



PRO-MOTION

WORLD-CLASS MOTION INDUSTRY



KOICA
Korea International
Cooperation Agency



PRO-MOTION is a technical cooperation project with resources from the Korea International Cooperation Agency (KOICA), executed by the United Nations Industrial Development Organization (UNIDO), and whose recipient is the Colombian Government through its Productive Transformation Program (PTP).

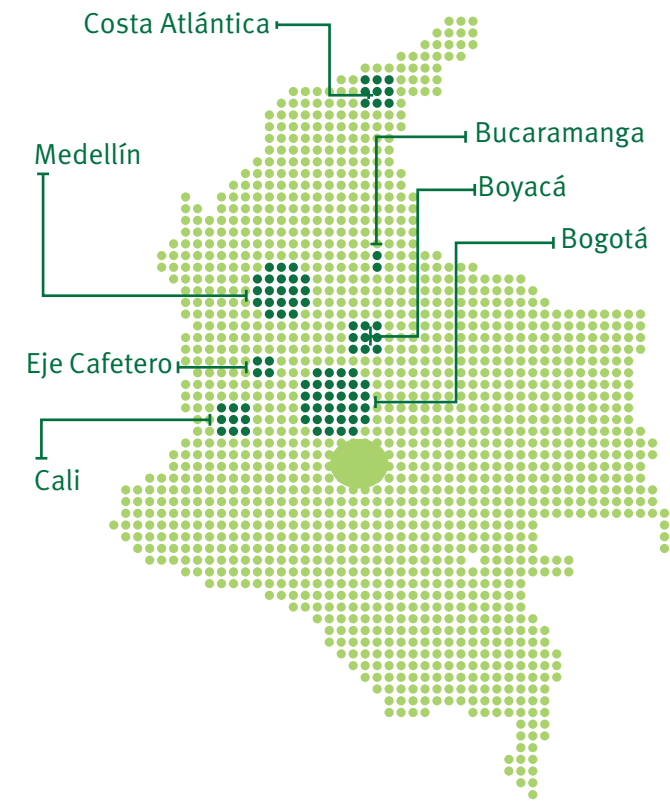
WHAT IS PRO-MOTION LOOKING FOR?

It seeks to improve the competitiveness and quality of Colombian mobility industry, by supporting local manufacturers of auto parts and components and promoting their integration into new global supply chain on the basis of 5 strategies:

- 1. Appropriate industrial development policies.
- 2. National quality infrastructure based on international best practice.
- 3. High quality competitive products.
- 4. Entry into new global supply chains.
- 5. Increase the added value of Colombian products through research and development.

WHERE ARE WE GOING TO BE WORKING?

This project has a national scope and will emphasize the regions where the industrial activity is concentrated.

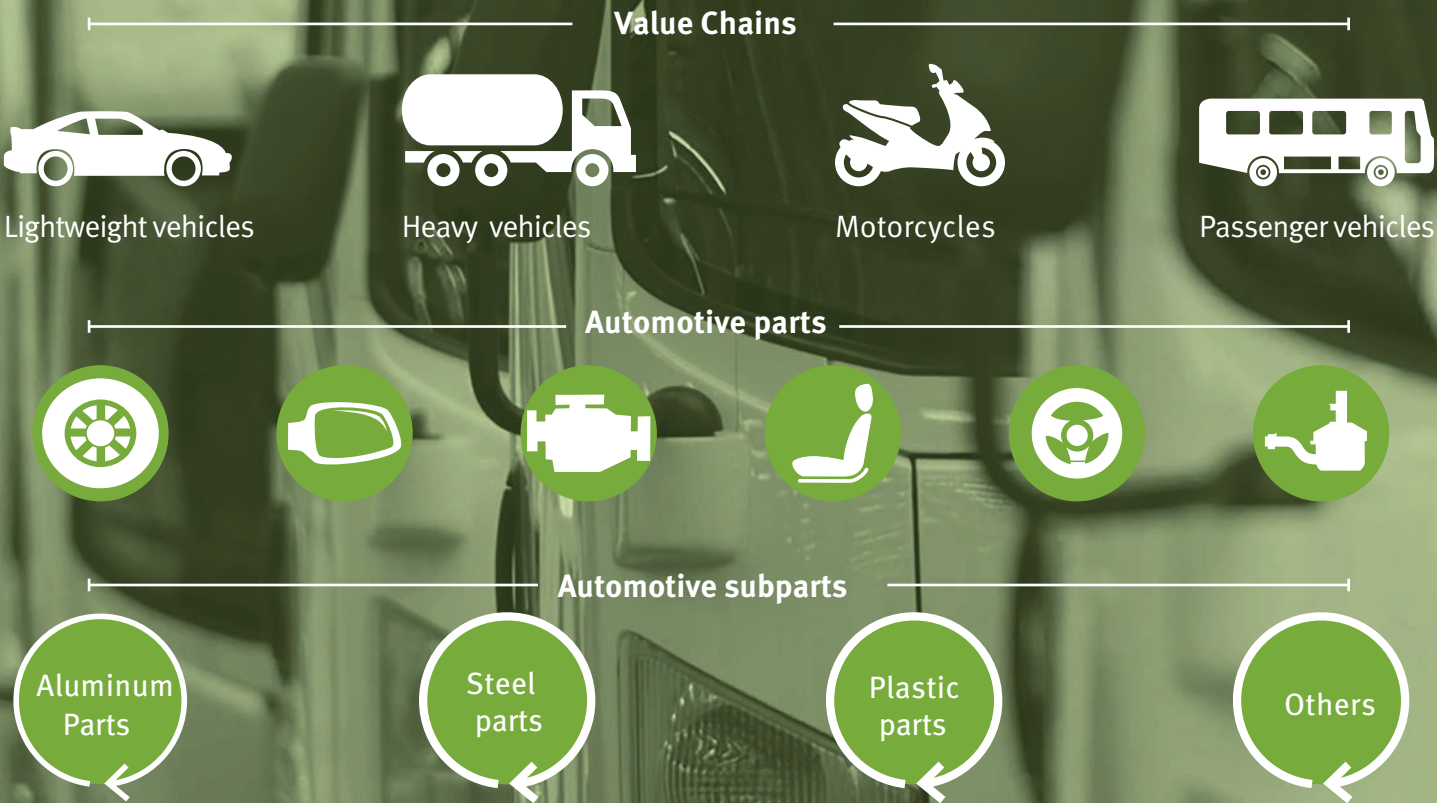


HOW WILL IT BE ACHIEVED?

- Capacitating public and private sector institutions for the development of public policies that encourage the key aspects for the development of the mobility industry.
- Analyzing the local capacities of the institutions that make up the National Quality Infrastructure, to turn them into a competitiveness factor of the mobility industry.
- Providing technical assistance to the industry to achieve compliance with the demands of global customers and improving overall competitiveness.
- Assisting in the identification of new opportunities in global markets taking advantage of existing industrial capacity.
- Supporting the development of high added value products on the basis of tools adapted to the capabilities and challenges of the industry.

WHO IS THE PROJECT AIMED AT?

This project is aimed at strengthening the products of the following value chains:



IMPLEMENTATION METHODOLOGY

PRO-Motion will support the improvement of national products in the following order:



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