
UNLOCKING THE OPPORTUNITY IN COLOMBIA

Prepared for Latin America Centre of Asia-Pacific Excellence
By One Picture
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Latin America
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**One
Picture.**
THE DISCOVERY COMPANY

COUNTRY PERCEPTION RESEARCH – THE HOW.

4 CONSUMER FOCUS GROUPS

2 x Younger Colombia Consumers (18-30)

2 x Older Colombian Consumers (40-65)

Quota of Active Considerers of travelling to New Zealand, or studying/working in New Zealand (younger groups)

Aware of New Zealand made goods/products

6 B2B INTERVIEWS

6 x B2B interviews across a range of sectors:

Primary Industry

Food and Beverage

Education

Agritech

Technology

BOGOTA

Disclaimers

This research was formed using an in-depth qualitative approach – a deep rather than wide view. Views are representative of those interviewed and not representative of all of Colombia. The study is designed to provide high level insights to guide New Zealand businesses entering the Colombian market, not to replace their own specific company/brand research.

QUICK TAKE OUT

COLOMBIA AND NEW ZEALAND ARE AT FIRST GLANCE
TWO VERY DIFFERENT COUNTRIES.

BUT WE SHARE RICHNESS IN **NATURAL RESOURCES**,
STRONG **CULTURAL DIVERSITY** AND AN **ECONOMIC
RELIANCE ON DOING BUSINESS WITH OTHERS.**

THERE IS AN OPPORTUNITY FOR NEW ZEALAND,
AS A SMALL COUNTRY, TO SHARE THE **SOFT POWER**
THAT COMES FROM CARE, AND HOW **KNOWLEDGE**
LEADS TO SCALE THROUGH EFFICIENCY.

UNDERSTANDING HOW COLOMBIA SEES NEW ZEALAND.

THEY VIEW NEW ZEALAND AS A PLACE WHERE WE RESPECT EACH OTHER AND FOLLOW THE RULES.

DON'T KNOW MUCH



A lack of awareness of what we do and how we do it and low recall of New Zealand brands.

KNOWLEDGE OF NATURE



Knowledge of nature, landscapes and biodiversity – and since COVID, a perception of an orderly and respectful culture.

BARE FEET



A metaphor for our culture; not being overly protective, value freedom, relaxed, we don't cling to what society imposes.

CARE



Government that cares and ensures it provides the basics. The Christchurch earthquakes and Terror Attacks plus COVID-19 response has reinforced this.

AND IN A B2B CONTEXT NEW ZEALAND IS...

HUMBLE BUT DISCIPLINED



Straightforward.

Less aggressive than other countries.

Honour contracts.

Serious and **trusted**.

Transparent.

PRIORITISING QUALITY



Respected.

Level of **prestige**.

Aspirational
(education and tourism).

Novel and **different**.

SUSTAINABLE



Environmentally responsible.

Work in **harmony with nature**.

Investment in **climate change**.

Aligns with **government enforced messages**.

HAVING A STORY ABOUT EFFICIENCY



Admire our productivity and **efficiency**.

Often confused with Australia, and **small**.

Value balance and **lifestyle**.

Interested in increasing **productivity**.

QUICK TAKEOUT

TO SUCCEED IN COLOMBIA, WE NEED TO
SHOW WE ARE **ON THEIR SIDE** AND **ADD**
VALUE RATHER THAN COMPETE.



IN SHORT, THIS RESEARCH REVEALS SOME UNIQUE OPPORTUNITIES IN COLOMBIA.

INDIGENOUS



There is interest in learning more and working with their indigenous population. Both societies have granted personhood status to rivers.
We can share how we work with and incorporate Māori culture into our lives and business.

SUSTAINABILITY



They hold a similar curiosity and interest to us; we are just further ahead.
The potential for growth in production is far greater in Colombia than in New Zealand.
We can give advice on sustainable practices as well as show our technological advances in the area, including efficiency and productivity.

PRACTICAL



We hold similar practical ingenious entrepreneurial attitudes.
We can share our knowledge rather than just sell our products; to share with them rather than just sell to them.

CHALLENGES AND OPPORTUNITIES IN SECTORS.

TOURISM

Desire: Accessible, sustainable, natural tourism.

Opportunity: To make us feel closer through our similarities.

WHERE THEY ARE	WHERE THEY SEE US	OUR STORY TO TELL
They take pride in their nature and biodiversity.	New Zealand is a place that cares for and is close to nature: natural landscapes, environmentally friendly. They see New Zealand as pulling ahead of them in regard to taking care of their nature.	To show how you can feel close to and base your tourism on nature whilst looking after it; working with nature rather than overpowering it.
Adventure when travelling is intriguing and mysterious – but exciting.	Our distance from them and relative remoteness is a barrier, but with this distance comes a degree of curiosity, excitement and adventure.	Intrigue them by our adventurous, natural side and show enough similarities that we don't feel as far away as we physically may be. Highlight indigenous lead tourism initiatives.
Food is an important part of their culture and brings people together – they are excited and curious about food.	They associate our food with our location – fresh, natural, clean, quality.	To highlight how our land and location produces some of the best quality cuisine in the world – eat local, fresh and natural.

EDUCATION

Desire: Fair and equal access to quality education at a good price.

Opportunity: Education for life – your story starts here.

WHERE THEY ARE

Colombian education is seen to be lower quality and difficult to access.

Safety is a big concern – especially when studying abroad. And the US is now seen to be unsafe.

Close families and limited experience outside of Colombia makes distance a concern. But an increase in internet connections is helping to bridge distances.

WHERE THEY SEE US

An education system that is high quality at all levels and accessible to all.

A safe country to live and study in, which suggests opportunity: to study, travel and work.

A far away, remote country – both physically and psychologically.

OUR STORY TO TELL

Quality and equality, as well as our unique culture to provide more than just academics.

Safety and opportunity – both in terms of violence and inclusivity; freedom to enjoy life while studying.

The internet makes us closer – but also, physically, we are worth the distance.

PRIMARY AND AGRICULTURE

Desire: A more sustainable and efficient way of farming and producing.

Opportunity: Knowledge sharing for efficiency to build this sector.

WHERE THEY ARE

They want knowledge, not competition, e.g. our cooperative model, training. Looking for a change in mentality towards innovation and leadership.

Many growers are small landholders – many without training or high wages. Government regulations and privileges make it difficult to enter – they are milk processors not producers.

Much farming is unsustainable in Colombia due to poor quality water and low knowledge of sustainable practices.

WHERE THEY SEE US

Having the knowledge to increase efficiency and productivity – as has been done with some informal milk producers.

New Zealand is seen to be a culture where we invest in how we do it and value those who do it for us.

Although we are seen to be expensive, there is a growing interest in our sustainability practices. Soil choice, natural grazing outside, etc. are desirable knowledge needs.

OUR STORY TO TELL

Knowledge sharing or advising on productivity and efficiency – to support rather than compete. Indigenous/Māori in primary and agriculture are also important stories to tell.

Train and lift small, low wage farmers by educating on efficiency and best practice. Teach them that those who farm can also improve their living standards.

Knowledge, advice and tech for efficiency and sustainable practices, to address business needs and consumer desires.

FOOD AND BEVERAGE

Desire: Sustainable, transparent food and beverage practices.

Opportunity: New Zealand knowledge and technology for sustainability.

WHERE THEY ARE

Most imports seen are from the US and imported goods tend to be expensive.

Food and beverage quality can be determined by the climate and location they come from.

A growing curiosity and concern over sustainability and transparency – especially in an area so important to Colombian culture (food).

WHERE THEY SEE US

Few New Zealand products are known – besides dairy, wine and mānuka honey – but are associated with quality, so there is an openness to try (dependent on the price).

Our ocean air – something we share with them – as well as our location and isolation makes us producers of good, high quality foods. We have a natural quality that is attractive.

New Zealand is seen as a leader in sustainability and quality/freshness.

OUR STORY TO TELL

A quality story that targets the more sophisticated Colombian consumer, who are more prone and able to buy imported/ specialty products.

Natural quality – let our country perceptions (freshness, quality) lead the way. Highlight our quality from our climate, location and nature.

Knowledge sharers – share our knowledge and technology surrounding transparency and care in food production.

TECHNOLOGY

Desire: Sustainable, transparent food and beverage practices.

Opportunity: New Zealand knowledge and technology for efficiency.

WHERE THEY ARE	WHERE THEY SEE US	OUR STORY TO TELL
<p>A large portion are still part of the informal economy.</p>	<p>New Zealand dairy tech has helped increased milk production for informal farms in Colombia. New Zealand is known for helping – not just selling a product.</p>	<p>Providing solutions and walking alongside them, which will continue building our tech reputation as more than a product.</p>
<p>A growing trend and interest towards sustainability and climate concerns – massive deforestation, fumigation issues. In Medellin can cash plastic bottles in for metro tickets.</p>	<p>They see New Zealand as a leader in sustainability.</p>	<p>New Zealand’s sustainability technologies align with consumer desires – helping businesses meet the demands of their customers.</p>
<p>As Colombia digitally advances, they are looking for innovation and tech knowledge to aid in their own success. But a large portion of Colombia has low digital literacy and limited internet access.</p>	<p>New Zealand is not known for nor prioritises technology and innovation. They want us to share our human talent; our ideas and innovations to help their businesses and sectors grow.</p>	<p>Productivity/efficiency innovations and knowledge. But anything built needs consideration as to how it can exist outside of purely online worlds due to digital accessibility.</p>

MANUFACTURING

Desire: Industry working with nature, rather than over it.

Opportunity: Sustainable practices, technology and support for productivity.

WHERE THEY ARE	WHERE THEY SEE US	OUR STORY TO TELL
Cost and value minded – value for money in terms of productivity, efficiency, etc.	High quality, value for money.	Value-add through knowledge and trust; going beyond just the product to help solve their problems.
Great interest in sustainable energy creation as well as increased productivity and efficiency.	New Zealand is perceived to have industry that works with nature; not overrunning it. Interest in New Zealand industry standards and policies.	Clean energy technology and knowledge sharing around sustainable practices and working with nature.
Hard working, practical in nature.	More advanced in industry technologies.	A supportive supplier of industry tech – not just selling a product but selling the support and advice alongside it.