



**CAMARA DE COMERCIO[®]
DE MEDELLIN PARA ANTIOQUIA**

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Medellín - Antioquia Chamber of Commerce

- Founded in 1904, the MACC serves the second city of Colombia known for its business and industrial drive.
- Serves 69 municipalities of Antioquia with 81.000 active enterprises.
- A public-private organization that provides business services with the best technological resources, efficient management of enterprises' public records, development projects and international promotion.
- A pioneer in Colombia in terms of promoting public-private projects that impact the modernization, competitiveness and economic sustainability of the region.
- Leads the region's productive specialization, under a cluster approach, which has become the benchmark for business development in Colombia.



Medellín - Antioquia

Chamber of Commerce

Medellín, ciudad
Cluster

"Medellín - A city of Clusters"



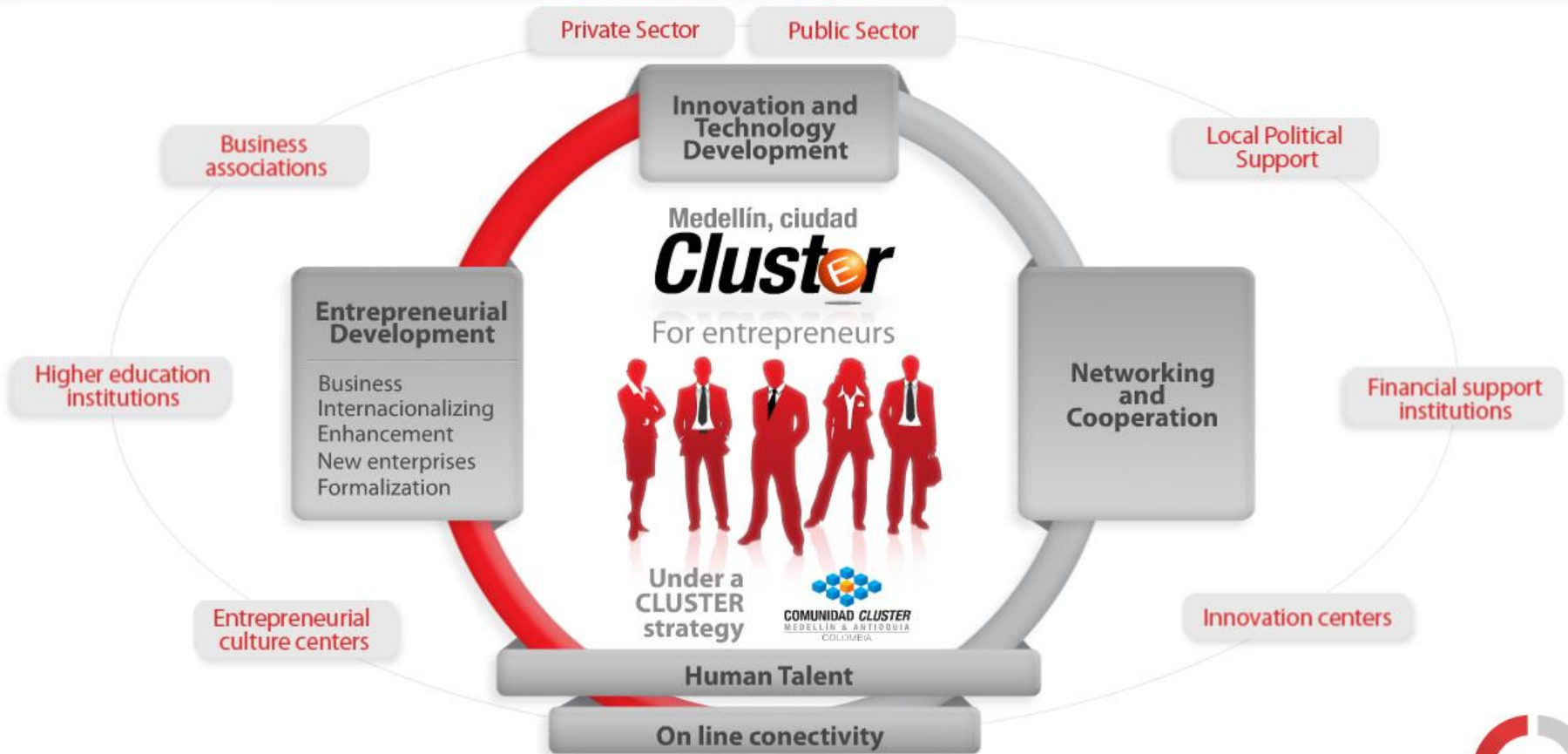
Medellín, ciudad *Cluster*

" Medellín - A City of Clusters "

Strategic Partners:



A Glance of "Medellín - A City of Clusters"



Project Guidelines

Principles

Co-responsibility	Contribute knowledge, and technical and economic resources.
Corporate Social Responsibility	Contribute to improve the setting based on solidarity and equitable conditions.
Pertinence	Achieve progress in employment and trade integration processes.
Efficiency and Effectiveness	Corporate learning and optimizing institutional resources.
Location	70% of the enterprises benefitted are located in Medellín.
Focalization	Enhance very small enterprises' capability to gain market share.
Formalization	Participating enterprises meet legal requirements.
Institutionality	Specialized entities interact with enterprises and support their development.
Support by Large Enterprises to very Small	Large enterprises transfer positive experiences to small enterprises.



Closeup of "Medellín - A City of Clusters"

Medellín, ciudad
Cluster

Methodologies to assist enterprises initiation to consolidation

Initiation

Incorporation
and structuring
enterprises

Enhancement

Trade,
financial and
operational
management

Administration
and
Management

Promotion
of
innovation

Consolidation

Good business
practices and
corporate
internationalizing



1 Innovative nature of the project

2 Impact of the project

2.1. For the Chamber

2.2. For entrepreneurs

2.3. For business environment

3 Relevance of the project

4 Applicability



1. Innovative nature



Public – Private
partnership

Has led to

An integrated **regional strategy** for **entrepreneurial development** implemented in a **corporate development public policy**.



Activities focused
on a **Cluster model**

Has led to

Consolidate a **productive specialization strategy** for the region.



Management of
knowledge and
communication

Has led to

Build trust among strategic actors through a **common language**.



2. Impact of the project

2.1. For the Chamber

- Better **understanding** of the entrepreneurs' needs which has led to:
 - Explore new market niches.
 - Develop specialized products and services.
 - Adjust products and services offered to needs identified.
 - Increase culture based on formalization.
 - Increase the number of clients.
 - Deepest confidence from the entrepreneur with the institution.
- Significant **knowledge** built: Methodologies and diagnostic, planning and educational support tools.
- **Institutional capacity** developed.



2. Impact of the project

2.2. Impact for entrepreneurs: New business deals

Projected Business Deals per Trade Show

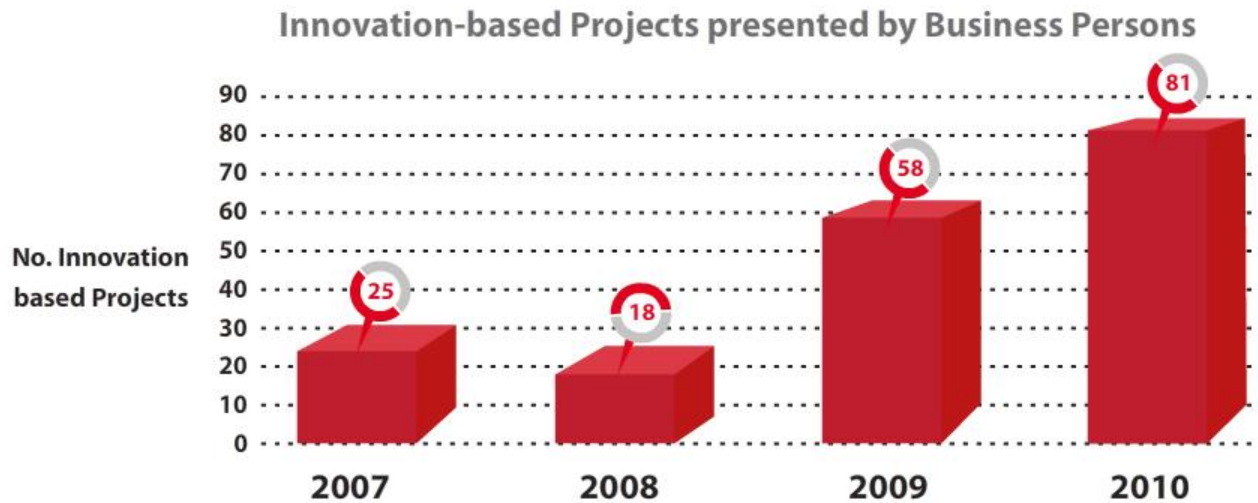


- **18%** of annual compound growth rate in the amount of projected business deals per trade show.
- **USD 162.553.439** of total projected business deals among **222** trade shows.



2. Impact of the project

2.2. Impact for entrepreneurs: Increasing culture based on innovation.



- **48%** compound annual growth of proposals of innovative projects presented by entrepreneurs to be awarded and co-financed.
- **40** innovative prototypes developed and co-financed with **USD 1.297.235**.



2. Impact of the project

2.2. Impact for entrepreneurs: Productivity increase.

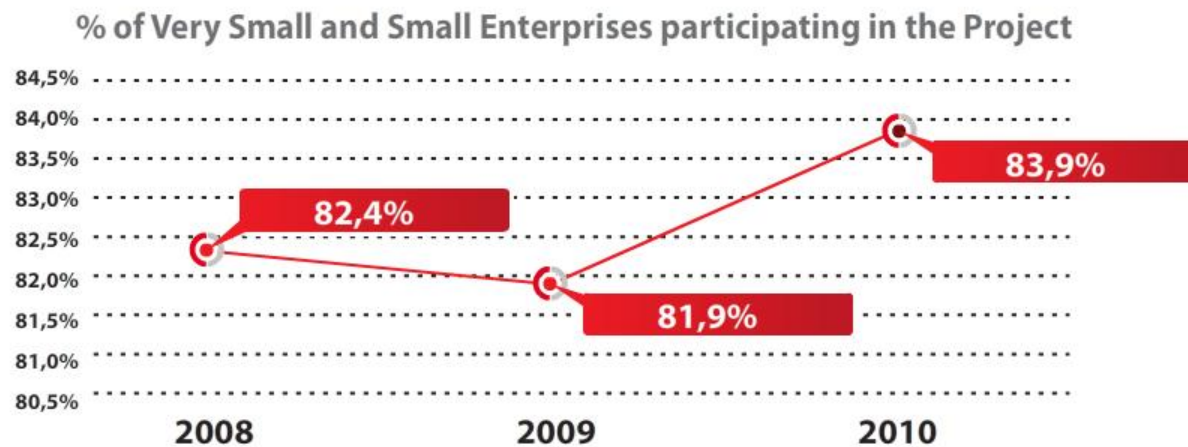


- An average productivity increase **13%** per year.
- An average productivity increase per year of:
 - **13%** for Electric Energy Cluster.
 - **13,6%** for Textile/Garment Manufacturing Cluster.
 - **18,6%** for Construction Cluster.
 - **14%** for Business Tourism Cluster.
 - **12,7%** for Medical & Dental Services Cluster.



2. Impact of the project

2.2. Impact for entrepreneurs : Participation



- **82,8%** of the participating enterprises are, in average, very small and small enterprises.
- **15%** of the very small and small enterprises registered at the Chamber have been intervened by the Project (2006 – 2010).
- **23.521** enterprises intervened represents **20%** of the business base registered at the Chamber (2006 – 2010).



2. Impact of the project

2.3. Impact on business environment : Employments created and sustained

Year	Total Enterprises	Employments	Sales	Total Products
2008	3.103	116.176	USD 3.050.651	95.458
2009	4.340	64.076	USD 2.223.209	37.907
2010	6.056	216.819	USD 7.828.662	86.671
TOTAL	13.499	397.071	USD 13.102.522	220.036

○ **397.071** employments sustained (2008 – 2010).

○ **842** new, sustainable and skilled jobs created (2009 - 2010).

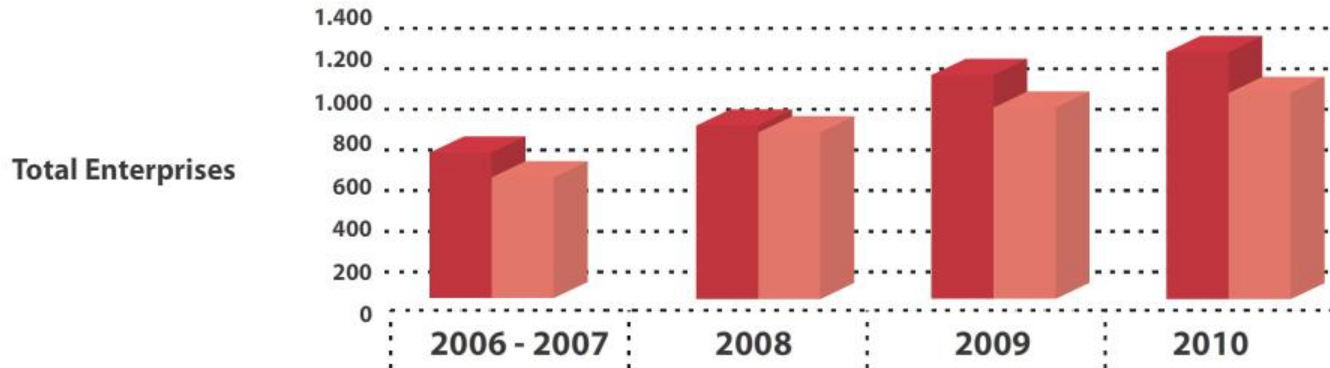
○ **1%** average annual increase in employment; **3%** in sales, **5%** in customers and **3%** in suppliers (2009 – 2010).



2. Impact of the project

2.3. Impact on business environment : Networking and cooperation

Big Brother Model



Very Small and Small Enterprises	693	848	1.078	1.215
Big Brothers	605	828	947	1.014

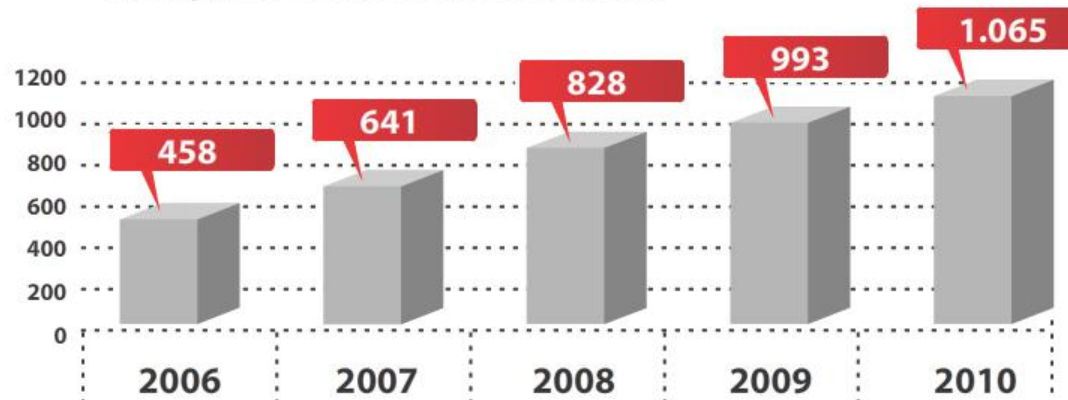
19% compound annual growth of successful business persons (Big Brothers) sharing their knowledge with very small and small enterprises.



2. Impact of the project

2.3. Impact on business environment : Networking and cooperation

Enterprises Connected to Networks



Year	2006	2007	2008	2009	2010
Virtual Communities Created	29	42	58	74	81

- **24%** compound annual growth of enterprises connected to networks.
- **29%** compound annual growth of virtual communities created. (TIC)



2. Impact of the project

2.3. Impact on business environment : Social inclusion

- **495** business support processes aimed at enterprises in low-income neighborhoods.
- **618** business projects supported with a gender perspective.
- **363** firms created with a social perspective.
- **2.900** enterprises formalized.



3. Relevance

FROM ITS CONCEPTION

- Public - Private
- Partnership
- Agreements
- Resources
- Clear responsibilities
- Open discussion settings

FROM ITS CONTRIBUTION TO THE PERFORMANCE OF THE ACTORS INVOLVED

- Change of mental schemes.
- Trust increased among business persons.
- Sharing of knowledge.
- Substantial improvements made into enterprises' processes.
- Networking.

FROM ITS CONTRIBUTION TO REGIONAL DEVELOPMENT

- Creation of a public policy which is coherent with a national policy of competitiveness.
- Generation of employment.
- Improvements in productivity.
- Institutional capital developed in the region.

4. Applicability

What made it possible?



- Political will of public servants, civil society, and others.
- Institutional capability.
- Corporate initiative.
- Action-based agreements.
- Human, technical and financial resources.

What are the capabilities required?

- **Long – term** planning and structuring.
- Its methodologies are **documented and proven**.
- It addresses **needs specific** to business owners, which are common in other parts of the world.
- Closer **ties** and **cooperation** between the public and private sector.
- **Involvement of local business** persons to build methodologies, technological platforms and contents.



How can this be applied?

- Through on-line communities and networks.
- Participants counsels, local professionals and business persons.
- Methodology: Two-way discussions in real time complemented with one-on-one physical interactions.





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