



# SeCompetitivo

## Strengthening Peru's competitiveness

by supporting public policies and value chains that contribute to sustainable development.

### Rationale

Despite solid economic growth and considerable progress in poverty reduction, Peru faces important challenges on its way to achieve sustainable development, among which low productivity and competitiveness stand out. The economy is not particularly diversified and generally produces goods at the lower end of global value chains. Of the 137 economies included in the WEF Global Competitiveness Report 2017-2018, Peru ranks 72<sup>nd</sup> and has fallen 11 positions since 2013. Compared to the others countries of the Pacific Alliance, Peru faces particular challenges in institutional development, market sophistication and innovation as well as higher education and vocational education and training.

### Objectives and activities

The main objective of SeCompetitivo is to support Peru in improving the competitiveness, thus contributing to sustainable economic development and poverty reduction. More specifically, the program focuses on supporting the public and private sector in increasing productivity, fostering skills development and facilitating access to international markets, thus aiming at the creation of more and better jobs. The program strengthens value chains with links to international markets, which have the potential to become drivers of competitiveness of their regions and foster inclusive and decentralized economic development in Peru. For its implementation, the program relies on Swiss expertise deployed at the national and subnational level.

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SECO country/region

Peru

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Implementing partner

Consejo Nacional de  
Competitividad y  
Formalización

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Implementing agency

Helvetas

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Duration

2018-2023

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Total budget

CHF 17,000,000

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SECO contribution

CHF 12,000,000



## Governance Structure of SeCompetitivo

SeCompetitivo is a program of the Swiss State Secretariat for Economic Affairs SECO, in collaboration with the Peruvian Ministry of Economy and Finances acting through the Technical Secretariat of the National Council on Competitiveness and Formalization as government counterpart and with the participation of the Peruvian business association IPAE as private sector counterpart.

The program is active in *three thematic areas* and applies *three implementation mechanisms*, which generate synergies between each other.

### Thematic areas

#### 1. Business and Value Chain Development

We contribute to increasing productivity and diversifying the exportable offer, facilitating the improvement of business management, as well as the development of innovative goods and services with greater added value.

#### 2. Trade Facilitation

We seek to reduce costs and generate greater efficiency in foreign trade related processes, while preserving the control and traceability demanded by foreign markets.

#### 3. Skills development

We aim to increase labour productivity, helping to create a more efficient labour market by reducing existing gaps.

### Implementation mechanisms

#### a. Support initiatives at a national policy level

We provide technical assistance to public entities in the design and/or implementation of policies that lead to greater productivity and competitiveness, in accordance with the government's national policies on competitiveness.

#### b. Support initiatives in competitive value chains

We strengthen value chains at the regional level in order to increase productivity and export offers and to support employment generation. The program focuses on four sectors: *coffee, cocoa, agro-industry and tourism*. The projects are implemented in the regions of *Piura and San Martín*, which have considerable economic potential, especially in the prioritized sectors.

#### c. Provide specialized Swiss Expertise

We provide specialist advice and technical assistance with the support of the Swiss Expert Network, a network of Swiss institutions and experts, geared towards addressing the Peruvian government's critical competitiveness priorities, strengthen public policy initiatives and competitive value chain projects in their formulation and implementation stages and promoting political dialogue and knowledge management.

### Further information and contact details

Website of the Swiss Cooperation in Peru: [Inicio SECO – Cooperación Suiza en Perú](#)

SeCompetitivo at SECO: [info.wehu.cooperation@seco.admin.ch](mailto:info.wehu.cooperation@seco.admin.ch)

Helvetas: [Helvetas Peru | Organización de desarrollo independiente](#)

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