PILOT PROJECT
PRODUCTIVE MIGRATION
BOGOTÁ
2020
CURRENT SITUATION

- 1,748,716 Venezuelan migrants in Colombia (June 2020).
- 762,857 of these are regular migrants and 985,859 irregular migrants.
- The highest percentage of this population is concentrated in the ranges between 18 and 29 years.
- Due to the COVID-19 trade restrictions, 106,000 Venezuelans left during the quarantine, now it is expected that more than 200,000 would enter Colombia.
¿WHY IS IT AN OPPORTUNITY?

<table>
<thead>
<tr>
<th>The Venezuelan population that has migrated to Colombia is on average 26 years, 5 years <strong>younger</strong> than non-migrant Colombians (31 years old).</th>
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<tr>
<td>It generates <strong>positive</strong> effects on consumption, productivity and level of entrepreneurship that can boost <strong>economic growth</strong> in the short and medium term.</td>
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<td>The age difference creates an opportunity for Colombia, as this <strong>demographic bonus</strong> could contribute to improving the dynamics of the labor market.</td>
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<td>Concentration of <strong>serious public and private institutional efforts</strong> for the attention and development of the migrant population</td>
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<td>National and international alignment and <strong>commitment</strong> to face global migration crises</td>
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¿WHAT THE BOGOTA CHAMBER OF COMMERCE HAS DONE?

Since 2018, the CCB has actively participated in public outreach spaces generating awareness and proposals for the generation of economic opportunities for the migrant population, such as:

- Assembly of Knowledge Centers organized by the International Chamber of Commerce - Paris (ICC).
- Inter-institutional articulation meetings led by the National Government.
- Latin America Business Summit on Refugees: Commitment Form 2019. UN General Assembly.
- Productive Migration Pilot Implementation (60 direct beneficiaries, entrepreneurs and companies)
PILOT PROJECT RESULTS

The pilot was executed in the city of Bogotá, between the months of August and December 2019.

52 interviews were conducted to select the 30 entrepreneurs and 50 interviews were conducted to select the 30 entrepreneurs who would begin the training process.

In both cases, the business model was analyzed in detail, and looking for how strategic and effective is the venture / company.
PILOT PROJECT RESULTS

- Among the program participants there is a greater participation of men with 53%, with a minimum difference compared to women.

- The main needs identified for entrepreneurs are: knowledge and skills, support networks and infrastructure resources; For companies, knowledge and skills, support networks and social capital are identified.

- Next the main results.
### PILOT PROJECT RESULTS

<table>
<thead>
<tr>
<th>Results</th>
<th>Companies</th>
<th>Entrepreneur</th>
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<tbody>
<tr>
<td><strong>Sectors</strong></td>
<td>Commerce, ICC, TIC, Gastronomy, Clothing, Professional services</td>
<td>Gastronomy, Professional Services, Fashion, Food, TIC</td>
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<tr>
<td>#Direct beneficiaries</td>
<td>30</td>
<td>30</td>
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<td>% beneficiaries that increased the level of sales</td>
<td>69%</td>
<td>67%</td>
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<td>% beneficiaries that generated formal jobs</td>
<td>35%</td>
<td>-</td>
</tr>
<tr>
<td>% beneficiaries who established a commercial alliance</td>
<td>42.3%</td>
<td>45%</td>
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</table>
PILOT PROJECT RESULTS

1. Achievements
   - Adjustment in the cost structure of the company.
   - Generation of digital marketing strategies
   - Definition of new business units.
   - Brand development and management.
   - Generation of sales strategies and customer segmentation.
   - Identification of the potential of each business unit.

2. About the financing of entrepreneurs

33% are making arrangements to access bank credit, 30% plan to finance entrepreneurship with their own resources, 22% have denied access to credit or do not have the requirements to access, 11% do not have planned sources of financing or do not consider it necessary and 4% look for angel investors.
3. Business model

19% of entrepreneurs decide to change their business model after receiving the advice and taking into account their competencies and impact of entrepreneurship in the market.

4. Methodology

The methodology favored the interaction and the generation of relations between the entrepreneurs, it was found that 15% of them managed to establish some type of commercial alliance with other entrepreneurs of the project, mainly in the area of service provision, such as marketing, construction of the website and advertising.
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