



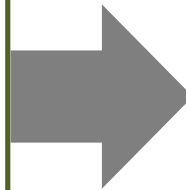
# Regional Alliances for the initiation of innovation



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PARA TODOS

Our goal for 2025: To be among the top 3 in Latin America

2025  
- In Latin  
America



Achieve the top 3 - Global  
Innovation Index

Be part of the top 3 -  
Innovation Pillar, Global  
Competitiveness Index



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# We have conditions that suggest that the third place is more than possible

Country  
benefits

An important market

Sophisticated financial services by regional standards: Microcredit as% of GDP: 1.8%, ranked 26th in the world (Chile 0.7%, ranked 44th in the world)

Stable macroeconomic conditions: low levels of public debt and controlled inflation

Best  
environment  
for CTI

Consensus on the importance of STI as a growth engine

Significant public resources, General System of Royalties

Advances in the level of technology adoption

Growing critical mass to generate knowledge

Recent development of some important elements for proper innovation ecosystem

Manufactured products of high and medium technology: 22% of total manufacturing (21% Chile, 11% Costa Rica)

Applications of residents utility models (GII 39th Colombia, Chile 42nd)



# Objectives:

- Develop an appropriate **institutional ecosystem**.
- Improve the quality and **impact of research**, attraction and management of **human talent for research**, Colombians and foreigners to the processes of scientific and technological development of the country will join scientists.
- Ensure that technological development and innovation will become the **engine of business growth**
- To train researchers and innovators to support the **country's transformation**
- Build a culture that values and manage **knowledge**



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# Topics

## 1. Context of the Alliances

## 2. Regional Alliances





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# What are they?

## Objective:

**JOIN EFFORTS TO GENERATE BASIC SKILLS IN  
INNOVATION MANAGEMENT IN COMPANIES AND /  
OR  
PRODUCTIVE CLUSTERS**

## Conformation:

**Public – private Institutions** that were formed in the **regions** to operate the National Strategy of the Administrative Department of Science, Technology and Innovation - COLCIENCIAS for the **generation of basic skills in innovation management in companies and / or productive clusters** in the region.



**COLCIENCIAS**  
Departamento Administrativo de Ciencia, Tecnología e Innovación

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# Coverage

**9  
ALLIANCES**

**25**  
Departments  
(75% of National  
Territory)

**More than 50  
partners**  
from private sector,  
state institutions  
and academia.



# Allies



## Private

- **CONFECAMARAS**
- **Executing Chambers of Commerce:** Cartagena, Medellín for Antioquia, Cali, Bucaramanga, Manizales for Caldas, Bogotá, Ibagué, Villavicencio y Putumayo.
- **Allied Chambers of Commerce:** Barranquilla, Santa Marta, Guajira, Medellín for Antioquia, Urabá, Magdalena Medio and northeast Antioquia, Eastern Antioquia, South Aburrá, Chocó, Pasto, Sogamoso, Cúcuta, Neiva, South and East of Tolima, Arauca, Piedemonte Araucano, Casanare, Amazonas, Florencia and San José del Guaviare
- **ACOPI Valle del Cauca, CPT, FUEEEC, Asoeje.**



## State:

- **COLCIENCIAS**
- **SENA**
- **Governor of Antioquia, City Hall of Manizales**



## Academy:

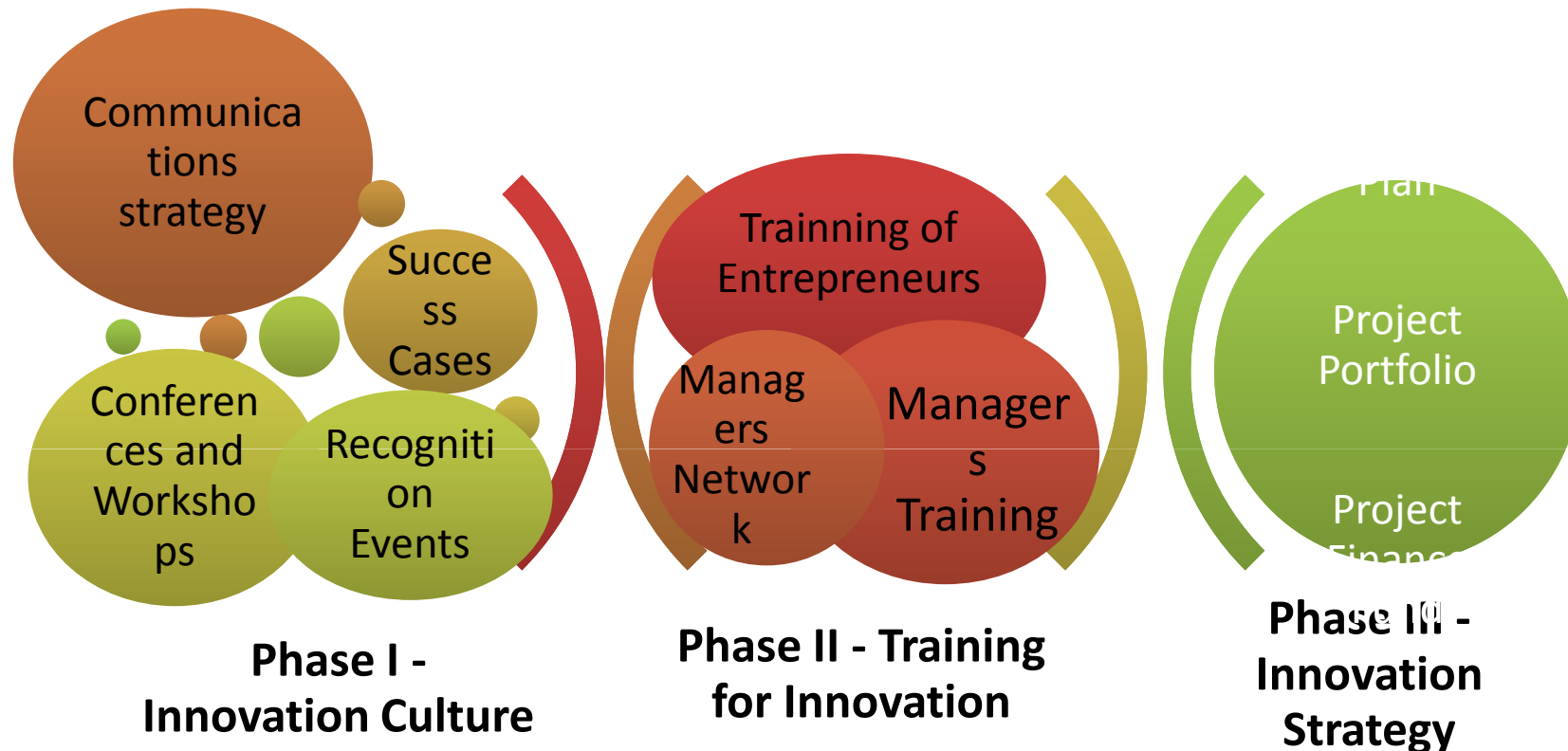
- **RUPIV Valle:** U. del Valle, U. Autónoma de Occidente, U. San Buenaventura Cali, U. ICESI, U. Javeriana of Cali.





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# Development initiation of innovation



KEY RESULTS: INNOVATION PLANS AND STRUCTURED PROJECTS



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# Results obtained

(Current Model).

## PHASE I: INNOVATION CULTURE

### GOAL

Generate commitment  
among the stakeholders of  
the ecosystem  
competitiveness of regions  
to lead innovation



Conferences and workshops with  
**4036**  
**Entrepreneurs** attendees



Large events with **8616**  
**participants** (2000  
entrepreneurs)



28 succes documented  
cases of business innovation



**9 recognition events** innovation  
of regional entrepreneurs



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## Results Obtained (Current Model)

### PHASE II: TRAINING FOR INNOVATION

#### GOAL

Develop skills in both companies and business clusters as consultants to manage innovation processes



**880 entrepreneurs trained** in management of innovation: basic concepts, problem solving and project management innovation, among others.

**393 consultants trained** (individuals and corporations) in management of innovation: basic concepts, project management, innovation, business innovation and diagnosis of structuring innovation plans, etc.



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## Results (Current Model)

### PHASE III: INNOVATION STRATEGY

#### GOAL

Implement the business acquired knowledge to the structuring and implementation of innovation projects (incremental)

**370 incremental innovation plans** structured by consultant-entrepreneur pairs.

**210 incremental innovation projects** structured by consultant-entrepreneur pairs.

**62 innovation projects co-financed** through funding incentives alliances:

- Development and / or prototyping of new products
- Transfer of Marketing Strategies
- Development and brand enrolment
- Development of new business ideas



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## Other Impacts

### Presence and positioning

9 Alliances  
with  
**cover of 75%**  
of the country

### Generation methodologies, events and services

New Innovation Services in  
the Chambers

1st Living Donor  
Axis Innova

Innovation Congress Tolima  
Huila

Neurocity

### Intellectual property

**2 registered patents** and  
**16 applications** in  
course  
**14 brand enrolments**  
**18 applications** of utility  
model

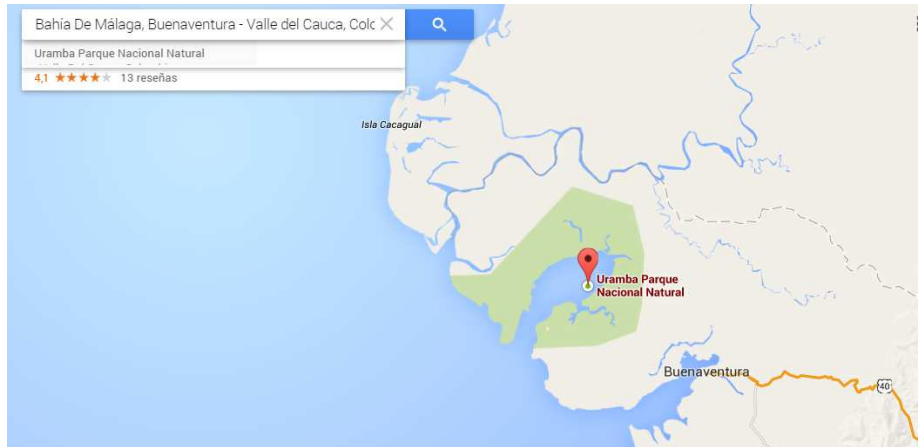
**20 certified companies**  
by Icontec in Innovation  
BP (of 27 audited)

Systems implementation  
of  
Innovation Management



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# Shrimp farming



**Location:** Bahía Malaga

**Budget:** USD \$1 Millions

**Actor involved:** COLCIENCIAS –  
UNIVALLE- IMPULSO - ACUANAL



The bay has an average depth between 12 and 15 m and a maximum depth of 40 m. Tides are semidiurnal with a mean range of 4.1 m (Cantera et al. 1998). The salinity is relatively high for this area, varying between 19 and 28 in the outer zone and between 1.3 and 10 in the rivers during high tide. The sea temperature varies between 25.2 and 29.7 ° C.



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# Shrimp farming

**Objective:** To join efforts between COLCIENCIAS and UNIVERSIDAD DEL VALLE for conducting foresight exercises and / or technological and market intelligence on sectors and priority areas for the country.

## Sector



## Ejecutor



## Proyecto

✓"Feasibility Study for the Construction and Operation of an Innovation Park for Shrimp in Colombia that maintains a balance with sustainable production and respecting environmental standards"



# Results:

- Better productivity levels ensuring an adequate geographical and maritime richness.
- First step in order to build a Technology Park on an international scale, allowing to be at the forefront of aquaculture processes in the world.
- Better quality of life, Job for the local communities.
- Shrimp for export.





# Thank you

