



AMERICAS PARTNERSHIP FOR ECONOMIC PROSPERITY

INTRODUCTION

The Americas Partnership Trade Ministers established the Inclusive Trade and SME Committee with the intent that it will develop “activities to promote greater access to the benefits of trade for small and medium-sized enterprises (SMEs) and underserved communities.”

This Americas Partnership SME Inclusive Trade Inventory, consisting of self-reported existing SME export programs and resources in each Partnership country that support its SME exporters, includes programs which assist micro-, women-led, minority-led and Indigenous-led SMEs and SMEs from historically underrepresented and underserved communities. Understanding the practices of Partnership Countries is an essential step to build information-sharing tools and activities to promote greater access to the benefits of trade for SMEs.

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AMERICAS PARTNERSHIP SME INCLUSIVE TRADE INVENTORY BARBADOS

Introduction

Export Barbados is committed to empowering Small to Medium-sized Enterprises (SMEs) by providing comprehensive support and resources to help them capitalize on international trade opportunities. Recognizing the vital role that SMEs play in driving economic growth and innovation, Export Barbados has developed a suite of targeted programs designed to enhance the export readiness and global competitiveness of these enterprises.

Through initiatives such as Trade Missions, the Export Academy, I-Export, Export Infrastructure, Shop Barbados, and the Special Technical Assistance Programme, Export Barbados aims to equip SMEs with the necessary tools, knowledge, and infrastructure to successfully navigate the complexities of global markets. These programs are tailored to address the unique challenges faced by SMEs, fostering an environment where they can thrive and contribute to the economic prosperity of Barbados.



List of Programmes at Export Barbados

Trade Missions

Facilitates participation in international trade missions, providing SMEs with opportunities to showcase their products and services, network with potential buyers, and explore new markets. This exposure helps SMEs gain valuable insights into global market trends and establish international business relationships.

Export Academy

Offers training and capacity-building programs designed to equip SMEs with the knowledge and skills needed for successful exporting through an online platform. The academy covers topics such as market research, export regulations, and international marketing strategies, empowering SMEs to effectively navigate the complexities of global trade.

<https://exportbarbados.org/export-academy>

I-Export

Provides a platform for SMEs to strengthen their c-suite skills and become more competitive in the global arena. I-Export businesses earn between US\$150,000 and US\$1 million in export revenue and the programme is intended to help them grow beyond this threshold.

Export Infrastructure

Focuses on developing and improving the physical infrastructure necessary for efficient exporting. This involves the allocation of factory space that allows SMEs to operate at globally comparable levels, and the provision of shared-use facilities that are certified to international standards and allow SMEs to streamline their production and export processes and reduce costs.



Shop Barbados

A programme of assistance that combines marketing and promotion with a logistics solution through an online marketplace that promotes Barbadian products to international consumers. This platform allows SMEs to showcase their goods to a wider audience, facilitating direct sales and increasing their visibility in global markets.

Special Technical Assistance Programme

Provides targeted technical assistance to SMEs to address specific challenges related to exporting. This programme offers expert advice, mentorship, and resources to help SMEs overcome barriers and enhance their export readiness.



Conclusion

Export Barbados remains steadfast in its commitment to advancing the capabilities and success of Small to Medium-sized Enterprises (SMEs) in the realm of international trade. The programmes outlined in our SME Inclusive Trade Inventory reflect our dedication to equipping SMEs with the tools, knowledge, and opportunities necessary to excel in global markets. Through continued review and upgrade of these programmes, Export Barbados is poised to contribute to a more equitable and prosperous economic landscape, ensuring that SMEs can fully realize their potential and drive sustainable growth for the nation.



AMERICAS PARTNERSHIP SME INCLUSIVE TRADE INVENTORY CANADA

SME Trade Promotion Programs, Trade Missions, and Business to Business Matchmaking

Trade Commissioner Service

The Trade Commissioner Service helps Canadian businesses of all sizes, including SMEs, succeed in international markets through export advisory services, accelerator programs, and support at trade missions and events. It offers services in more than 160 cities worldwide. The TCS also provides tailored programming to businesses owned by members of inclusive trade groups, such as women, Indigenous Peoples, Black and other racialized entrepreneurs, members of 2SLGBTQI+ communities, and youth.

[Link: Trade Commissioner Service](#)

Team Canada Trade Missions

Team Canada Trade Missions (TCTMs) are large-scale, minister-led trade missions delivered by Canada's Trade Commissioner Service. They prioritize innovation sectors where Canada has a competitive advantage. By facilitating access to the region, TCTMs help open doors for Canadian companies, including SMEs.

[Link: Team Canada Trade Missions](#)



SME Export Counseling and Business Centers

Export Development Canada

Export Development Canada (EDC) is a Crown corporation dedicated to helping Canadian companies of all sizes succeed on the world stage by equipping them with the tools they need – the trade knowledge, financial solutions, insurance, and connections – to grow their business. EDC also offers tailored trade expertise to businesses owned by women, Indigenous Peoples, Black and racialized Canadians, people with disabilities and members of the 2SLGBTQ+ community to help them succeed on the global stage.

[Link: Export Development Canada \(EDC\)](#)

Business Development Bank of Canada

The Business Development Bank of Canada supports SMEs in all industries and at every stage of growth with financing, smart capital, and advice. It also offers dedicated financing solutions to black, Indigenous and women entrepreneurs.

[Link: About us – Business Development Bank of Canada | BDC.ca](#)



SME Export Information Resources

ISED

Innovation, Science and Economic Development Canada (ISED) has developed a business benefits finder database to allow businesses, entrepreneurs and non-profit organizations to find relevant programs and services to help them grow.

Link: [Canada.ca - Business Benefits Finder](https://www.canada.ca/business-benefits-finder)



Additional SME Inclusive Trade Initiatives

International Trade and Investment

Government of Canada's dedicated website for International Trade and Investment includes resources to support SMEs seeking to trade internationally. This includes information to support businesses exporting from Canada, importing into Canada and looking to expand in Canada. Additionally, it also provides access to market intelligence and data, information on tariffs, rules and regulations and information on Canada's trade agreements.

Link: International trade and investment (canada.ca)

Inclusive Trade

Global Affairs Canada's dedicated webpage includes information and resources to promote Canada's inclusive approach to trade, which seeks to ensure that the benefits and opportunities that flow from trade are widely shared, including with under-represented groups such as SMEs, women, and Indigenous Peoples. The website also provides information on inclusive trade export programs and services.

Link: Canada's inclusive approach to trade (international.gc.ca)

Trade Policy and Small and Medium-sized Enterprises

Global Affairs Canada's dedicated webpage provides information related to SMEs and international trade. This includes information about Canada's approach to SMEs and Free Trade Agreements (FTAs), key resources related to Canada's current FTAs and information about the challenges and opportunities that SMEs face when participating in international trade.

Link: Trade policy and small and medium-sized enterprises (international.gc.ca)



Additional Resources

This inventory reflects programs and services offered at the federal level. In addition to those listed here, there may be resources offered at the sub-federal level by entities such as provinces, territories or municipalities.



AMERICAS PARTNERSHIP SME INCLUSIVE TRADE INVENTORY CHILE

SME Export Information Resources

SUBREI's Radiography of the Reality of Exporting MSMEs (only in Spanish)
<https://www.subrei.gob.cl/estudios-y-documentos/documentos/detalle-otras-fichas-y-reportes/radiograf%C3%ADa-de-la-realidad-de-las-pyme-exportadoras>

SUBREI's Sixth In-Depth Analysis on Women-Led Businesses in Chilean Exports

Link to English version: <https://www.subrei.gob.cl/estudios-y-documentos/documentos/detalle-otras-fichas-y-reportes/sixth-in-depth-analysis-women-led-businesses-in-chilean-exports>

Link to Spanish version: <https://www.subrei.gob.cl/estudios-y-documentos/documentos/detalle-otras-fichas-y-reportes/sexta-radiograf%C3%ADa-de-la-mujer-exportadora>



SME Export Counseling and Business Centers

Business Centres

The Technical Cooperation Service (Servicio de Cooperación Técnica, SERCOTEC) is an autonomous agency under the Ministry of the Economy mandated to support the development of MSMEs. They coordinate this work at a local level with other public and private actors that support a sustainable and inclusive development of businesses.

SERCOTEC and the United States Small Business Administration signed an MOU in 2014 to support the promotion and development of MSMEs in Chile through the creation of a network of Business Centres that offer technical assistance to entrepreneurs. These centres focus on increasing productivity and sustainability in new businesses. So far, SERCOTEC manages 64 centres across the country, with 2 specialised centres for indigenous-led MSMEs, one of them in Rapa Nui (Easter Island). The centres are operated by external entities, selected by public tender, such as universities, technical education institutes, foundations, among others.

The centres offer support in mentoring and technical assistance; general and specialised capacity building; access to financial opportunities; applied market and business research; and networking and inclusion in local productive ecosystems.

Link: <https://www.sercotec.cl/centros-de-negocios/>



Technical Support Programmes

SERCOTEC offers a wide range of technical support programmes for MSMEs. The programmes begin with inviting people to formalise their businesses by finding seed capital and offering capacity building. Some of the programs and services are:

1. Capital Semilla Emprrende: Entrepreneurs can apply to funds to support new businesses and participate in the market as a formalised company. The fund is focused in implementing a business plan, cofinancing business management and investment needs.
2. Capital Abeja Emprrende: This programme aims to promote the creation of new women-led businesses via their formalisation. It offers a fund focused in implementing a business plan, cofinancing business management and investment needs.
3. Capital Pioneras: Women entrepreneurs can apply to funds to support new businesses in those sectors where women have traditionally been underrepresented.
4. Digitaliza tu Almacén: This programme aims to strengthen small local businesses through digitalisation so they can access new business opportunities. The programme funds capacity building, marketing, infrastructure, asset acquisition and labour with this objective.
5. Redes de Oportunidades de Negocios: This networking service aims to bring entrepreneurs and big companies together. It seeks to deliver knowledge transfer, experience sharing, and development of business relationships among participants.
6. Promoción y Canales de Comercialización: This service promotes the participation of MSMEs in fairs, events and other commercialisation activities.



SME Trade Promotion Programs, Trade Missions, and Business to Business Matchmaking

ProChile is Chile's Export Promotion Agency, under the Ministry of Foreign Affairs. It aims to promote Chile's offer of goods and services to the world taking advantage of the extensive network of trade agreements Chile has with 65 trade partners. Additionally, they work together with Chile's Investment Promotion Agency, InvestChile, to design a global strategy of global value chains and productive linkages to promote investment attraction, and talent and technology transfers.

ProChile has both a global and a domestic presence. The agency has an office in each of the 16 subnational regions, and 56 offices and representatives around the world.

ProChile's work with MSMEs has focused on providing the necessary tools to insert them into Chile's export offer with several programmes and financing opportunities:

Programa Mujer Exporta (Women Export Programme)

ProChile created the Mujer Exporta programme to support the internationalization of women-led export companies or companies with export potential. It offers technical assistance in accessing strategic information (tariff information, business opportunities, etc.), support their internationalisation process, and contribute to increasing their presence and permanence in international markets. The programme is also supported by a national network of public and private actors and international organizations.

[Link: https://acceso.prochile.cl/landing/mujer-exporta/](https://acceso.prochile.cl/landing/mujer-exporta/)



ProChile Innovation Programme

ProChile's Innovation Programme focuses on identifying MSMEs, Startups and Scaleups with high value-added export potential. Together with the company, ProChile creates innovation tools that respond to their needs depending on the segment of the company, its maturity, and development level.

Link: <https://www.prochile.gob.cl/innovacion-y-competitividad/innovacion/prochile-y-la-innovacion>

PymeXporta

ProChile created the PymeXporta programme to assist in the internationalisation of MSMEs with export potential in the industry and services sector. The programme focuses on MSMEs that are not currently exporting their products. It is implemented by the regional ProChile offices.

Each office has a professional exclusively dedicated to assisting non-exporting MSMEs by delivering capacity building opportunities and assisting with relevant information so that MSMEs can define strategies for external markets, especially within Latin America.

The programme is supported by a local coordination of ProChile, SERCOTEC, and CORFO (Chile's Production Development Corporation).

Link: <https://acceso.prochile.cl/landing/pymexporta/>

Indigenous Business Programme

ProChile joined Chile's National Corporation of Indigenous Development (Corporación Nacional de Desarrollo Indígena, CONADI) to support the internationalisation of indigenous businesses, which are present in all of Chile's productive activities, including services and the creative industries, by providing training, knowledge sharing opportunities, and access to exporting opportunities.

Link :<https://www.prochile.gob.cl/innovacion-y-competitividad/pueblos-originarios/prochile-y-pueblos-originarios>



CORFO's MSMEs Development Programme

CORFO is an autonomous government agency under the Ministry of the Economy mandated to support entrepreneurship, innovation, and investment in Chile's production and industrialisation efforts. With this mandate, CORFO offers different services to support technology adoption, knowledge sharing, technical assistance, digitalisation, among other objectives.

Some of its main services include:

Start-Up Chile

CORFO's accelerator supports entrepreneurs with high impact and escalating potential all around the world. It offers opportunities to connect with investors, mentors, and equity-free funding in all stages: build, ignite and growth. Among its many programmes, it created the Female Founder Factor initiative to catalyse women in the entrepreneurship ecosystem.

Link: <https://startupchile.org/>

MSMEs Development

CORFO supports companies through cofinancing to improve their management capabilities, their productive processes, and their offers; and to implement associativity actions and productive linkages, thus improving their productivity and facilitating their internationalisation.

Link: <https://www.corfo.cl/sites/Satellite?>

[c=C_LineaDeApoyo&cid=1456407858618&d=Touch&pagename=CorfoPortalPublico%2FC_LineaDeApoyo%2FcorfoLineaDeApoyoInteriorWebLayout](https://www.corfo.cl/sites/Satellite?c=C_LineaDeApoyo&cid=1456407858618&d=Touch&pagename=CorfoPortalPublico%2FC_LineaDeApoyo%2FcorfoLineaDeApoyoInteriorWebLayout)



InnovaPyme

This innovation programme aims to support MSMEs to discover new technologies, knowledge, and best practices, that would help them increase their productivity and competitiveness. The programme also connects them to other actors in the ecosystem that can help them grow, such as banks, public services, universities, among others.

Link: <https://www.corfo.cl/sites/cpp/emp-rm>

FortalecePyme

This programme supports MSMEs with the adoption and utilisation of digital technologies to support their business processes. It has a network of capacity building centres across the country which offer four main services: identification of digital technologies gaps; capacity building opportunities; technical assistance; and multi-level integral support to facilitate linkages with the ecosystem.

Link: <https://www.corfo.cl/sites/fortalecepyme/home>



SME Export Financing Programs

Fondo de Garantía para Pequeños Empresarios (FOGAPE)

Chile's Guarantee Fund for Small Business Owners is a government-supported programme, administered by the Banco del Estado bank (autonomous government entity under the jurisdiction of Chile's private banking legislations), that aims to guarantee a percentage of the capital in credits, leasing operations, and other financing mechanisms, offered by public and private financial institutions to eligible MSMEs, exporters, and organizations of small business owners that have none or insufficient guarantees to present to financial institutions when applying for financing. The fund is supervised by Chile's Commission for the Financial Markets (Comisión para el Mercado Financiero, CMF, Chile's financial system watchdog).

Many financial institutions present in Chile participate in some or all FOGAPE programmes.

Link: <https://www.fogape.cl/>



Additional SME Inclusive Trade Initiatives

MSMEs in public procurement

ChileCompra is Chile's agency for public procurement under the Ministry of Finance. In 2013, they created a new Directive N°43 that instructs all government agencies that require goods and services by public tender to improve the participation of MSMEs in their transactions.

The directive delivered a new set of recommendations to public agencies that include to develop inclusion criteria in procurement processes, to incorporate a gender perspective, to reduce red tape, to reassess the need and amount of collateral requested, to secure opportune payments, among others.



AMERICAS PARTNERSHIP SME INCLUSIVE TRADE INVENTORY COLOMBIA

Context

MSMEs represent 99.5% of Colombia's formal business sector and contribute approximately 40% to the GDP. Of the total formal companies in 2022, 92% were microenterprises, 5.9% were small enterprises, 1.6% were medium enterprises, and only 0.5% were large enterprises. MSMEs generate 79% of total employment in Colombia's economy and 53% of formal employment.

However, they only account for 10% of the country's exports, through around 8,300 exporting MSMEs. Therefore, one of the priorities of the Ministry of Trade, Industry, and Tourism is to enhance the international market integration of MSMEs, especially since Colombia currently has 18 trade agreements granting access to over 1.5 billion consumers worldwide.

Below are the programs, initiatives, and strategies implemented by the Ministry of Trade, Industry, and Tourism, aimed at supporting the development of MSMEs in Colombia and promoting their inclusion in international trade and markets. These initiatives can serve as valuable references for countries within the Americas Partnership for Economic Prosperity (APEP) to either adopt or explore as useful tools for their own economic development programs.



Internationalization Factories (Fábricas de Internacionalización)

This initiative, implemented through ProColombia, provides technical assistance to boost non-mining energy exports, foster an export-oriented culture, and expand the export ecosystem. Companies apply to the program, and ProColombia assigns an officer to assess their internationalization processes, identifying opportunities for improvement. A tailored work plan is then developed, with two lines of service executed over a period of up to one year, with ongoing evaluation.

Results:

Since its launch in 2022, the program has facilitated over 14,000 interventions, benefiting more than 1,150 companies, including 43 productive units located in PDET (Territorial Focus Development Programs) municipalities and 170 companies in towns with populations under 200,000. 99% of the companies involved are MSMEs. The program has helped 30 companies make their first export during the intervention period and supported 60 companies in consolidating their international expansion projects.

Key Outcomes:

In the 2021 program version, 35% of companies implemented an e-commerce channel, 53% saved on export processes, 39% improved legal and fiscal conditions, and 47% enhanced marketing strategies.

The program reached 20 of the country's 32 departments, generating over USD 5 million in business across 31 export markets.

<https://procolombia.co/colombiatraderpreguntas/que-es-fabricas-de-internacionalizacion>



Algunos resultados para destacar de la convocatoria 2021:

20

DEPARTAMENTOS

COMO: CHOCÓ,
SUCRE, BOLÍVAR, META
NARIÑO, CÓRDOBA,
ENTRE OTROS

USD 5 MILLONES DE NEGOCIOS
APOYADOS A 31 MERCADOS

35%
Implementó canal e-commerce durante el desarrollo del plan de trabajo ¹



¹Base: 51 empresas lideradas por mujeres encuestadas de la convocatoria de bienes 2021

39% Tuvo mejoras en aspectos legales y tributarios ³
El **47%** son más competitivas gracias a que mejoraron su estrategia de marketing

³Base: 51 empresas lideradas por mujeres encuestadas de la convocatoria de bienes 2021

el **53%** De las empresas considera haber tenido ahorros en el proceso exportador²
Ahorros, incluso por más de un **30%**

²Base: 51 empresas lideradas por mujeres encuestadas de la convocatoria de bienes 2021



Más de **2.000**
Familias impactadas



[Link: Fábricas de Internacionalización](#)



Alliances for Reactivation (Alianzas para la Reactivación)

This program, implemented by Colombia Productiva, aims to provide technical assistance, create spaces for connecting supply and demand, close capacity gaps, generate business, and facilitate access to financing through Bancóldex.

Since 2021, “Alliances for Reactivation” has been ongoing and will continue until 2026. It is supported by USD 9 million in international cooperation funds from the Abu Dhabi Development Cooperation Fund. The program aims to strengthen productive linkages through support for MSMEs, helping them overcome barriers to integration into value chains and meet market requirements.

Results (as of December 2022):

Technical assistance has been provided to 1,063 companies, distributed as follows: 59% microenterprises, 28% small businesses, and 13% medium-sized enterprises.

12 sectors have been strengthened: Processed Foods, BPO, Phytotherapeutic, Construction, Software, Automotive, Tourism, Chemicals, Aerospace, Plastics, Cosmetics, and Fashion.

Outcome indicators	Baseline 2021	2022	% Change
1 Real employment growth	25.777	27.417	6,4%
2 Real exports growth (US FOB)	99.286.692	115.115.116	15,9%
3 Change in number of export destinations	53	59	11,3%
4 Real productivity growth (Income/employees)	163.105.458	210.385.369	29,0%
5 Real income (COP)	4.204.369.403.451	5.768.135.655.670	37,2%



It is important to note that the main sources for measuring the results were data from the National Administrative Department of Statistics and company registries in the chambers of commerce. In general, there has been an increase in real employment, real exports, real productivity and real income, as well as an increase in the number of export destinations.

Link: [Alianzas para la Reactivación](#)



InChain, Better Suppliers (EnCadena, Mejores Proveedores)

This strategy addresses the need for MSMEs in Colombia to be better prepared to work with anchor companies both domestically and internationally. To achieve this, MSMEs must offer high-quality, sophisticated, and specialized products and services.

"InChain, Better Suppliers" is the government's strategy aimed at enhancing the supply capacity of MSMEs through technical assistance, training, and digital tools. The program promotes the development of high value-added production chains, incorporating advanced technology in Colombia.

Since 2024, the strategy aims to enhance the supply capacities of at least 1,365 MSMEs to meet the requirements of national, international, and state anchor companies and become part of local, regional, and global value chains.

The program includes 14 specialized services, bringing together around 80 anchor companies to collaborate with MSMEs and supplier units.

This strategy will also create a "network of linkage advisors" specializing in techniques for strengthening production chains and integrating MSMEs and productive units. Expert consultants will be trained and certified in different territories to have greater capacity to provide support and technical assistance to the beneficiary companies of "InChain Better Suppliers."

With this network of experts, the strategy will leave installed capacity in the territories, contribute to increasing the strategy's coverage, and reduce knowledge gaps in the regions. Resources of approximately \$34 billion pesos have been allocated to the strategy.

[Link: InCadena, Mejores Proveedores](#)



Quality to Export (Calidad para Exportar)

This initiative selects proposals from companies and laboratories to provide non-reimbursable co-financing resources for projects aimed at supporting quality certification processes and accreditation of tests required for export. Benefits for Companies and Laboratories Include:

- Technical assistance and consulting for process improvements.
- Training (courses, diplomas) related to certification.
- Payment for laboratory tests and services of conformity assessment and accreditation bodies.
- Co-financing of up to 70% of the project value, with a maximum of COP\$130 million per company or laboratory. If the project exceeds this amount, the company must provide the remaining balance.

Link:

[Quality to Export](#)

[Funding for Export Certifications](#)



AMERICAS PARTNERSHIP SME INCLUSIVE TRADE INVENTORY COSTA RICA

Note: Listing for Current Programs and Resources.

If a program is past, please indicate with *

If a program is to be implemented in the future, please indicate with **

SME Export Information Resources

Cost Structure for the Goods Sector *

Cost structure training focuses on understanding and managing the associated costs of exporting products. It explores the different elements that make up the costs related to the production, distribution and marketing of the goods assigned for international markets. Topics such as production costs, international logistics, tariffs and customs procedures, insurance, and financial costs associated with exports, among others, are addressed.

<https://www.procomer.com/capacitacion/estructura-de-costos-para-el-sector-bienes/>

Effective Export Presentations *

The program focuses on developing skills to communicate and present information persuasively and clearly in the context of exporting. Explore how to structure and convey relevant and compelling messages to international audiences, whether to promote products, services, or business strategies.

<https://www.procomer.com/capacitacion/presentaciones-efectivas-para-la-exportacion/>

Export Cargo Insurance **

The program focuses on understanding and managing aspects related to the protection of goods during the export process. Explore the different types of cargo insurance available, their function, coverage, and the importance of having adequate protection for goods during international transport.

<https://www.procomer.com/capacitacion/seguros-de-carga-de-exportacion/>



Export Logistics *

This training covers topics such as INCOTERMS 2020, means of payment, international cargo insurance, contracts for the international purchase and sale of goods, export regulations and requirements, and documentary procedures; additionally, it exhibits the Integrated Logistics System tool.

<https://www.procomer.com/capacitacion/logistica-de-exportacion/>

Export Price in the Goods Sector *

This training focuses on the strategic and operational aspects of setting competitive prices for products destined for export to international markets. Explore the different approaches to setting attractive and profitable prices in global business contexts.

<https://www.procomer.com/capacitacion/definiendo-mi-precio-de-exportacion-para-el-sector-bienes-copy/>

Export Price in the Services Sector *

The course focuses on understanding and applying effective strategies to set competitive prices for services destined for international markets. Explore the different approaches to setting attractive and cost-effective rates in a global business environment.

<https://www.procomer.com/capacitacion/definiendo-mi-precio-de-exportacion-sector-bienes-julio-copy/>

Exporta Café Program *

It is a training tailor-made for the coffee sector, designed to provide the participants with in-depth knowledge about coffee exports. This training addresses the aspects related to the production, processing, marketing and export of coffee to international markets.

<https://www.procomer.com/capacitacion/exporta-cafe/>



How to Manage Family Businesses Towards Export? *

The training focuses on providing specific tools and strategies to manage family businesses looking to expand through export. It explores navigating the challenges these companies face when expanding internationally, addressing topics such as strategic planning, risk management, organizational structure, and preserving family values while pursuing global growth.

<https://www.procomer.com/capacitacion/como-gestionar-empresas-familiares-en-vias-a-la-exportacion/>

Logistics Risk Management in the Export Sector *

It focuses on identifying, assessing and managing the risks associated with the logistics chain in export operations. Explore the risks that can arise in international transport, storage, handling of goods, customs procedures, regulatory changes, and fluctuations in costs, among other logistical aspects related to export.

<https://www.procomer.com/capacitacion/como-gestionar-empresas-familiares-en-vias-a-la-exportacion-copy/>

Negotiation Techniques for the Export Sector *

This initiative aims to teach the difference between the commercial process and negotiation management. It also instructs on the structure of negotiation to reach successful agreements.

<https://www.procomer.com/capacitacion/tecnicas-de-negociacion-para-la-exportacion-copy/>

Purchase and Sale Contracts and Means of Payment for Goods *

This training focuses on the essential aspects of purchase and sale contracts related to goods acquisition and the associated means of payment. It explores how to draft, understand and execute purchase and sale of goods contracts, addressing aspects such as the detailed description of the goods, delivery terms, payment terms, guarantees and performance clauses.

<https://www.procomer.com/capacitacion/contratos-de-compra-y-venta-y-31-medios-de-pago-de-bienes/>



Sales Pitch for Exporting *

This initiative aims to provide the necessary tools to carry out an international quality sales pitch to learn techniques and strategies to capture an audience's attention, communicate the value of a product or service convincingly, and close successful deals.

<https://www.procomer.com/capacitacion/pitch-de-ventas-para-la-exportacion/>

Seed Capital *

The Seed capital training focuses on providing knowledge and strategies on the initial financing stage for startups and ventures. It explores how to raise seed capital, usually the first investment received by a startup, and how to use it effectively to drive initial growth. It addressed topics such as preparing to obtain financing, presenting projects to potential investors, structuring financial agreements and managing the Capital obtained.

<https://www.procomer.com/capacitacion/capital-semilla/>

Service Provision Contracts *

This training focuses on the fundamentals of purchase and sales contracts tailored for the service sector. It explores the key clauses, conditions, and elements of consideration when drawing up contracts for the provision of services. This training addresses topics such as the scope identification of the offered services, the definition of the obligations and responsibilities of both parties, the duration of the contract, payment and billing clauses, termination terms and dispute resolution mechanisms.

<https://www.procomer.com/capacitacion/contratos-de-compra-y-venta-para-el-sector-servicios/>

The decision to export E-Commerce *

It focuses on the key aspects to consider when deciding to expand an e-commerce business into international markets. Explore the strategic, logistical, legal, financial, and marketing factors influencing this decision.

<https://www.procomer.com/capacitacion/como-exportar-por-e-commerce> ³²
copy/



The decision to export to the Services Sector *

This course provides a detailed understanding of the fundamental factors and considerations to evaluate and make informed decisions about the export of goods internationally, allowing for the successful expansion of business operations towards global markets.

<https://www.procomer.com/capacitacion/la-decision-de-exportar-para-el-sector-servicios/>

Business sustainability in the export sector (E-Learning)

The course focuses on understanding and applying sustainable and ethical business practices in exports. It explores how companies can integrate socially and environmentally responsible practices into their export operations to promote sustainability along the value chain.

<https://www.procomer.com/capacitacion/sostenibilidad-empresarial-en-el-sector-exportador/>

Export by Courier (E-Learning)

This course addresses related topics of the usage of courier services to export products, such as necessary documentation, customs restrictions and regulations, associated costs, delivery times, proper packaging, tracking and traceability management, and the advantages and limitations.

<https://www.procomer.com/capacitacion/exportar-por-courier/>

Aligning my Business Model for Exporting **

It provides the practical tools and approaches to achieve effective strategic alignment in the export process. It provides insights to develop a robust and coherent strategy that aligns with business objectives and takes advantage of international opportunities.

<https://www.procomer.com/capacitacion/alineando-mi-modelo-de-negocios-para-la-exportacion/>



Cost Structure for ICT Companies **

Training on cost structure in the Information and Communication Technologies (ICT) field in Export focuses on understanding and managing the costs involved in exporting ICT technology solutions and services internationally. It explores the elements that make up the costs of exporting ICT products or services, such as development costs, personnel, technological infrastructure, software licenses adapted to different markets, marketing expenses and international distribution.

<https://www.procomer.com/capacitacion/estructura-de-costos-para-empresas-tics/>

Export Catalogue **

Export catalogue training focuses on creating and optimizing tools for the international marketing of products or services. Explore how to develop an effective catalogue that highlights the strengths of products or services, emphasizing the needs and preferences of the international market.

<https://www.procomer.com/capacitacion/catalogo-de-exportacion/>

INCOTERMS 2020 **

It focuses on understanding and correctly applying the international trade terms defined by the International Chamber of Commerce (ICC) that govern the responsibilities and obligations of both the buyer and seller in international business transactions.

<https://www.procomer.com/capacitacion/incoterms-2020/>

The Decision to Export to the Goods Sector **

This course provides a detailed understanding of the fundamental factors and considerations to evaluate and make informed decisions about the export of services internationally, allowing to successfully expand business operations into global markets.

<https://www.procomer.com/capacitacion/la-decision-de-exportar-para-el-sector-bienes-2/>



SME Export Counseling and Business Centers

Creating Exporters: Agricultural Sector *

This training is designed to provide participants with the skills and knowledge necessary to become successful exporters in the agricultural field. Explores the fundamental and strategic aspects of initiating, developing, and sustaining effective export operations within the agricultural industry.

<https://www.procomer.com/capacitacion/creando-exportadores-sector-agricola/>

Creating Exporters: Food Sector *

The training explores the fundamental and strategic elements for starting, developing and maintaining effective export operations in the food sector. It addresses topics such as the identification of international markets, the adaptation of food products to foreign demands and regulations, certification and compliance procedures, logistics and distribution strategies, as well as negotiation and marketing tactics at a global level.

<https://www.procomer.com/capacitacion/creando-exportadores-para-el-sector-alimentario/>

Creating Exporters: ICT Sector *

This training is focused on equipping participants with the necessary skills and knowledge to become successful exporters in the Information and Communication Technology (ICT) sector. It explores the essential and strategic aspects to start, develop and maintain effective export operations in the field of ICT.

<https://www.procomer.com/capacitacion/creando-exportadores-para-el-sector-de-tecnologias-de-la-informacion-y-comunicacion-tics/>



Creating Exporters: Specialized Industries *

This training is designed to provide participants with the skills and knowledge necessary to become successful exporters in specialized industries. Explores the essential and strategic elements for initiating, developing, and sustaining effective export operations in specific industry sectors.

<https://www.procomer.com/capacitacion/creando-exportadores-para-industrias-especializadas/>



SME Trade Promotion Programs, Trade Missions, and Business to Business Matchmaking

Acceleration Program for Companies in the Film Industry*

The program seeks to benefit SMEs in the Costa Rican audiovisual sector (film and animation), which allows promoting the development, production, marketing and financial return of serial content projects at an international level.

<https://www.procomer.com/wp-content/uploads/Descargable-Aceleracion-Filmico-2024.pdf>

BTM Route Program 2024**

This initiative aims to connect exporters with buyers from various markets, facilitating meetings and trade negotiations.

<https://btmcr.com/>

K-GLOBAL Venture Capital Fund

With the aim of promoting the development of Costa Rica's export sector, PROCOMER makes K-Global available to Costa Rican entrepreneurs (startups) and SMEs as a platform that facilitates the identification and contact with direct investment opportunities.

<https://www.procomer.com/exportador/programas/k-global/>

RAMP UP Program

Ramp Up is a training program that seeks to strengthen the business management of Costa Rican SMEs with export objectives or connected to global value chains through personalized advice focused on the comprehensive development of business models based on areas of action such as finance, strategy, corporate governance and sustainability.

<https://www.procomer.com/exportador/programas/ramp-up/>



SME Export Financing Programs

Crecimiento Verde Program **

It is a program that promotes, encourages and fosters productive transformation processes of micro, small and medium-sized companies to improve their productive development hand in hand with sustainability and, therefore, their export potential. Through seed capital (non-reimbursable funds) and personalized technical advice, micro, small and medium-sized companies that belong to the productive sectors of Agriculture, Food, Industry or Services (except Tourism) interested in developing green productive transformation processes will be able to invest in change requirements.

<https://www.procomer.com/exportador/programas/crecimiento-verde/>

CULTIVA+ Program **

Cultiva+ is a public tender in which formal SMEs in the agricultural and agro-industrial sector, or service companies whose offer is aimed at serving these sectors, can access non-reimbursable seed capital and technical assistance for the execution of projects that contemplate the incorporation of innovation and technology processes in their products and/or services.

<https://www.descubre.cr/cultiva/>



Additional SME Inclusive Trade Initiatives

ABC of Exports for Rural Micro, Small and Medium-sized Enterprises (MSMEs)*

This specialized program aimed to support MSMEs in Rural Areas in agribusiness, specialized industries and services. It seeks to provide a comprehensive guide that provides these companies with the necessary tools to explore and access new international markets. The fundamental purpose of this initiative is to promote constant improvement in the training of human talent and innovation within the Costa Rican business sector, increase the productivity and sustainability of companies, strengthen production chains and facilitate access to global markets.

https://www.meic.go.cr/documentos/08k2mt84w/Prog_ABCExporta010424.pdf

DESCUBRE Program

This initiative is an inter-institutional program that, through a public-private alliance, seeks to revalue agriculture and fishing as sustainable activities towards an inclusive and dynamic economy, in addition to promoting the attraction of investment in the rural and coastal areas of the country.

<https://www.descubre.cr/>

IMPULSA Program **

IMPULSA supports micro, small and medium-sized enterprises in all productive sectors that belong to women. It seeks to empower women entrepreneurs, through affirmative actions that accelerate the closing of gender gaps, and recognize their leadership in boosting the inclusive economic development of Costa Rica.

<https://ipgcr.org/index.php/proyecto-impulsa/>



AMERICAS PARTNERSHIP SME INCLUSIVE TRADE INVENTORY DOMINICAN REPUBLIC

SME Trade Promotion Programs, Trade Missions, and Business to Business Matchmaking

Trade Promotion Programs

ProDominicana:

Link: ProDominicana

Trade Missions

Pro Dominicana 2024 Trade Shows and Events:

Link: Pro Dominicana 2024 Trade Shows and Events

SME Export Counseling and Business Centers

Export Development Events and Programs

Dominican Embassies Abroad:

Link: Dominican Embassies Abroad

Business Development Export Bank

Export and Development Bank - BANDEX:

Link: Export and Development Bank - BANDEX



SME Export Information Resources

PRO-DOMINICANA

Link: [SME Exporting Services - Pro Dominicana](#)



Additional SME Inclusive Trade Initiatives

International Trade and Investment

Trade Policy and Small and Medium-sized Enterprises

Inclusive Trade

Dominican Republic's Government includes resources to promote inclusive approach seeking to ensure that the benefits and opportunities that flow from trade are widely shared, including with under-represented groups such as SMEs, women and others. Such as: Empresarialidad Femenina (Feminine Corporate World), Women Inspires, Taller 50H Laboratorio Emprendedor, Economía Verde Mujeres y The Pitch.

Feminine Corporate World - Empresarialidad Femenina.

It is the positive action to incorporate gender equality in the promotion, creation and development of new MSMEs led by women, through the specialized delivery of business development services. A female entrepreneurship service aimed at building women's economic autonomy must consider two key elements:

1. Development of personal skills for women entrepreneurs to make decisions not only in their businesses but also in their lives
2. Facilitation of their own environments so that they can reconcile their lives with their income-generating activities.

Specific Objectives:

- Promote and strengthen the entrepreneurial culture of women.
- To contribute to the growth and competitiveness of companies led by women.



Women Inspires

Project Overview: The MUJER INSPIRA Project seeks to strengthen the innovation ecosystem in micro, small and medium-sized enterprises (MSMEs) led by women in vulnerable areas of the south and northwest of the country (Montecristi, Elías Piña, Dajabón, Bahoruco and Independencia). In addition, it seeks to empower women entrepreneurs, improve their skills, promote gender equality and boost the local economy. The approach of this project includes training and assistance on issues of Innovation, Digitalization, Financial Inclusion and access to new markets from the Innovation Division of the Vice Ministry of Promotion of MSMEs (MICM) and the other strategic allies who will offer their services and accompaniment.

General and specific Objectives: To develop capacities and competencies in MSMEs led by women in vulnerable areas, facilitating their access to new markets and contributing to economic development.

1. Reduce the gender gap through training and technical assistance.
2. Promote access to new markets through innovation processes.
3. Promote the culture of innovation and reduce the digital divide in MSMEs.
4. Strengthen the entrepreneurial capacities of female leaders.
5. Establish sustainable alliances with allied institutions.
6. Share good practices and models of success at the end of the project.



50 Hours Workshop – Entrepreneurship Laboratory (Taller 50H Laboratorio Emprendedor)

This workshop aims to promote business owners to a mentality of constant innovation for the sustainability and growth of their businesses, giving them tools that they can permanently apply in their projects and with their work teams. Similarly, it aims to provide mentors with these tools so that they can support and guide entrepreneurs in innovation processes. In order to strengthen the knowledge and understanding of the tools, real practices are carried out, applying what they have learned at each step to their own business projects. This program seeks to impact 50 entrepreneurs and 20 mentors who accompany the entrepreneur in the development of each of the activities. This training lasts 16 hours for entrepreneurs and 19 hours for mentors.

The Pitch Workshop

The purpose of The Pitch is to train entrepreneurs and venture mentors to make commercial pitches for their projects that allow them to open doors to boost the growth of their businesses through persuasion, to acquire new customers and access to financing through investors or loans. To make a commercial pitch effectively, this workshop focuses on three fundamental pillars: developing communication skills, learning techniques to make an effective pitch and practice with feedback. This program seeks to impact 50 entrepreneurs and 20 mentors who accompany the entrepreneur in the development of each of the activities. This training lasts 8 hours for entrepreneurs and 11 hours for mentors.



Green Economy Women

This initiative is supported by AECID a cooperation agency from Spain, aiming for entrepreneurship and strengthening of green economy MSMEs led by vulnerable women in five provinces of the Dominican Republic.

General Objective (OG): To reduce the socioeconomic inequality of 1,500 vulnerable youth and women parties by supporting entrepreneurship and strengthening green economy MSMEs in Pedernales, Independencia, El Seibo, Hato Mayor and Monte Plata.

Specific Objective (EO): Improve the productive and social inclusion of women in conditions of economic vulnerability in the provinces of Pedernales, Independencia, El Seibo, Hato Mayor and Monte Plata, in green economy businesses.

RESULTS, PRODUCTS or DELIVERABLES (R)

R1: Population trained in entrepreneurship, associativity, formalization of MSMEs and environmentally friendly economic projects.

R2: Identified green business initiatives, such as plastic recycling, fair trade, organic production, among others.

R3: MSMEs strengthened by supporting productive activities of women entrepreneurs.

R4: Promotion and dissemination of project results and success stories



Additional Resources

This inventory reflects programs and services offered nationwide. In addition to those listed here, there may be resources offered at local government level by entities to municipalities.