

ENTERING THE COLOMBIAN GEOMATICS MARKET

INTRODUCTION

In 1992 the Colombian government began a policy of "Apertura" inviting foreign investment into the country and privatizing state enterprises. This policy has created increased geomatics opportunities in the oil & gas, transportation, power generation, mining, mapping & cadastral and environmental sectors of the Colombian economy. The National Development Plan anticipates US\$ 25.8 billion in the investment of infrastructure over the 1995 -1998 period. Two fifths of these investments are expected to be provided by the private sector, both international and domestic companies. From January until November of 1996 foreign direct investment increased 49.5% compared to the same period for 1995.

Public sector companies and organizations are still the biggest users of geomatics services, but in recent years the private sector's use of these products and services is growing. This is creating a larger more complex market with different customer needs. To meet the needs of these organizations, Colombian geomatics firms are interested in establishing strategic alliances with foreign firms. Foreign firms can provide the technology and training necessary to meet the increasing demands of public and private sector customers.

This report will provide contacts and general information about what is occurring in the Colombian geomatics industry. It will outline possible opportunities for Canadian geomatics firms in Colombia, and we hope, encourage Canadian businesses to enter this dynamic and potentially profitable market. Interviews were conducted with most of the major buyers, suppliers and users of geomatics goods and services.