



Colombia + Competitiva III

Strengthening Colombia's competitiveness

Rationale

Although Colombia has significant potential to develop competitive products based on its rich natural resources and biodiversity, it faces economic, environmental and social challenges, with persistent inequality, increasing insecurity and governance problems. Addressing deforestation, greenhouse gas emissions and labour productivity is crucial for sustainable growth and rural development. Although Colombia's GDP has shown modest growth, it remains insufficient to raise living standards. Colombia + Competitiva strengthens competitiveness in selected value chains, consolidates its activities in the third phase and emphasises the transfer of know-how, structures and services to partners.

Objectives and activities

The overall objective of the Program is to promote green and inclusive growth by supporting key reforms related to competitiveness, such as the business environment, competition policy, entrepreneurship, skills development, innovation and the circular economy. It supports sustainable value chains, tackling specialty cocoa, sustainable tourism, natural ingredients, coffee and sustainable construction. It also addresses sectoral issues such as access to finance, climate change or sustainable construction.

The Program thus contributes to the creation of jobs and income opportunities through compliance with sustainability standards and by promoting access to international markets. The deployment of Swiss expertise supports the creation of dedicated partnerships between Colombian and Swiss institutions in the considered reform areas.

- Outcome 1 (macro level): Public and private actors at national and sub-national levels implement more favourable policies to increase competitiveness and sustainability and improve their cooperation.
- Outcome 2 (meso level): Public and private actors at sectoral levels implement more favourable policies, best practices, regulations and standards to increase competitiveness, access to finance and sustainability.
- Outcome 3 (micro level): Value chain actors in the selected regions improve their level of internationalisation and sustainable performance.
- Outcome 4 (knowledge, sustainability): Public and private actors at national and sub-national levels take ownership of the experience, adapt their policies and become leaders, ensuring the sustainability of the Program

Country/region

Colombia

Partner/National Facilitator

Colombian Government /
Swisscontact

Duration

2025-2028

Total budget

CHF 7,000,000

SECO contribution

CHF 5,000,000



Colombia+
Competitiva

Cooperación suiza para la competitividad



© Gregg Bleakney: Coffee cupping process at the Café Condor processing plant in Huila

Governance Structure of Colombia + Competitiva

Colombia + Competitiva is a program of the Swiss State Secretariat for Economic Affairs SECO, in collaboration with the Colombian bodies of the National Competitiveness and Innovation System including actors of the private and academic sector. The program is facilitated by Swisscontact.

Results from previous phases

C+C has achieved significant milestones over eight years, supporting key reforms in competitiveness and strengthening sustainable value chains across sectors and regions, with 90 projects facilitating policy dialogue and generating positive impacts nationwide. According to the evaluation of the programme in 2023, C+C has achieved positive results and impacts on economic and social indicators such as exports, sales, job creation and women's participation in leadership positions. For example, it was present in 30 departments of the country and reached 5,572 beneficiaries, 13% of those in vulnerable situations. The project has reduced CO2 emissions by 8,065 tonnes, increased the value of exports generated by value chain projects by 126%, and created and maintained 8,580 jobs, 35% of which are held by women.


Further information


Website of Colombia + Competitiva: www.colombiamascompetitiva.com

seco-cooperation.admin.ch

Integration in value chains



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