



# Colombia + Competitiva II

## Strengthening Colombia's competitiveness

### Rationale

In the last decades, Colombia achieved sustained economic growth, leading to improved living conditions of the population, albeit very unevenly throughout the country. The economic impulses have come mainly from commodity exports and the momentum has slowed down in recent years. The Covid-19 pandemic has highlighted the need for addressing structural problems, diversifying the economy and creating sustainable and inclusive growth to benefit the population at large.

### Objectives and activities

The main objective of Colombia + Competitiva is to contribute to strengthening Colombia's competitiveness and the diversification of its economy. The bodies of the National Competitiveness and Innovation System are the main partners of the program, and together with them important competitiveness challenges and public policy solutions are identified and supported.

The program aims to foster green and inclusive growth by supporting key reforms related to competitiveness, such as to business environment, competition policy, entrepreneurship, skills development, innovation and circular economy. It provides support for sustainable value chains (specialty cocoa, sustainable tourism, natural ingredients and coffee) and addresses sectoral topics (access to finance, climate change, sustainable construction and others). The programme therefore contributes to providing jobs and income opportunities through compliance with sustainability standards and by fostering international market access. The deployment of Swiss expertise through a Swiss Expert Network supports the creation of dedicated partnerships between Colombian and Swiss institutions in the selected reform areas. The programme focuses on three thematic Outcomes:

1. Public policies and reforms are implemented to promote competitiveness, innovation and skills development at national and sub-national levels
2. Increased competitiveness leads to more exports and jobs in selected sustainable value chains
3. Solutions to cross-cutting challenges for specific sustainable value chains through policy dialogue between government, private sector and academia



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SECO country/region  
Colombia

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Partner/National Facilitator  
Colombian  
Government /  
Swisscontact

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Duration  
2021-2024

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Total budget  
CHF 17,000,000

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SECO contribution  
CHF 14,000,000



**Colombia+**  
**Competitiva**

Cooperación suiza para la competitividad

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## **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**

Phase I successfully strengthened Colombia's National System for Competitiveness and Innovation and therefore supported the implementation of innovative public policies for business environment reforms and productive development. The Programme also contributed to increased competitiveness and higher added value in four value chains at sub-national level: specialty cocoa, sustainable tourism, sustainable construction, and natural ingredients for cosmetics. Furthermore, it addressed cross-cutting, sector specific bottlenecks in the four value chains (e.g. Support to the elaboration of the national cadmium strategy). An independent evaluation confirmed this very positive assessment of the programme and recommended its continuation.

## **Further information and contact details**

Website of Colombia + Competitiva: [www.colombiamascompetitiva.com](http://www.colombiamascompetitiva.com)

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