Alabama products and the 29<sup>th</sup> largest export market for U.S. products worldwide in 2006?
- Alabama exports to Colombia were \$205.8 million and U.S. exports to Colombia were \$6.7 billion in 2006?
- The United States is Colombia's largest trading partner, representing about 40% of Colombia's exports and 29% of its imports?
- Mining, manufacturing industries and oil continue to attract the greatest U.S. investment, which accounted for 13% of the total \$10.2 billion in foreign direct investment in Colombia in 2005?

### Mission Goals and Format:

The trade mission's goal is to gain first-hand market information and provide access to key government officials and/or potential business partners for Alabama companies desiring to enter this promising market. The trade mission will consist of five days. A market briefing will take place to highlight the opportunities in the various industry sectors. Scheduled one-on-one appointments will be arranged prior to the trip with potential business partners for each participant. A series of networking events will also take place. If a company is interested only in one city or additional cities, appointments, travel and logistics will be tailored to meet those needs.

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### FOR MORE INFORMATION, CONTACT:

Beau Lore, 334-353-0299 or [james.lore@ado.alabama.gov](mailto:james.lore@ado.alabama.gov), Alabama Development Office, International Trade Division, 401 Adams Avenue, Suite 630, Montgomery, AL 36130 or fax back this form to 334-353-1330.

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