AGRO TOURIST PARK









WHAT IS THE CONCEPT?

PROCESSING OF AGRICULTURAL PRODUCTS with HIGH standards of QUALITY, ECO EFFICIENT, SELF-SUSTAINABLE, ADAPTABILITY to the Region.

Additionally, it will serve as a Vivencial and Business Tourist Showcase, as a model of INCLUSIVE and SOLIDARY development.

WHAT IS THE CONCEPT?

ACT INTEGRALLY

REDUCE THE ENVIRONMENTAL IMPACT OF OPERATIONS AND PRODUCTS

RESPONSIBLY MANAGE THE VALUE CHAIN

PROMOTE A HEALTHY LIFE

BUILD A BETTER COMPANY

PROMOTE RENTABLE GROWTH AND EFFECTIVE INNOVATION

PURPOSE

- Generation of Direct and Indirect Jobs.
- Planned Sowing, Tecnified, implementation of International Quality Standards.
- Processed Products / COMPETITIVE Transformations.
- Implementation of a SELF-SUSTAINABLE Development Model.
- Optimized and ECO EFFICIENT use of the Lands and their Natural Resources.
- Tourism Promotion of Colombia.

PROJECT LOCATION

FINANCIAL BENEFITS
20% Income Tax.
Exemption from payment of Remittance Tax (7%) on international transfers.

EXCHANGE BENEFITS
Exchange freedom. Companies decide whether or not to monetize their currencies. They can access financing from their suppliers, without the need to set up a deposit.

CUSTOMS BENEFITS
Customs transit operations (DTA) and multimodal transit (OTM) are authorized, from international ports and airports to Zona Franca, as well as between free zones.

BENEFITS INTERNATIONAL AGREEMENTS
Free Zones guarantee the application and compliance with sanitary, phytosanitary, environmental and other requirements.
There are no export commitments. Companies decide if the final good is imported into Colombia or finally sold to another country

OTHER BENEFITS OF FOREIGN TRADE
Possibility of negotiating raw material placed in Free Zone with its suppliers, reducing lead-time and nationalizations prior to the real requirement of the raw material.

EXTERIOR TRADE ADVANTAGE
A percentage of nationalization of goods produced is not required.
A percentage of local purchases is not required.

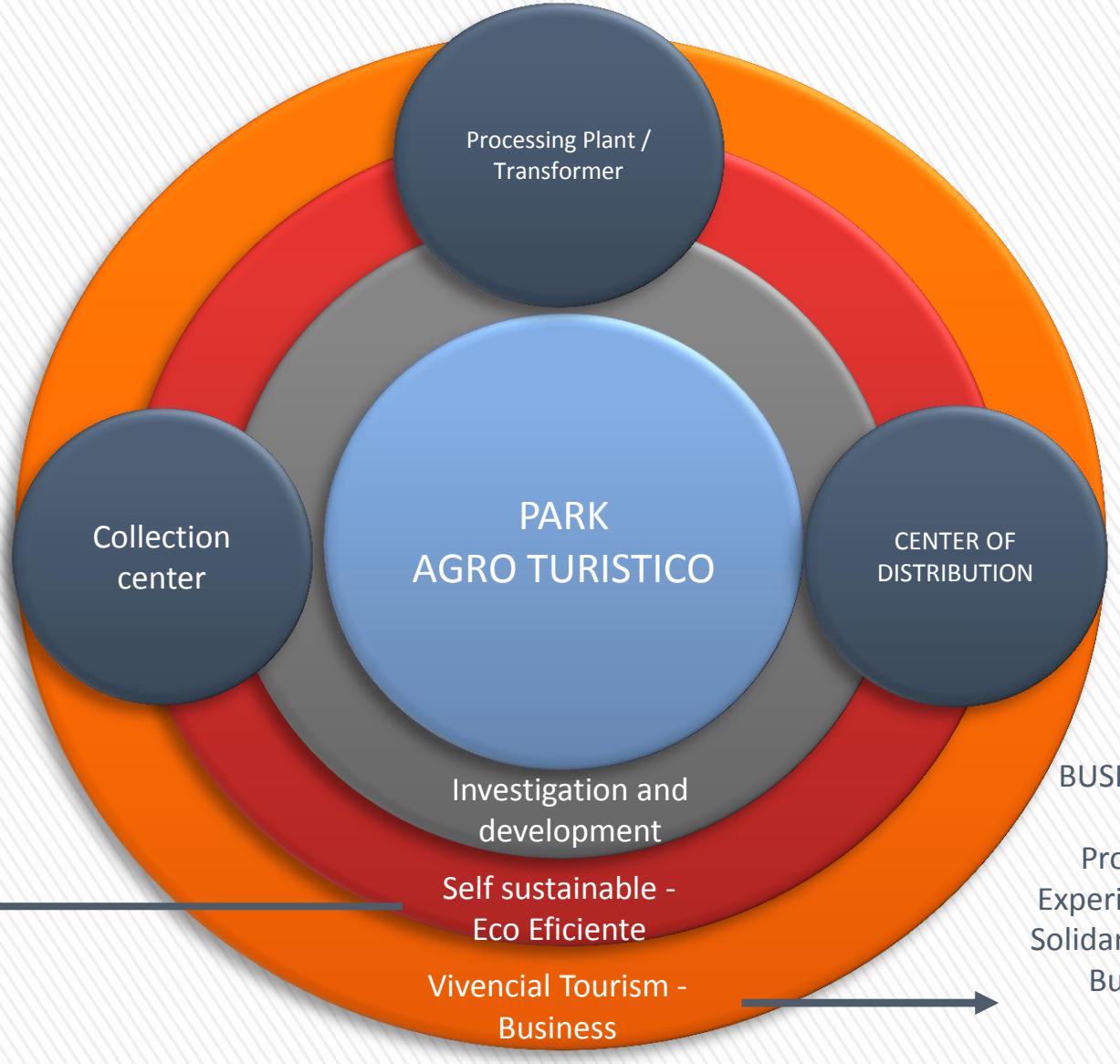


Free Zones / Special Economic Zones

COMPONENTS OF THE PROJECT



SELF-SUSTAINABLE - ECOEFFICIENT
Generation of Green Energy of Self-consumption and with the option of Sale.
Wastewater Management
Organic waste management.
Fertilizers or Green Energy.
Implementation of Organic Seeding Techniques and Good Agricultural Practices.



LABORATORY OF RESEARCH AND DEVELOPMENT OF NEW PRODUCTS

Develop the best way to conserve products both for processed / processed products and for fresh products.
Develop new products based on the ancestral customs of Colombia and South America.
Develop high quality products with high nutritional content, Eco-friendly.

BUSINESS LIVING TOURISM



Promotion of Colombia.
Experience of an Inclusive and Solidarity Development Model.
Business: Business and Investment.

PROCESSING / TRANSFORMATION



- Knowledge of the National and International Market.
- Organic and innovative base products.
- It is not to massify but to offer exclusive products to Special Niches. Theory of the Offer.
- Good manufacturing and business practices.
- Participation in the Value Chain.
- Promotion of Colombian products - Ancestral.
- Implementation of Quality policies and International Quality Certifications.
- Processing or Transformation Plants in Free Trade Zones or Special Economic Zones - Use of Benefits and Incentives.
- Implementation of continuous improvement practices in the Transformation process.
- Environmentally friendly and self-sustainable processes.

TRANSFORMATION / PROCESS

AGROINDUSTRIAL COMPONENT

PRODUCTS / RAW MATERIAL

WATER MANAGEMENT

GENERATION OF SELF-SUSTAINABLE ENERGY



GREEN ENERGY

WASTE MATERIALS, BASINS

LOGISTICAL SUPPORT

PACKER AND DISTRIBUTION CENTER

QUALITY SYSTEMS - QUALITY STAMPS

IMPLEMENTATION IN FREE ZONES

FINISHED PRODUCT PROCESSED

COMMERCIALIZER INTERNATIONAL

- Knowledge of the market
- Identification of Niches (needs).
- Support in Licenses and Permissions
- Customers.
- Marketing strategy Based on the Offer.

TOURIST COMPONENT

- The Agro Tourist Park will be located in Free Zones and Special Areas throughout the Country.
- The Agro Turísticos Park is designed for experiential tourism.
- Due to the location of the Free Zones, the parks will make parts of the tourist routes.
- The Parks will additionally have components of regional cultural activity and may be thematic.
- MORE Amusement Park. Tourist Infrastructure typical and modern fusion, comfortable and clean.
- Tasting of all processed / processed products in the Park.
- Promotion of Regional Handicrafts.
- The theme park allows from its location to be a clear example of the cultural aspect of the region, this allows tourists to contextualize and create empathy with the inhabitants.
- The route or Tourist Route within the Tourist Agro Park, allows tourists to better understand the needs of a community, its culture, its interests, its projection.
- Integration of an Agroindustrial project with Tourism, allows a more direct promotion of the business opportunities that exist in Colombia.



COMPARATIVE AND COMPETITIVE ADVANTAGES

COMPARATIVE

Alliance of Commercial Cooperation with World-class Agro industrial Institutions.

Comprehensive strategies on the Value Chain.

Innovative Marketing Mechanisms.

Take advantage of all the differentiating and promotional factors of COLOMBIA.

COMPETITIVE

Permanent accompaniment throughout the process of the Value Chain.

Knowledge of the market from the behavior of the final consumer.

Support of Institutional Channels of the different markets.

High Quality and Direct Producer Products.

INCLUDING and SOLIDARY policies towards the entire value chain.

Creation of own markets through the OFFER of natural products, Exclusive, organic, innovative, delicious.

BECAUSE IT IS SUCCESSFUL …

- This is the situational conjuncture of the moment.
- It is a constant and global need. Food safety.
- We have sufficient availability of FERTILE LANDS. Be the PANTRY of the world.
- We are the Country of WATER.
- We have an excellent geographical position.
- We have all the conditions to offer NATURAL, ORGANIC products, WITH HIGH NUTRITIONAL VALUE, EFFICIENT ECO.
- We have natural landscapes throughout the national territory.
- We can promote ancestral culture and turn it into a tourist attraction.
- Agriculture and Tourism are two of the structural pillars that Colombia has to be in a better ECONOMIC and SOCIAL situation.
- The project contemplates INCLUSIVE and SOLIDARITY strategies that allow the improvement of the quality of life of all the participants in the process. INTEGRITY.

INVESTMENT

USD $ 23.5 MILLIONS

TIR: from 18% - 20% depending on the Location area.

EQUILIBRIUM POINT: 2 years and 6 months.

No. DIRECT CREATED JOBS: 180 to 200 jobs.

No. INDIRECT CREATED JOBS: 1800 to 2000 jobs.

No. Affiliated Producers: 2000.

No. of Land reported: 300,000 hectares

INVESTMENT STRUCTURE

INVESTMENT STRUCTURE	INITIAL USD$
Buy Land	2.000.000
Purchase of Transportation for Collection	1.000.000
Physical Infrastructure AGRO TURISTICO Park	3.500.000
Infrastructure for Tourism	1.000.000
Machinery and equipment	10.500.000
Pre-operative + Legal Expenses	500.000
Operating expenses 1st Quarter	3.500.000
Travel expenses FAIR AND EVENTS	100.000
Marketing expenses	150.000
TOTAL	**23.500.000**

CONCLUSIONS

It is a model of examples of the capacity of inclusion in agros tourism businesses in Colombia, which combines the two backbones of development within the framework of post-conflict, agriculture and tourism.

It supports the development of agriculture and tourism, so that the urban concentration reduces and evolve towards a development of agriculture as the beginning of the positioning of Colombia as a great supplier or pantry of the World Food Security, organized, committed, innovative and green.

CONCLUSIONS

Recognition to the farmer the real value of his product.

Social impact and vision of the development focus of the assigned region.

Demand planning

Discipline and specialize in production by sectors.

Encourage the return of the population to agriculture or countryside.

Collection network designs with stipulated frequencies.

Sectorization with assigned areas.

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