



**Colombia+
Competitiva**

Cooperación suiza para la competitividad

Contributing to Colombia's Competitiveness and Economic Development

2017-2020



Colombia + Competitiva

Colombia + Competitiva is a joint initiative by the State Secretariat of Economic Affairs (SECO) and the Colombian Government aimed at improving the country's competitiveness and diversifying its economy. Swisscontact, the Swiss Foundation for Technical Development Cooperation, facilitates the program nationwide.

The country's competitiveness challenges and their feasible public-policy solutions are identified with the entities of the SNCI (National Competitiveness and Innovation System), the program's leading partners.

An investment of USD 14 000 000 is foreseen for the Program's implementation.

The Program provides support to Colombia's systemic actions to strengthen its private sector and create a favorable business environment. It does so through three mechanisms aimed at:

- 1** Easing the dialogue on the competitiveness challenges of strategic value chains among public and private actors at national and sub-national levels.
- 2** Contributing to the design and implementation of innovative public policies for private sector development and competitiveness.
- 3** Fostering the economy's diversification through the supply of increasingly sophisticated goods and services in four strategic value chains Specialty Cocoa, Sustainable Construction, Sustainable Tourism, and Natural Ingredients for Cosmetics.

Sector Policy Dialogue

Colombia + Competitiva connects the regions with the national government through an active dialogue between the private sector and the public sector. Such an exchange uncovers the competitiveness challenges of the program's four value chains and helps to build systemic solutions within a market approach. The Program thus fosters the interaction of the actors of the various chains, promoting agreements and institutional commitments, from a technical and neutral standpoint.



Participatory
Dialog



Competitiveness
Challenges



Market
Approach



Public Policy Support

Colombia + Competitiva provides the entities of the National Competitiveness and Innovation System with a fast, strategic, and flexible support mechanism to innovate on the implementation of public policies for private sector development and competitiveness.

The program works together and strategically with its partner entities in identifying the country's competitiveness bottlenecks. Upon those entities' initiative, actions are taken towards designing instruments for informed public investment decision-making, strengthening institutional capacities, and devising tools for improving the efficiency of public management, among others.

The Public Policy Support mechanism creates opportunities for technical discussion and agreements on projects that foster systemic changes beyond the entities' distinct mandates.



Projects: Through the Public Policy Support mechanism, 13 projects proposed by the Program's partner entities are being implemented. These projects focus on the country's five competitiveness policy areas:

INNOVATION

- Defining the roles and responsibilities of the National Government entities concerning knowledge and technology transfer, innovation, and entrepreneurship
- Contributing to the functionality of the unified portal for science and technology: www.innovamos.gov.co
- Analyzing the obstacles for private investment in R&D

REGIONAL COMPETITIVENESS

- Enhancing the capacities of the CRCIs (Regional Competitiveness and Innovation Commissions).
- Closing the provincial competitiveness gaps
- Supplying public assets for regional clusters

PUBLIC POLICY ANALYSIS

- OECD's peer review of the Productive Development Policy
- Prospective methodology applied to Colombia's Productive Development Policy

BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP

- Unifying business censuses
- Strengthening the business/economic-census information
- Developing an instrument for measuring entrepreneurship in the country

GOVERNMENTAL EFFICIENCY

- Governance of the MNC (National Qualifications Framework)
- Simplifying the competitiveness and innovation instances

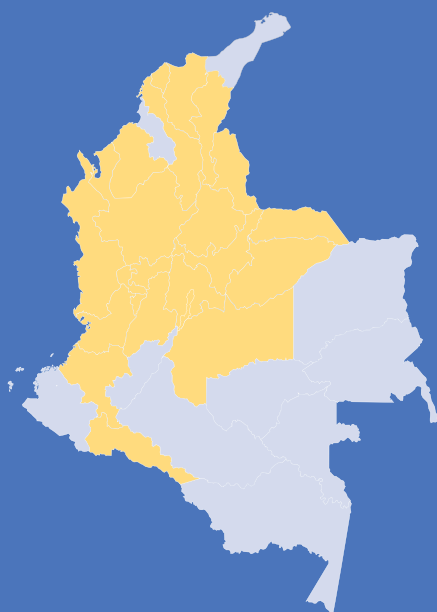


For more information on these projects, please scan this code.



Strengthening Value Chains

Colombia + Competitiva boosts regional competitiveness by providing support to the program's value chains. It does so in partnership with iNNpulsa Colombia, through a "call for proposals" mechanism for the co-funding of the most innovative projects submitted.



314

small-producer businesses and organizations have been strengthened

20

provinces have been served

1464

persons have improved their production and transformation techniques

4 780 000 USD

have been invested

The projects funded under this mechanism receive specialized foreign technical assistance (SEN - Swiss Expert Network) that enhances their implementation by:

- Attaining a market approach for the sectors' competitiveness strategies, aiming at reaching new markets worldwide.
- Improving the technical capacities of the producers and entrepreneurs of these value chains in the regions, through methodological transfers grounded on the international experience.
- Strengthening the productive processes mainly by implementing quality standards and enhancing productivity.



Proyectos: Through the value-chain strengthening mechanism, 17 projects were selected during three nationwide calls for proposals and are now being implemented.

SPECIALTY COCOA

Hálibar Kakao
(Santander)

Specialty Cocoa of Tolima
(Tolima)

100% Araucan Specialty Cocoa
(Arauca)

West Caribbean Specialty Cocoa
(Bolívar)

CAESCA Cocoa
(Antioquia and Cesar)

NATURAL COSMETIC INGREDIENTS

Magdalena River Nuts
(Magdalena, Valle)

Chocoan Annatto
(Chocó)

Sacha Nasa
(Cauca)

CES natural cosmetic ingredients
(Antioquia and Meta)

SUSTAINABLE CONSTRUCTION

Sustainable Construction and Circular Economy
(Santander)

Fedeguadua's Sustainable Construction on Guadua
(Quindío, Risaralda and Valle)

Healthy Constructions
(Atlántico)

Camacol's Innovation on Sustainable Construction
(Atlántico, Caldas, Risaralda, Valle and Bogotá)

NATURE TOURISM

Colombian East Plains Destination
(Casanare - Meta)

Putumayo Destination
(Putumayo)

Natural Macondo
(Magdalena)

Trekking through the Colombian Coffee Cultural Landscape
(Quindío and northern region of Valle del Cauca)



For more information on these projects, please scan this code.



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Funded by:



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es de todos**

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