

# Program to Support the Innovation and Internationalization of Small- and Medium-Scale Enterprises in Latin America and the Caribbean

## REGIONAL

SECTOR: Industry

NAME OF PROJECT: Program to Support the Innovation and Internationalization of Small- and Medium-Scale Enterprises in Latin America and the Caribbean  
(ATN/SF-4755-RG and ATN/ME-4756-RG)

TOTAL COST: \$22.4 million

FINANCING:

IDB	\$ 4.7 million
MIF	\$ 4.0 million
LOCAL	\$13.7 million

DATE OF APPROVAL: December 14, 1994

GENERAL DESCRIPTION: The overall objective of this program is to help boost the efficiency and competitiveness of the productive sector of Latin America and the Caribbean, particularly of small- and medium-scale enterprises. This will be accomplished by establishing linkages among the productive, financial, scientific and technological, and government sectors and fostering the productive sector's capacity to penetrate the international market.

The specific objectives of the program are to: (a) ensure the continuity of the Entidad Latinoamericana Científico Empresarial (ENLACE) mechanism, which promotes linkages and partnerships between enterprises and research institutions both within and outside the region; (b) increase ENLACE's coverage within the countries; (c) incorporate new countries from the region into the system; (d) promote the creation of new

affiliated  
and political  
services provided

referral centers; (e) help provide the necessary technical support; and (f) supplement, strengthen, and expand the under the ENLACE mechanism.

The program has three subprograms:

Subprogram I: Institutional development and promotion of the Bolívar Program, which comprises the following components:

(a)  
strengthening  
dissemination  
countries.

strengthening of the mechanism at the regional level; (b) of the mechanism at the national level; (c) promotion and of information on the program; and (d) incorporation of new

private  
components: (a)  
referral  
sector

Subprogram II: Provision of services and cooperation with sector organizations, which comprises the following management training; (b) technical support networks; (c) centers; and (d) encouraging the participation of private-sector organizations.

countries into  
designed to  
enterprises in the  
participants into

Subprogram III: Incorporation of the Central American the program. The activities under this subprogram will be help strengthen and establish innovative, competitive eligible countries so as to incorporate them as full the region.

CONSULTANTS:

Consultants will be required to support the execution of the program in the following areas: (a) operation of the executive secretariat of the program; (b) operation of the national offices, as well as coordination, promotion and dissemination of information both within and outside the region through brochures, the press, seminars, conferences, fairs, etc; (c) organization of a regional mechanism specializing in the training of small- and medium-scale entrepreneurs; (d) selection, negotiation, constitution and monitoring of networks of professionals with international experience who will lend advisory services to program clients; (e) support of existing referral centers; (f) conducting activities to encourage the participation of organizations in civil society in the support, promotion and

financing of business activities; and (g) helping to establish subregional coordination in Central America by creating national offices, analyzing businesses, offering training, and developing business-university relations.

**EXECUTING AGENCY:**

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