



Invest with purpose

**CINDE**  
INVEST IN COSTA RICA

*essential*  
**COSTA  
RICA**

# WHY COSTA RICA?

The right partner to reach sustainable productivity

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# THE PARADIGM

Businesses seek to transform in an  
unprecedented growth race.

The question is:

**GROW  
AT ALL  
COSTS**

or

**GROW IN  
THE BEST  
WAY**





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# THE CHALLENGE



How to leverage  
from best-in-class  
resources



How to develop  
incentives to strive  
aligned with SDGs



How to invest for  
future generations

# GROW SUSTAINABLE





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# COSTA RICA

is the right partner to reach sustainable productivity and drive investment with purpose

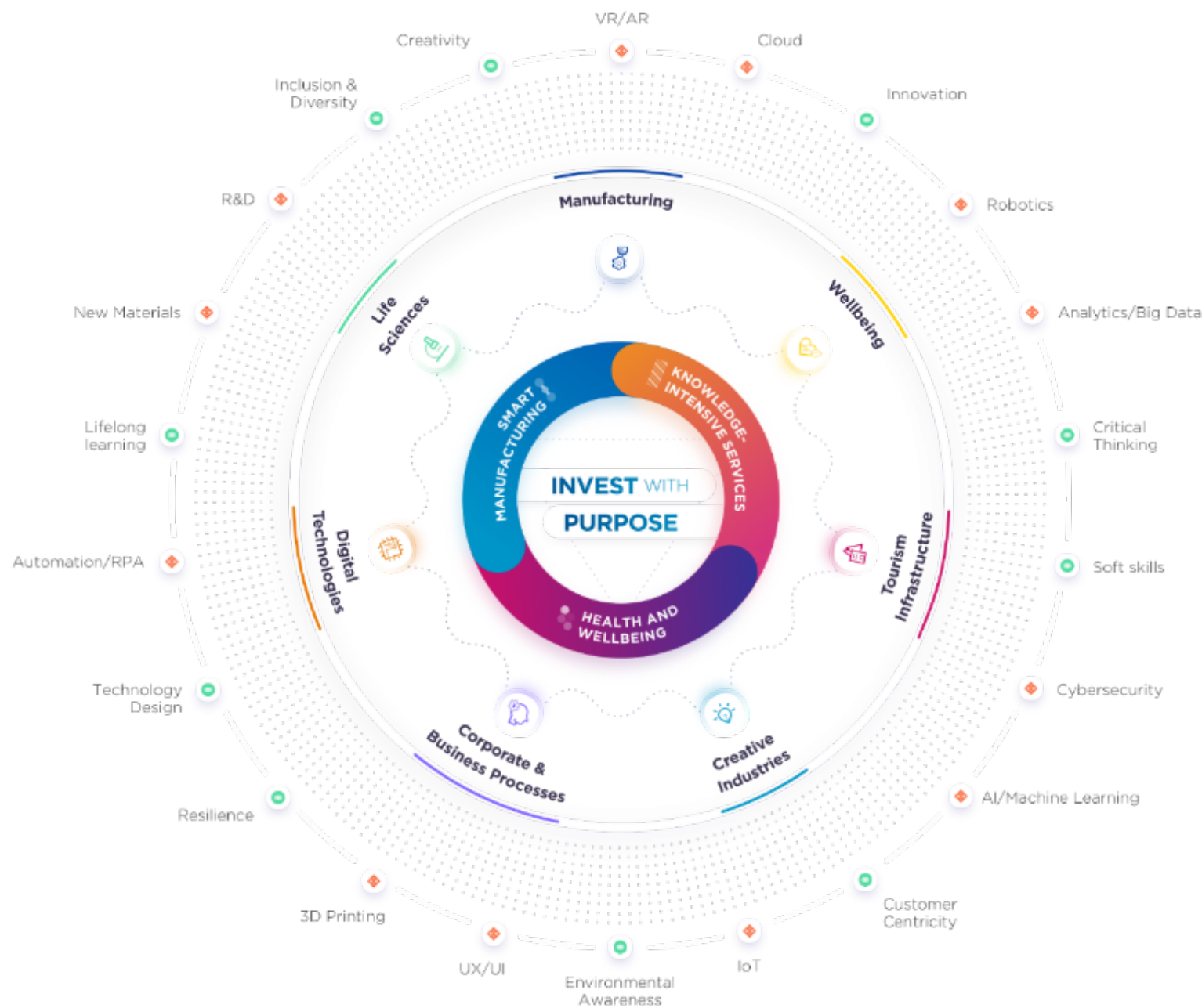
We bet on a future where human talent, sustainability and technology pave the way for development





# It's all converging

A dynamic mix of converging technologies and capabilities to create unique opportunities for each company



# COMPANIES EXPANDING IN COSTA RICA





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# A natural hub for **life-centered** **solutions**

Costa Rica provides a dynamic platform for talent development, in alignment with market needs and the jobs of the future. **Talent is our greatest resource.**

People &  
talent  
platform

A truly technology-enabled collaborative ecosystem where it, biotech, smart manufacturing and life sciences meet.

Invest with  
purpose

Prosperity  
Ecosystem &  
Cross-Sector  
Collaboration

Planet &  
Sustainable  
Development

We are your strategic ally to generate impact and achieve the Sustainable Development Goals. Sustainability has been our roadmap for over 60 years.







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# PEOPLE

We provide a dynamic platform for talent development, in alignment with market needs and the jobs of the future. Talent is our greatest resource. We cultivate intelligence naturally.



NO STANDING ARMY  
SINCE 1948



KNOWLEDGE TRANSFER  
CAPABILITIES



OLDEST DEMOCRACY  
IN LATAM  
SINCE 1889



RETOOLING AND RESKILLING  
TALENT PLATFORM  
FOR THE FUTURE OF JOBS



EDUCATION FREE  
AND MANDATORY  
FOR BOYS & GIRLS  
SINCE 1870



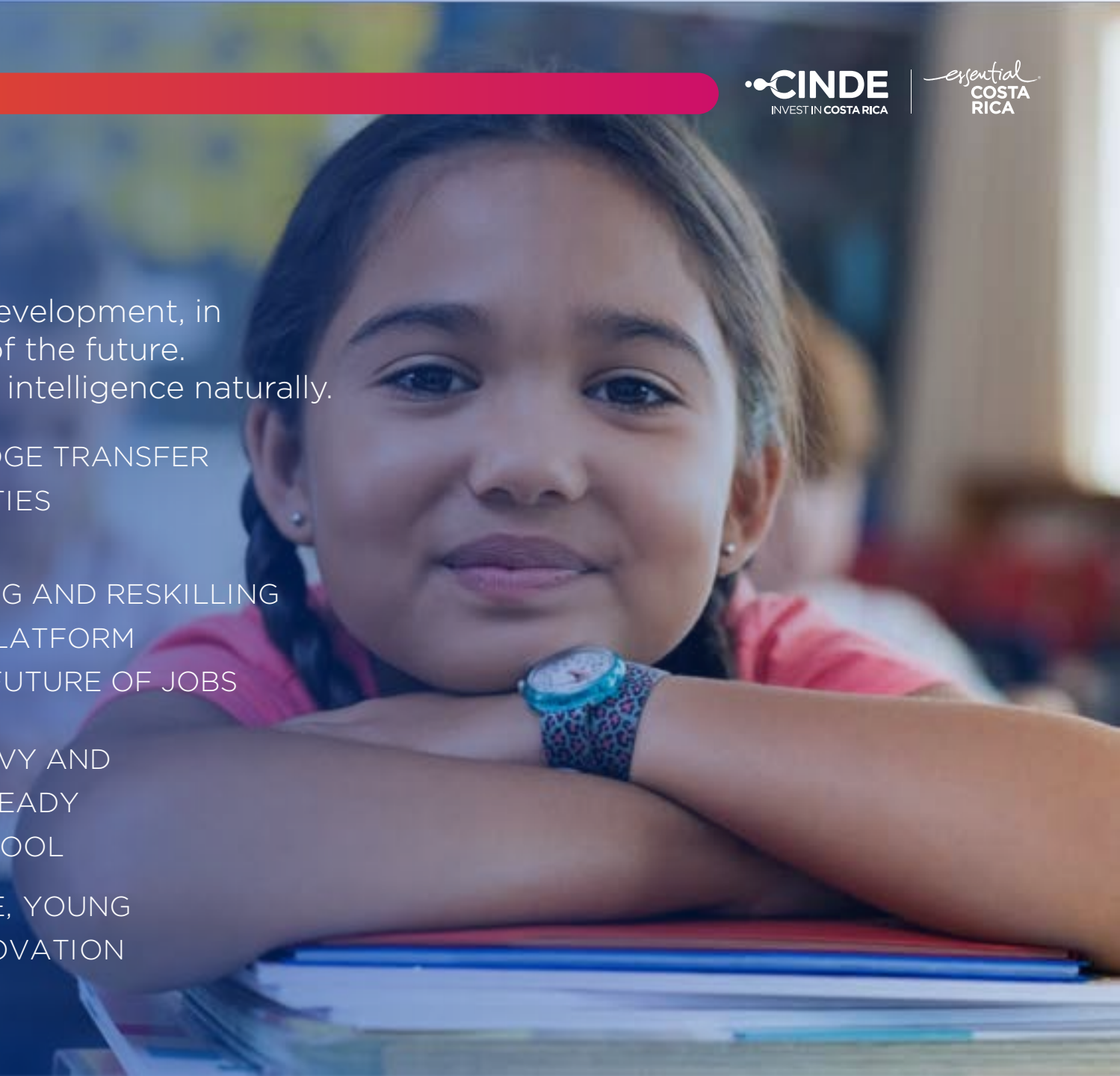
TECH SAVVY AND  
DIGITAL READY  
LABOUR POOL



7.36% GDP IN  
EDUCATION  
9.9% GDP IN HEALTH



CREATIVE, YOUNG  
AND INNOVATION  
DRIVEN







# 7.4% OF GDP IN EDUCATION

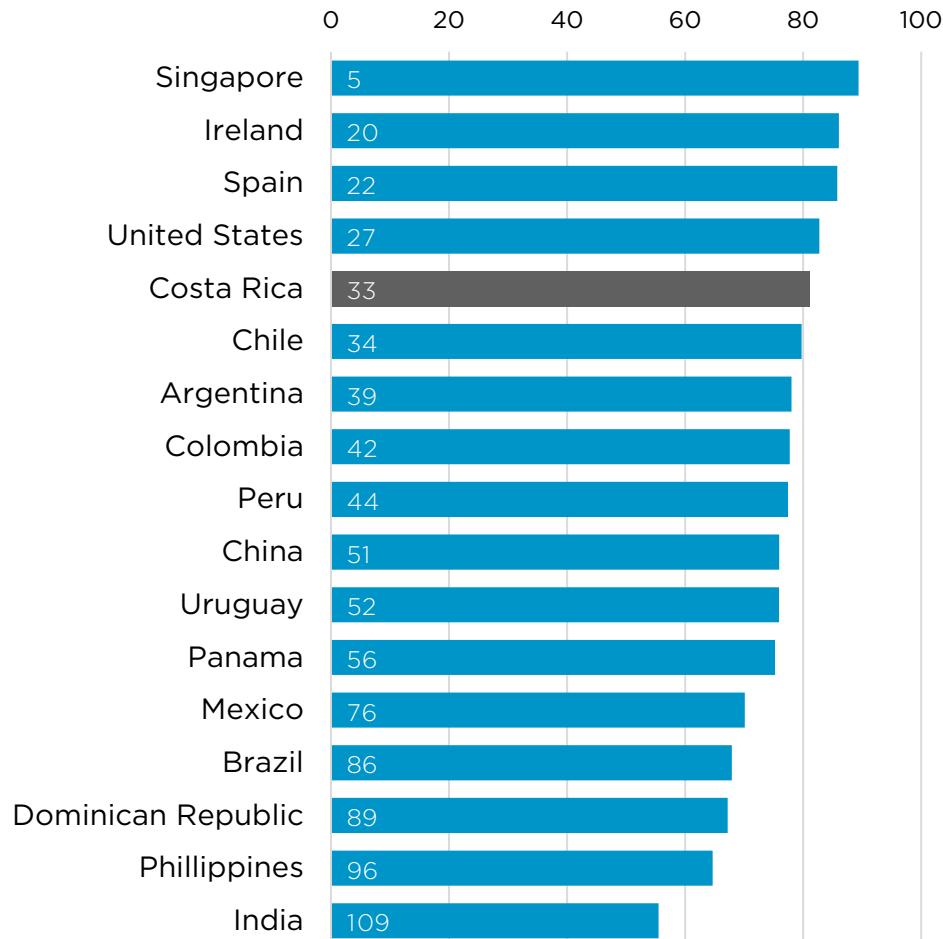
Costa Rica commits 14% of total government expenditure to Elementary, high school and post-high school education.  
Nearly double the average 7.9% of OECD countries  
(Source: OECD, 2019)

- #1** Human Capital, Workforce Skills and Quality of Education in Latin America *(Global Competitiveness Report, WEF, 2019)*
- #1** Digital skills of the population, we are digitally savvy *(Global Competitiveness Report, WEF, 2019)*
- #1** Skills of current and future workforce in Latin America *(Global Competitiveness Report, WEF, 2019)*
- #1** TOEIC and TOEFL tests in Latin America demonstrating first class English proficiency *(ETS, 2018)*
- #1** Country for Innovation Outputs in Latin America *(WIPO, 2020)*



# #1 IN HUMAN CAPITAL IN LATAM

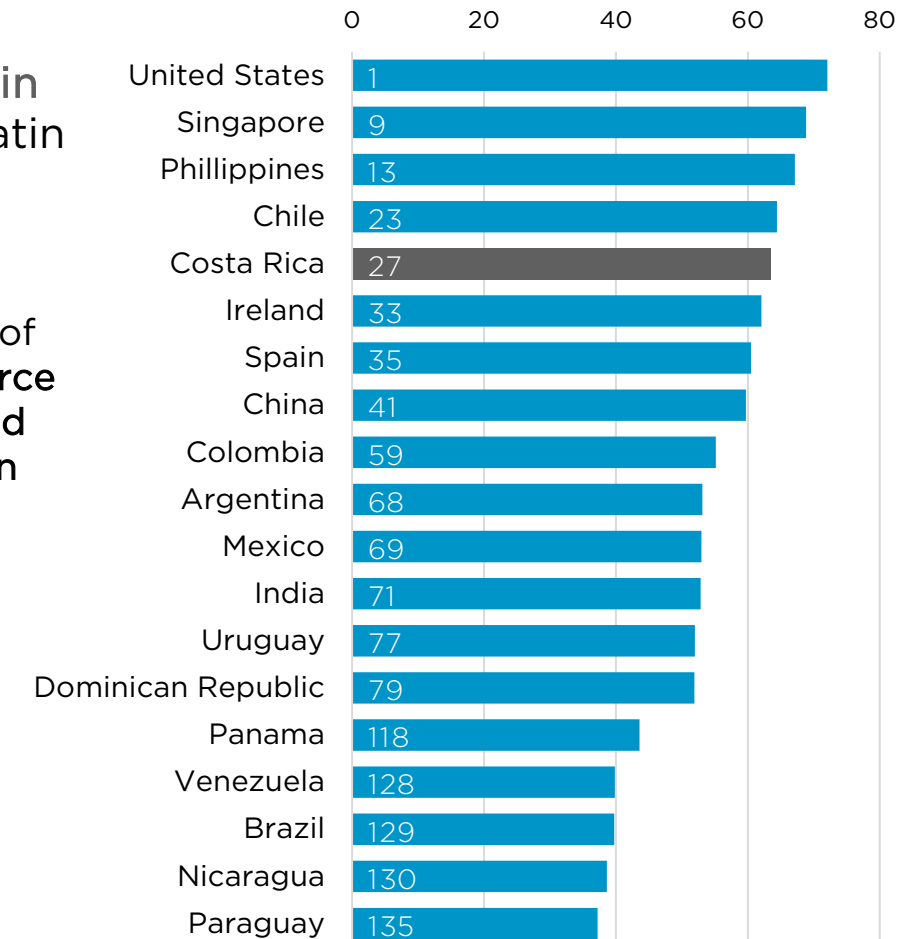
Human Capital  
Score (0-100)



Costa Rica ranks **#1** in Human Capital in Latin America, which captures:

- ✓ **Skills:** General level of skills of the workforce and the quantity and quality of education
- ✓ **Health:** Health-adjusted life expectancy

Ease of finding skilled employees  
Score (0-100)







PEOPLE

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# FUTURE THINKING: TALENT DEVELOPMENT INITIATIVES



**53,540**

PEOPLE  
TRAINED  
IN 2020

## LANGUAGE SKILLS

### **Tools for Success:**

students with a 100% scholarship  
of a 16-month English or  
Portuguese course.  
11 generations  
+3,500 students benefited

### **Skills for Life:**

Strengthen and adapt people's  
professional profile through soft  
skills and English proficiency  
+2,000 people benefited.  
70% are women

## TECHNICAL SKILLS

### **Coursera - Workforce Recovery**

40,200 people trained  
+50 learning paths

### **PINN**

Scholarships for trainings and  
certifications in STEM related  
AREAS

## SPECIALIZATIONS

**+50 areas of specialization** existing  
academic programs of relevance for  
the High-Tech Manufacturing &  
Services sectors.

Levels:

- Technical
- University
- Postgraduate

### **+20 tailored-made projects**

developed at a technical level  
(technical high schools & INA) based  
on companies' needs.

### **+20 specific initiatives**

with local universities (specializations  
& companies' alliances).

### **International Strategic Academic Alliances**

Specialized programs developed with  
international institutions






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 **FUSION UV  
SYSTEMS, INC.**

# PROSPERITY

A proven partner for enterprise-wide transformation. Today, we are a knowledge-intensive service economy. Beyond a supplier, we are a true value generator that integrates more and more processes and technologies to create new solutions.



A truly technology-enabled collaborative ecosystem: IT, biotech, smart manufacturing and life sciences meet. A dynamic environment for R&D



Tax incentives inside & outside greater metropolitan area:  
0% income tax



100% redundancy in telecom infrastructure



Welcoming environment for foreign talent: streamlined immigration procedures, applications and visa granting, with no number limit of foreigners working within a company

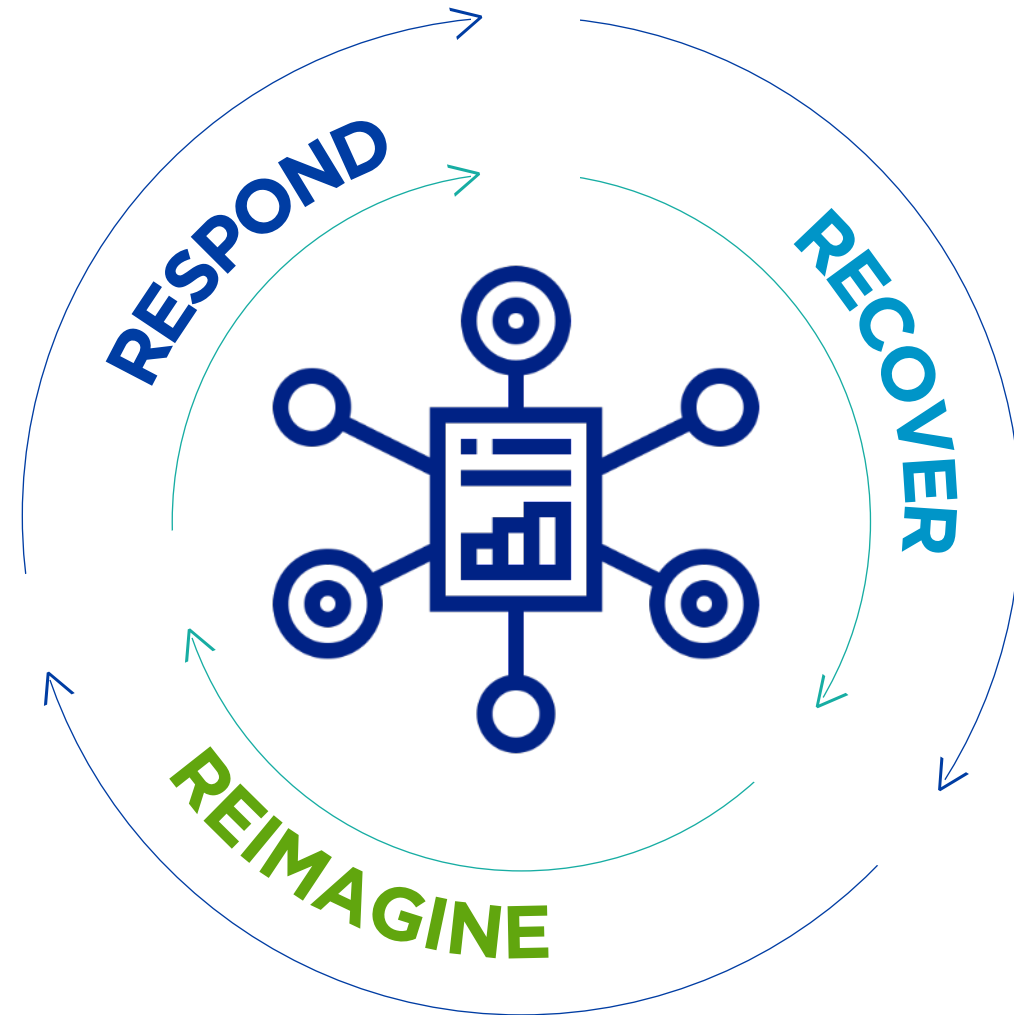


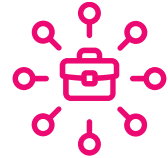


# A framework for successful business continuity



ADDRESSING THE COVID-19 CRISIS





## **JOBS CREATED**

**20.000**

NEW JOBS CREATED



## **SERVICES EXPORTS GROWTH**

**+7%**

corporate  
services

**+5%**

ITC  
services

**70%**

of services exports are  
knowledge-intensive

Work from everywhere:

**98%**

of services  
companies

**100%**

virtually under  
free trade zone



## **MEDTECH EXPORTS SUSTAINED**

**\$3.8 Bill**

2020

**+8%**

growth in MEDTECH exports  
2020

**No business disruption**

on logistics, supply chain and  
operations

**COVID-19 OUTCOME  
TO DATE**

**ASURED BUSINESS  
CONTINUITY**





# Ensure business continuity and stability

Costa Rica has proven how a collaborate ecosystem provides the

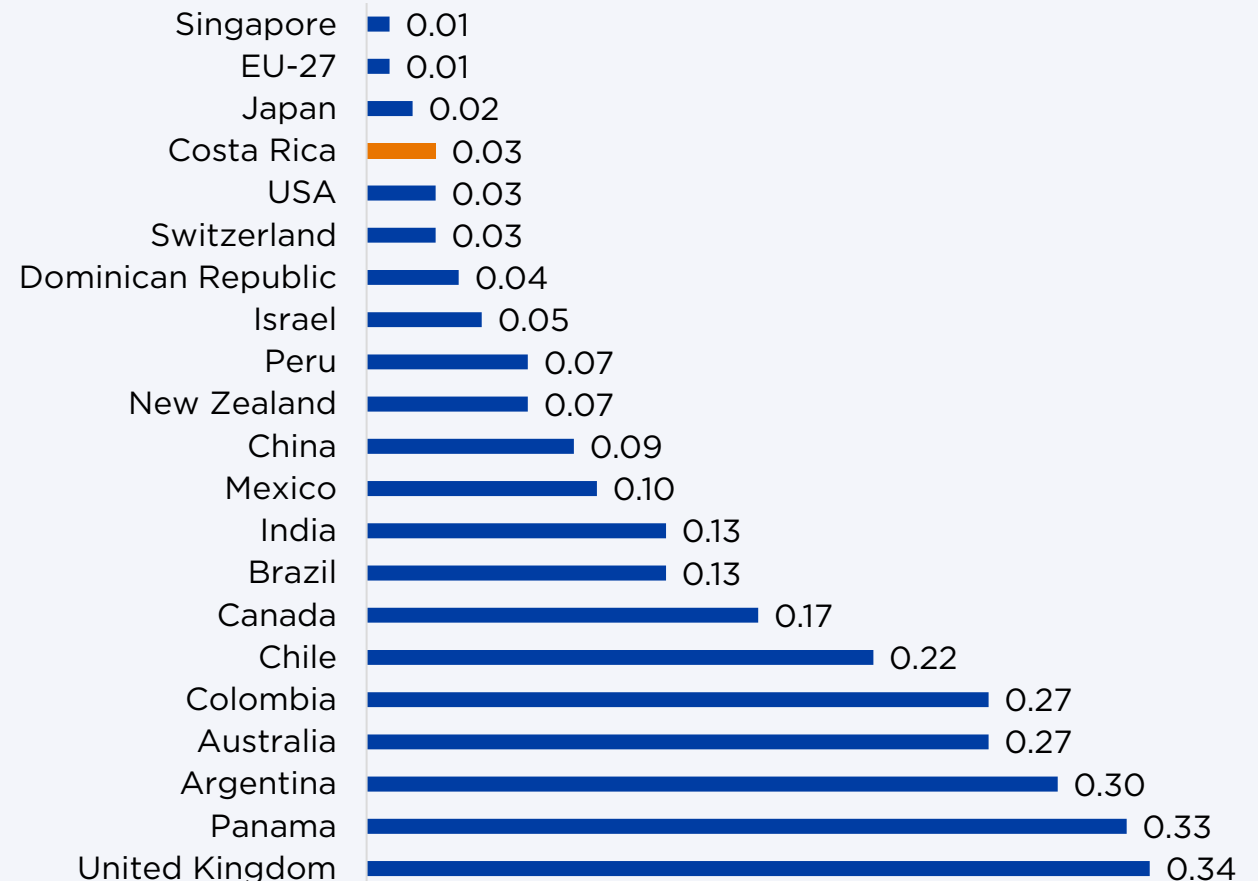
**Least export volatility in the Americas**

and among the least volatile in the world

Source: Global Trade Update, UNCTAD, May 2021

Notes: Export volatility tracks export performance across the last 6 months to identify volatility patterns. **A greater score implies higher export vulnerability.** Data excludes intra-EU trade

## Export volatility (least to most)





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# KNOWLEDGE- INTENSIVE SERVICES

**16** of the top 100 tech  
companies in the world

**#1** OECD country in  
openness to digital trade

**\$4.7B** in knowledge-intensive  
services exports

**#1** exporter of IT services per  
capita in LATAM (WEF, 2019)

**+100** different business  
processes

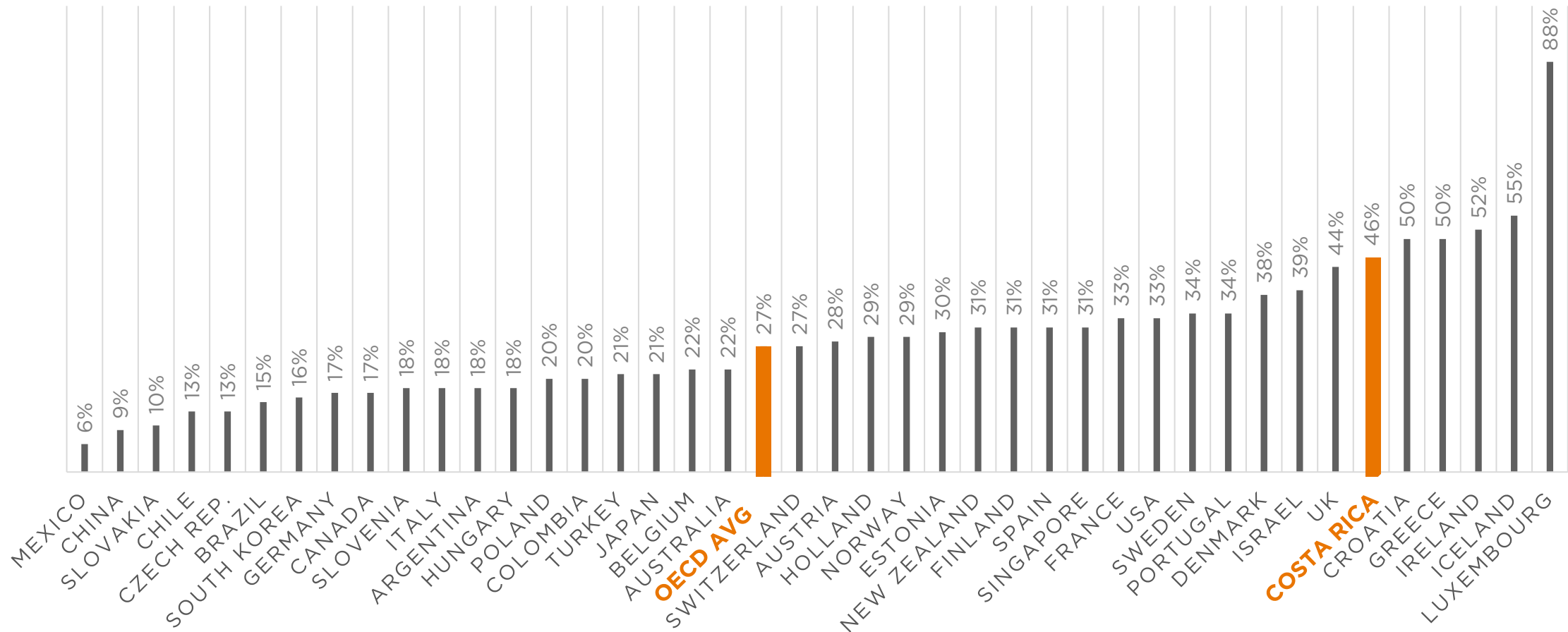
**+10** different  
languages





# A knowledge economy

2x OECD avg in services exports as percent of total

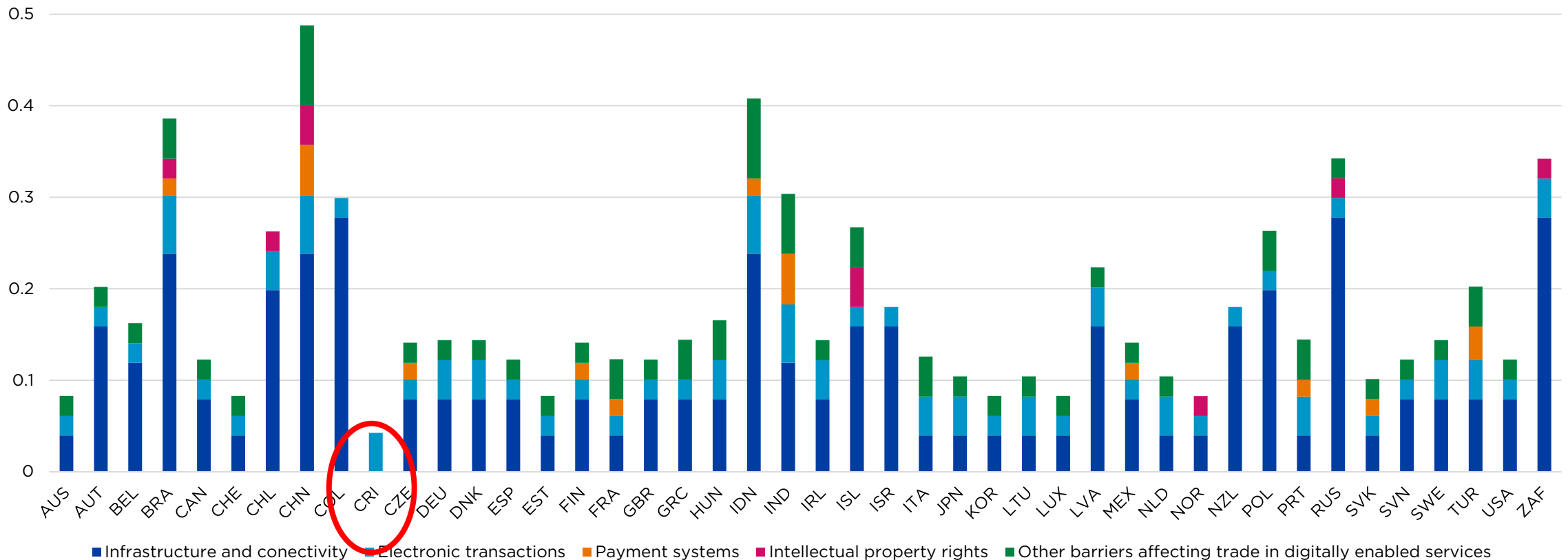




# An open partner for digital services trade

Digital Services  
Trade Restrictiveness Index  
2018

CR: Least restrictive  
OECD country for  
digital services trade







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# SMART MANUFACTURING

We export  
**Health**

**+70** MedTech  
companies

**9** of the top  
20 OEMs

**#1** exports product:  
Medical Devices

**\$3.9B** exports in 2020  
in MedTech

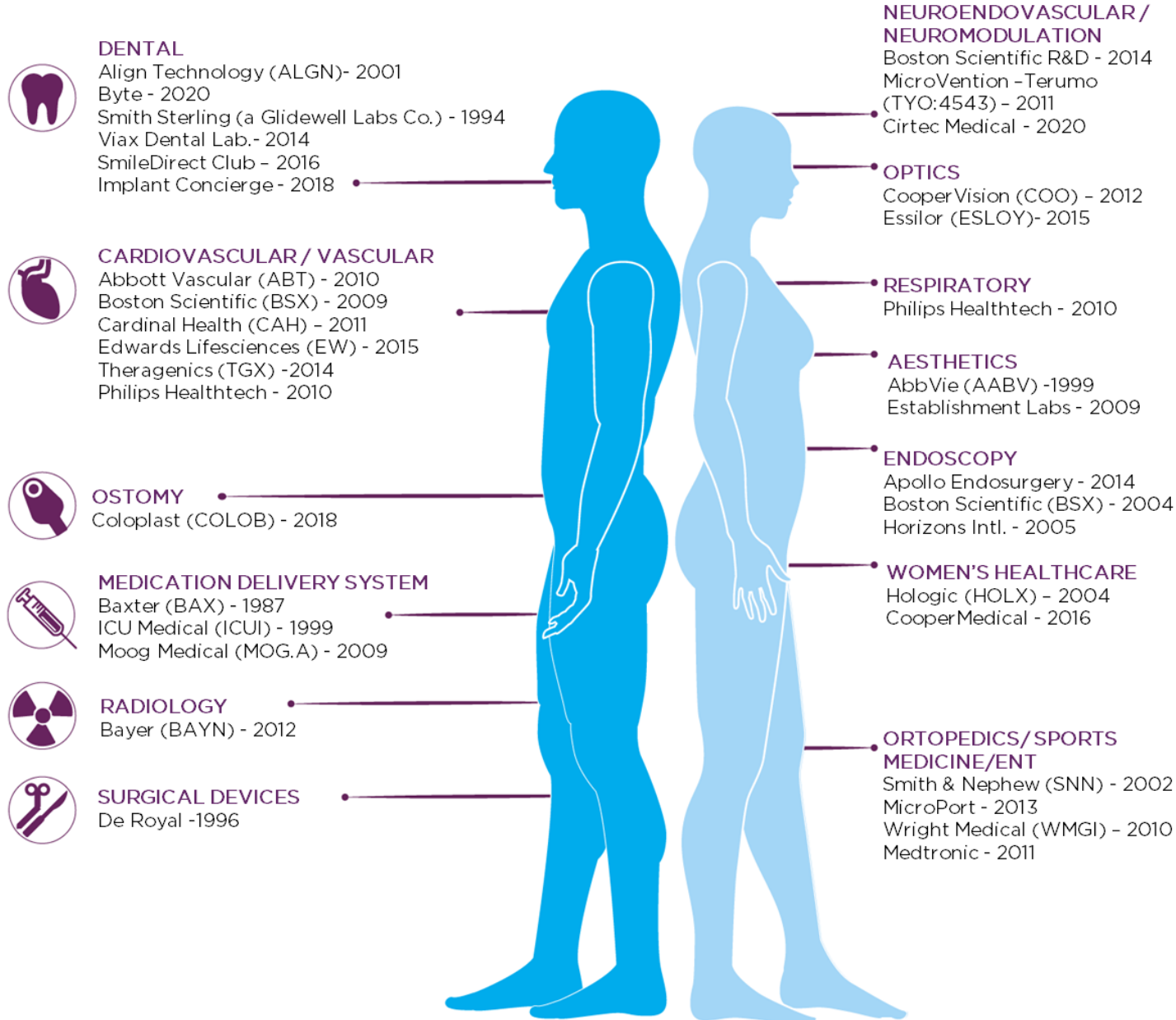
And produce a wide  
**variety of products**

**Semiconductors**

**Electronic components**

Serving Aerospace, Auto, Consumer electronic  
and cleantech industries, among others

# LIFE SCIENCES







PROSPERITY

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Exceptional access to the world's greatest markets

# The right partner for the new nearshoring

**58**  
**FTAs**

in Costa Rica: your company will  
have preferential access to  
2.8 billion people:  
75% of the world's GDP

China, Singapore, South Korea... as well  
as USA, EU, CA end markets.





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# PLANET

We are your strategic ally to generate impact and achieve your sustainable development goals. Sustainability has been our roadmap for over 60 years



99% ELECTRICITY  
COMES FROM  
RENEWABLE SOURCES



52% OF NATIONAL  
TERRITORY  
COVERED BY FOREST



6% OF WORLD'S  
BIODIVERSITY



300 DAYS IN A  
ROW RUNNING ON  
CLEAN ENERGY IN  
2018



HOME TO 1 OF THE 5 BLUE ZONES  
IN THE WORLD



WORLD'S FIRST  
CHAMPION OF THE EARTH  
UNITED NATIONS, 2019



DECARBONIZATION PLAN  
UP AND RUNNING FOR 2050  
MILESTONE



ONLY NATION TO REVERT  
DEFORESTATION  
(United Nations)



HOME TO MORE THAN 20  
RE100 COMPANIES



# 25 RE100s in Costa Rica

RE100 is the global corporate renewable energy initiative bringing together hundreds of large and ambitious businesses committed to **100% renewable** electricity.

Led by The Climate Group in partnership with CDP, RE100's mission is to accelerate a global shift to clean energy and zero carbon grids by 2050 (at the latest) – delivering a **cleaner, healthier future** for us all.

These Companies in the commercial and industrial sector account for around half of the world's end-of-use of electricity.





# IDEAL AND WELCOMING ENVIRONMENT FOR TOURISM INFRASTRUCTURE

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## Tourism exports:

- \$3.98 billion in 2019
- \$1.35 billion in 2020

## International arrivals:

- 3,139,008 in 2019
- 1,011,912 in 2020
- +200,000 between Jan-Mar 2021
- +80% of tourists visiting Costa Rica in 2019 did so for vacations, leisure and entertainment
- 13 average nights per stay\*
- Nearly \$1,600 average spending per person flying into Costa Rica

\*Refers to arrivals by air from both major int'l airports



# We are all about quality of life

- #1** San Jose is one of the Safest Cities in Latin America (Liveability Index 2019)
- #2** in Political Stability and Absence of Violence/Terrorism in LATAM (Worldwide Governance Indicators 2020, World Bank)
- #3** Top Places to Retire Annual Global Retirement Index, International Living, 2020)
- #1** Study Abroad Destination in LATAM and World top 10 for U.S. students studying abroad (IIE, 2016-2017)
- #1** Country where Expats enjoy the Highest Quality of Life (Expatriot Insider, InterNations, 2018)



# Reach out for more information

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