



ORGANIZACIÓN  
MUNDIAL  
DEL COMERCIO

**cenpromype**

Centro Regional de Promoción de la MIPYME



**SICA**

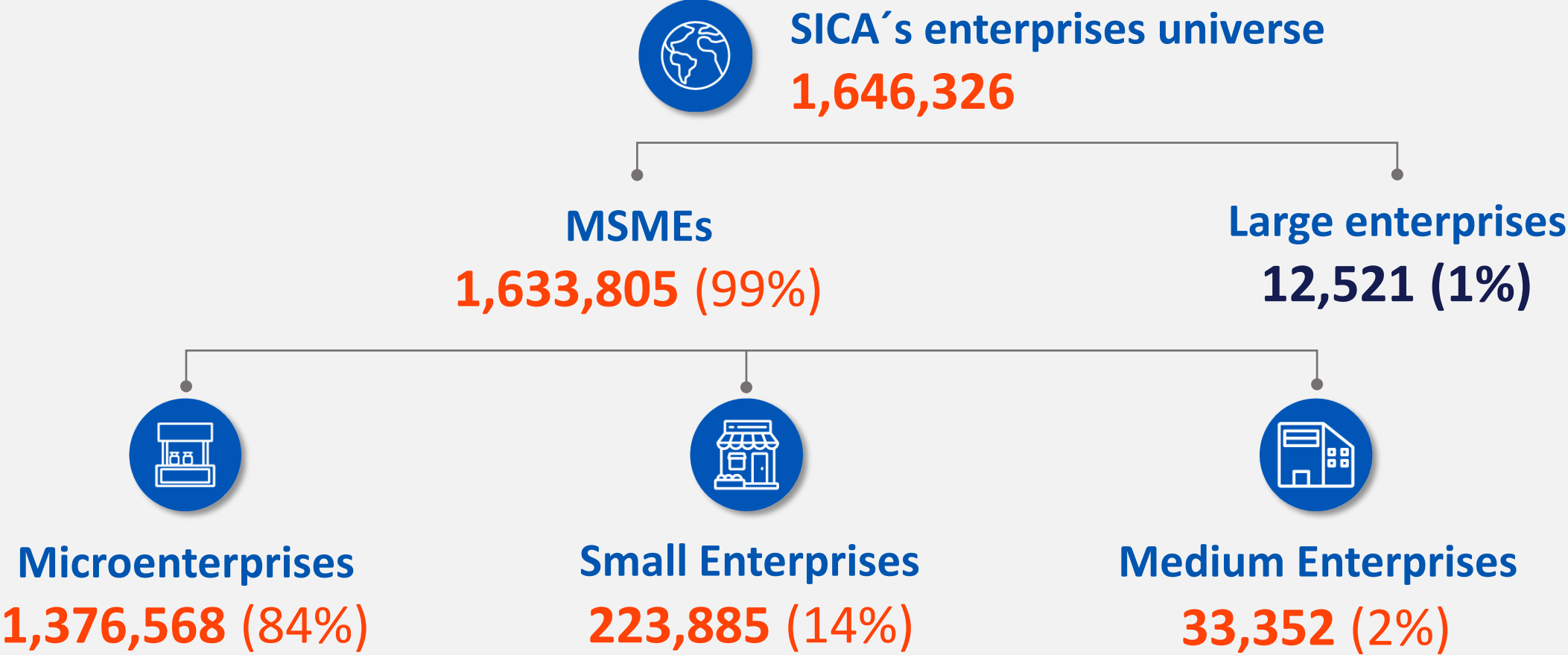
Sistema de la Integración  
Centroamericana

# INFORMAL WORKING GROUP ON MSMES

## Bussiness support organizations

October 18th, 2024

# Enterprises at the SICA Region



# Number of exporting companies



Exporting companies  
**13,931**

MSMEs

**11,528 (83%)**

Big Enterprises  
**2,403 (17%)**



Microenterprises  
**4,416 (38%)**



Small Enterprises  
**4,401 (38%)**



Medium Enterprises  
**2,711 (24%)**

# Main destinations for exports made by MSMEs in the SICA Region

## 2017-2018 (Thousands of \$USD)

|  Costa Rica    |  El Salvador |  Guatemala    |  Panamá |  Rep. Dominicana |             |                                                                                                    |             |                                                                                                    |             |
|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-------------|----------------------------------------------------------------------------------------------------|-------------|----------------------------------------------------------------------------------------------------|-------------|
| Country                                                                                         | Exports USD                                                                                   | Country                                                                                          | Exports USD                                                                                | Country                                                                                             | Exports USD | Country                                                                                            | Exports USD | Country                                                                                            | Exports USD |
|  Estados Unidos | \$508,000                                                                                     |  Estados Unidos | \$80,070                                                                                   |  Estados Unidos  | \$2,497,300 |  Estados Unidos | \$67,380    |  Estados Unidos | \$327,590   |
|  Países Bajos   | \$149,500                                                                                     |  Guatemala      | \$74,580                                                                                   |  El Salvador     | \$252,900   |  India          | \$33,470    |  Haití          | \$181,210   |
|  Nicaragua      | \$114,100                                                                                     |  Honduras       | \$63,400                                                                                   |  México          | \$203,400   |  Vietnam        | \$30,320    |  Italia         | \$144,900   |
|  Panamá        | \$108,300                                                                                     |  Nicaragua     | \$41,610                                                                                   |  Honduras       | \$175,900   |  China         | \$20,480    |  Bélgica       | \$80,810    |
|  Guatemala    | \$78,300                                                                                      |  Costa Rica   | \$15,710                                                                                   |  Países Bajos  | \$116,200   |  Taiwán       | \$20,140    |  Alemania     | \$60,180    |

A stylized map of Mexico is shown in the background, rendered in various shades of blue and light grey. A solid red horizontal line is positioned across the upper left portion of the map, specifically over the northern states.

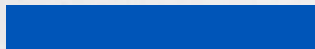
# **Competitiveness and integration for regional development**



# Our reason for being



“Contribute to the productive development of Micro, Small & Medium Enterprises (MSMEs), and improve the quality of life and the people who work for them, through the strengthening of public and private entities that support them, expanding the coverage of MIPYME business and financial development services, optimizing their quality and seeking the efficiency of the entities that provide them. ”



# Specific Objectives

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**Strengthening** organizations that support micro, medium and small Enterprises, improving their levels of specialization and modernization.



**Creating** and strengthening regional mechanisms and instruments that facilitate the development of MSME, fostering economic integration and commercial exchange at the regional and international level.



**Improving** the knowledge of MSME in general and specific terms.



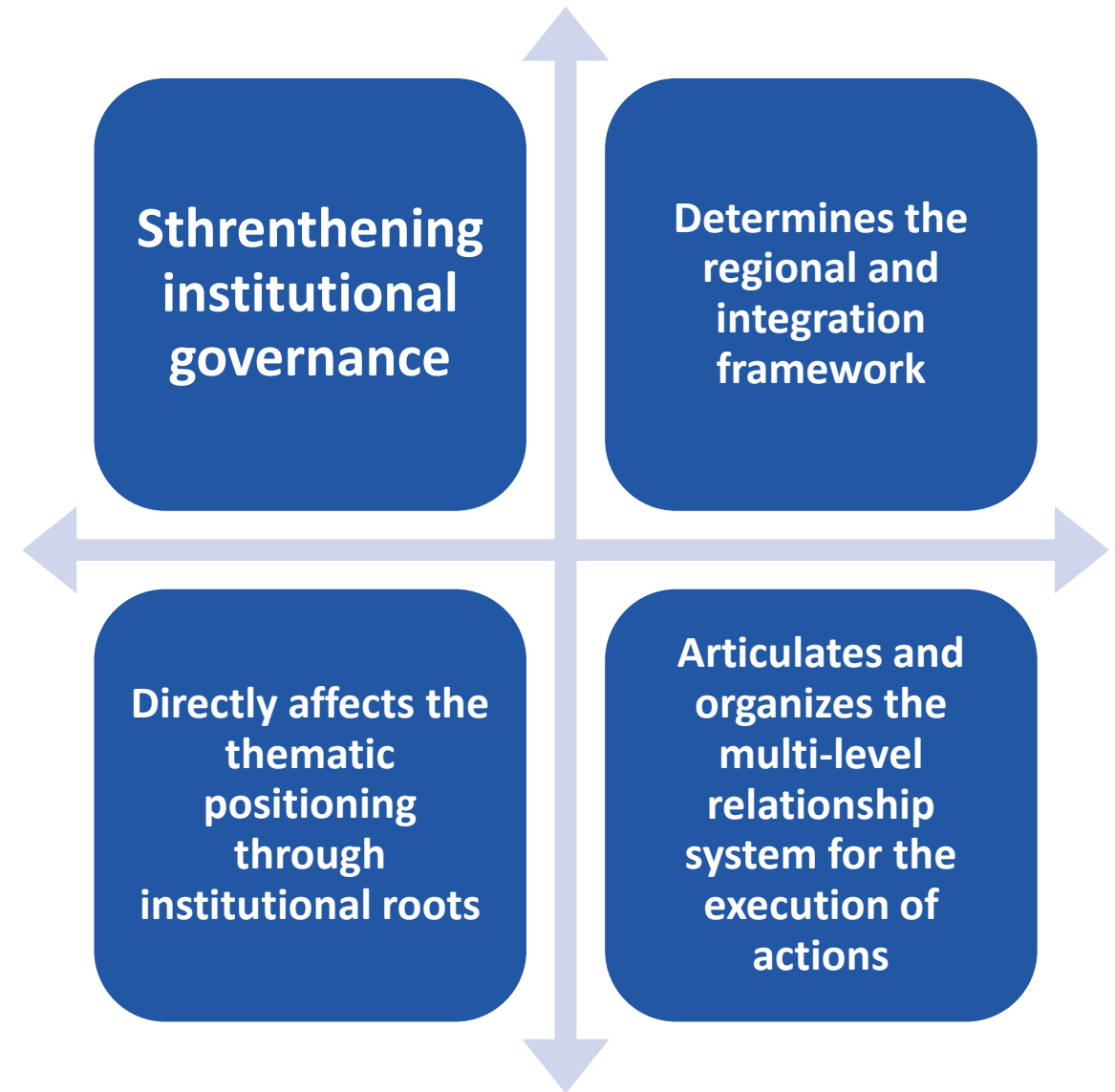
**Contributing** to the design of public policies to foster competitiveness and favor the development of MSME.

# Board of Directors



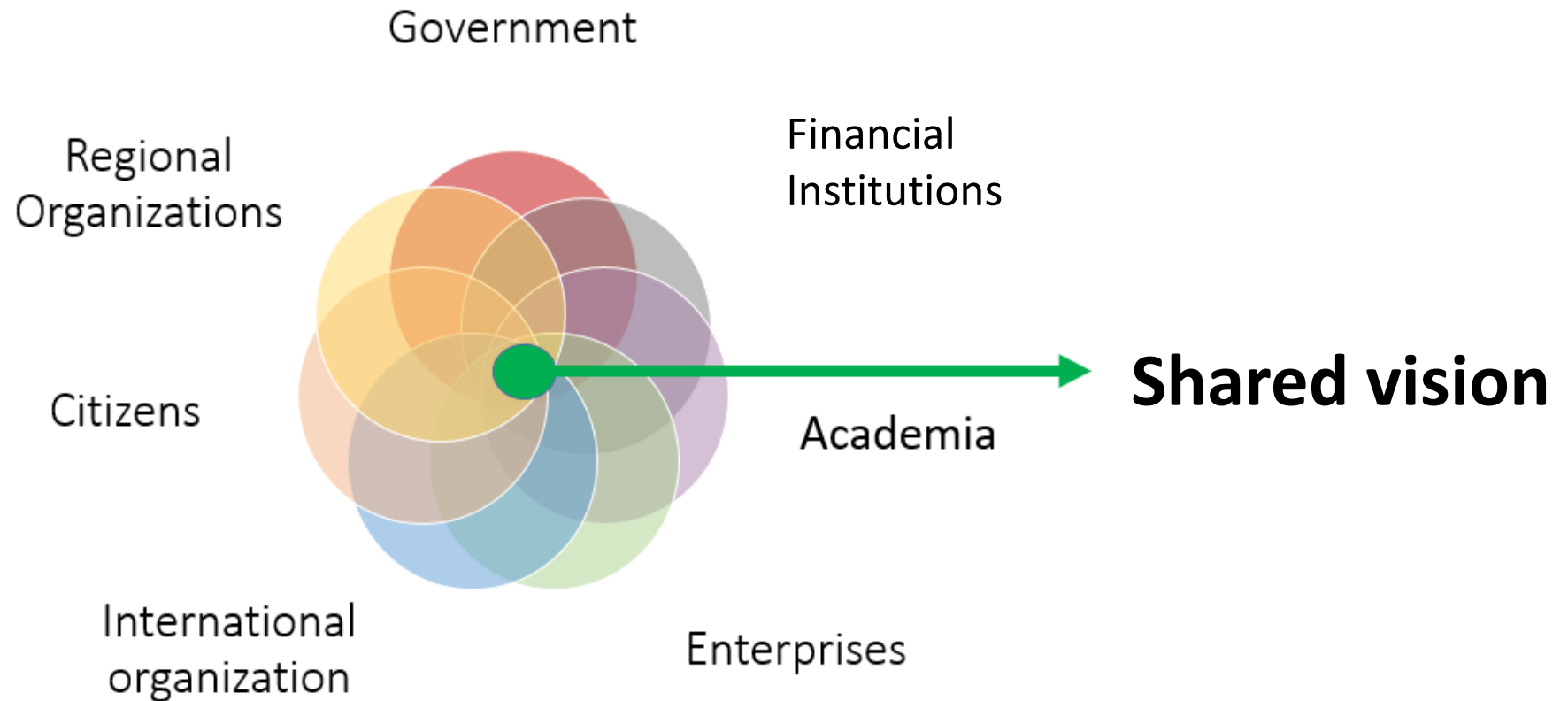
Aiming the interaction between these public policy makers and MSMEs, the Agreement empowers CENPROMYPE to create a multi-level articulation that allows for greater political influence by mandating the articulation of policies at the micro (local), meso (national) and macro (regional within the framework of SICA) levels.

These levels are consistent with national and regional objectives (Art. 5, CC), in coordination with the respective bodies, seeking a greater and better approachment between the demand and supply of services in favor of the MSME sector.

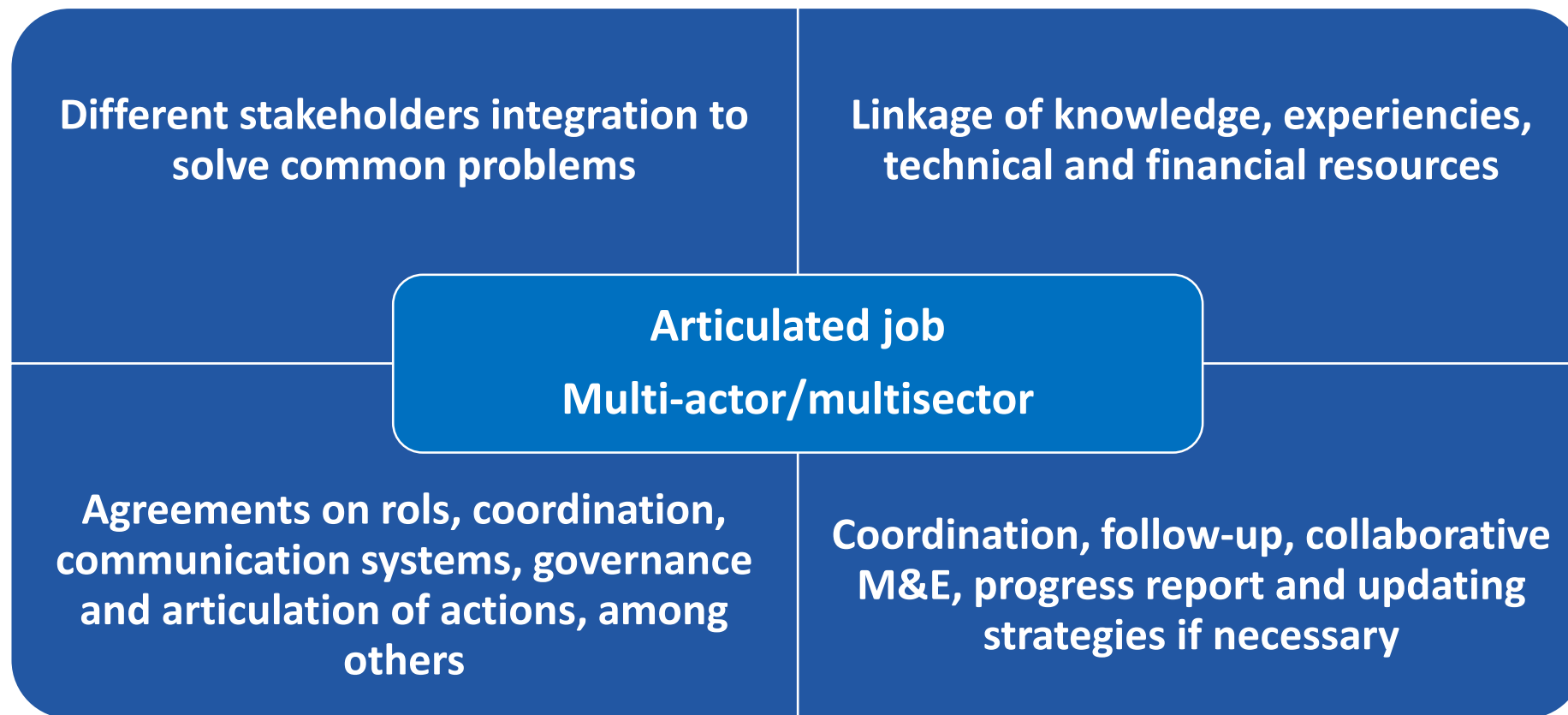


## SICA's main challenge:

working together under a common vision to position MSMEs as an engine of economic and social development in our region



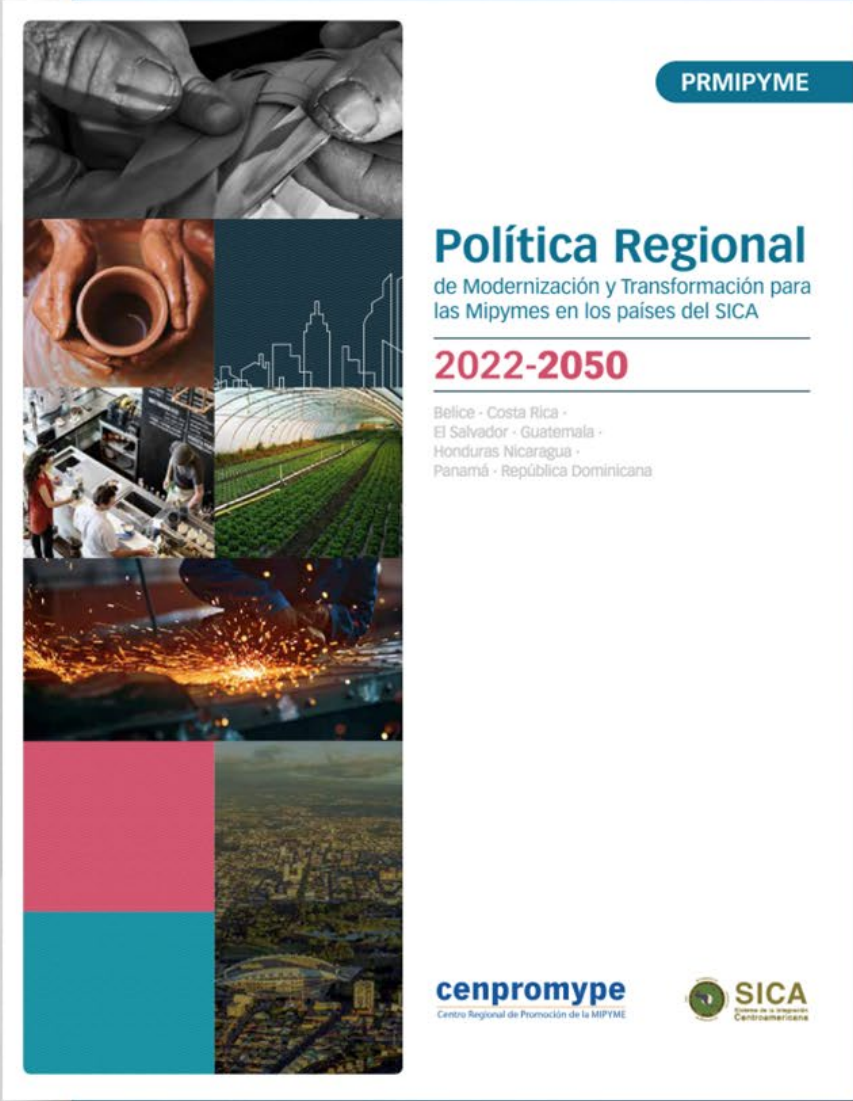
# Articulation from the regional to the national level and territory





# Activates **regional** mechanisms

# From strategies to one Policy



# International Agenda



# Our flagship programs

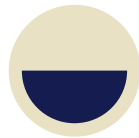




Program aimed at **promoting the competitiveness and productivity of MSMEs**, in order to facilitate access to inclusive markets at intraregional and extraregional levels. Through the use of innovative tools to **identify expansion opportunities** and/or prepare MSMEs to expand their businesses and increase their sales abroad. Work categories: productive linkages, market access, **regional value chains**.



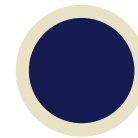
**Demand  
Analysis**



**Analysis of  
exportable  
supply**



**Chain  
linkages**



**Market  
access**



Partners:



**Junta de Andalucía**  
Agencia Andaluza de Cooperación  
Internacional para el Desarrollo

## Goals to 2030

- ❖ **3,000** new MSMEs become exporting companies.
- ❖ **2% increase** on exports of added value products.
- ❖ **Financing for exporting** SMEs has increased by at least 2% through innovative mechanisms and impact investment..
- ❖ Access of SMEs to inclusive intra-regional and extra-regional markets has increased by at least 3% through innovative mechanisms.





**Pilot Program** | 2022 - 2024

**Partner: AACID**



Identify, develop and articulate the regional value chain that presents the greatest commercial potential, based on the current demand of the agro-industrial market of the Community of Andalucía

## Demand Analysis

### Pilot Program | 2022 - 2024

Partner: AACID

- ❖ Documentary research, using the most modern commercial intelligence tools, to determine the current demand of the agro-industrial market in the Community of Andalucía. **The chain selected for this pilot is that of Tropical Fruits.**
- ❖ Research and field interviews with actors in the chain, in Andalucía.

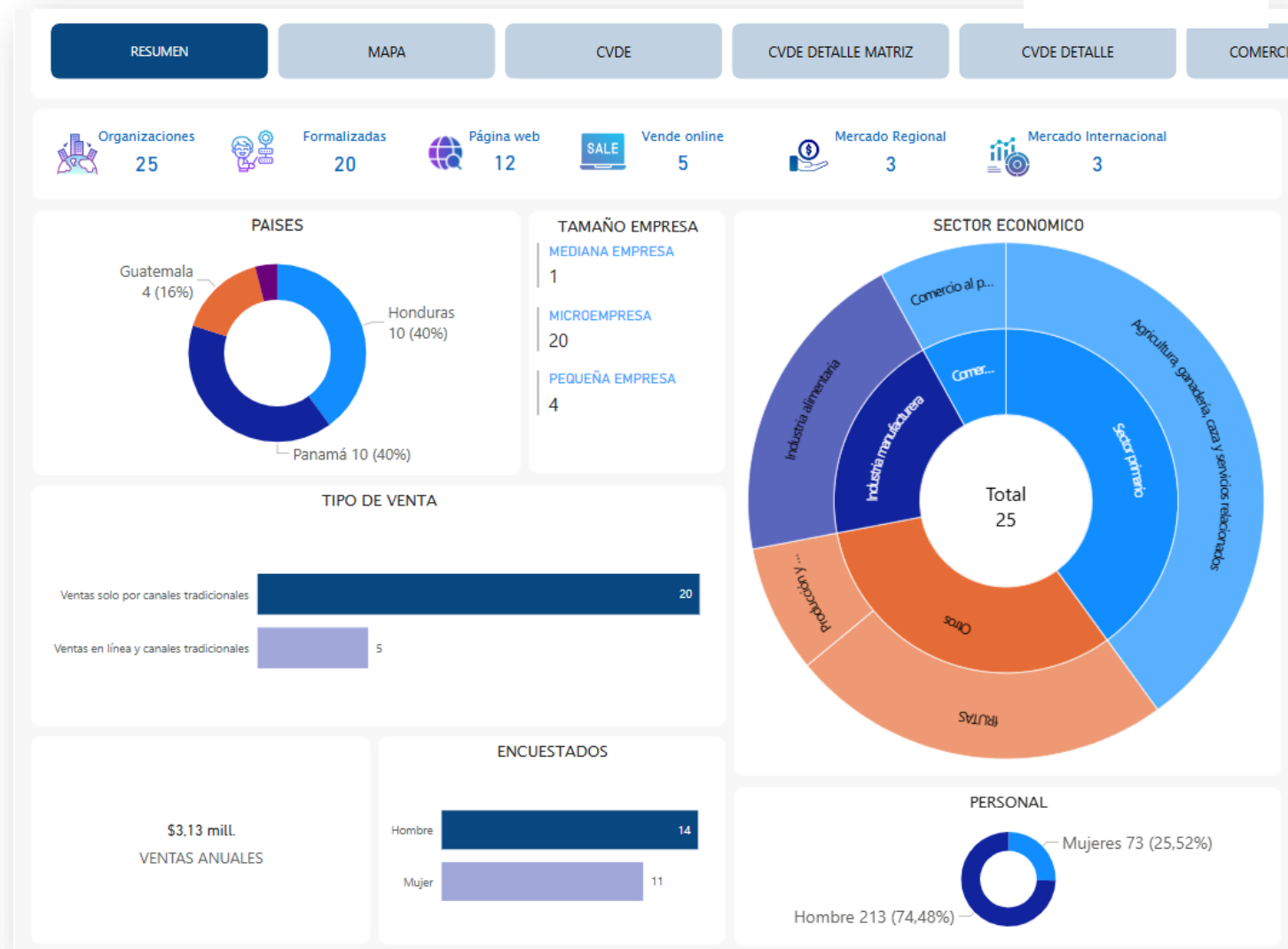


## Analysis of exportable supply

### Pilot Program | 2022 - 2024

Partner: AACID

- ❖ Mapping and characterization, through Power BI, of small and medium-sized businesses, support organizations, complementary services, and other stakeholders involved in the regional chain (SICA)



## Chain linkages

### Pilot Program | 2022 - 2024

Partner: AACID

- ❖ Chain linkages through virtual national tables and in-person regional workshops.
- ❖ Key strategic alliances for each of the links: ie: Puerto de Algeciras, International certifiers, Maritime transport companies



## Market access

### Pilot Program | 2022 - 2024

Partner: AACID

- ❖ Trade mission to the import link in Andalucía.
- ❖ Reverse mission to the SICA Region by selected Andalusian buyers from the Tropical Fruit Chain



**Mipymes**  
en mercados





## Mechanisms and instruments created by CENPROMYPE

- Regional MSME Observatory (Observa MIPYME)
- Business Intelligence System (SINCO)
- Characterization Tool
- Information System for Companies

erp [ERP System](#)

 [MSMEs Observatory](#)

 [Business intelligence](#)

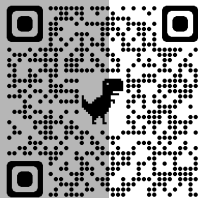
 [Resources Center](#)

 [Online Campus](#)

 [Online Fairs](#)

 [SIRMIPYME](#)

 [SINET](#)



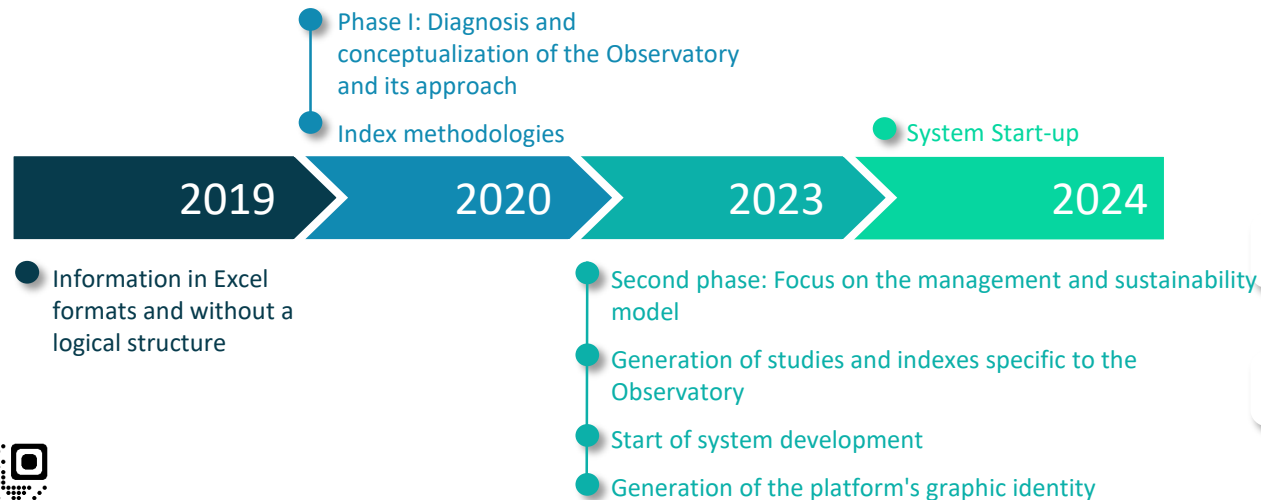
## Platform Category:

Market Intelligence, Information and Statistics System

## Platform Description:

Web platform that presents information and data on MSMEs in the SICA region, to understand the socioeconomic context through the generation of research, studies, indicators and composite indexes of prioritized topics.

## Implementation timeline



Access :

<https://observa.cenpromype.org>

Potential benefits for countries

Access to information and knowledge of MSMEs for evidence-based public policy decision-making.



Timely information

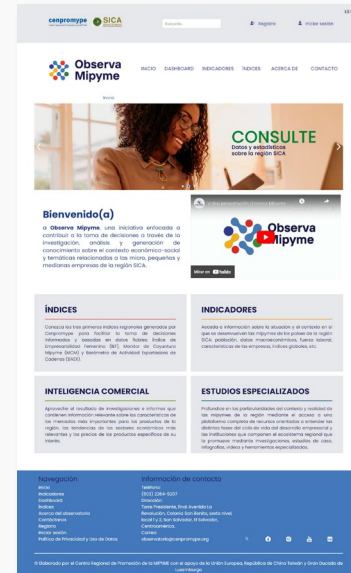


Implementation Cost:

Full Consultancy:  
**\$205,000 USD**

Platform:  
**\$70,000 USD**

Development time  
**1 year**



 [ERP System](#)

 [MSMEs Observatory](#)

 [Business intelligence](#)

 [Resources Center](#)

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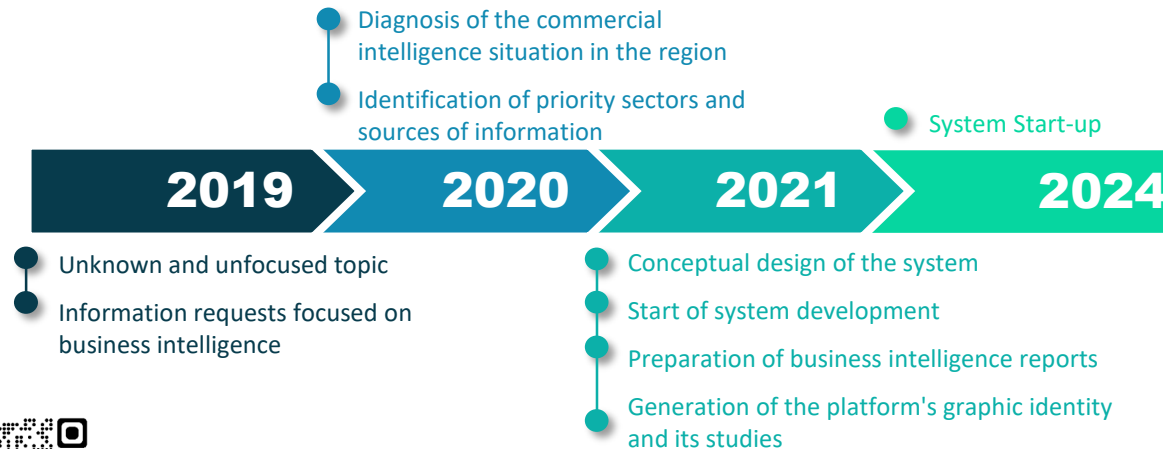
## Platform Category

Business Intelligence and Statistical Information

## Platform Description:

Business intelligence platform that provides information and knowledge about market behavior, trends and prices through analysis, generation of research and studies focused on priority sectors  
It is part of the Regional Mipyme Observatory, operating independently.

## Implementation Timeline



Access here:

<https://inteligenciacomercial.cenpromype.org>



## Potential benefits for countries

Access to information and knowledge for business and public policy decision-making.

Timely information



Contribute to improving the competitiveness of the region's productive sectors and their participation in markets.

Competitiveness



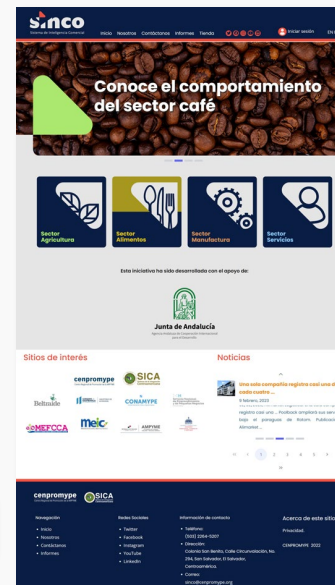
**Sinco**  
Sistema de Inteligencia Comercial

Implementation Cost:

**\$30,000 USD**

Development time

**17 months**



**7** characterization  
exercises to date

**8**  
countries

**+1000**  
MSMEs

**It consists of:**

- Digital characterization tool hosted in the cloud (AZURE).
  - Dashboard in Power BI for analysis and decision making.
  - Trained human resources.
- Training resources: manuals and videos for use.

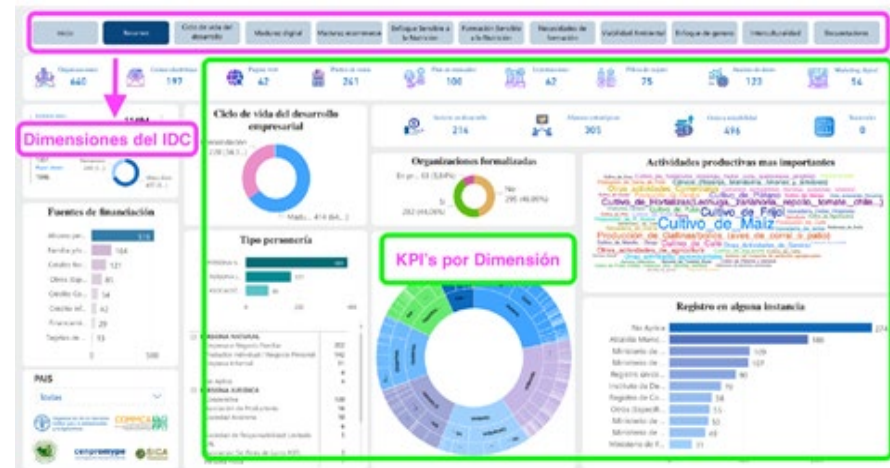
¿What is IDC?

Innovative digital tool, developed by the CENPROMYPE team, which collects information, data and real-time analytics from MSMEs, according to the Business Development Life Cycle and other prioritized dimensions.

Platform Category:

CENPROMYPE digital ecosystem under the Information and Statistics Systems, facilitating real-time data analysis.

Power BI Dashboard Visualization



Access here:

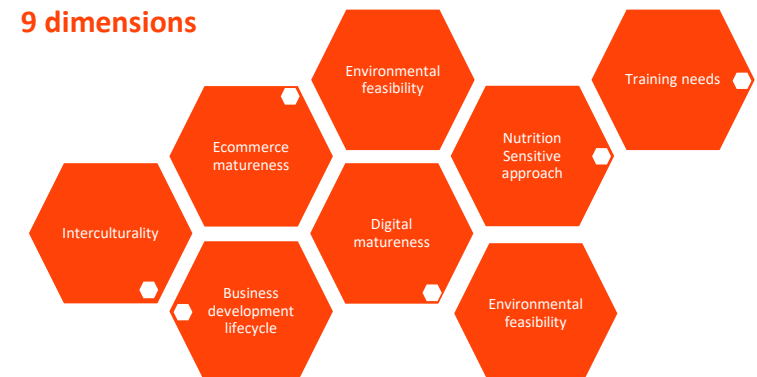
<https://app.powerbi.com/view?r=eyJrIjojZDY0ZDgxZjEtOTAyYS00NzUwLWFmMmUtNmI2ZTg3YjU3ZjE4IiwidCI6IjlkYzU2YjJlLTNlNmMtNDg5ZC1hOTE1LTJiOGM4Mzc3MDdhMSJ9&pageName=ReportSection5ab69c4108477aa4481>

**Regional added value**

- Accurate identification of gaps
- Comprehensive business strengthening plan.
- Baseline for measuring growth according to CVDE.
- Optimization of KPI monitoring
- Flexible and modular tool
- Strengthening of the institutional database.
- Obtaining information and segmented strategic analysis
- Design of proposals based on evidence

**Capture, Analyze and Categorize Data  
Simultaneously and Instantly at Regional  
and National Levels**

**9 dimensions**



 ERP System

 MSMEs  
Observatory

 Business  
intelligence

 Resources Center

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 SIRMIPYME

 SINET

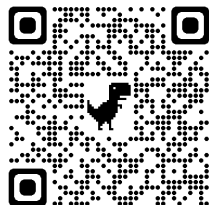
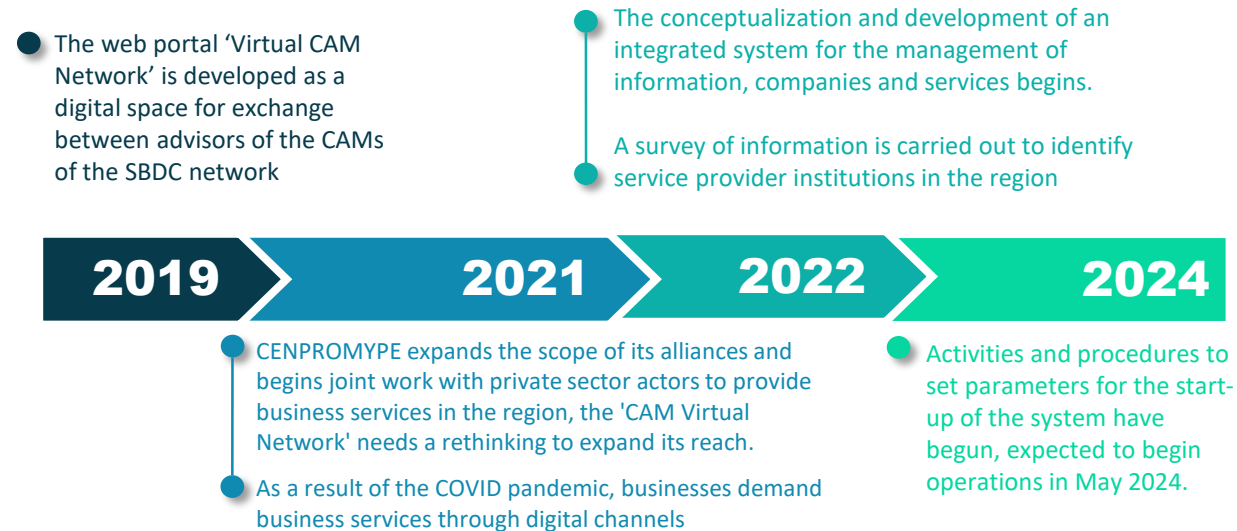
## Platform Category

Business Development Services

## Platform Description:

IT platform that facilitates the linking of the business development ecosystem and companies in the SICA region for the provision of business services and the exchange of good practices,

## Implementation Timeline



Access here:

<https://servicios.cenpromype.org>

## Potential Benefit for the countries

Facilitates the identification of partners and companies with growth potential through access to a database.

Data access



Tool that facilitates the national ecosystem by providing services that generate competitive advantages for companies.

Energize ecosystem



## Implementation cost:

Development Time

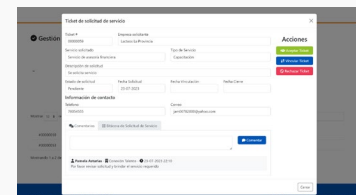
2 years

Full consultancy:

\$49,265

Platform:

\$22,169





# David Cabrera

Executive Director

✉ [dcabrera@cenpromype.org](mailto:dcabrera@cenpromype.org)

🌐 <https://cenpromype.org/>

**cenpromype**  
Centro Regional de Promoción de la MIPYME



@cenpromype\_sica

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