



COLOMBIA: OXFORD BUSINESS GROUP SEALS PARTNERSHIP WITH MINISTRY OF FOREIGN AFFAIRS FOR LAUNCH REPORT

First-time publication to chart Republic's success in building global trade

Colombia, XX December 2011: Oxford Business Group (OBG), the global publishing, research and consultancy firm, is expanding its coverage of South America by teaming up with the Ministry of Foreign Affairs in the Republic of Colombia for its latest project.

The Ministry will pool resources with OBG's research and editorial team to produce *The Report: Colombia 2012* which marks the Group's first-time report on the Republic's economic activity and investment opportunities.

The landmark publication will explore Colombia's plans to build on the economic growth it has achieved in recent years through free trade agreements (FTAs) signed with major partners and increased efforts to crack down on guerrilla activity. The report will also contain key interviews with the most prominent political, economic and business leaders, including the Minister of Foreign Affairs Maria Angela Holguin.

OBG's Regional Director Abby Lindenberg said she was delighted to be participating in the Group's expansion across South America as the publishing company's team begins the groundwork for its launch report on Colombia.

She also voiced her confidence that the Ministry's hands-on participation in Colombia's efforts to seek out foreign trading partners and attract international investment would strengthen the Group's coverage of the country's changing economic landscape.

"Colombia is a resource-rich emerging market with a strong export industry which has continued to achieve growth despite the challenging global economic climate," she said. "The Ministry of Foreign Affairs has been instrumental in steering Colombia's economic expansion, helping to seal key FTAs for the country such as its free trade deal with the US."

The Vice Minister of Multilateral Affairs Patti Londono Jaramillo said OBG's launch report on the country would fill an important niche by providing business leaders with a valuable independent insight into Colombia's economic development.

"During these difficult times, Colombia is working to maintain solid, stable growth as it continues to resist the effects of the financial troubles in the US and Europe," she said. "Oxford Business Group's reports on emerging economies have long been recognised by international investors as a valuable



source of information and important point of reference. I am delighted that the Group's expansion into South America will provide the opportunity for us to collaborate with its team on *The Report: Colombia 2012* and map out the developments taking place here to a global audience."

The Report: Colombia 2012 will be a vital guide to the many facets of the country, including its macroeconomics, infrastructure, banking and other sectoral developments. The report will be available in print or online.

About Oxford Business Group

Oxford Business Group (OBG) is a global publishing, research and consultancy firm, which publishes economic intelligence on the markets of Latin America, the Middle East, Africa and Asia. Through its range of print and online products, OBG offers comprehensive and accurate analysis of macroeconomic and sectoral developments, including banking, capital markets, insurance, energy, transport, industry and telecoms.

The critically acclaimed economic and business reports have become the leading source of business intelligence on developing countries in the regions they cover. OBG's online economic briefings provide up-to-date in-depth analysis on the issues that matter for tens of thousands of subscribers worldwide. OBG's consultancy arm offers tailor-made market intelligence and advice to firms currently operating in these markets and those looking to enter them.

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