



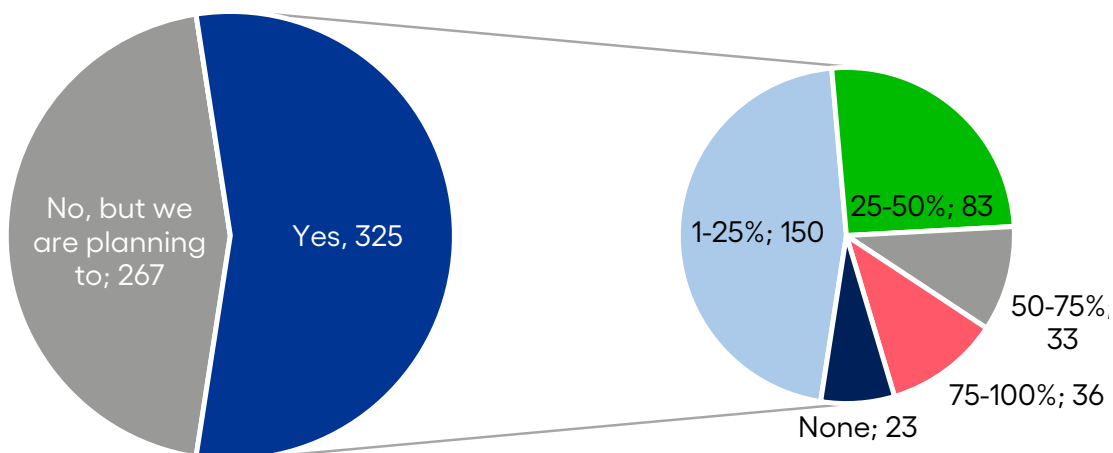
MSMEs digital exports in Latin America Colombia at a glance

The **Country Focus series** presents country-level insights drawn from a survey conducted by the International Chamber of Commerce (ICC) in 2023 in four Latin American markets. The survey focuses on the export activities of micro-, small-, and medium-sized enterprises (MSMEs). It analyses the challenges and the barriers that prevent MSMEs from fully leveraging digital tools and technologies to boost exports. Each country summary provides an overview of indicators on the use of digital tools and the export capabilities of MSMEs. Additional findings are available in the full ICC report “MSMEs Digital Exports in Argentina, Brazil, Colombia and Mexico”.

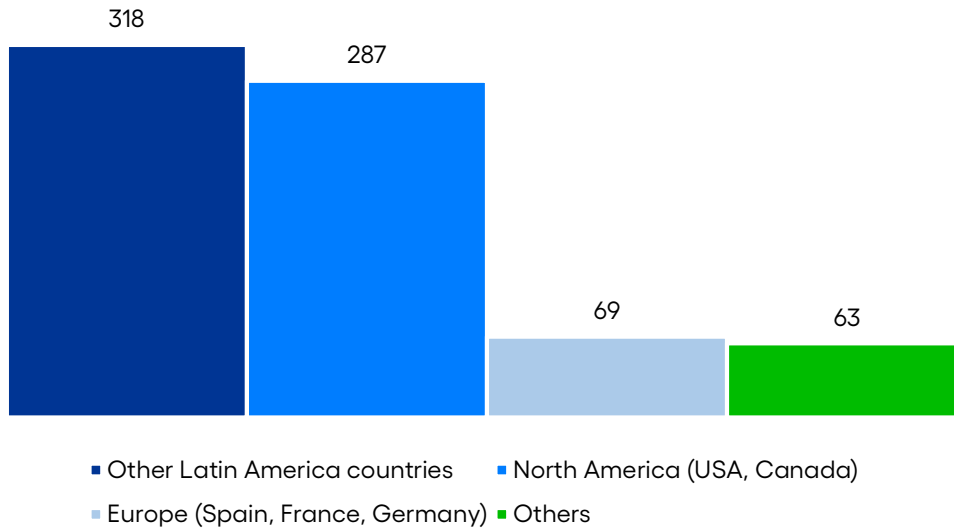
Overview of surveyed companies in Colombia

By sector	Number of responses	By company size	Number of responses	Of which are informal (%)
Commerce	176	1-9 employees	326	23%
ICT	108	10-49 employees	173	16%
Manufacturing	78	50-249 employees	118	6%
Health, Education and Other Social Services	35			
Other	220			
TOTAL	617		617	

Companies actively exporting or planning to export (left) and the proportion of their production that is exported (right), number of responses



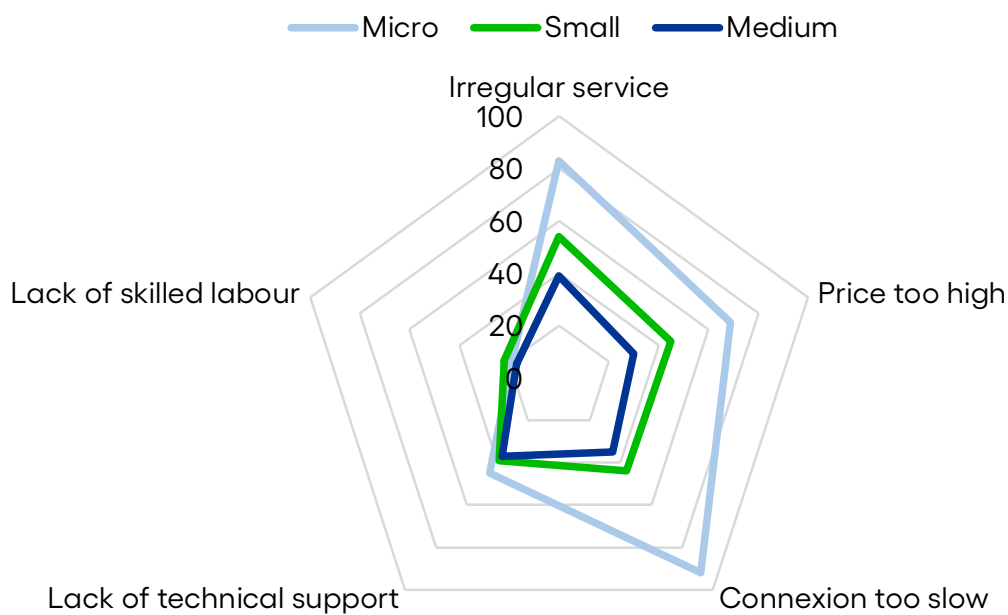
Preferred export destinations, number of responses



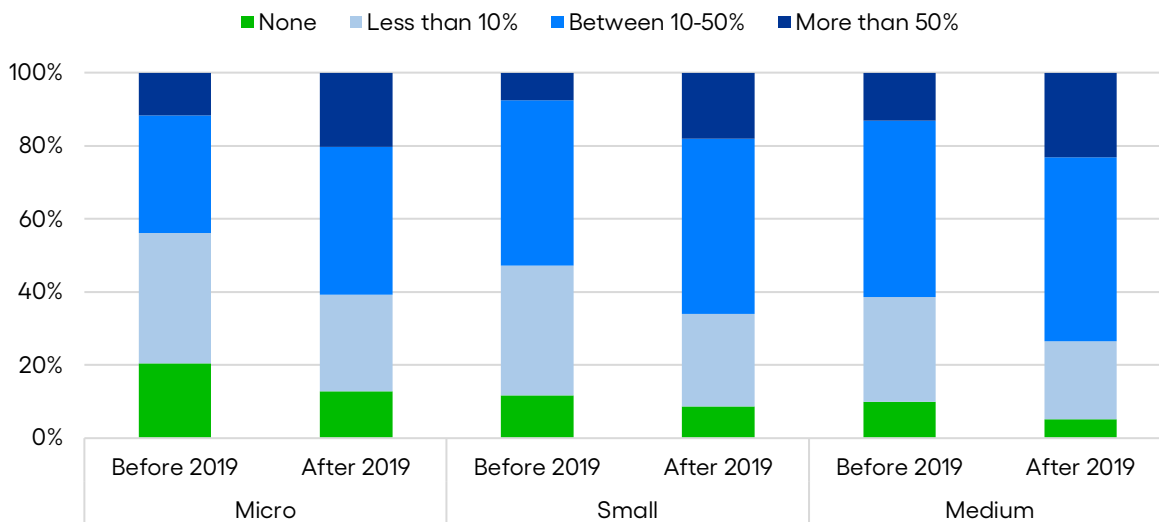
Three main barriers to exporting, 1= the most significant barrier

	Micro	Small	Medium
1	Regulatory Environment	Exchange Rate	Payment Methods
2	Competition	Logistics	Logistics
3	Exchange Rate	Regulatory Environment	Regulatory Environment

Barriers to accessing the Internet, number of responses



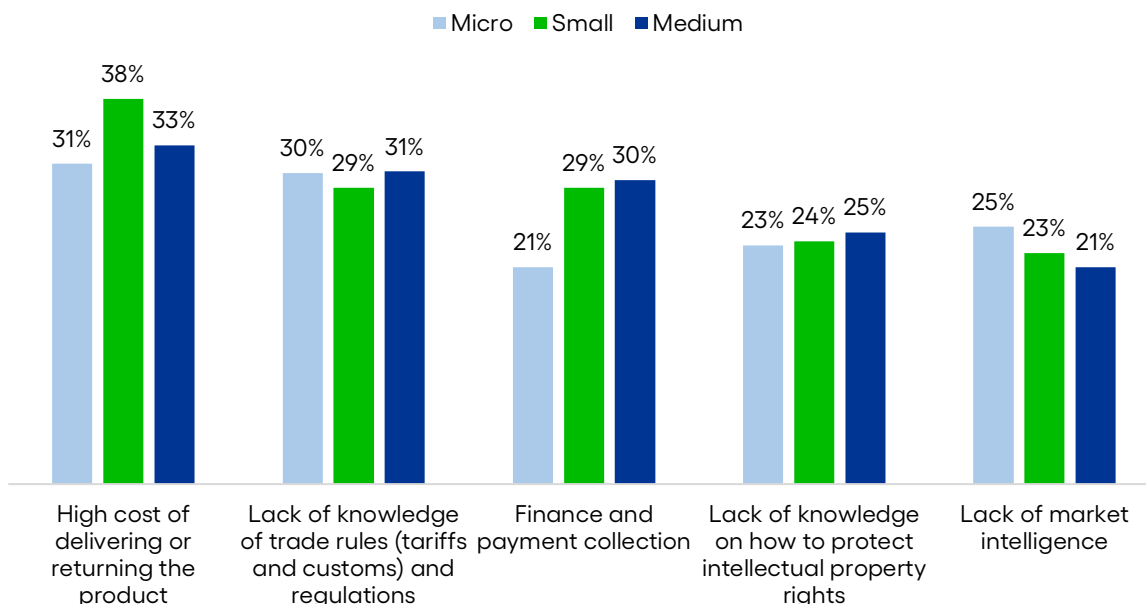
Sales made with the help of online commerce platforms or digital tools, in percentage and by company size



Top three online commerce platforms used to sell products, percentage of responses by company size

	1	2	3
Micro	62%	44%	44%
Small	55%	51%	34%
Medium	67%	55%	39%

Main barriers to selling/buying online, in percentage for each category



Digital skills deemed most valuable, by number of responses

