



Colombia + Competitiva II

Strengthening Colombia's competitiveness

Rationale

In recent decades, Colombia has experienced sustained economic growth, leading to improvements in the living conditions of the population, albeit very unevenly across the country. Economic growth has been mainly commodity-led and started to slow down in recent years. The Covid-19 pandemic has highlighted the need to address structural problems, diversify the economy and achieve sustainable and inclusive growth that benefits the population as a whole.

Objectives and activities

The main objective of Colombia + Competitiva is to contribute to the strengthening of Colombia's competitiveness and the diversification of its economy. The *National Competitiveness and Innovation System* bodies are the main partners of the programme, together identifying and supporting key competitiveness challenges and public policy solutions.

The programme aims 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 (speciality cocoa, sustainable tourism, natural ingredients and coffee) and addresses sectoral issues (access to finance, climate change, sustainable construction and others). The programme thus contributes to the creation of jobs and income opportunities through compliance with sustainability standards and by promoting access to international markets. The use 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 results:

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

SECO country/region

Colombia

Partner/National Facilitator

Colombian
Government /
Swisscontact

Duration

2021-2024

Total budget

CHF 17,000,000

SECO contribution

CHF 14,000,000



Colombia+
Competitiva

Cooperación suiza para la competitividad



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, supporting the implementation of innovative public policies for business environment reform and productive development. The programme also contributed to increased competitiveness and added value in four sub-national value chains: speciality cocoa, sustainable tourism, sustainable construction and natural ingredients for cosmetics. It also addressed cross-cutting, sector-specific bottlenecks in the four value chains (e.g. supporting the development of the national cadmium strategy). During the second phase, an independent evaluation has found that the Colombia + Competitiva Program has established itself as the main reference on international cooperation in competitiveness policies and initiatives in Colombia.

Further information and contact details

Website of Colombia + Competitiva: www.colombiamascompetitiva.com

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