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EL SALVADOR

as a business destination



Why El Salvador?



Preferential access to
key markets



Young and committed
human talent



Cost-Effective
location



Favorable business
environment



Competitive
infrastructure

We support investors and exporters



Personalized Assistance

We offer customized services designed to meet your needs and deliver high-impact solutions.

Strategic Information

Updated information on the investment climate, key sectors, opportunities, and the products best suited to your needs.



Business Networking Support

Access a wide network of key contacts, including government officials, local businesses, chambers of commerce, business associations, and suppliers, to boost your opportunities.

Virtual Business Networking

We help your company connect with top Salvadoran suppliers through customized virtual matchmaking sessions.



Advisory Services

Specialized technical guidance and tailored evaluations to support your investment decisions.

Customized Business Agendas

We design a personalized schedule of high-value meetings and appointments to help you achieve your goals.



PREFERENTIAL ACCESS TO KEY MARKETS

Our strategic location provides short travel times to major cities in the Americas

Shipping companies operating in El Salvador



Passenger airlines operating in El Salvador



Cargo airlines operating in El Salvador



34
direct air routes of
origin and destination



We offer preferential access to 1.2 billion consumers across 41 countries

■ General Treaty of Central American Economic Integration

- Guatemala
- Honduras
- Nicaragua
- Costa Rica
- Panama

■ Partial Scope Agreements

- Cuba
- Ecuador

■ Free Trade Agreements

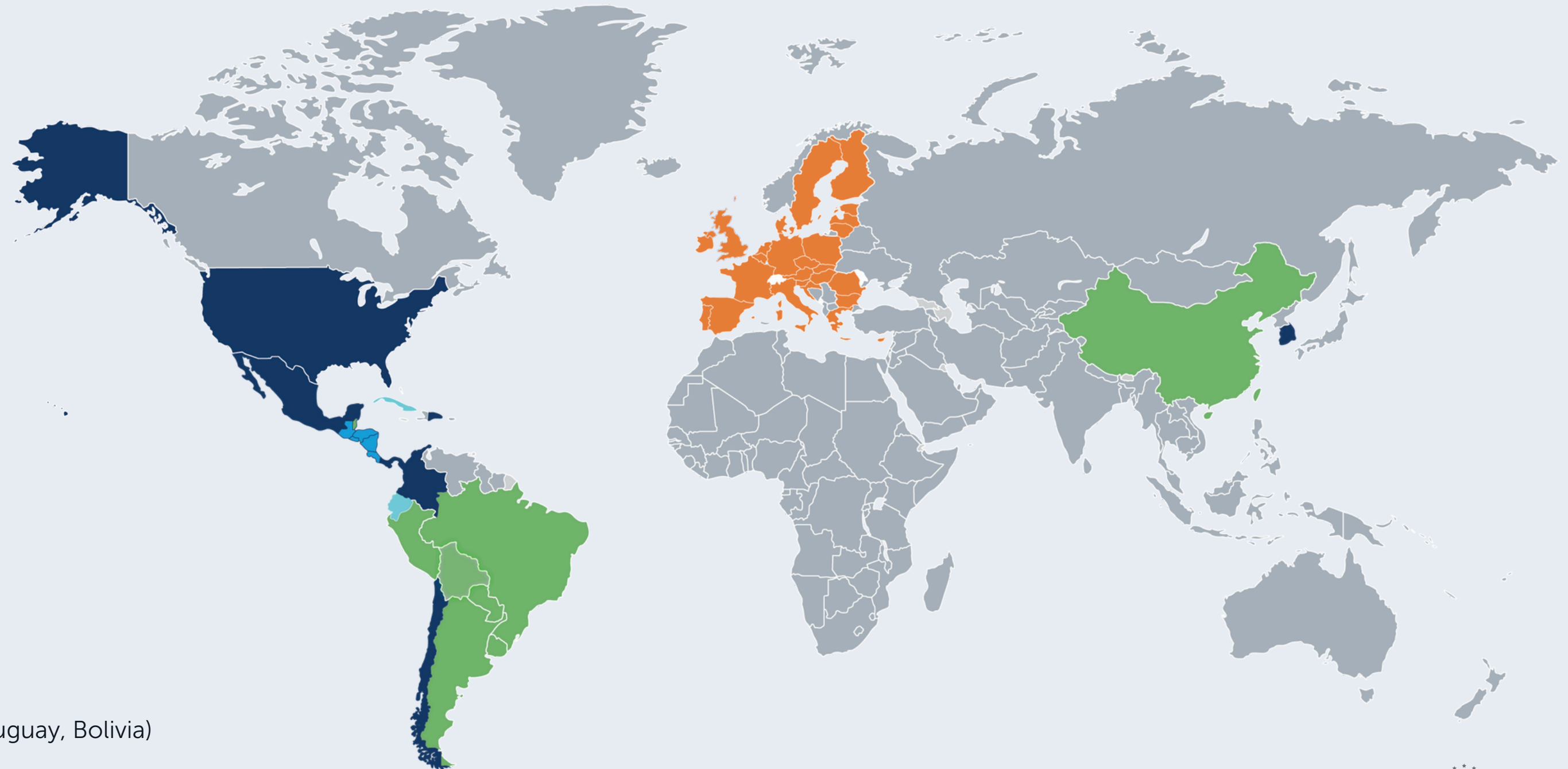
- Dominican Republic
- Chile
- United States
- Mexico
- Panama
- Colombia
- South Korea

■ Association Agreements

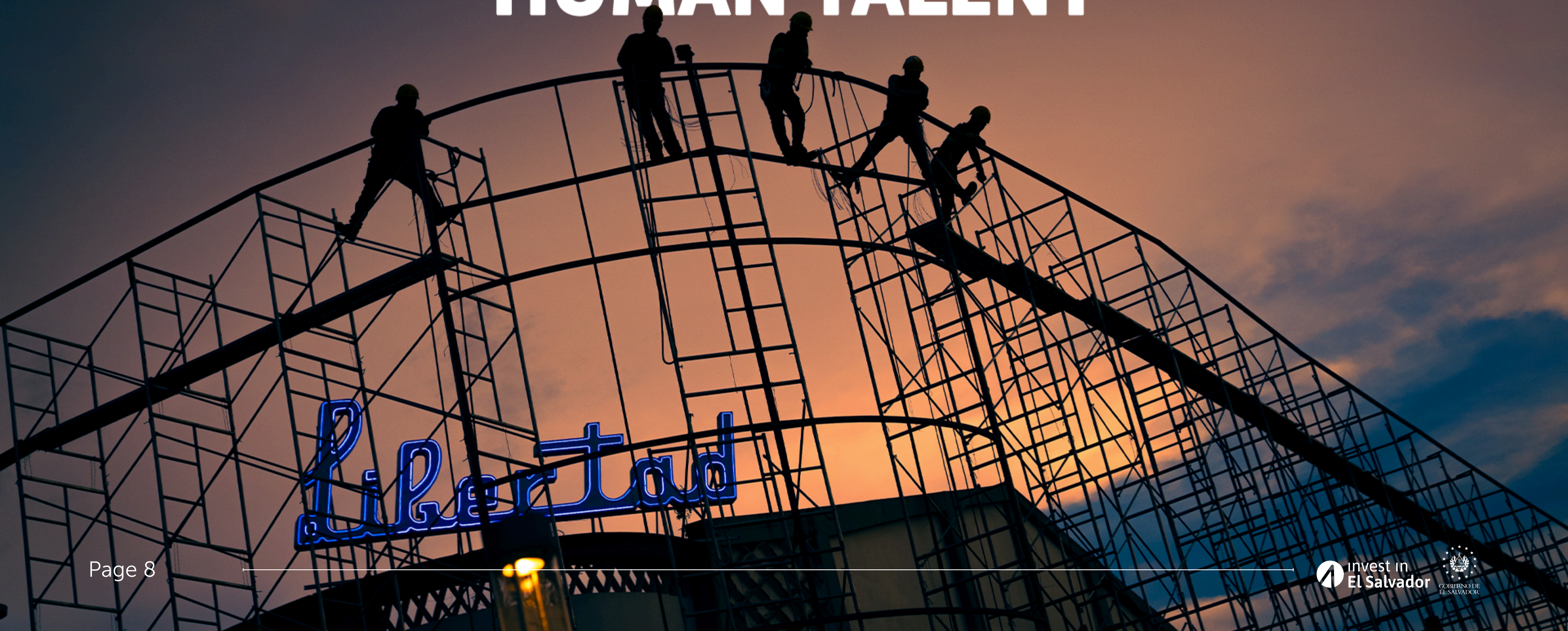
- European Union
- United Kingdom and Northern Ireland

■ Agreements under negotiation

- China
- Belize
- Peru
- Mercosur (Brazil, Argentina, Paraguay, Uruguay, Bolivia)



YOUNG AND COMMITTED HUMAN TALENT





We have a young and talented workforce, internationally recognized for its diligence, efficiency, and strong work ethic



5.1 millones

Working-Age
Population (WAP)



53%
Women



47%
Men



2.6 millones

Laboral force
(EAP)



41%
Women



59%
Men



53%

Under 40 years old
(EAP)

Salvadoran talent: a solid educational foundation for innovation and growth

According to the results of the First Labor Demand Survey, the top positions and vacancies in demand are as follows



44%

Customer service personnel



27%

Operating agents



13%

Sales agents



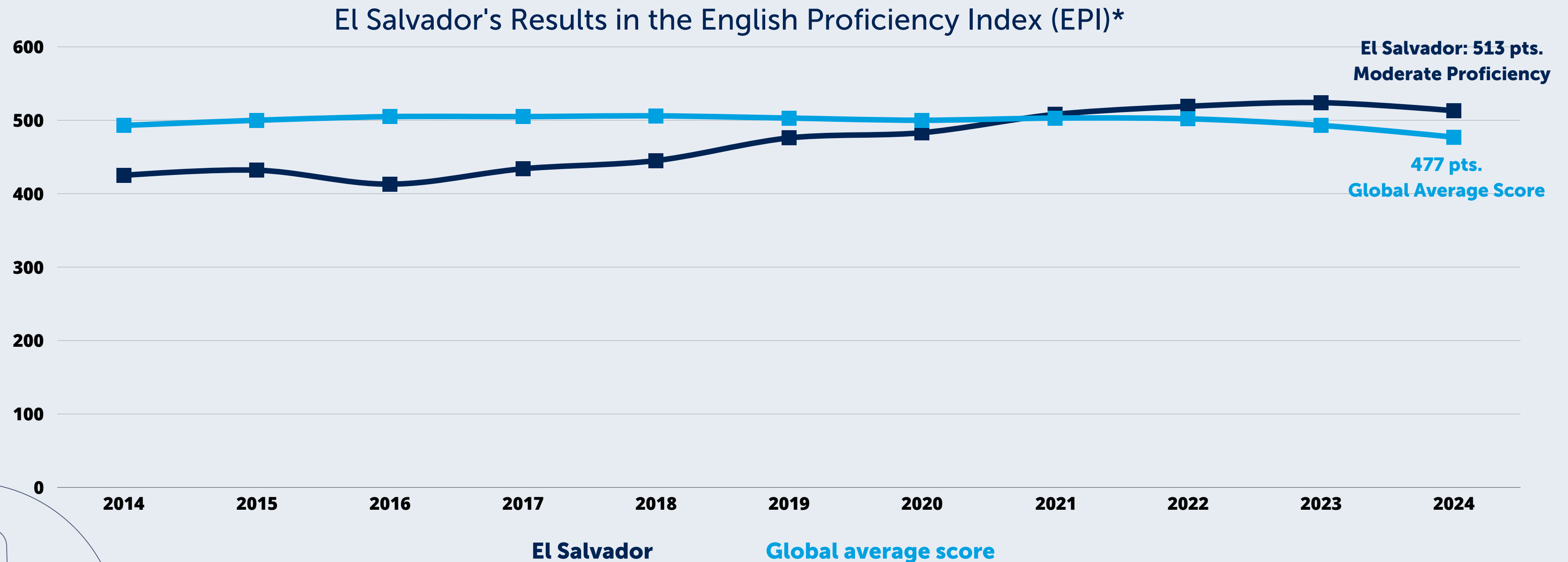
+26,000

Technical and professional
graduates in 2023

In careers such as:

- Information and Communications
- Technology engineers or technicians.
- Business administration or management
- Marketing and sales
- Industrial engineers
- Health personnel

El Salvador has made significant progress in its english proficiency



Source: EF, EPI. Based on studies conducted on 2.1 million adults from 116 countries and regions. Scores based on an 800-point scale.

*World's largest ranking of English language skills by country

COST-EFFECTIVE LOCATION

El Salvador is the most cost-effective location in the Americas

Cost - effectiveness ranking



- According to the World Intellectual Property Organization, El Salvador rose from 100th place in 2022 to 95th place in 2023 in the Global Innovation Index.
- In the innovation outcomes component, the country advanced from 95th place in 2022 to 89th place in 2024, reflecting a greater tangible impact of its innovative initiatives.

Source: fDi Intelligence del Financial Times.

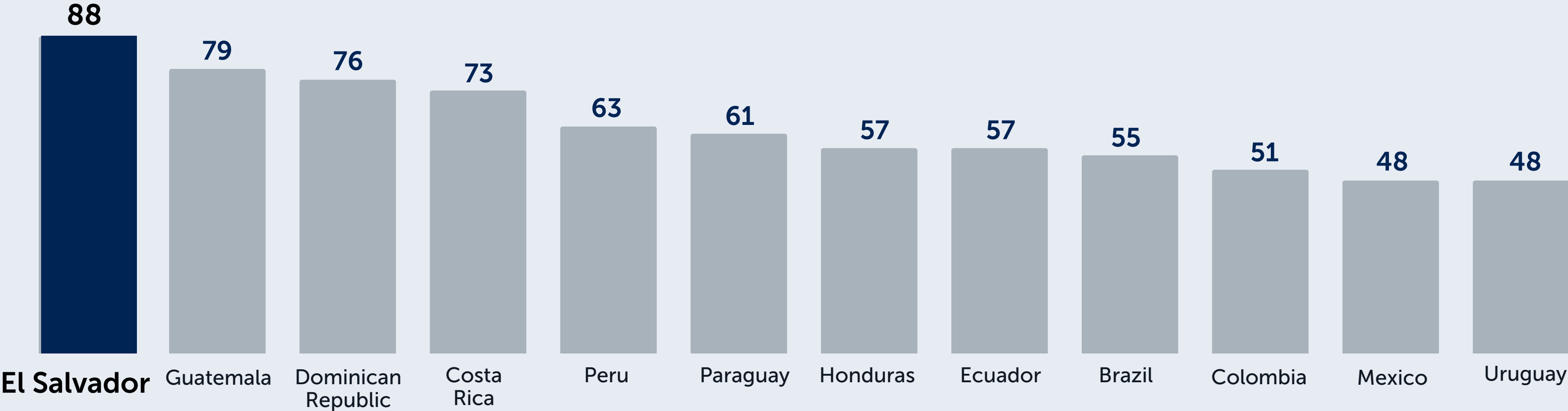
El Salvador is a regional leader in trade facilitation

#1

in trade facilitation In Latin America



Position in the sustainability indicator of the Trade Facilitation Committees (UNCTAD)

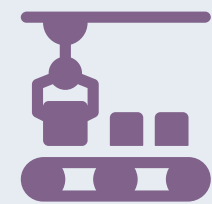


Source: UNCTAD

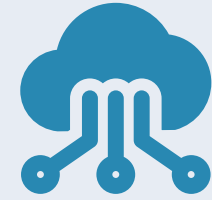
Our Labor Costs Are Highly Competitive

Minimum Wages (USD/Month)

Minimum salary (USD/month), starting from June 1st, 2025



USD \$408.80
Industry



USD \$408.80
Commerce and
service



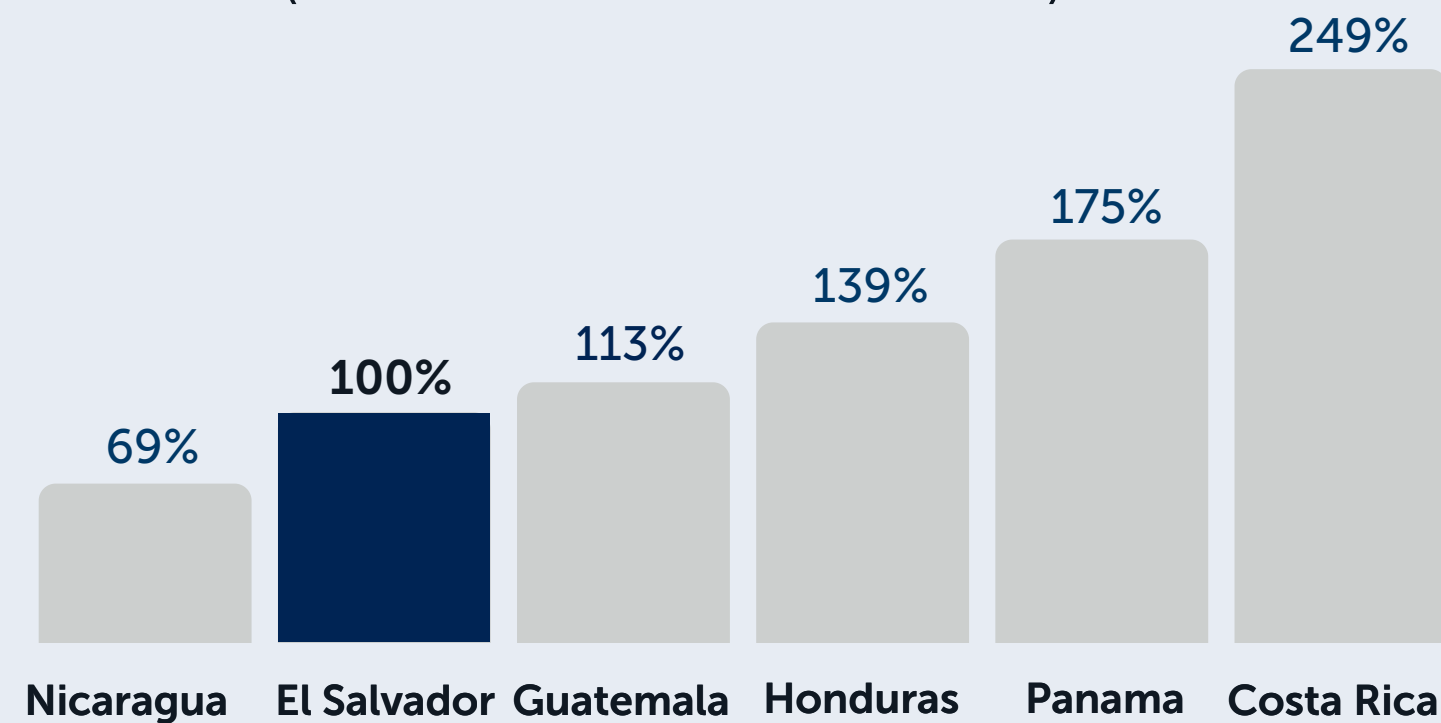
USD \$402.32
Textile and
apparel maquila



USD \$304.10
Agroindustry

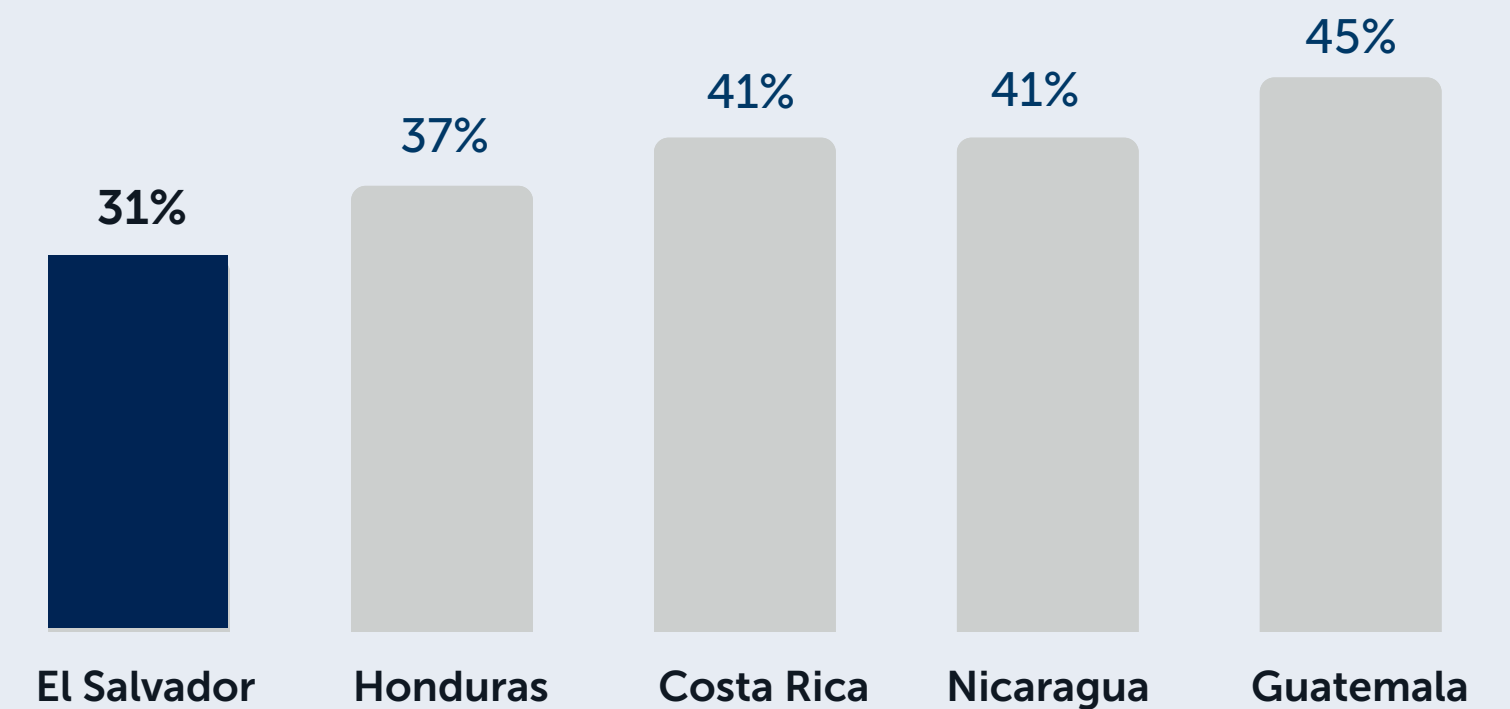
Salary comparison

Minimum wage for companies in the industrial sector
(El Salvador's base = 100)



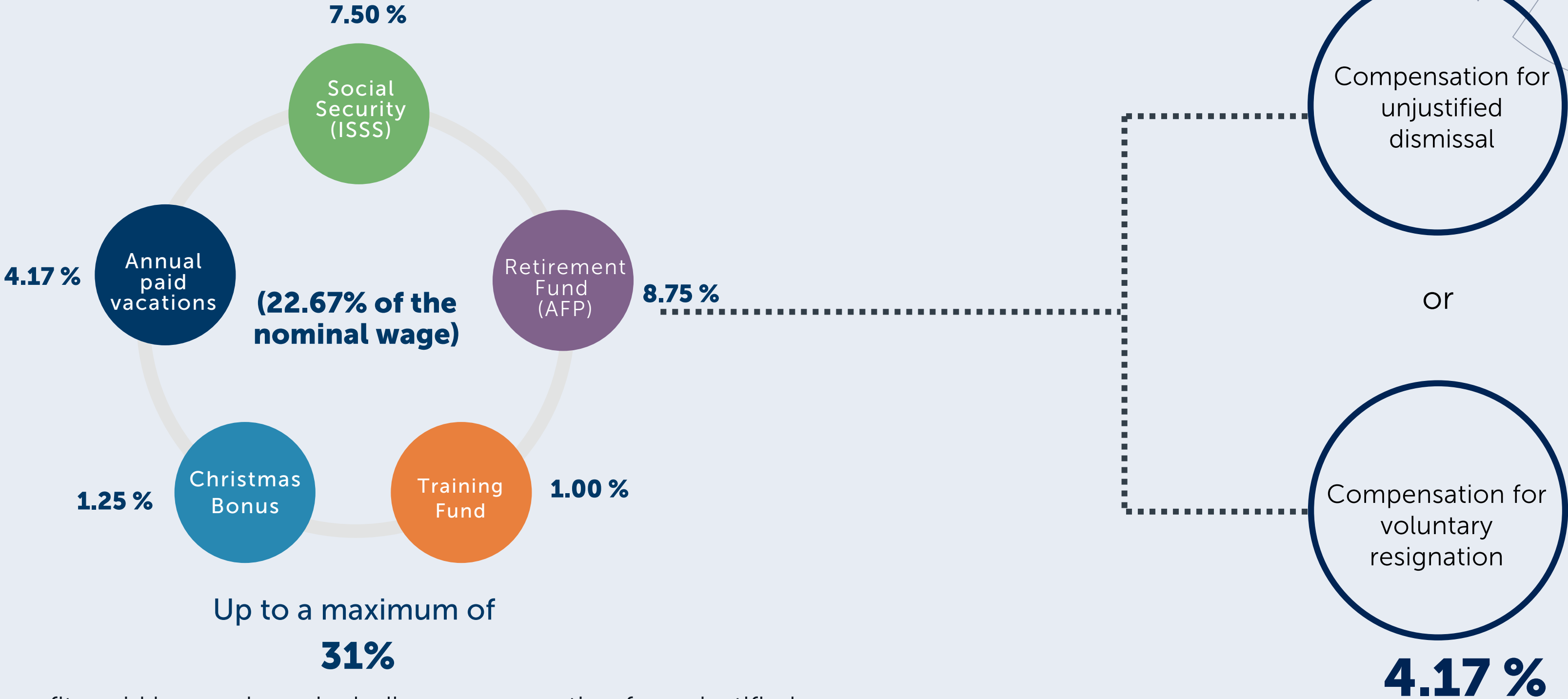
Comparison of benefits

(% of nominal wage)



Our Labor Costs Are Highly Competitive

Salvadoran legislation establishes the following benefits for employees:



Total benefits paid by employer including compensation for unjustified dismissal or compensation for voluntary resignation

El Salvador registers one of the lowest inflation rates in Latin America

3rd

Country with the lowest average inflation rate in the past decade

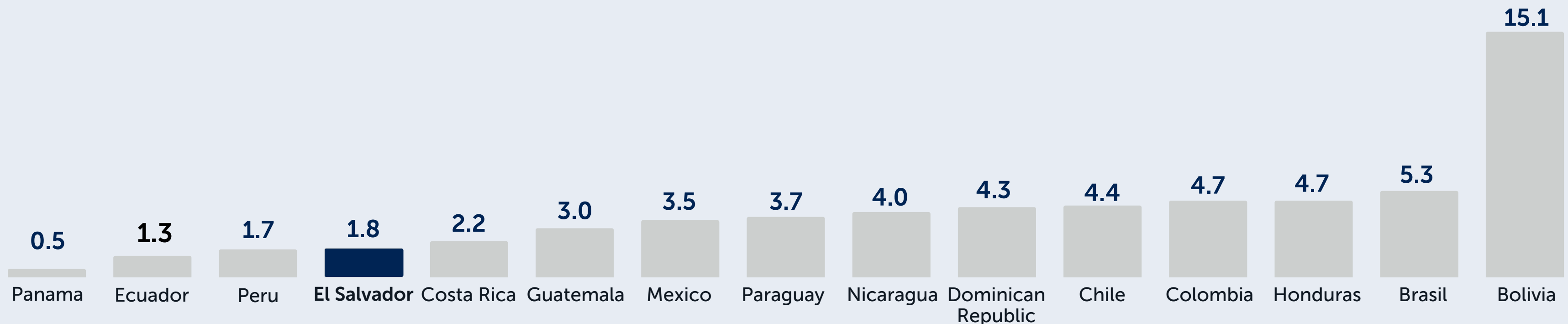
4th

Country with the lowest forecasted inflation rate for Latin America (2025)

2nd

Country with the lowest forecasted inflation rate for Central America (2025)

Projected inflation Top 15 LATAM 2025 (%)



Source: IMF, End-of-period inflation, average rate

COMPANIES THAT TRUST EL SALVADOR



Canada



United States



Germany



Netherland



Luxemburgo



France



Spain



Switzerland



Colombia



Mexico



Central America



Perú



Brazil



Bolivia



Uruguay



Japan



South Korea



Taiwán



Turkey



India



Australian

FAVORABLE BUSINESS ENVIRONMENT

El Salvador offers an open and welcoming business environment where success stories are made



The US dollar as legal tender



Legal stability for investments



The safest country in the region



Access to local financing



Unrestricted transfer of funds abroad

Tax Incentives and benefits



Free Trade Zones Law

Tax exemptions (income, municipal taxes, and real estate transfers) and import duties for industrial activities.



International Services Law

Tax exemptions on income, municipal taxes, and import duties for strategic sectors such as BPOs, contact centers, aircraft maintenance and repair, logistics, and others.



Renewable Energy Incentives Law

Full income tax exemptions and customs duty relief on select imports related to hydraulic, geothermal, wind, solar, biomass, and other renewable energy sources.



Innovation and Technology Manufacturing Promotion Law

A 15-year exemption period covering income tax, municipal taxes, capital gains, and import duties.

Tax Incentives and benefits



Law of Legal Stability for Investments

Ensures legal certainty for investors in areas such as taxation, customs, and immigration for a period of up to 20 years, based on the investment amount.



Value Added Tax exemption

VAT exemption on the import of machinery classified as fixed assets, intended for direct use in the production of goods and services not covered by Article 46 and exempt under Article 174 of this law.



Law of Income Tax

Exempts from taxation all income or capital—whether in cash or in-kind—received from abroad, including capital movements, remuneration, or returns generated (or not) by national or foreign investments. This applies to both residents and non-residents, regardless of the source of the foreign income.

Tax Incentives and benefits



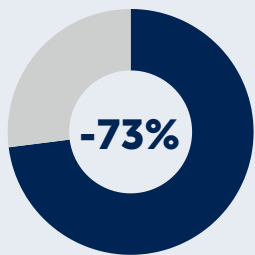
Law on Special Provisions for the Promotion and Granting of Tax Incentives for the Development of High-Rise Real Estate Projects

15-year income tax exemption starting from the first year of reported profits. These earnings are also exempt from capital gains tax.

This exemption applies to individuals, legal entities, and groups—whether domiciled in the country or not—who hold or own new investments in construction or real estate development projects of 35 floors or more.

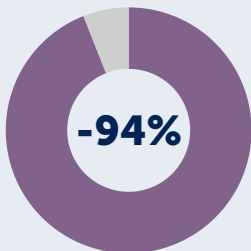
El Salvador is making significant strides in streamlining and digitalizing processes to reduce bureaucracy

Sample of processes with reduced time (% reduction)



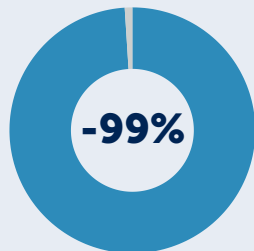
From 30 to 8 days

Time Required to Establish
a Company or Branch



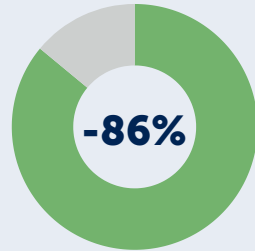
From 270 to 15 days

Free Trade Zone Operational
Authorization Time



From 40 days to 3 hours

Imports via Simplified Goods
Declarations



From 28 to 4 days

Timeframe for
Registering New
Pharmaceutical
Products



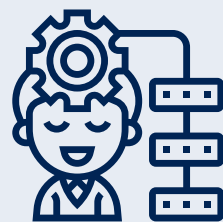
692

Simplified
procedures



222

Digitized 100%
online



265

Procedures with
resolution in one
business day or less

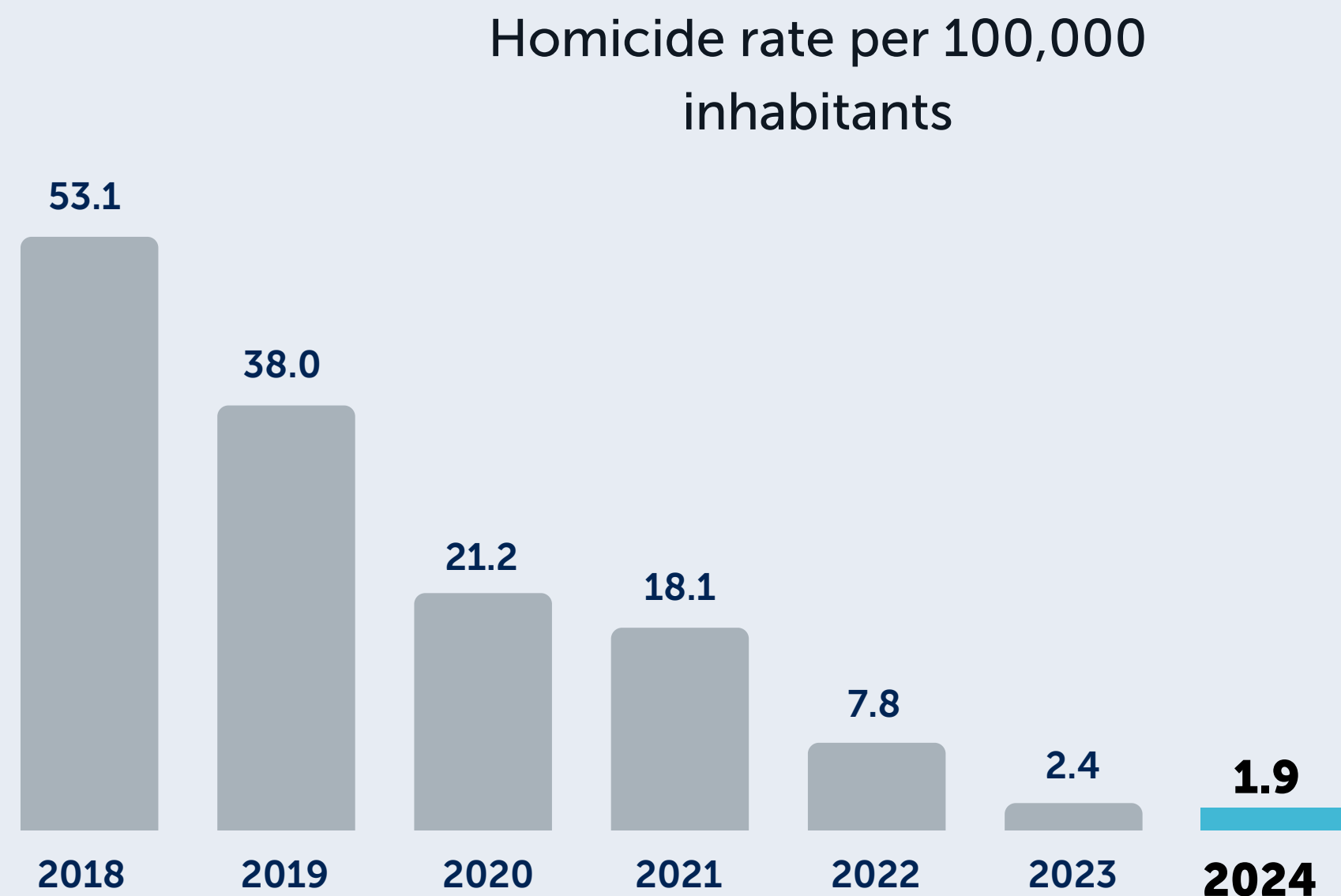


60%

Overall time
reduction

Source: MINEC, January 2025

El Salvador has made remarkable progress in improving safety and reducing violence



3.9 M
International visitors
(2024)

17%
Tourism growth
(2024/2023)

Source: [PNC](#), January 2025

COMPETITIVE INFRASTRUCTURE

Symbols

Interconnection
Route
El Salvador -
Honduras

Interconnection
Route
El Salvador -
Guatemala

Interconnection
Route
El Salvador -
Nicaragua

Panamerican
Highway

Litoral
Highway

North
Longitudinal
Highway

Frontiers

Capital
City

Main cities

Ports

Airports



Our modern infrastructure connects major cities across the region, enabling efficient and reliable logistics operations.

Our industrial spaces are distinguished by their strategic locations and convenient access to competitive infrastructure

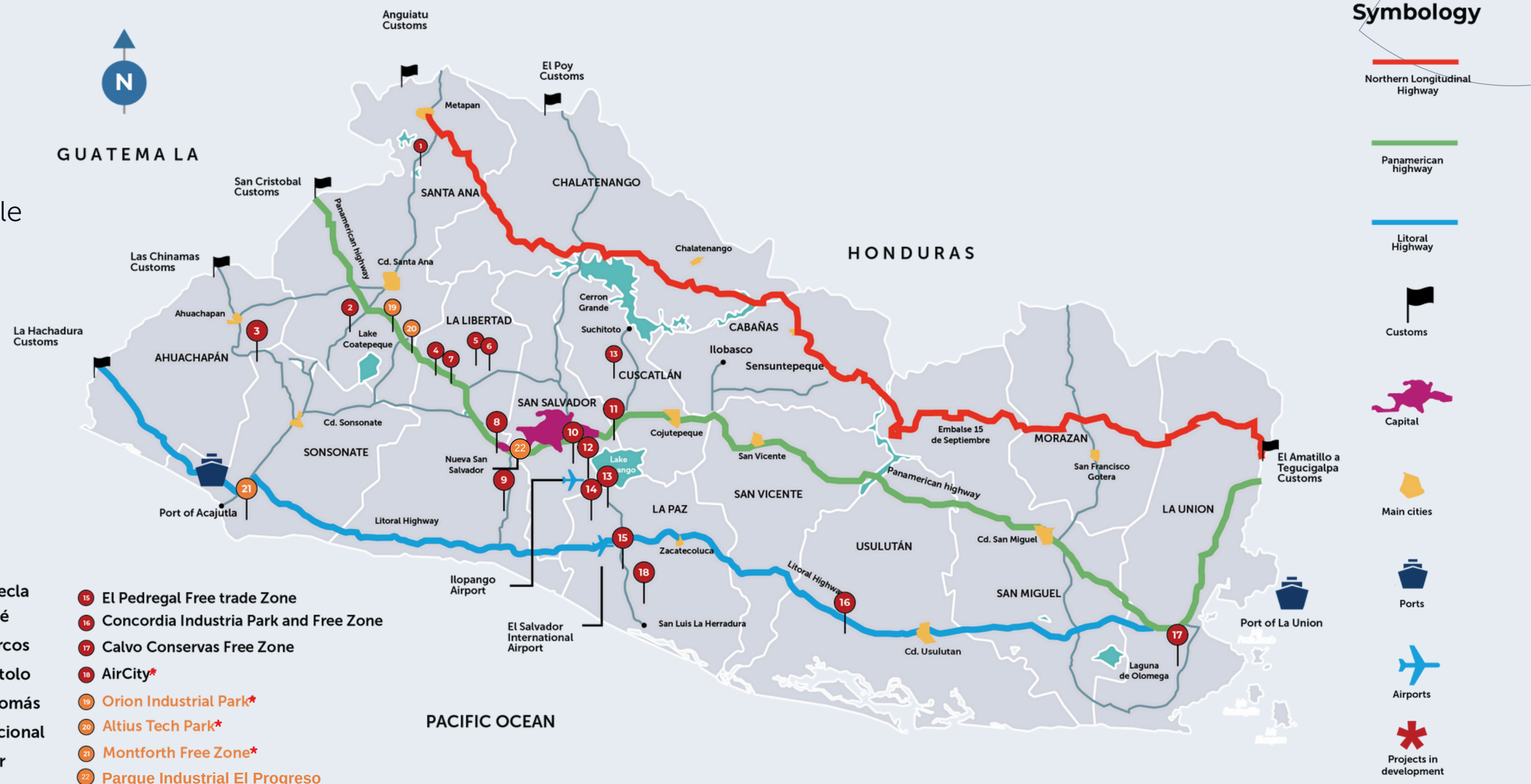
334,275

sq.m of industrial space available
in our Free Trade Zone

- # Free Trade Zone
- # Industrial Parks

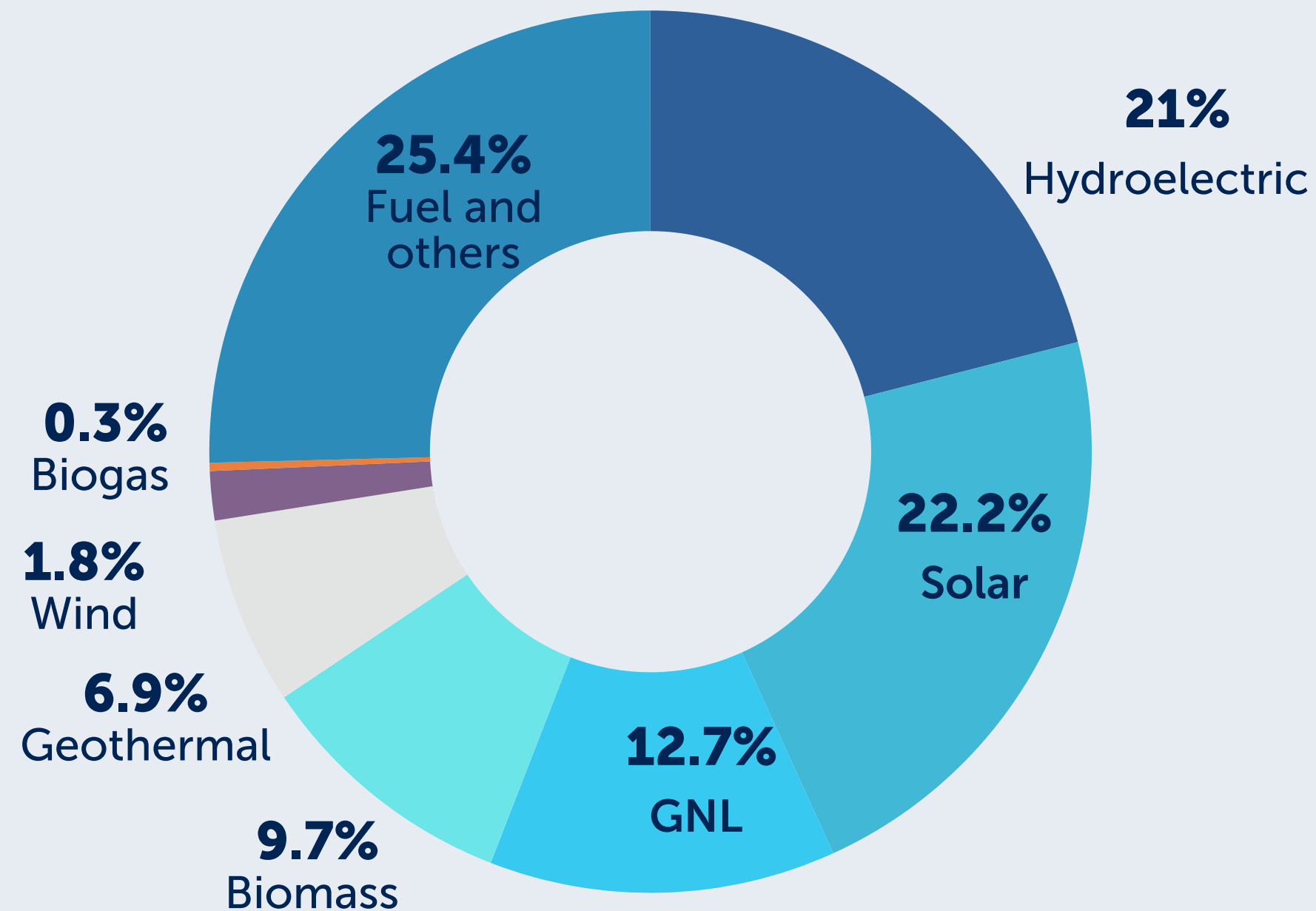
- | | | |
|----------------------------|------------------------------|---|
| 1 Santa Ana Free Zone | 8 Zona Franca Santa Tecla | 15 El Pedregal Free trade Zone |
| 2 Las Mercedes Free Zone | 9 Zona Franca San José | 16 Concordia Industria Park and Free Zone |
| 3 Free Zone 10 | 10 Zona Franca San Marcos | 17 Calvo Conservas Free Zone |
| 4 ExportSalva Free Zone | 11 Zona Franca San Bartolo | 18 AirCity* |
| 5 Pipil Free Zone | 12 Zona Franca Santo Tomás | 19 Orion Industrial Park* |
| 6 Sam Li Free Zone | 13 Zona Franca Internacional | 20 Altius Tech Park* |
| 7 American Industrial Park | 14 Zona Franca Miramar | 21 Montforth Free Zone* |
| | | 22 Parque Industrial El Progreso |

*Development projects



El Salvador is moving forward on its path to sustainability by expanding renewable energy generation

Installed capacity by energy source (2024)



3,040.8 MW
Installed capacity of El Salvador (2024)

62%
Energy generated through renewable sources (2024)

Source: General Superintendence of Electricity and Telecommunications

INVESTMENT OPPORTUNITIES

Explore investment opportunities in El Salvador



Aeronautics



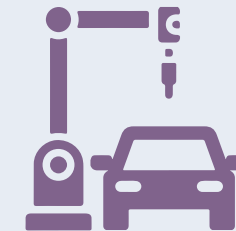
Food and
beverages



BTC and
digital
assets



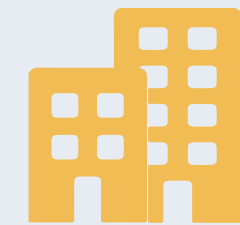
Software
Development
and digital
content



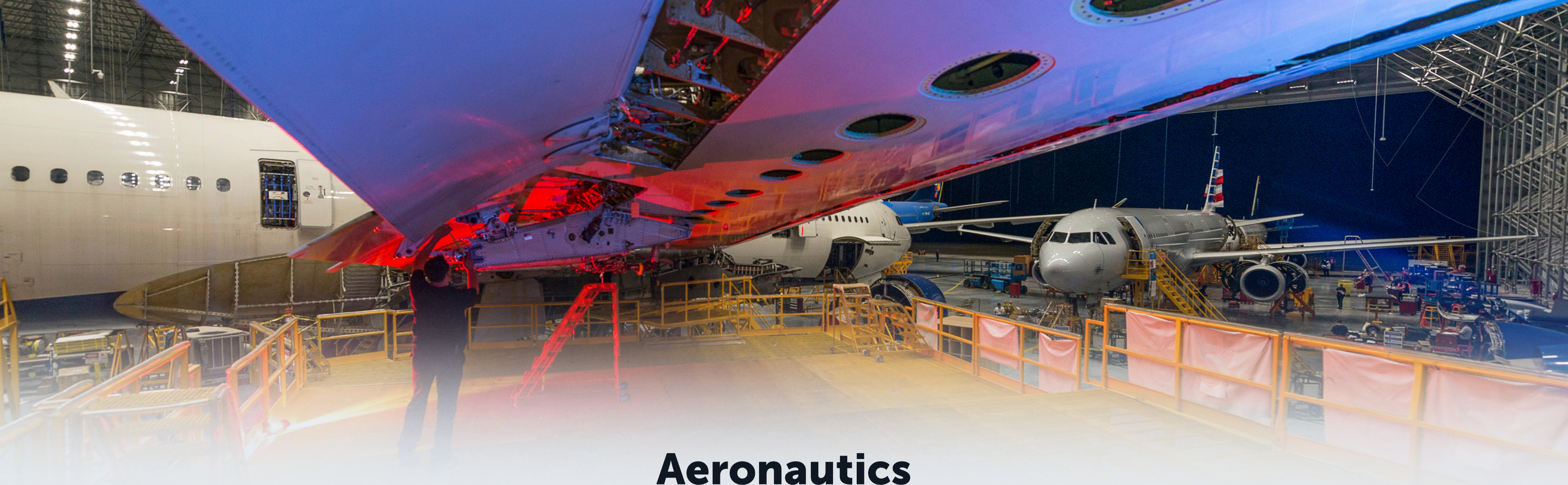
Electrical
equipment
and auto parts



Pharmaceutical
and
medical devices



Tourism
infrastructure



Aeronautics

El Salvador has established itself as an international benchmark in aircraft maintenance, repair, and overhaul (MRO) services. It offers a reliable and specialized ecosystem that operates under the highest industry standards.

Investment opportunities:

- Commercial aircraft and helicopter maintenance operations.
- Finishing process operations.
- Painting and maintenance of commercial aircraft interiors.
- Engineering services.
- Aeronautical ground services.

\$283 M

Exports of
maintenance and
repair services (Q3
2024)

+16%

International Airport
Passenger Traffic
Growth, 2024

34

Direct air routes of origin
and destination



Food and beverages

El Salvador is consolidating its position as a key destination for food production and exports, thanks to its access to high-quality inputs grown under sustainable practices. Its strategic location in the heart of Central America facilitates access to international markets.

Investment opportunities:

- Alcoholic and non-alcoholic beverage processing
- Food processing
- Logistics infrastructure

\$1,506 M

Exports of the
agroindustry, food and
beverages sector (2024)

+30

Export
destinations
(2024)

+100

Exported
products (2024)



Bitcoin and digital assets

El Salvador is a world leader in asset tokenization and is the second country in the world with the most favorable regulation towards cryptoassets. This recognition positions the country as a global strategic center for the development of digital assets, as well as opens doors for international collaborators and investors.

Investment opportunities:

- Blockchain infrastructure and technical services.
- Tokenization
- Decentralized Finance (DeFi)
- Digital Financial Services
- Consulting and compliance services

1st

In America with the most favorable regulation towards cryptoassets (2024)

2nd

In the world with the most favorable regulation towards cryptoassets (2024)

39

Digital asset service provider companies



Software development and digital content

El Salvador’s innovation ecosystem is thriving, with active growth in fintech, e-commerce, blockchain, and AI.

Investment opportunities:

- Software development and digital services
- Software factories and IT services
- Digital content and entertainment
- Emerging technologies and cloud services
- Innovation and digital transformation centers

\$ 307 M

Telecommunications, IT, and information services exports (Q3 2024)

\$1,200M

Net FDI balance in the information and communications sector (Q3 2024)

1er

Google Technology Center in Central America



Electrical equipment and auto parts

El Salvador represents a unique opportunity for auto parts manufacturing and exporting companies, especially in the context of nearshoring, by facilitating the manufacturing of intermediate components (Tier II and Tier III).

Investment opportunities:

- Electrical and electronic components for the automotive industry.
- Plastic components
- Textile parts for automotive interiors
- Metal-mechanical components

\$135 M

Total auto parts exports, 2024

\$114.5 M

Export of spark plug wiring harnesses, 2024

+80%

Of auto parts exports destined for North America in 2024



Pharmaceutical and medical devices

The pharmaceutical and medical devices industry in El Salvador is regarded as one of the main productive sectors with extensive use of cutting-edge technologies and high specialized employment. It is also internationally characterized as one of the countries with the greatest diversity of the highest quality products.

Investment opportunities:

- Research and development
- Drug manufacturing and packaging
- Medical devices

\$182.2 M

Pharmaceutical
sector exports
(2024)

\$7.2 M

Medical device
exports (2024)

35

Certified laboratories
by the pharmaceutical
industry



Tourism infrastructure

A true treasure in the heart of Central America, El Salvador offers an unrivaled environment for investment in tourism infrastructure. Its unique natural diversity includes stunning beaches, majestic volcanoes, and lush mountains. In addition, its rich history, vibrant culture, and Pacific Ocean coastline make it an attractive destination for both tourists and investors.

Investment opportunities:

- Hotels
- Convention Centers
- Theme Parks and restaurants

3.9 M

International visitor arrivals (2024)

\$3,793 M

In foreign currency from tourism at the end of 2023

17 %

Sector growth (2024/2023)



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