

## Logistics in Colombia: A Journey of Transformation and Promise

The story of logistics in Colombia is deeply intertwined with the country's broader journey of growth and modernization. It began in the early 19th century, during the fight for independence, when General Francisco de Paula Santander recognized that without a reliable supply chain, military success would be impossible. From those early days, logistics has evolved from a tactical necessity into a strategic driver of national development.

Throughout the 20th century, logistics in Colombia was primarily focused on basic functions—transporting goods, warehousing, and distribution. In the 1950s through the 1970s, the emphasis was on cost control and operational efficiency. But with the economic liberalization of the 1990s and the rise of globalization, Colombian companies began outsourcing logistics operations, allowing for greater specialization and competitiveness.

The 21st century brought new challenges and opportunities. Environmental concerns led to the emergence of green logistics and reverse logistics. Then came the COVID-19 pandemic, which accelerated digital transformation across the sector. E-commerce surged, last-mile delivery became essential, and urban logistics emerged as a field of constant innovation.

Today, in 2025, Colombia's logistics sector is thriving. Valued at over \$20 billion, it's growing at a rate of more than 7% annually. This growth is fueled by the expansion of online commerce, the development of cold chains for food and pharmaceuticals, and major infrastructure investments. Colombia's strategic location between the Pacific and Atlantic oceans positions it as a key logistics hub in Latin America.

However, challenges remain. The country's mountainous terrain complicates land transportation, and administrative inefficiencies—such as issues with the SYGA customs system—continue to hinder operations.

Under President Gustavo Petro's administration, logistics is being reimagined as part of a broader push for reindustrialization, sustainability, and digitalization. Railways are being revitalized, green practices are being promoted, and digital platforms are streamlining processes to reduce bureaucratic burdens.

Logistics in Colombia is no longer just about moving goods from point A to point B. It's a tool for development, inclusion, and competitiveness. And if the country continues on this path of innovation and reform, it has the potential to become a regional leader in logistics, connecting markets and driving economic growth across Latin America.

### Reading Comprehension Quiz

1. What historical figure emphasized the importance of logistics during Colombia's independence?

- A. Simón Bolívar
  - B. Francisco de Paula Santander
  - C. Gustavo Petro
  - D. Álvaro Uribe
2. 2. What was the main focus of logistics in Colombia during the 1950s to 1970s?
- A. Digital transformation
  - B. Environmental sustainability
  - C. Cost control and operational efficiency
  - D. Cold chain development
3. 3. What global trend in the 1990s influenced logistics in Colombia?
- A. Industrialization
  - B. Outsourcing and globalization
  - C. Urbanization
  - D. Climate change
4. 4. What event accelerated digital transformation in Colombian logistics?
- A. The 2008 financial crisis
  - B. COVID-19 pandemic
  - C. Presidential elections
  - D. Trade agreements
5. 5. What is the estimated value of Colombia's logistics sector in 2025?
- A. \$10 billion
  - B. \$15 billion
  - C. \$20 billion
  - D. \$25 billion
6. 6. Which geographic feature poses a challenge to logistics in Colombia?
- A. Deserts
  - B. Rainforests
  - C. Mountainous terrain
  - D. Coastal plains
7. 7. What system is mentioned as a source of administrative inefficiency?
- A. SYGA customs system
  - B. E-commerce platform
  - C. Railway network
  - D. Cold chain system

8. 8. What is one of the government's strategies to improve logistics?

- A. Reducing exports
- B. Promoting green practices
- C. Increasing tariffs
- D. Limiting digital platforms

9. 9. What type of logistics emerged due to environmental concerns?

- A. Urban logistics
- B. Reverse logistics
- C. Cold chain logistics
- D. Outsourced logistics

10. 10. What is the broader role of logistics in Colombia today?

- A. Military support
- B. Basic transportation
- C. Development and competitiveness
- D. Tourism promotion