CENTRAL

PACIFIC

A Strategic Link Between Costa Rica and the World
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Central Pacific

Region of Costa Rica outside the Greater Metropolitan Area

- **Puntarenas Province**: 307,259 Population, 3,910 km² Area (1,510 mi²)

**Location**
- **52 miles**: 83.6 km (52 miles) from Costa Rica’s main international airport, Juan Santamaría (SJO) in Alajuela
- **90 miles**: 148 km (90 miles) from the second-largest airport in the country, Daniel Oduber (LIR) in Liberia
- Comprised of eight cantons: Puntarenas, Esparza, Montes de Oro, Quepos, Parrita, Garabito, San Mateo, Orotina and Monteverde

Source: MIDEPLAN
Why Invest in the Central Pacific?

01 **Strategic Location**
Links Costa Rica with the west coast of the United States, Asia, and key markets in Latin America.

02 **Logistics Corridor**
Puerto Caldera is a solid center for imports, exports and logistics, which allows companies to maximize on Costa Rica’s free trade agreements with China, South Korea, Singapore, and the United States.

03 **Expertise in Food Processing and Manufacturing**
This region supplies seafood and fish varieties to Costa Rica and Latin America. In addition, it has established experience in manufacturing and production, from metalworking products (rolled iron or steel) to precision mechanics.

04 **Exclusive Natural Attractions**
Proximity to beaches and a diversity of landscapes on the Gulf of Nicoya islands, as well as proximity to National Parks with varied climates – from Monteverde to Manuel Antonio.

05 **Tourist Destination Par Excellence**
A must-see destination for cruise travelers, with more than 120 stops per season, as well as high-end recreational boating in nearby luxury marinas.
Central Pacific’s
Value Proposition
A Strategic Link Between Costa Rica and the World

PROSPERITY
through logistics activities, light manufacturing, agribusiness, and tourism infrastructure

PEOPLE
with both technical and university talent

PLANET
and environmental safeguards in protected areas, and a richness of marine-coastal soils
Proven Track Record

Proven record of national and multinational companies generating value in the region
Attractive Tax Incentives

Free Trade Zones
Costa Rica grants incentives and benefits to companies that make new investments in the country, as stipulated by Law No. 7210

Incentive for Investment Outside the Great Metropolitan Area
The country also grants differentiated tax incentives for companies established in areas outside the Greater Metropolitan Area
Free Trade Zone Parks

- El Roble Industrial Logistics Zone, El Roble
- Free Trade Zone Puntarenas, Esparza
- Free Trade Zone La Ceiba Orotina
Preferential Access to the World’s Main Markets

15 Free Trade Agreements:
Two agreements in process: Pacific Alliance and the United Kingdom

75% Market Access:
+2.800 million people and 75% of world GDP

58 Preferential access to 58 business partners

16 Costa Rica is a member of the WTO and is part of the GATT. Additionally, it has 16 bilateral investment agreements

Source: CINDE, COMEX, FMI, 2020
Prosperity

Sectors with Investment Potential in Central Pacific

- Food industry and agroindustry
- Light Manufacturing
- Tourism Infrastructure
- Logistic Capacity
CENTRAL PACIFIC REGION

FOOD INDUSTRY AND AGRIBUSINESS

INVESTMENT OPPORTUNITY
## Agribusiness: Exports

### Solid export offer in livestock and fishing sector

#### Main exported products (2021)
- **Fresh frozen or refrigerated fish**: USD 34.5 millions
- **Fillets and other fish meat**: USD 9.6 millions
- **Shrimps**: USD 5.4 millions
- **Dried, smoked, salted or brined fish**: USD 3.1 millions
- **Purebred breeders**: USD 1.1 millions

#### Main destinations (2021)
- **USA**: USD 43.5 millions
- **Belgium**: USD 4.6 millions
- **Hong Kong**: USD 3.4 millions
- **Nicaragua**: USD 0.8 millions
- **Honduras**: USD 0.5 millions

### Main agricultural exports

#### Main exported products (2021)
- **Banana**: USD 17.5 millions
- **Melon**: USD 12.3 millions
- **Fresh watermelon**: USD 8.5 millions
- **Flowers and buds**: USD 8.4 millions
- **Cassava**: USD 2.0 millions

#### Main destinations (2021)
- **USA**: USD 26.4 millions
- **The Netherlands**: USD 15.1 millions
- **United Kingdom**: USD 3.1 millions
- **Belgium**: USD 2.6 millions
- **Germany**: USD 1.4 millions

*Source: CINDE based on data from PROCOMER, 2022*
**Agribusiness: production**

Agricultural production in the region

- **Main harvests:** café, arroz, sandía, mango, tomate, caña de azúcar
- **Non-traditional products:** moringa, guayaba

**PUNTARENAS:**
- Beekeeping
- Coffee production (1,033 tons in 2019-2020) in Monteverde
- Rice (679 ha and 2,808 tons in 2020-2021)
- Sheep cattle

**OTHER CANTONS:**

**Parrita:**
- Rice: 2,840 ha and 11,742 tons in 2020-2021
- Oil palm production

**Aguirre (Quepos):**
- Rice: 1,067 ha and 4,413 tons in 2020-2021

**Garabito:**
- Rice: 911 ha and 3,768 tons in 2020-2021

Note: Figures compiled by the respective chambers and production corporations, who in turn consult with the producers.
Other cantons with a production of less than a thousand tons are not included.
**Food Industry**

With 13 products exported to 22 destinations, the offer consists mainly in fish based products and soy oil.

<table>
<thead>
<tr>
<th>Main exported products (2021)</th>
<th>Main destinations (2021)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fish preparations and preserves USD 36.2 millions</td>
<td>Panama USD 28.7 millions</td>
</tr>
<tr>
<td>Soybean oil and its parts USD 27.9 millions</td>
<td>U.S.A. USD 18.8 millions</td>
</tr>
<tr>
<td>Sugar USD 5.4 millions</td>
<td>El Salvador USD 11.9 millions</td>
</tr>
<tr>
<td>Other food preparations USD 2.1 millions</td>
<td>Guatemala USD 6.5 millions</td>
</tr>
<tr>
<td>Animalfood USD 1.8 millions</td>
<td>Nicaragua USD 6.4 millions</td>
</tr>
</tbody>
</table>

Source: CINDE based on data from PROCOMER, 2022
# Food Industry

The Region is a Proven Business Partner for Domestic and Foreign Companies

<table>
<thead>
<tr>
<th>MARTEC</th>
<th>Rainbow</th>
<th>Alimentos Prosalud</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fish processing and aquaculture</td>
<td>Processing and marketing of organic shrimp</td>
<td>Manufacturing in canned production</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Beginnings of operations</th>
<th>Location</th>
<th>Origin of Capital</th>
<th>Export Destination</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fish processing and aquaculture</td>
<td>1982</td>
<td>Quepos</td>
<td>México-USA</td>
<td>Export volume: 4 million pounds annually, to the United States</td>
<td>350+</td>
</tr>
<tr>
<td>Processing and marketing of organic shrimp</td>
<td>2002</td>
<td>Barranca, Free Trade Zone SARET</td>
<td>Belgium</td>
<td>United States</td>
<td>100+</td>
</tr>
<tr>
<td>Manufacturing in canned production</td>
<td>1975</td>
<td>El Roble, Puntarenas</td>
<td>Costa Rica</td>
<td>France, Spain y Canada</td>
<td>1,200</td>
</tr>
</tbody>
</table>
Food Industry

Papaya Processing Plant
- Plant for the receipt, washing, drying, packaging, storage and distribution of papaya, located in Parrita
- Export plan to Spain, Canada and Central America, more than 200 thousand kilos per week
- INDER Project - CoopeParrita: promotion of papaya production and economic revitalization of nearby communities

Marketing of Apple Guava
- Guava collection, processing and packaging center for national marketing and export potential
- Located in Paquera
- INDER project - Coopeproguata: coordination with local apple guava producers

Mollusk Treatment Plant
- Safe oyster production by oyster farmers and bivalve mollusks extractors throughout the region
- Located at the Marine and Coastal Sciences Station of the National University, in Punta Morales
- INDER invested 167 million colones (approx. $275,000) in infrastructure and equipment
- The Oyster Seed Production Laboratory, which supplies the treatment plant, is located adjacent to the plant.

National Projects Strengthen Regional Experience in Food Processing
CENTRAL PACIFIC REGION

LIGHT MANUFACTURING

INVESTMENT OPPORTUNITY

CINDE
INVEST IN COSTA RICA

essential COSTA RICA
Light Manufacturing

Exports in light manufacturing represented a 44% of the total value in 2021 for the Central Pacific region

<table>
<thead>
<tr>
<th>Main exported products (2021)</th>
<th>Main destinations (2021)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rolled iron or Steel products</td>
<td>Guatemala</td>
</tr>
<tr>
<td>USD 64.8 millions</td>
<td>USD 34.7 millions</td>
</tr>
<tr>
<td>Iron or Steel pipes and accessories</td>
<td>El Salvador</td>
</tr>
<tr>
<td>USD 40.1 millions</td>
<td>USD 27.4 millions</td>
</tr>
<tr>
<td>Iron or Steel profiles</td>
<td>Nicaragua</td>
</tr>
<tr>
<td>USD 7.9 millions</td>
<td>USD 18.9 millions</td>
</tr>
<tr>
<td>Barbed Wire</td>
<td>Honduras</td>
</tr>
<tr>
<td>USD 6.0 millions</td>
<td>USD 12.5 millions</td>
</tr>
<tr>
<td>Rough Wood</td>
<td>Puerto Rico</td>
</tr>
<tr>
<td>USD 4.8 millions</td>
<td>USD 11.5 millions</td>
</tr>
</tbody>
</table>

Source: CINDE based on data from PROCOMER, 2022
## Light Manufacturing
The Region is a Proven Business Partner for Multinational Companies

<table>
<thead>
<tr>
<th></th>
<th>Manufacture of molded elastomers for various applications</th>
<th>Custom industrial filtration products, based on fabric and glass fibers</th>
<th>Cement production plant</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Start of Operations</strong></td>
<td>2015</td>
<td>1999</td>
<td>2018</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td>La Ceiba, Orotina</td>
<td>Barranca, Zona Franca SARET</td>
<td>Salinas, Esparza</td>
</tr>
<tr>
<td><strong>Origin of Capital</strong></td>
<td>India</td>
<td>United States</td>
<td>México</td>
</tr>
<tr>
<td><strong>Export Destination</strong></td>
<td>United States, with a volume of 4,000-8,000 kg per month</td>
<td>Central America, European Union, United States, Canada</td>
<td>México</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Employment: 100+</td>
<td>Employment: 200+</td>
</tr>
</tbody>
</table>
CENTRAL PACIFIC

TOURISM INFRASTRUCTURE

INVESTMENT OPPORTUNITIES
Tourism Infraestructure

Varied Natural Resources to Diversify Our Tourist Offer

- **425 Kilometers (265 Miles)** of coastline with varied beaches, islands (144 in total), bays, and marine ecosystems home to many species of flora and fauna
- **3 Climate Types**: dry, rainy and transitional (from dry to rainy)
- **Transitional Tropical Forests**, from tropical dry forest to tropical rain forest
- **Scenic Coastal Beauty**: Located on the road that connects Puerto Caldera with Quepos and Manuel Antonio

**VARIED HOTEL OFFER**

- **Categories**: all inclusive, boutique, conventional rooms, and cabins
- **Successful Tourism Developments**: Including Los Sueños Resort, Isla Chiquita Glamping Hotel, Villa Caletas, Tulemar, and DoubleTree, among others
Tourism Infrastructure

Exuberant Tourist and Natural Attractions

**NATIONAL PARKS AND NATURAL RESERVES**
- Manuel Antonio National Park
- Carara National Park
- Cabo Blanco Absolute Natural Reserve
- Curú National Wildlife Refuge
- Monteverde Cloud Forest Reserve

**GULF ISLANDS AND BEACHES**
- Herradura Beach
- Ballena Bay and Tambor Beach
- Montezuma Beach and Santa Teresa
- Barú Beach
- Cabuya Beach
- Islands of the Gulf of Nicoya: Isla San Lucas, Isla Chira and Isla Venado

**RIVERS OF ADVENTURES**
- Tárcoles River
- Savegre River
- Barranca River
Tourism Infraestructure

**AIRPORTS**

Two local airports: Tambor and Quepos

- Regional Tambor Airport: located in Peninsula de Nicoya, Cobano district.
- Quepos airport: commercial and charter flights between SJ-Quepos. Ride lasts: 25min

**CRUISES**

Puntarenas Cruise Terminal

- 553.44m dock
- 2019 registered 131,564 cruise passengers.

**FERRY**

- Ferry Puntarenas - Playa Naranjo
  - Links Puntarenas with Nicoya, Santa Cruz
  - Maritime cabotage of vehicles, products and people.
  - Ride lasts 1h:15min

- Ferry Puntarenas - Paquera
  - Links Puntarenas with Península de Nicoya: Paquera y Cobano
  - Maritime cabotage of vehicles, products and people.
Tourism infrastructure that serves as a traveler’s home base to explore strategic points throughout the region

- **2 Local Airports:** Tambor and Quepos
- **1 Cruise Terminal:** (Puntarenas)
- **2 Routes:** Ferry
Tourism Infrastructure

Robust infrastructure that allows transit to strategic locations inside and outside the region.

**Floating and dry docks**
- 200 spaces in the water and 116 spaces outside the water where boats up to feet in length can be accommodated.

**Fuel Pumping Dock**
- 65 gallons per minute, oil change, extractions, lubricant bulk service and add on services for sanitary tanks download.

**Sport fishing facilities and luxury yachts**

**Floating docks**
- More than 195 floating docks for boat with a length of up to 200 feet.
- Low tide Depth up to 14 feet

**Dry storage**
- 40 spaces for vessels up to 38 feet in length.
- Service includes: fuel load, battery recharging, and washing, among others.

**Shipyard**
- 200 ton transporter crane, maritime forklift, lifting and hanging service, and repair.

*Source: Los Sueños and Marina Pez Vela*
CENTRAL PACIFIC

LOGISTIC SERVICES

INVESTMENT OPPORTUNITY
Logistic services
Caldera exports consist mainly of: agricultural products, food, and metal-mechanics.

Caldera exports, by sector
Millions of USD

Source: PROCOMER, 2021
Exports by MBPVI

Note: No data available for customs imports.
Logistic Services
Main Destiny is United Stated, followed by China.

Caldera custom exports, by destiny
Millions of USD

Source: PROCOMER, 2021
Exports by MBPVI

Note: No data available for customs imports.
Demographics
Total population demographics

147,147 Men
160,112 Women
307,259 Total

Cantonal Population

141,533 Puntarenas
33,407 Aguirre (Quepos)
24,029 Orotina
14,469 Montes de Oro
38,573 Esparza
26,294 Garabito
20,405 Parrita

Age Distribution

- 0-10: 12%
- 11-17: 14%
- 18-25: 12%
- 26-34: 10%
- 35-44: 13%
- 45-54: 13%
- 55-64: 15%
- 65+: 11%

*Monteverde’s population is included in Puntarenas. It was named a new canton in 2021, therefore separated data doesn’t exist yet.

Source: CINDE based on information from INEC, ENAHO 2021
**Labor Force**

- Total: 133,732
- Men: 78,609
- Women: 55,123

**Branch of employment activity**

- Wholesale and retail commerce: 14%
- Food and lodging: 5%
- Agriculture, livestock, siliculture, fishing: 5%
- Manufacturing industry: 16%
- Construction: 14%
- Households as employers: 6%
- Education: 10%
- Public administration and defense, social security plans with mandatory affiliation: 8%
- Other services activities: 9%
- Transportation and storage: 7%
- Others: 6%

**Economically active population**

- Puntarenas: 63,838
- Esparza: 16,761
- Aguirre (Quepos): 14,897
- Garabito: 10,678
- Orotina: 10,780
- Parrita: 9,181
- Montes de Oro: 6,654
- San Mateo: 3,389

Source: CINDE based on information from INEC, ENAHO 2021 - Statistics portal, CCSS, 2020
Academic Offer

12 Technical High Schools

- More than 120 specialties in the región.
- Some of which were created with support from CINDE and validated by the industry according to its needs:
  - Accounting
  - Network
  - Logistic and supply chain
  - Services Center Executive
  - Quality and productivity

National Learning Institute (INA)

- 6 sited and offices in the region

Academic high school

- 87 public high schools in 7 cantons
- 13 private high schools in 6 cantons

Source: MEP, 2021
NOTE: More details of the academic offer in “Attachments”
Universities

4 Public universities

More than 80 careers, some of them are:

- Aquaculture Engineering
- Industrial Production Engineering
- Electronic Engineering
- Business administration
- Computer Engineering
- Electrical Engineering
- Industrial Electromechanics Engineering
- Marine Biology

5 Private universities

More than 50 careers, some of them are:

- Accounting
- Business administration
- English teaching
- Tourism
- Customs administration
- Communication and IT
- Computer Engineering
- Industrial Engineering

Source: MEP, 2021
Electricity Generation in the Region

In total, the region contributes 389 MW to the country’s generation, which represents 11.5% of the total national generation.

- 94.4% Electricity Coverage Index in the Central Pacific Region
- 5 electrical substations:
  - Located in 4 cantons and 5 districts of the Province of Puntarenas
  - 2 hydroelectric plants and 3 thermal plants
  - Four plants operated by ICE and one by the Compañía Nacional de Fuerza y Luz (CNFL)

Favorable Connectivity

Second-best connected region to the country’s fixed network, surpassed only by the Central Region.

- Average electrical penetration per 100 inhabitants in the Central Pacific is 17.02%, higher than the national average (16.88%).

Protected 
Biodiversity

26  NATIONAL WILDLIFE REFUGES

9   NATIONAL PARKS
   Among them, Manuel Antonio, Isla San Lucas, and Carara

7   WETLANDS

6   BIOLOGICAL RESERVES

4   CONSERVATION AREAS
   Central Pacific Conservation Area: 60% of flora and more than 70% of the mammals in Costa Rica
   Isla del Coco Marine Conservation Area: UNESCO World Heritage Site
   Tempisque Conservation Area
   Arenal Tempisque Conservation Area

2   ABSOLUTE NATURE RESERVES

Blue Economy Projects

**OYSTER FARMS**
- Three oyster production farms – located on Isla Venado, Isla Chira, and Costa de Pájaros in Puntarenas – are part of the government strategy to promote sustainable aquaculture and support coastal communities (50% progress).
- Families received technical support from the INA and the Marine Biological Unit of the National University (UNA) of Puntarenas, on the oyster culture procedure and basic management tools.
- The initiative is part of the Blue Economy projects and also the 2019-2023 Strategic Plan for Aquaculture in Costa Rica, which promotes the use of sustainable practices and technologies in coastal communities throughout the country.

**SAN LUCAS ISLAND**
- Isla San Lucas, a National Wildlife Refuge and former penitentiary (closed in 1991) operates as a Costa Rican cultural, historical, and natural tourist destination.
- Declared a National Park in August 2020 and reopened to tourist visits
- 324 million colones invested into the construction of trails, sanitary services, collection centers, water pumping systems, and structural intervention
- The project is carried out in coordination with the Puntarenas Chamber of Tourism.

**COCOS ISLAND**
- Ecosystem of wild and marine biodiversity, with great potential for scientific research
- In 1998, UNESCO recognized Isla del Coco National Park as a Natural Heritage Site of Humanity; in 2002, it was also categorized as a Ramsar Site.
- Cocos Island is recognized worldwide as a reservoir of biodiversity and endemic life, as a site of exceptional scenic beauty, and is also considered one of the top ten sites for recreational diving in the world.
- It is one of the most privileged natural sites in the world.
Thank you!

Learn more about investing in Central Pacific

CONTACT US

YAHaira Barquero
ybarquero@cinde.org | +506 2201 2819

Raúl Jiménez
rjimenez@cinde.org | +506 2459 6901