

COLOMBIA THE COUNTRY OF BEAUTY

INTERNATIONALISATION FACTORIES



WHAT ARE INTERNATIONALISATION FACTORIES?

An Initiative of the Ministry of Commerce, Industry, and Tourism that **prioritizes increasing non-mining energy exports, promoting an export culture, and expanding the exporting business network.**

The Program seeks that



Accelerate their export processes and enter new markets
in a sustainable, structured, and competitive manner.

SMEs IN COLOMBIA

MAIN BARRIERS

1

International
business model
not defined.

2

Lack of personnel in
charge of the export
processes.

3

Lack of
knowledge of the
export process

4

Inefficiency in time
and cost in the
export process.

5

Lack of knowledge of
the export promotion
tools provided by the
government and free
trade agreements.

6

Lack of
strategic
alliances

7

Failure to identify and
take advantage of
alternatives in the various
vulnerable channels,
such as e-commerce.

8

Lack of
internationalization tools
for companies in remote
areas and vulnerable
communities with export
potential.

9

Lack of
knowledge of how
to set up in other
markets.

10

Lack of knowledge
of the diversity of
global consumers
(Hallal).

GAP CLOSURE

Focused on promoting business development through technical assistance to enterprises and products by people who are:



Sexually diverse



Of different migratory or national origin



Special needs and generational differences



Of ethnic or racial origin.

LEAD US TO:

- 1 **Internationalization Factories.**
- 2 **Ella Exporta a África** (She exports to Africa).
- 3 **Preparation for Selling Abroad with companies in PDET territories** (Development Programs with a Territorial Approach).

INTERNATIONALISATION FACTORIES



WOMEN

193 companies receiving more than **2,400 interventions**, achieving business for more than USD 5 million.



FARMERS

20 enterprises with more than **180 interventions**.
Businesses for more than USD 25 million, benefiting more than 4,000 families.



VICTIMS OF THE ARMED CONFLICT

9 companies that have received more than **120 interventions** and have been supported to produce more than USD 50 thousand in business.

YOUTH (YOUNG PEOPLE)

9 beneficiary companies with more than 70 interventions.

AFRODESCENDANTS

4 companies received 15 interventions.

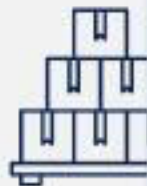
INDIGENOUS

2 companies received **25 interventions**.
Businesses supported for more than USD 92 thousand impacting more than 1,400 families.

WHAT DO THE COMPANIES RECEIVE?

Companies of exporting excellence

The design and structuring of new tailor-made business models.



Comex 360

The creation or strengthening of the foreign trade area with diversification and use of new commercialization channels.

Export Consortiums

Promotion of strategic alliances



Mentoring

The transfer of knowledge from mentors.

International Expansion

Guidance for international expansion.



Sustainable projects

The development of foreign trade skills for special projects led by indigenous, women and farmer communities, among others.

WHAT ARE COMPANIES DOING WITH THE TECHNICAL ASSISTANCE?



Technical Assistance

Partial progress - Companies intervened
Compliance Four-year period



Companies intervened: 80%

Target: 1,350 companies

Partial result: 1,075 companies

73.74
COMEX 360

20.13
COMPANIES WITH
EXPORT EXCELLENCE

20.13
INTERNATIONAL
EXPANSION

MENTORING:
15.74%.

EXPORT CONSORTIUMS:
9.92%

SUSTAINABLE PROJECTS:
1.34 %

BASE:
1,075 companies

COMPANIES CAN TAKE MORE THAN ONE LINE OF SERVICE.

TECHNICAL ASSISTANCE - Social aspects.

- ▶ A strategy was consolidated parallel to the service lines to support companies in the structuring of their sustainability strategy.

The companies build, implement and make visible in a strategic and structured manner, their actions focused on environmental, social, economic and/or governance sustainability.

The Sustainable Development Goals are achieved, in particular:



01

End of poverty



05

Gender Equality



08

Decent work and economic growth



10

Reduction of inequalities





1

Commitment to foreign investment for sustainable development and energy transition.



2.

Commitment to the internationalization of our territories and to a productive and exporting culture.



3.

Commitment to the Global South. Integration with Latin America and the Caribbean, Asia and Africa.



4

Commitment to an active multilateralism.

TERIMA KASIH

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