Invest Pacific

INVEST IN VALLE

UP TO DATE WITH INVEST PACIFIC

Cali, epicenter of *technology.*

Smart Sustainable **Global** CITY



IN THIS ISSUE

1st

Cali hosted its first Smart City Expo in 2026

Tier IV

Data center certified at the highest level of reliability

US$62M

Portus Palmira and the new Holiday Inn Express & Suites Cali Aeropuerto

News No. 66 September & October 2026



CONTENTS

01 **A MESSAGE FROM OUR LEADERSHIP** P. 3

- Mauricio Concha: continuity and collective action to drive investment in Valle

02 **CALI, EPICENTER OF TECHNOLOGY** P. 4

- International investors and media tour Cali's technology ecosystem
- Smart City Expo puts Cali on the global smart-cities map
- Tier IV certification and global operators strengthen Cali's data infrastructure
- Valle's renewable energy mix powers the digital economy and opens new industries
- Science, clinical care and research make Cali a health innovation hub
- Cali tech by the numbers

03 **A CLIMATE BUILT FOR INVESTMENT AND JOBS** P. 7

- Portus Global unveils US$62 million hotel and logistics project next to Cali's airport
- New tax incentives open a window to invest in Valle through 2027
- Gas, port and airport: the infrastructure readying Valle for growth
- JetBlue links Cali and Fort Lauderdale with daily nonstop service

04 **INVEST PACIFIC WORLDWIDE** P. 9

- Basque and Catalan companies explore investment opportunities in Valle del Cauca

05 **EVENTS** P. 10

- New studies pinpoint investment opportunities in renewables and the circular economy in Valle
- Fenavi Congress brings the Spanish-speaking poultry industry to Cali
- Cali closes the year as host to major business gatherings

06 **INVEST PACIFIC NEWS** P. 13

- Red Invest and Colombia's Trade Ministry chart a course to accelerate regional investment

01 · A MESSAGE FROM OUR LEADERSHIP

CONTINUITY AND COLLECTIVE ACTION *TO DRIVE INVESTMENT IN VALLE*



Dear investors, business leaders and partners,

For 16 years, Invest Pacific has played a central role in positioning Cali and Valle del Cauca as one of Colombia's leading investment destinations. Through consistent, technically grounded and well-coordinated work, we have helped connect opportunities across Colombia's Pacific region, attract new companies and support the growth of those who have chosen to invest in our region.

That standing is not the work of any single organization. It is the result of a shared vision built with the support of the Cali Chamber of Commerce, the Valle del Cauca Governor's Office, the Mayor's Office of Cali, ProPacífico, municipal governments, business associations, universities and the many institutions that make up our economic development ecosystem. We recognize their leadership and their steadfast commitment to the region's competitiveness and international profile.

This journey has also been made possible by the teams and leaders who have built and strengthened Invest Pacific throughout its history. We will keep building on that legacy of trust, professionalism and results to create new opportunities for the region and for the companies that invest in it.

As Acting Executive Director of Invest Pacific, I take on the responsibility of carrying forward a mission that has proven its impact: supporting companies at every stage of their investment and growth in our region.

To get there, we are sharpening a value proposition built on the distinctive strengths that make Valle del Cauca a growth platform for Colombia and Latin America. We are developing strategic enablers to connect companies with the talent they need to grow; ease the landing and setup of new operations; showcase the industrial and logistics capabilities that make the region a gateway to the Pacific and to international markets; and advance next-generation technologies that will accelerate productive transformation and business competitiveness.

Together with our partners across the regional ecosystem, we will keep working to ensure that every investment finds the conditions it needs to thrive, create jobs, boost competitiveness and contribute to the well-being of our region.

With appreciation,

Mauricio Concha Rivera
Acting Executive Director · Invest Pacific

ABOUT MAURICIO CONCHA RIVERA

An economist from Universidad Icesi with an MBA from the European Business School of Bilbao, he has served as Invest Pacific's Investment Director for more than seven years, a role he retains. He previously served as Acting Executive Director from May to October 2023. Earlier in his career, he spent seven years at the Organization of American States (OAS) in Washington, D.C., and worked at Colombia's Ministry of Foreign Affairs, UNDP and the Mayor's Office of Cali.

02 · CALI, EPICENTER OF TECHNOLOGY

CALI, EPICENTER OF *TECHNOLOGY*

02

Highlights from Smart City Expo and the sector famtrip



FAMTRIP

International investors and media tour Cali's technology ecosystem

On September 29, as part of Smart City Expo Cali 2026, Invest Pacific and the Mayor's Office of Cali hosted a familiarization trip (famtrip) for more than 30 international business leaders, investors, media and partners to see the city's technology ecosystem firsthand. Organized with EMCALI, Fira Barcelona, Corferias and the Cali Chamber of Commerce, the tour included stops at Octopus Force, Zonamerica, CotelWave, NIDO, Econova, Yawa, Universidad Icesi and Fundación Valle del Lili.



Watch the tech tour →

Further reading: Invest Pacific: the famtrip story (in Spanish)

SMART CITY EXPO

Smart City Expo puts Cali on the global smart-cities map

For the first time, Cali hosted Smart City Expo, part of the Smart City Expo World Congress circuit, on September 30 and October 1 at the Valle del Pacífico Events Center. Organized by Fira Barcelona and Corferias, with the Mayor's Office of Cali and EMCALI as hosts and Invest Pacific and the Cali Chamber of Commerce as partners, the event drew more than 3,000 attendees, 60 experts and delegations from eight countries to discuss artificial intelligence, mobility, sustainability and urban resilience, placing the city firmly on the global smart-cities agenda.



Relive Smart City Expo Cali 2026 →

Further reading: Mayor's Office of Cali: closing report (in Spanish) · El Espectador: Smart City Expo's legacy in Cali (in Spanish)

DIGITAL INFRASTRUCTURE

Tier IV certification and global operators strengthen Cali's data infrastructure

Cali is establishing itself as a location for digital infrastructure. The city is home to CotelWave's Wave DC, Tier IV certified by the Uptime Institute for design and construction, the highest level of reliability. Cali also hosts data centers run by international operators such as IFX, which has announced close to US$169 million in investments in Colombia for 2026–2027 to support artificial intelligence, and Cirion, which operates 18 interconnected data centers across seven countries. Colombia's data center market is projected to grow about 17.5% a year through 2030.



Discover Cali Home4Tech →

Further reading: Portafolio: IFX's investment (in Spanish) · Portafolio: data center market outlook to 2030 (in Spanish)



"Technology companies evaluating Cali are looking for reliable digital infrastructure, available talent and competitive costs to operate at scale. Here they find all three: world-class data centers, a well-connected innovation ecosystem and a services base that already serves global markets."

Valery Sanclemente · Investment Manager, Invest Pacific

ENERGY

Valle's renewable energy mix powers the digital economy and opens new industries

Valle del Cauca has one of the most diversified energy mixes in Colombia: more than 97% of its generation comes from renewable sources, and it accounts for about 94% of the country's cogenerated power. That renewable base is already drawing digital investment, as one of the data center operators in Cali develops a solar PV project in the region equivalent to the consumption of one of its facilities. Valle is also the first region in Colombia with a prefeasibility study for sustainable aviation fuel (SAF) production, prepared under the European Union's Global Gateway program.



Explore green business in Valle →

Open the SAF study →

Further reading: Mobile Time: IFX's investment plan (in Spanish)

HEALTH & BIOTECH

Science, clinical care and research make Cali a health innovation hub

On the Biotechnology and Health Innovation track of the famtrip held during Smart City Expo Cali 2026, visitors toured the laboratories at Universidad Icesi and saw the research, precision medicine and clinical trial capabilities of Fundación Valle del Lili, ranked the second-best hospital in Latin America. Cali also produces benchmark research for the sector: PROESA, Icesi's think tank, prepared the AFIDRO study that measured the contribution of Colombia's research-based pharmaceutical industry.



Watch the health tour →

Further reading: Invest Pacific: healthcare services in Cali and Valle · La Nota Económica: the PROESA study for AFIDRO (in Spanish)

Cali tech by the numbers

DATA CENTER

Tier IV

the highest level of reliability, in Cali

CONNECTIVITY

Subsea cable

on the Pacific, with Colombia's largest internet capacity

FREE TRADE ZONES

Services

specialized and multi-user free trade zones

DIGITAL ECONOMY

700

companies with sales of nearly US$1 billion

TALENT

7,000+

graduates in systems engineering and related fields over the past decade

HEALTH

500+

clinical cluster companies with sales of more than US$3.6 billion

Source: Invest Pacific · Cali Home4Tech

03 · A CLIMATE BUILT FOR INVESTMENT AND JOBS

A CLIMATE BUILT FOR INVESTMENT AND JOBS

Portus, incentives, infrastructure and connectivity

US$62M
in Portus Palmira, next to the airport

20%
income tax rate for new investments

Daily
nonstop flight Cali–Fort Lauderdale

NEW INVESTMENT

Portus Global unveils US$62 million hotel and logistics project next to Cali's airport

Portus Global has announced Portus Palmira, a US$62 million development in the corridor linking Cali, Alfonso Bonilla Aragón International Airport and Palmira, directly across from the Pacific Free Trade Zone. The project includes the 136-suite Holiday Inn Express & Suites Cali Aeropuerto, developed with Grupo Suites in partnership with IHG, a 1,700 m^2 retail area and a 35,000 m^2 logistics park. It is expected to create some 500 direct and 1,500 indirect jobs.



Assess your project with Invest Pacific →

Further reading: Forbes Colombia: the US$62 million hotel and logistics project (in Spanish)

INCENTIVES

New tax incentives open a window to invest in Valle through 2027

On September 17, Colombia's national government issued Decree 1413, a temporary incentive regime for new investments in the municipalities covered by the measure, including several in Valle del Cauca. Projects approved by the Ministry of Commerce, Industry and Tourism (MinCIT) qualify for a 20% income tax rate, which can drop to 15% depending on job creation, plus accelerated depreciation and a VAT exemption on certain imports. The regime is open to residents and non-residents in tourism, agribusiness, manufacturing, services and construction. Benefits apply through December 31, 2027.



Talk to our investment team →

Further reading: Decree 1413 of 2026, full text (in Spanish) · Portafolio: the incentives decree (in Spanish) · Valora Analitik: Decree 1413 benefits explained (in Spanish)

INFRASTRUCTURE

Gas, port and airport: the infrastructure readying Valle for growth

Valle del Cauca is advancing projects that strengthen its competitiveness. Invest Pacific made a technical visit to the Regasificadora del Pacífico LNG project in Buga, together with ANDI, CCI Occidente, CIEV and ProPacífico. The project's storage unit has already arrived in Buenaventura and will allow imported gas to reach Buga. Also in the pipeline: a new concession for Alfonso Bonilla Aragón International Airport, expected to be tendered in February 2027, and the dredging of Buenaventura's access channel, with investments of close to COP 1.18 trillion.



Tour the Regasificadora del Pacífico →

Explore investment projects →

Further reading: La República: the storage unit arrives (in Spanish) · El País: how the project will work (in Spanish) · El País: Valle's major projects (in Spanish)

CONNECTIVITY

JetBlue links Cali and Fort Lauderdale with daily nonstop service

Since October 15, JetBlue has flown a daily nonstop route between Alfonso Bonilla Aragón International Airport and Fort Lauderdale, Florida. The new link brings Valle del Cauca closer to its largest international market: so far in 2026, Cali has welcomed more than 94,000 visitors from the United States, 30.7% of its international arrivals. For business leaders and investors, it adds one more direct route between the region and South Florida.



Read JetBlue's route announcement →

Further reading: El País: details of the new route (in Spanish) · Aviacionline: JetBlue starts flying to Cali

CLO Cali ---------- ✈ ---------- **FLL** Fort Lauderdale | **94,000+** U.S. visitors in 2026

04 · INVEST PACIFIC WORLDWIDE

INVEST PACIFIC *WORLDWIDE*

04

The Basque Country and Catalonia look to Valle del Cauca



Catalonia

SPAIN

Basque and Catalan companies explore investment opportunities in Valle del Cauca

Ties with Spain grew stronger on two fronts. At a session with SIDEREX, the Basque steel cluster, and Basque Trade & Investment, companies including Tubacex, IFISA, Sarralle and Alfe Cutting learned about Valle del Cauca's advantages for new projects. In Cali, the agency hosted a Catalan mission led by ACCIÓ, focused on urban energy and mobility solutions, and took part in the Catalunya-Andes Forum, sharing Valle's perspective on investment attraction.



Basque Country

Read SIDEREX's post on the session →

Further reading: Invest Pacific: ACCIÓ's Catalan mission (in Spanish) · Invest Pacific: Catalunya-Andes Forum (in Spanish)

05 · EVENTS

WHERE VALLE *DOES BUSINESS*

Circular economy forum, Fenavi Congress and the business calendar

CIRCULAR ECONOMY

New studies pinpoint investment opportunities in renewables and the circular economy in Valle

On October 21, at the forum "Opportunities in the Circular Economy, Construction Waste and Clean Energy," hosted by Invest Pacific and IDB Invest, consulting firm Deuman presented the findings of a series of studies for Cali and Valle del Cauca. The opportunities identified include a 250-ton-per-day construction and demolition waste recovery plant, a 50-ton-per-day chemical recycling plant for plastics, and cogeneration and industrial solar thermal projects.

Download the studies and watch the forum →



"There is a tremendous investment opportunity in this region."

Luis Costa, Consulting Director, Deuman

Further reading: El País: study identifies clean energy and circular economy opportunities (in Spanish) · Finance Colombia: Invest Pacific and IDB Invest present a five-part study · El Espectador: Cali must rise from its rubble (Invest Pacific blog, in Spanish)

2.58 million t

of construction waste a year in Cali, with only about 15% recovered: ample room to grow

17,500 t/yr

of plastic a chemical recycling plant could turn into fuel and new products

CONGRESS

Fenavi Congress brings the Spanish-speaking poultry industry to Cali

From September 1 to 3, the Valle del Pacífico Events Center hosted the 22nd Fenavi Congress, regarded as the leading poultry industry gathering in the Spanish-speaking world. The academic program featured more than 50 speakers, including leading voices from the United States, Brazil and the Netherlands, while the trade show brought together 230 sponsors and exhibitors. The event underscores the region's close ties with the industry association, a long-standing partner of Invest Pacific.



Learn more about the Fenavi Congress →

Further reading: NeXus Avicultura: the 22nd Fenavi Congress opens in Cali (in Spanish)

CALENDAR

Cali closes the year as host to major business gatherings

Baxter is marking 70 years of saving and sustaining lives in Colombia, with local production in Cali, home to its first manufacturing plant outside the United States, and a lasting commitment to health in the country and the region. On November 10 and 11, ANDI and the Mayor's Office of Cali will bring the Sustainable Development Forum to the Valle del Pacífico Events Center, with more than 55 national and international experts. On November 25, the Cali Chamber of Commerce, with Ecopetrol and Econova at the helm, will host Econova BioX, a bioenergy innovation forum featuring nine talks, an expert panel and more than 150 players from across the ecosystem.



Watch Baxter's anniversary celebration →

Recording passcode: `9D^sWs?*`

Further reading: Invest Pacific: events calendar · Portafolio: ANDI's forum in Cali (in Spanish) · Cali Chamber of Commerce: Econova BioX (in Spanish)

Year-end gatherings

70 YEARS

Baxter, 70 years in Colombia

Celebrated from Cali, home to its first manufacturing plant outside the United States.

Baxter Colombia · Available on video

10–11 NOV

Sustainable Development Forum

More than 55 national and international sustainability experts.

Valle del Pacífico Events Center · ANDI and Mayor's Office of Cali

25 NOV

Econova BioX

Bioenergy innovation forum with nine talks and more than 150 ecosystem players.

Cali Chamber of Commerce Auditorium · CCC, Ecopetrol and Econova

Is your company considering Valle del Cauca?

Schedule a meeting with our investment team and see the region firsthand.

Contact us →

HIGH SPEED WIFI ONBOARD

The experience is evolving.

2026

CopaAirlines | STARLINK

Connected, anything is possible!

06 · OUR COMMITMENT TO THE REGION

INVEST PACIFIC *NEWS*

Red Invest and MinCIT, driving investment in the regions

RED INVEST

Red Invest and Colombia's Trade Ministry chart a course to accelerate regional investment

On September 14, Colombia's Minister of Commerce, Industry and Tourism, Mauricio Gómez Amín, met with the National Network of Investment Promotion Agencies (Red Invest), of which Invest Pacific is a member. In 2025, the network's 18 agencies reported US$1.385 billion in materialized investment, 170 projects and 34,088 jobs. The Ministry proposed a standing working group with ProColombia to prioritize 10 to 15 strategic projects.



Read the full story →

Further reading: Invest Pacific: Red Invest (in Spanish)

US$1.385B materialized investment | **170** projects | **34,088** jobs (18 agencies, 2025)

Meet the contributors who make our mission possible

Alcaldía de Santiago de Cali · Gobernación del Valle del Cauca · Cámara de Comercio de Cali · ProPacífico · Apasiona-T · Amalfi · AMCHAM Colombia · Banco de Occidente · Banco W · Bancolombia · Brigard Urrutia · Cartones América · Cámara de Comercio de Buga · Cámara de Comercio de Cartago · Cámara de Comercio de Palmira · Carvajal · Celsia · comfandi · Colombina · Drimduit · Comfenalco Valle delagente · ConstruAndes S.A.S. · Corocora Building Resilience Together · Coomeva · Endress+Hauser · Finesa · Gamboa, Garcia, Roldan & Co. · GdO · IT Finca Raíz Inversiones Tuluá · Listos · Manuelita · Marsh · pwc · Smurfit Westrock · SPI · sura · Sucroal · Vatia · Zonamerica

This issue of Up to Date with Invest Pacific is supported by:

Copa Airlines · Star Alliance

Thank you for believing in Cali and Valle del Cauca

Your trust strengthens our work and builds our region

CALI HOME 4TECH

Smart, sustainable and global

Invest Pacific

INVESTMENT PROMOTION AGENCY
IN THE COLOMBIAN PACIFIC

www.investpacific.org

Let's build a land of opportunity, together