



Learn Your World: Colombia

Career Development



To support your global practice, ACC Docket offers country-specific fun facts from your peers who've been there — literally.

**Economy**

GDP (purchasing power parity in USD)
US\$720.151 billion

Population

49,364,592 (2017 estimate)

Corruption

According to Transparency International's 2016 Corruption Perception Index, Colombia ranked 90th "cleaniest" (i.e., least corrupt) out of the 176 countries surveyed.

Additional Resources

[The official travel guide to Colombia](#)

Colombia is a wonderful country. The warmth of its people, the beauty of its landscapes, and its amazing climate are well-known characteristics of the country. Bogotá DC, the capital city of Colombia, also serves as the country's center of business and has become a hub for the larger Latin American region. The somewhat frenetic city, whose nearly nine million inhabitants have a high tendency to work, has heavy traffic. Make sure you leave at least one hour before any meeting to make sure you arrive on time.

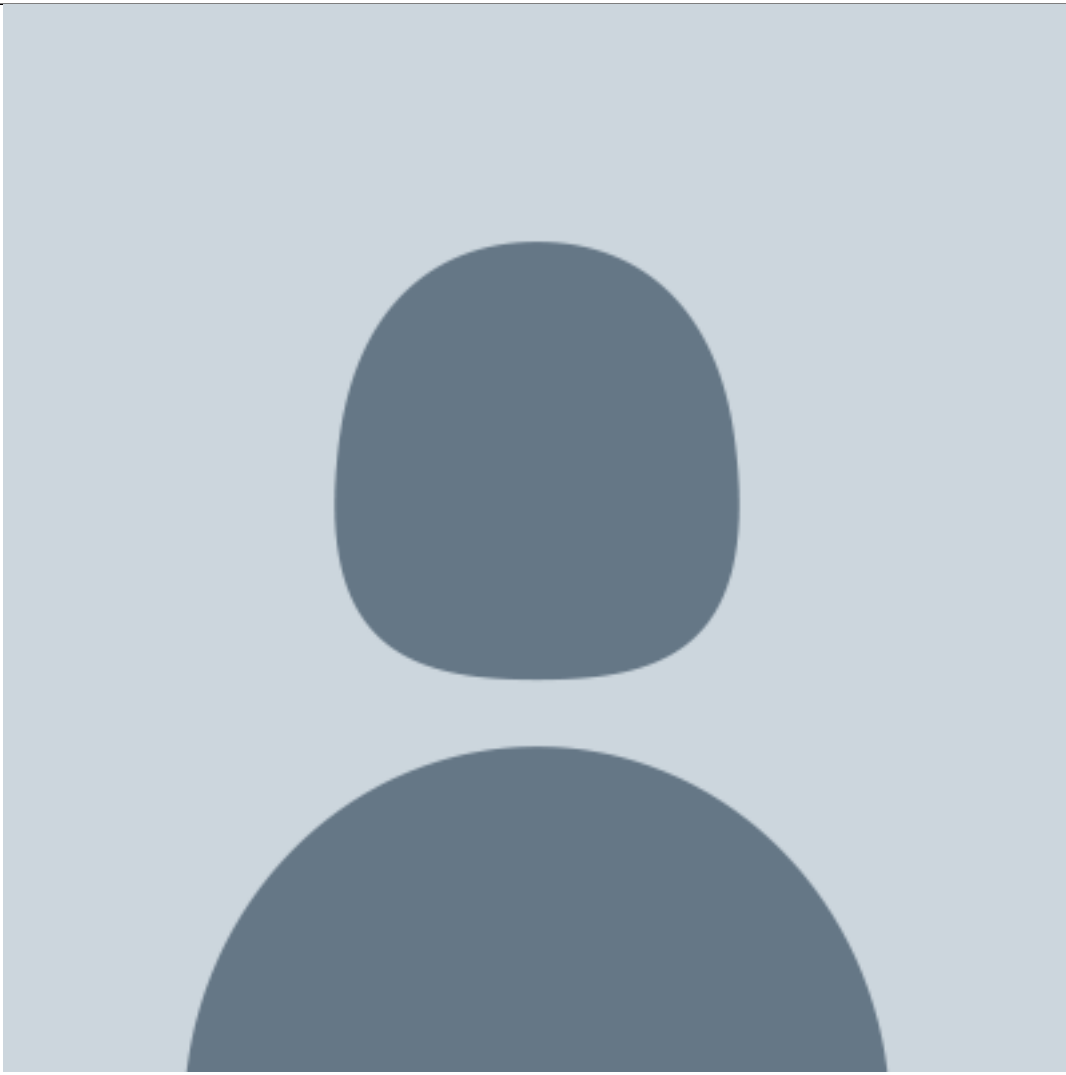
The city is in the mountains, which gives it a colder climate than many expect — the temperature ranges between 10 and 15 degrees Celsius, with passing rains during the day. Be sure to take a coat or jacket on your travels.

Ties are not necessary but appreciated, especially during initial meetings. Dress is typically conservative, with dark or greyscale colors. A traditional handshake begins meetings. If a business counterpart is a woman, a kiss on the cheek is a standard greeting.

When presenting a topic, make sure your presentation is to the point. Colombians appreciate brevity and directness. Although the business environment is serious, casual comments about the weather, music, food, or other cultural aspects are a good way to develop relationships with your hosts. The gastronomic offerings of Bogotá (make sure to try maudro or fried plantains) make it a great place to have a meal during a meeting so make sure to take advantage.

Colombia boasts many scenic tourist destinations where you may find yourself attending a high-level summit or business convention. One of the most representative places is Cartagena, a historical and cultural city located to the north Caribbean coast. Just remember that the corporate culture in the coastal regions of the country is not the same as the corporate culture in the interior. In general, the closer to the sea, the less formality you will see.

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