



**DEFINE THE BASIC PRINCIPLES THAT ALLOW THE SMES OF THE
METROPOLITAN AREA TO HAVE AN INITIAL KNOWLEDGE TO ENTER TO A
FOREIGN MARKET**

MILEIDIS YULIET MIRANDA BALDOVINO

CAROLINA LÓPEZ GUTIÉRREZ

DANIEL ALONSO NARVÁEZ CIRO

ESUMER UNIVERSITY INSTITUTION

FACULTY OF INTERNATIONAL STUDIES

MEDELLÍN

2016

**DEFINE THE BASIC PRINCIPLES THAT ALLOW THE SMES OF THE
METROPOLITAN AREA TO HAVE AN INITIAL KNOWLEDGE TO ENTER TO A
FOREIGN MARKET**

MILEIDIS YULIET MIRANDA BALDOVINO

CAROLINA LÓPEZ GUTIÉRREZ

DANIEL ALONSO NARVÁEZ CIRO

Research paper presented to qualify for the title of Professional in international business

Adviser:

DIEGO ALEJANDRO MONTOYA URIBE

**ESUMER UNIVERSITY INSTITUTION
FACULTY OF INTERNATIONAL STUDIES**

MEDELLÍN

2016

DEDICATION

"We are what we do repeatedly. Excellence, then, is not an act; Is a habit. "Aristotle

GRATEFULNESS

We want to be grateful to our family for the support that they have offered to us from a beginning when we decide to start this way of a university career(race), for the patience, the support and the confidence that they have offered to us day after day and that so much has helped us to assume this responsibility of the study with the best attitude and motivation, finally we want to be grateful for the teachers which every day have reached to our professional growth and have had the suitable patience and the whole professionalism to explain and spread a bit of so many wisdom which they possess(rely on) as we are grateful to the university Esumer for giving us an environment and establishment of great quality to develop our profession.

RESUMEN

Este proyecto pretende dar a conocer unos principios básicos para el fortalecimiento empresarial dirigido a las pymes del área metropolitana del valle de aburra, que les permitirá incursionar en un mercado internacional.

Se profundizan en los temas que, de acuerdo a las investigaciones obtenidas, son las principales falencias de las pymes y en las cuales necesitan mayor ayuda para su fortalecimiento.

Teniendo como base lo anterior, se diseña un esquema empresarial con el cual se proponen diferentes pasos a seguir para alcanzar el objetivo de posicionamiento, iniciando con capacitaciones en aspectos de comercio exterior y mercadeo, al igual que el de mejoramiento de procesos de producción; seguidamente se brindará una guía sencilla y concreta de un modelo de exportación que los empresarios podrán utilizar cuando deseen posicionarse en un nuevo mercado, y que les será de ayuda practica para ello, fortaleciendo sus conocimientos y habilidades de las pymes para responder a los diferentes clientes internacionales.

Palabras clave:

PYMES: Hace referencia al grupo de empresas pequeñas y medianas con activos totales superiores a 500 SMMLV y hasta 30.000 SMMLV

EXPORTACIÓN: Productos o servicios producidos en el país que son vendidos y enviados a un país extranjero con fines comerciales.

ÁREA METROPOLITANA: El Área Metropolitana del Valle de Aburrá es una entidad administrativa de derecho público que asocia a los 10 municipios que conforman el Valle de Aburrá: Medellín (como ciudad núcleo), Barbosa, Girardota, Copacabana, Bello, Envigado, Itagüí, La Estrella, Sabaneta y Caldas.

CAPACITACIÓN: Proceso continuo de enseñanza y aprendizaje, mediante el cual se desarrollan las habilidades y destrezas de los servidores, que les permitan un mejor desempeño en sus labores habituales.

MERCADOS: Espacio real o virtual en el cual se reúnen oferentes y demandantes para el intercambio de bienes o servicios.

ABSTRACT

This project aims to give Core Principles for Strengthening the Business know one Aimed at SMEs in the metropolitan area of the Aburrá Valley, allowing them to facilitate entry into an international market.

They deepen on issues of an Agreement Investigations obtained, son major shortcoming of SMEs and Mayor Needing Help for strengthening.

aspects of foreign trade and marketing, like that of: having the base As above, the United Nations Programme business training which different Steps to Achieve the target m positioning Starting with trainings are proposed Design Production Process improvement; Then be given a simple and ConCreta Guide Model UN export entrepreneurs can How to use when they want to position themselves in a new market, and that will be of practical help to wave Strengthening knowledge and skills of SMEs to respond to Different international customers.

Keywords:

SMEs: Refers to the group of small and medium enterprises with more than 500 SMMLV total assets and up to 30,000 SMMLV

EXPORT: Products or services produced in the country are sold and shipped to a foreign country for commercial purposes.

METROPOLITAN AREA: The Metropolitan Area of the Valley of Aburrá is an administrative entity of public law associated with the 10 municipalities of the Aburrá Valley: Medellin (as the core of the city), Barbosa, Barbosa, Copacabana, Bello, Envigado, Itagui Star , Sabaneta and Caldas.

TRAINING: Continuous process of teaching and learning, through which skills servers, which allow them to perform better in their normal work develop.

MARKETS: real or virtual space where buyers and sellers meet to exchange goods or services.

INDEX

	pág.
INTRODUCCION	14
1. FORMULATION OF THE PROJECT	15
1.1 Background	15
1.1.1 State of art	19
1.2 Problem approach	20
1.3 Justification	22
1.3.1 Theoretical justification	22
1.3.2 Social justification	22
1.3.3 Personal justification	23
1.4 Objectives	23
1.4.1 General objective	23
1.4.2 Specific objectives	23
1.5 Methodological framework	24
1.5.1 Method	26
1.5.2 Methodology	26
1.6 Scope	28
2. IMPLEMENTATION OF THE PROJECT	29
2.1 Problems that companies present when they are thinking about exporting	29
2.2 Benefits of exporting	30

2.3 Field research	31
2.4 The requirements to export from Colombia	44
2.5 Tax aspects	47
2.6 Economic aspects	49
2.7 Tariff and non tariff barriers	50
2.8 Free trade agreements	53
2.9 Training in SMEs	57
2.10 Basic principles for entering international markets designed for SMEs in the metropolitan area	58
2.10.1 Self-evaluation	61
2.10.2 Definition of the market	61
2.10.3 Trading terms	62
2.10.4 Performance	64
2.10.5 Marketing of the product	65
3. FINDING	67
4. CONCLUSIONS AND RECOMENDATIONS	69
4.1 Conclusions	69
4.2 Recomendations	70
REFERENCES	71

LIST OF TABLES

	pág.
Table 1. Barriers to exports in Colombia	51
Table 2. Barriers to imports in Colombia	51
Table 3. Exports to countries with current trade agreement	55
Table 4. Exports to countries with signed trade agreement	55
Table 5. Exports by commercial agreement in Antioquia	56

LIST OF GRAPHICS

	pág.
Graph 1. Internal success factors for SMEs in Antioquia	16
Graph 2. External success factors for SMEs in Antioquia	17
Graph 3. Exports of the country in 2014	17
Graph 4. Increase of industries in Antioquia 2010 – 2014	18
Graph 5. Survey applied to SMEs in the borough valley metropolitan area	32
Graph 6. Survey question N°1	36
Graph 7. Survey question N°2	37
Graph 8. Survey question N°3	37
Graph 9. Survey question N°5	38
Graph 10. Survey question N°6	39
Graph 11. Survey question N°7	40
Graph 12. Survey question N°8	41
Graph 13. Survey question N°9	42
Graph 14. Training program outline	59
Graph 15. Marketing of the product	65

List of symbols and abbreviations

List of abbreviations

SMEs: Small and medium-sized enterprises

DIAN: Directorate of Taxes and National Customs of Colombia

INVIMA: National Institute for Drug Surveillance

ICA: Instituto Colombiano Agropecuario

AUNAP: National Aquaculture and Fisheries Authority

FTA: Free Trade Agreement

INTRODUCTION

Through the various investigations and work carried out throughout the career, the failure of SMEs in the field of international trade was evident.

The main reasons for this are that small and medium enterprises in the valley of boredom do not yet have a stake in the foreign market, and after the corresponding analysis of the information, present basic principles that help SMEs to have a Clearer vision on how to penetrate an international market.

SMEs will be given basic principles for the entire exportation process of a company, from research, training topics to effective production, foreign trade and marketing, as well as provide information on financial and governmental aspects for The development of activities abroad.

This project will be based on the idea that you have as an international business student how SMEs should generate a strategy of expansion and penetration in foreign markets; Taking into account the five pillars that are: Training, tax aspects, economic aspects, tariff barriers and non-tariff barriers and free trade agreements.

1. FORMULATION OF THE PROJECT

1.1 Backgrounds

In Colombia, small and medium-sized enterprises contribute only 5% of exports to the country.

According to a report presented by the magazine Dinero, SMEs contribute 30% to the gross domestic product and participate in 96.4% of the industry, in addition to giving about 64% of employment in Colombia.

As for the country's exports, it still has low participation. According to a report by ProColombia, Colombian exports of 95% were made by 531 large companies in Colombia in 2015, while the remaining 5% of sales were carried out by 5,831 small and medium-sized enterprises. This has prompted ProColombia to carry out action plans to incentivize the exports of SMEs in the country by obtaining permanent contracts abroad and reaching USD30,000 in exports by 2018.

Between 2010 and 2013, micro, small and medium-sized companies exported at least 1,193 more products than the large companies of the country, registering a 6.1% increase in employment, while exports only had an increase of 4.35% .

International sales showed a 6.7% increase in SMEs that are exporters. In the case of manufacturing companies, exports accounted for 6.4% of revenues.

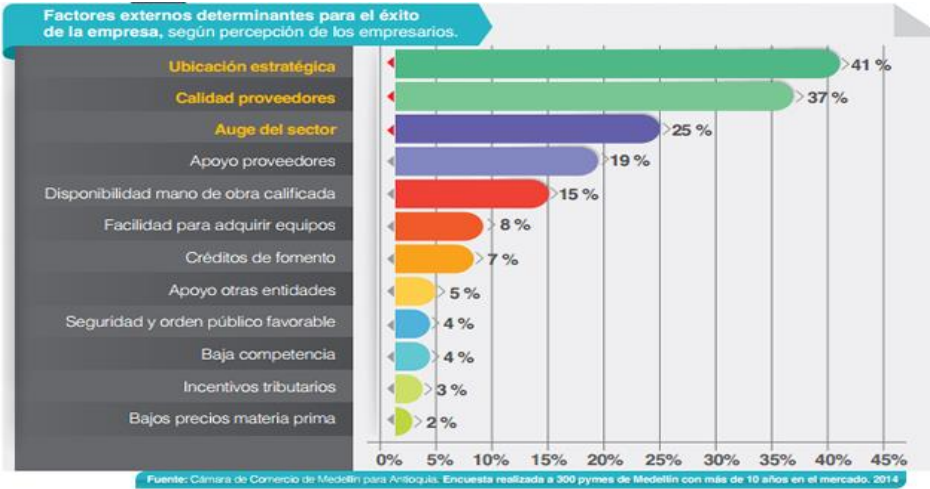
According to surveys, the following data were found that directly and indirectly influence the success of SMEs

Grahp 1. Internal success factors for SMEs in Antioquia



Source: Cámara de Medellín

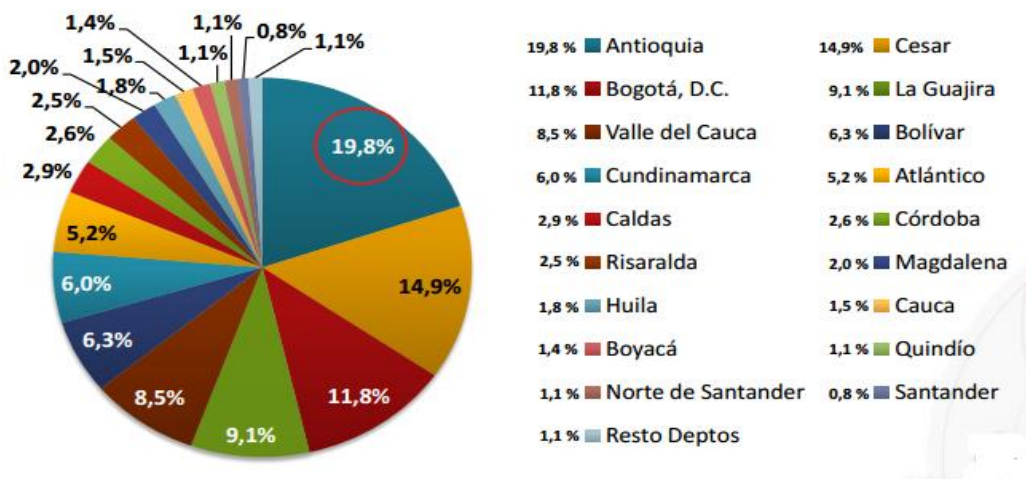
Graph 2. External success factors for SMEs in Antioquia



Source: Cámara de Medellín

For Para el año 2014, se mostró a Antioquia como el departamento más exportador de Colombia con un 19,8% en relación con los otros departamentos del país.

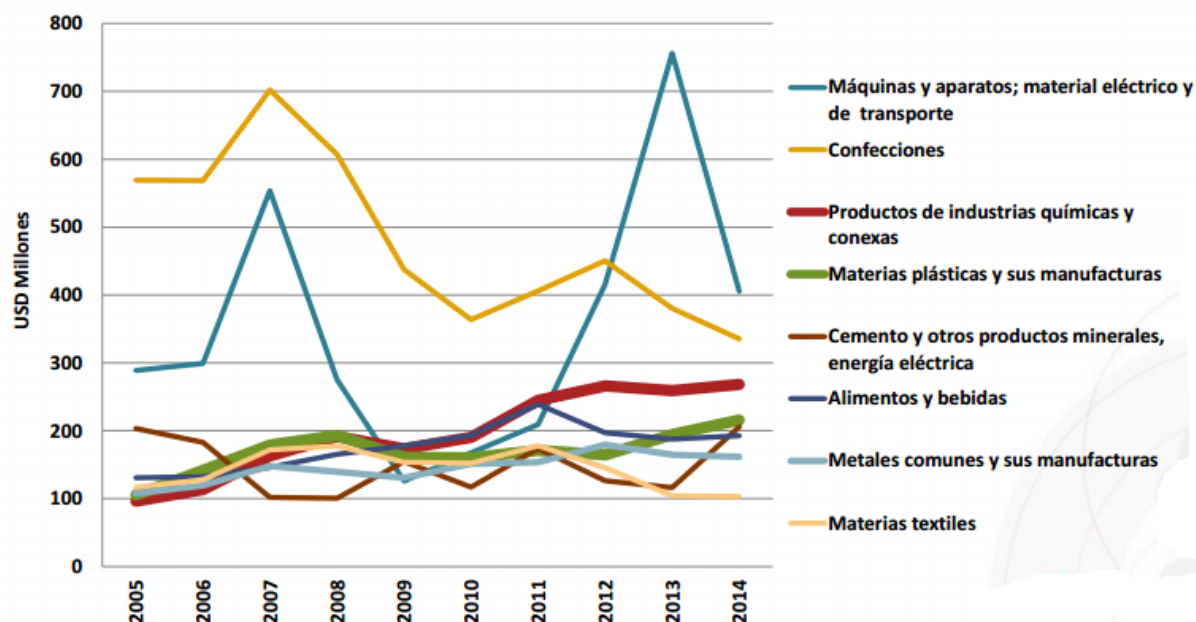
Graph 3. Exports of the country in 2014



Source: Cámara de Comercio

Exports in 2014 for Antioquia correspond to USD5,109 million, of which USD2,262 correspond to the manufacturing industry. The chemical and plastics industry stood out for its performance because it has had a positive and notorious increase since the year 2010.

Graph 4. Increase of industries in Antioquia 2010 – 2014



Source: Cámara de comercio

Sales of the agricultural sector abroad in 2014 increased by 9.15%, compared to 2013 with Colombia's most representative agricultural products abroad:

- Banana: 13.6%.
- Flowers: 5,9%.
- Coffee: 4.8%.

This represents 22.2% of Antioquia's exports.

1.1.1 Estate of art. The following is a couple of articles according to research that speak of similar topics to the work that we are doing at the moment, the sources are few since no research was found exactly the same as the ones we are doing but if we found some that were They are very close to us. These investigations were a great contribution for us, since there is evidence of the lack of participation of small and medium-sized enterprises and also the lack of collaboration of financial institutions for these entrepreneurs as they demand many guarantees that they do not they have access.

"Essay: FINANCING: INCENTIVE FOR INTERNATIONAL ELCOMMERATION IN SMES OF LATIN AMERICA" This is an essay by Nancy Oyola Sánchez in March 2014, in this essay the author emphasizes financing through the banking system for SMEs, it is a Reflection of how Latin America has advanced in terms of financing systems, even today there is very little access to credit systems which generates a low demand for exports because they do not have enough capital and little government support And lenders so that they can inject capital into their companies and thus grow more.

"Analysis on the internationalization of SMEs in Colombia" This work is carried out by Liliana María Urrea and William Abello of the University of Savannah in Bogotá in 2011. This paper analyzes the participation of SMEs in economic development and how Have become more and more important given the situation facing the country, this is a great way for people who can not get a job, as in any underdeveloped country they must face the unfair competition and the big brands that hoard a large Percentage in the market besides that they do not have financial support and also by the ignorance that it has in terms of benefits, lines of support, etc.

1.2 Problem approach

Colombia is opening up more and more to the world market and creating the need for companies to start making great efforts to achieve competitiveness and permanence with a sustained growth in the long term, but unfortunately the results are not very favorable.

At present there is a low participation of SMEs in Colombian exports of goods and services to the destinations with which the country has a series of tariff benefits. The reasons why these companies decide not to take advantage of this situation, is the lack of knowledge on issues and procedures related to foreign trade, the lack of value added to products, poor organizational structuring, the tall

Cost of hiring qualified personnel. This problem has been reflected both at a national level and at a local level, and that in Medellín there are 9,543 SMEs from different sectors of the economy and many of them have the potential to export their products and are not doing so. For this reason the country has a high dependence on a few products such as oil, coffee, flowers, bananas, raw material among others and if affected by any external factor, the shape of the Colombian economy.

In the metropolitan area, small and medium-sized companies lose their share of foreign markets because their vast majority are not exporting, these companies only contribute 5% of exports to the country.

According to ProColombia, 95% of Colombian exports were made by large companies, the other 5% by small and medium enterprises.

The small share of exports of small and medium-sized enterprises is due to different factors such as the lack of financial leverage they have when making a loan to expand their production capacity, ignorance of the entrepreneurs in the sector Of foreign trade and the benefits that are had in this field, the lack of training of the people and companies, and the little support of the departmental government.

This situation generates that the companies do not obtain the expected growth, and therefore the SMEs do not reach a greater expansion in the market, causing in turn that the competition and the same market absorb them.

Colombia is opening up more and more to the world market and this creates the need for companies to start making greater efforts to compete and stay with sustained growth in the long term.

In the metropolitan area, small and medium-sized companies lose their share of foreign markets because their vast majority are not exporting, due to factors such as the lack of financial

leverage they have when making a loan to expand their The lack of training of people and companies, and the lack of support from the departmental government. This situation generates that the companies do not obtain the expected growth, and therefore the SMEs do not reach a greater expansion in the market, causing in turn that the competition and the same market absorb them.

For this situation to improve, SMEs should invest in training topics, in knowing the benefits and advice provided by public entities that are in favor of boosting the country's foreign trade, such as ProColombia, as well as the government in spreading more This information before SMEs.

1.3 Justification

1.3.1 Theoretical justification. It seeks to find ways to support SMEs that have good potential but do not have or are unaware of tools that can serve to exploit their capabilities. The purpose is to help SMEs to enter the international market by increasing the demand for their products and services, thus achieving greater profitability due to the economies of scale, consequently these companies can achieve a growth and consolidation of their brand in the markets Internal and external.

1.3.2 Social justification. The company benefits when the country begins to increase the participation and diversification of products and services in the world market, since the economy would be much more dynamic and stable, it also reduces the levels of unemployment, increases

the quality of life of the population , Increases levels of development in road infrastructure, increases levels of education and decreases levels of violence.

Companies will benefit from having professional support that allows them to respond quickly to changes in the environment, to have a sustained competitive advantage over the long term, to increase their incomes and to identify new markets. All with the benefit of not incurring fixed expenses.

1.3.3 Personal justification. With this research at a personal level it is intended to put into practice all the knowledge acquired during the career, and implement a field of action in which it will propose to SMEs an alternative for incursion and positioning in an international market.

1.4 Objectives

1.4.1 General objective. Provide SMEs in the metropolitan area with the basic principles that allow them to make their way in international markets and help them to become an active part of the region's exports.

1.4.2 Specific objectives.

Analyze the training needs of exporting companies to strengthen skills in the area of international trade and marketing, promote improvements in production processes and in foreign trade, with the development of new production models.

- Identify the needs of international markets to develop customized solutions with added value by SMEs
- Provide companies that develop export-oriented international trade processes with the initial knowledge that allows them to increase the generation of added value through the innovation of products, processes or services to increase competitiveness in international markets.

1.5 Methodological frameworks

According to the objective presented, tools will be presented on how SMEs' shares in the metropolitan area's exports are increased, research will be carried out to determine how high or low the SMEs' share of the country's exports is, and thus determine What possible solutions we can pose to this problem, get the bases and make a decision on how SMEs should work to achieve the goal of exporting their products.

The main reason for small and medium-sized enterprises to invest in innovation is time and money, since most of them seek to survive in the domestic market, and obtain short-term profits to cover their costs, and also do not invest in The education for the direction of the business because one has the idea that for this one must dispose of a lot of money.

In Colombia there are not many companies that provide SMEs with support throughout their growth process and help them to know and position themselves in foreign markets, making it more difficult for them to open up to the international market.

It is very important for SMEs to work hand in hand with a knowledgeable ally to achieve penetration of their target market, to provide them with help and support for the restructuring of their product and / or internal processes that are necessary to change for their success, and Of which they can learn as if it were an academy.

Initially, a strategy of rapprochement with SMEs will be implemented to make them familiar with the concept of the project and to recognize all the benefits that can be achieved and the growth they can have when working with the project.

It should be noted that the entrepreneur can access an analysis of their current situation, internal training in processes and modification of their products for positioning in international markets, market research, customs and nationalization processes, as well as facilitating communication between SMEs and The other entities that are involved in carrying out an import, such as customs agencies, cargo agencies, internal transport agencies in origin and destination, special processing to INVIMA and DIAN, etc., facilitating with this The process for SMEs and helping them to focus on doing business with foreign markets.

According to the capacity with which each company counts, the accompanying time will be determined, although once the entire training process is completed, companies will have the option to continue working together, as a support in their logistical processes, for them Dedicate yourself to the heart of your business

1.5.1 Method. The small participation in exports by small and medium-sized enterprises causes a little uncertainty about the future of these companies, to tackle this object of study and to know more deeply about the reasons for the low participation, a field research with manipulation Of untested external variables, in order to describe for what reasons or in what way this particular situation presents itself.

To support the field work, a survey will be carried out with eight closed questions and two open questions, in order to know more about the reality of these companies, this account will be made to 10 companies in the valley of boredom.

The instrument that will be used to address the object of study will be the surveys that will be carried out to 10 SMEs located in the metropolitan area in order to obtain information on why they are not participating in exports.

1.5.2 Methodology

Collection of information Secondary: In order to support the information obtained from the surveys, a brief investigation will be carried out in other sources. In the documentary research will be looked for in the internet SME companies in the sector of the valley of boredom so as to have a greater ideas of which we can approach. With the help of the directory we can find companies that do not yet have an advertisement on the internet and have the location data in the directory.

Collection of Primary Information: Processes will also be documented and industrial citadillas will be visited, looking for SMEs that may not register on the internet, so you can have a greater collection of information from companies, after we have the data of the companies to be surveyed We can proceed to prepare the surveys.

Fieldwork: According to the information gathered in the primary and secondary collection, a survey will be carried out on 10 selected SMEs in order to obtain more accurate and accurate information about why they are not exporting and what type of approach with foreign markets they have had .

- The survey design will contain the name of the company (business name and company name), NIT, address, telephone, contact, and 10 questions of which 8 will be closed questions that facilitate the task of tabulation of the same and the others 2 will be open, which will allow us to have more information about the reality of each SME.

- This survey will be applied to SMEs in the industrial sector located in the metropolitan area, and the person to whom the questions will be asked should be the manager or owner of the company, or the person in charge of sales of the company).

- Due to time constraints, surveys will be conducted by phone and in person (In companies where the visit is allowed).

- The information obtained after the tabulation of the surveys will allow us to see the shortcomings and causes of the lack of exports of SMEs in the metropolitan area.

- The information collected will analyze the possible causes of why SMEs do not develop an export process for their products. Como apoyo a la información obtenida de las encuestas, se realizará una breve investigación en otras fuentes. En la investigación documental se buscare en internet las empresas pymes en el sector del valle de aburra para así tener una mayor ideas de cuales podemos abordar. Con ayuda del directorio podemos encontrar las empresas que aún no tienen anuncio en internet y tienen los datos de ubicación en el directorio.

1.6 Scope

This study is an analysis of the development of SMEs located in the metropolitan area of the valley of Aburrá, in order to maximize and maximize their participation in the country's exports.

It will take into account the information collected from the year 2010 to the current year (2016), which relates to the different situations that SMEs have had in international trade.

2. IMPLEMENTATION OF THE PROJECT

In Colombia most of the economic growth is provided by SMEs, but the question arises if there is so much potential in these companies why the vast majority are afraid of the expansion and exploration of other markets, international markets. We have projected through the research to have a clearer picture of why SMEs are not exporting their products and provide clear and concrete support of how it can be done.

2.1 Problems that companies present when they are thinking about exporting

In Colombia, nationally positioned companies or new companies that arise each year and that are established with a fixed market in the country, indicate that the lack of motivation to export is presented by the products with little or no innovation that count or produce, by the little Government support, lack of knowledge about exports, fear of entering or exploring new markets and the lack of financial muscle with the count.

SMEs in Colombia have a high potential as had been said, although they have the previously informed fear that does not allow them to expand, not to make this evolution in the company and stay in their comfort zone risk that the market, competition or Globalization will absorb them in the future. The innovation theme can be renewed and improved directly in the company, creating new products with added value and good quality.

The government provides support through several entities, offers advice and financial leverage to projects that prove to be viable, companies if they are envisioned and realize the great expansion that the company can have if it starts to participate in new markets in the Exterior; This is going to generate a great growth in the economy of the country in general and therefore it will come to reduce the rates of unemployment by the growth that will attract the new markets.

2.2 Benefits of exporting

There are many reasons and benefits that companies gain when they decide to export as is the prestige of the company, increase the volume and sales of their products, contribute to the growth of the country's economy, growth of the company, although at the beginning it is needed A good investment to achieve this task if a good market study is done, everything will be worthwhile, since the act of exporting represents an opportunity for expansion and growth.

SMEs currently contribute 64% of employment in Colombia, these companies are the hope of the country to improve unemployment rates, so it is so important that their expansion is given every year, all this is achieved at a faster pace through Export of its products and exploitation of new markets. It is curious to see the number of jobs that SMEs generate knowing that there is still much incentive to internationalize since 95% of exports last year were made by large companies and only 5% SMEs, if Analyzing these values can be deduced the importance of SMEs starting to leave their comfort zone and risk exploring new markets, if this is achieved as previously mentioned the unemployment rate fell. Of course all this can be achieved if the

government is dedicated to supporting these companies more, something that is not reflected with the rise of taxes and reforms that help very little to the financial growth of these companies as to motivate them to explore said Markets.

Small and medium-sized companies today as we have previously mentioned have very little knowledge, as investigated reflects that the lack of training and lack of financial support makes companies afraid to export or not know how to do it, All this we see from the point of view of research and analysis, but if we go deeper and know personally the opinion of companies we will surely find the reality we are looking for and thus generate a more assertive solution to this problem Is posed.

2.3 Field research

To achieve this, a survey will be carried out on 10 companies randomly selected from the industrial sector located in the Metropolitan Area. Surveys were conducted in companies from the industrial sector more specifically in the galleries of the sector of the 80, since it is thought that this sector would be interesting to mention because these are manufacturers and marketers at the same time and it is expected to know why this sector, which Has a very good potential is not very focused to take their products abroad.

The purpose of these is to obtain more detailed information on the barriers and the reasons why SMEs encounter several barriers and therefore do not export their products, either because of misinformation or because they do not have many possibilities to export

The survey model will be as follows:

Graph 5. Survey applied to SMEs in the borough valley metropolitan area

ENCUESTA	
APLICADA A PYMES DEL AREA METROPOLITANA DEL VALLE DE ABURRA PROGRAMA DE NEGOCIOS INTERNACIONALES - ESUMER	
<u>NOMBRE COMERCIAL</u>	<input type="text"/>
<u>RAZON SOCIAL</u>	<input type="text"/>
<u>NIT</u>	<input type="text"/>
<u>DIRECCION</u>	<input type="text"/>
<u>TELEFONO</u>	<input type="text"/>
<u>CONTACTO</u>	<input type="text"/>
<u>CARGO</u>	<input type="text"/>
<u>E-MAIL</u>	<input type="text"/>
<p>1. CUENTA LA EMPRESA CON UNA PERSONA DEDICADA SOLO AL TEMA DE VENTAS / COMPRAS? SI <input type="checkbox"/> NO <input type="checkbox"/></p> <p>2. ESTA PERSONA TIENE CONOCIMIENTOS EN TEMAS DE COMERCIO INTERNACIONAL? SI <input type="checkbox"/> NO <input type="checkbox"/></p> <p>3. HA PENSADO USTED EN VENDER SU PRODUCTO A OTRO PAIS? SI <input type="checkbox"/> NO <input type="checkbox"/></p> <p>4. CUALES SON LAS RAZONES POR LAS CUALES ESTA O NO INTERESADO EN VENDER SU PRODUCTO EN EL EXTERIOR?</p> <p>5. CONSIDERA USTED QUE SU PRODUCTO PUEDE SER BUEN PRODUCTO DE EXPORTACION? SI <input type="checkbox"/> NO <input type="checkbox"/> PORQUE?</p> <p>6. EN CUANTO AL ASPECTO FINANCIERO, CUALES CONSIDERA QUE SON LAS PRINCIPALES DESVENTAJAS QUE TIENEN LAS PYMES A LA HORA DE INCURSIONAR EN MERCADOS EXTRANJEROS? LIMITACION DE RECURSOS PROPIOS <input type="checkbox"/> POCO APOYO EN CREDITOS <input type="checkbox"/> DESCONOCIMIENTO EN ENTIDADES DE APOYO A EXPORTADORES <input type="checkbox"/> OTRAS <input type="checkbox"/> CUALES</p> <p>7. EN CUANTO A CONOCIMIENTOS, CUALES CONSIDERA QUE SON LAS FALENCIAS DE LA EMPRESA Y LAS PERSONAS QUE LA INTEGRAN? DESCONOCIMIENTO DE LAS NECESIDADES DEL MERCADO <input type="checkbox"/> CARACTERISTICAS DEL PRODUCTO <input type="checkbox"/> DESCONOCIMIENTO EN COMERCIO EXTERIOR <input type="checkbox"/> POCO CONOCIMIENTO EN MERCADEO Y SERVICIO AL CLIENTE <input type="checkbox"/> OTRAS <input type="checkbox"/> CUALES</p> <p>8. ESTARÍA USTED DE ACUERDO EN REALIZARLE CAMBIOS A SUS PRODUCTOS PARA LOGRAR POSICIONAMIENTO EN UN MERCADO INTERNACIONAL? SI <input type="checkbox"/> NO <input type="checkbox"/></p> <p>9. ESTARIA DISPUESTO A INVERTIR Y RECIBIR CAPACITACIONES EN COMERCIO INTERNACIONAL, MERCADEO, PROCESOS EFECTIVOS DE PRODUCCIÓN, ENTRE OTROS PARA AFIANZAR CONOCIMIENTOS? SI <input type="checkbox"/> NO <input type="checkbox"/></p> <p>10. EN SU OPINION, QUE FACTORES EXTERNOS INFLUYEN EN LA POCA PARTICIPACION DE LAS PYMES EN LAS EXPORTACIONES DEL DEPARTAMENTO DE ANTIOQUIA</p>	

Source: Own elaboration

The survey was conducted in order to know the reason why companies that manufacture their products are not exporting although their products can become very competitive in a foreign market.

The companies surveyed belong to the manufacturing sector. It was decided to apply the surveys to companies in this sector because it is well received in the market, they generate employment, the products that are offered have a high added value and high quality that would be very competitive in international markets.

1.

Name: STYLE & ARMONIA

Address: Cra 80 N 49 - 71

Phone: 4747693

Cellphone: 3103876232

2.

Name: ANHELO

Address: CRA 80 N 49 A - 98

Phone: 4370013

3.

First Name: EL JORDAN

Address: CRA 80 N 49 - 34

Phone: 2340404

Four.

Name: ENCANTOS

Address: CRA 80

Phone: 4117520

5.

Name: AKIRE

Address: CRA 81 N 34-80

Phone: 4125961

6.

Name: DELUXO

Address: CRA 81 N 34-70

Telephone: 4167774

7.

Name: HOGANOVA

Address: CRA 42 N 24 100

Phone: 4123449

Cellular: 3218202711

8.

Name: COMFORT DESIGN

Address: CRA 81 N 34-38

Phone: 4113490

9.

First name: DEKORA

Address: CRA 81 N 34-28

Phone: 5821542

10.

First Name: NATAN

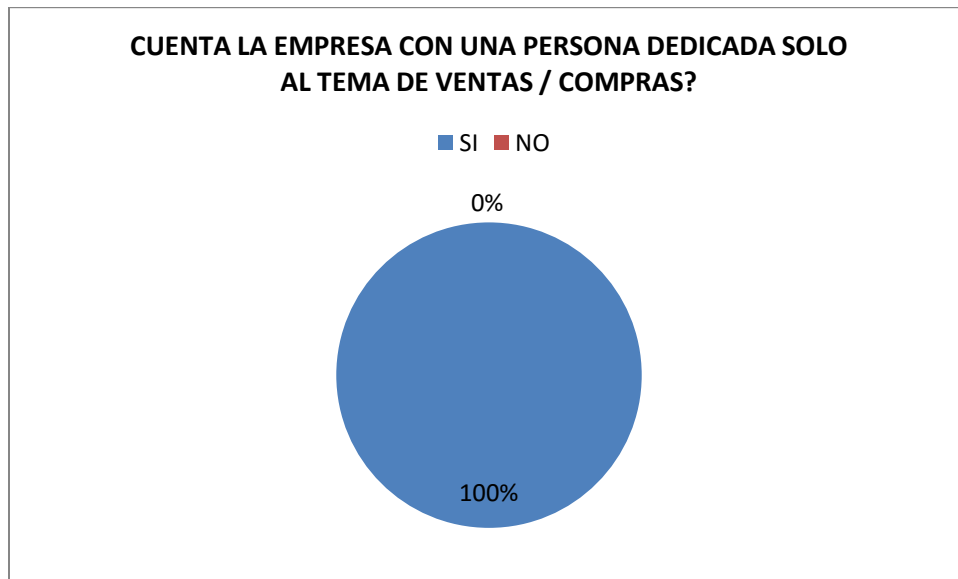
Address: CRA 81 N 34-16

Phone: 4122324/5802790

The survey was designed to obtain more truthful and concrete information on why SMEs are not exporting, so eight closed questions were asked with specific questions that seek to clarify the main barriers and obstacles faced by companies at the time To export their products, and additional, two open questions to better know the opinion of each of the respondents.

All this in order to have a clearer view of the structural situation of SMEs at an organizational level, and to know why they are not exporting, despite possibly having the potential to do.

Graph 6. Survey question N°1



Source: Own elaboration

All the companies have a person in charge of the purchase and sale of the company. Despite being relatively small, they understand the importance of having a person qualified to perform these tasks

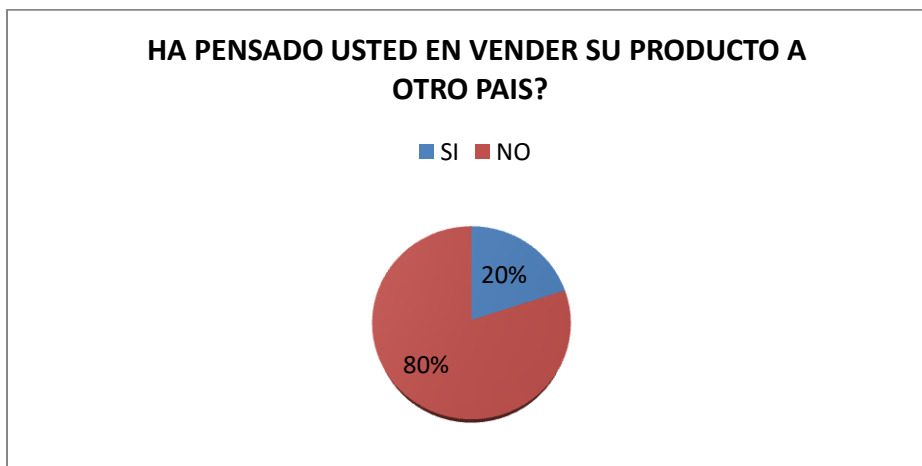
Graph 7. Survey question N°2



Source: Own elaboration

The objective of these companies in the short and medium term is to sell and stay in the market, so the issue of staff training is not one of their objectives.

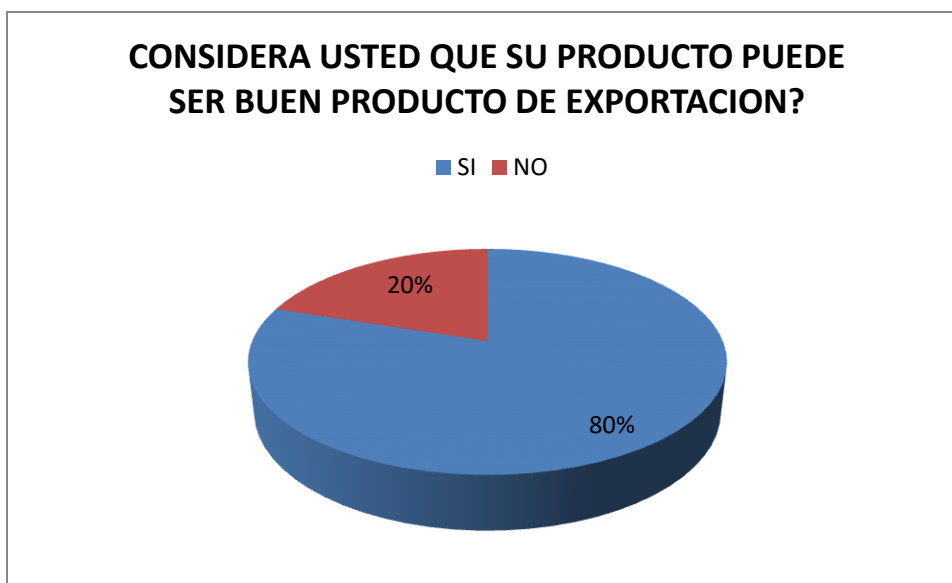
Graph 8. Survey question N°3



Source: Own elaboration

Companies do not want to compete in a foreign market to which they do not have the tools or skills to deal with. Several of them prefer to carry out import work on raw materials and materials as they find it easier. In addition to this, they claim that lack of knowledge would play against them and the possibility of failure generates fear.

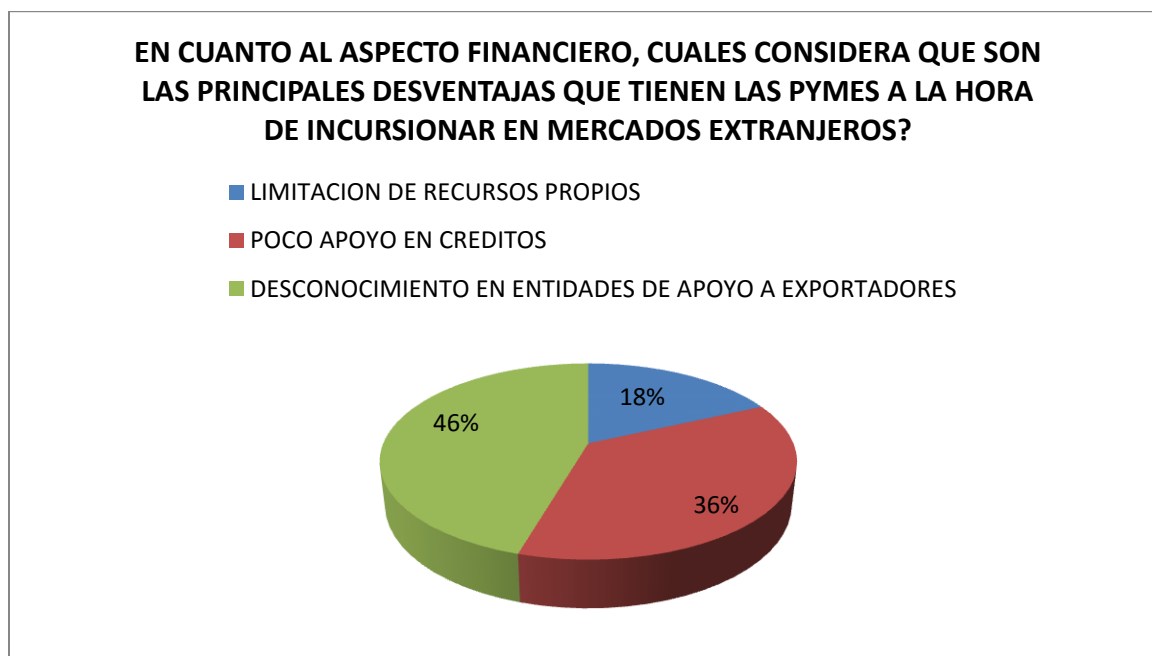
Graph 9. Survey question N°5



Source: Own elaboration

Although most companies are not interested in exporting to another market, they consider that their products are of very good quality and that they would be very competitive in the international market.

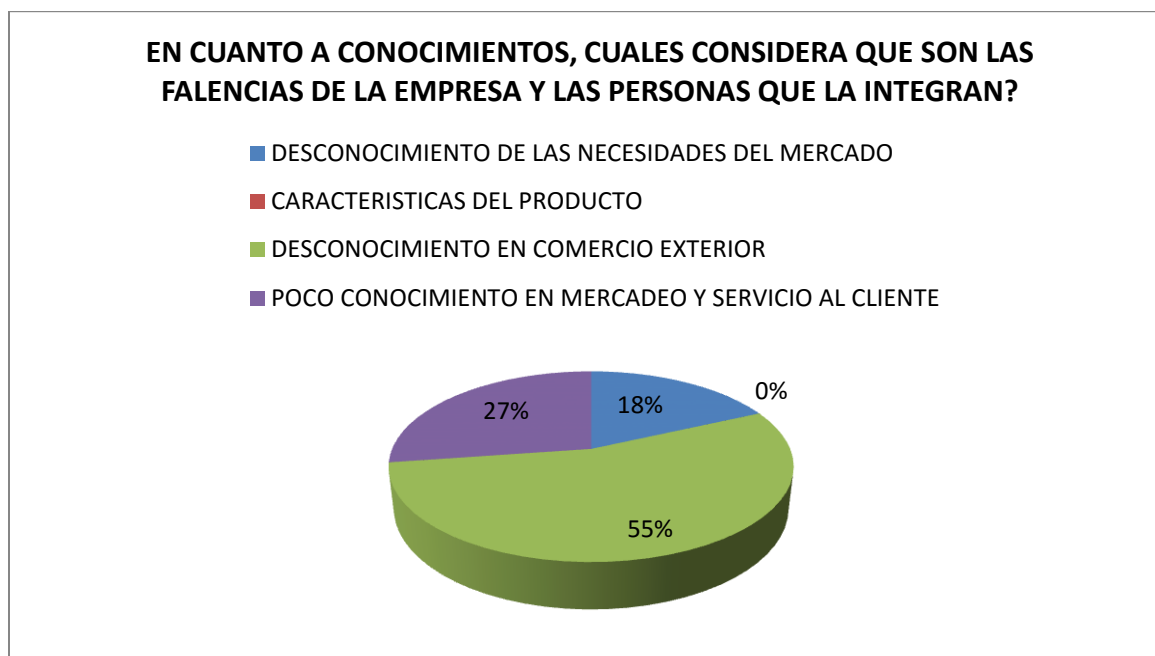
Graph 10. Survey question N°6



Source: Own elaboration

Almost all the companies agreed that the lack of knowledge of export support entities is the main disadvantage in terms of the financial aspect, although the limitation of own resources with which they count has a great influence when thinking about Exporting its products, and this is added that when applying for a loan with a financial institution becomes a complicated process for all the requirements that must be met for it to be approved.

Graph 11. Survey question N°7

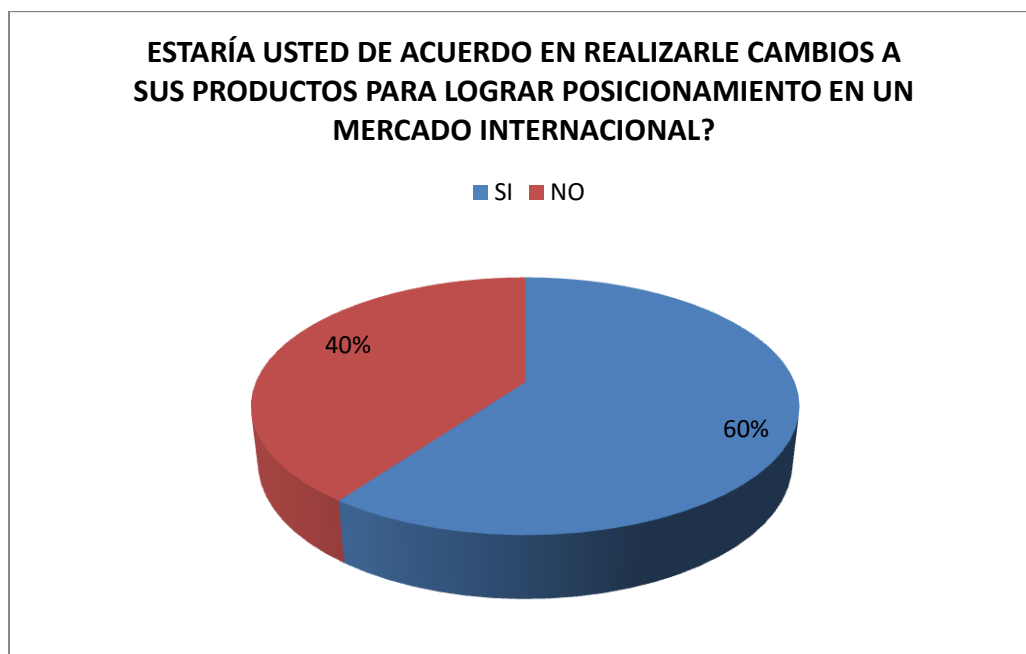


Source: Own elaboration

55% of the companies agreed that the biggest failure of companies is the lack of knowledge in foreign trade, followed by lack of knowledge in marketing and customer service and ignorance of market needs.

In conclusion, the general ignorance of SMEs is the main impediment for them to seek to be part of an international market.

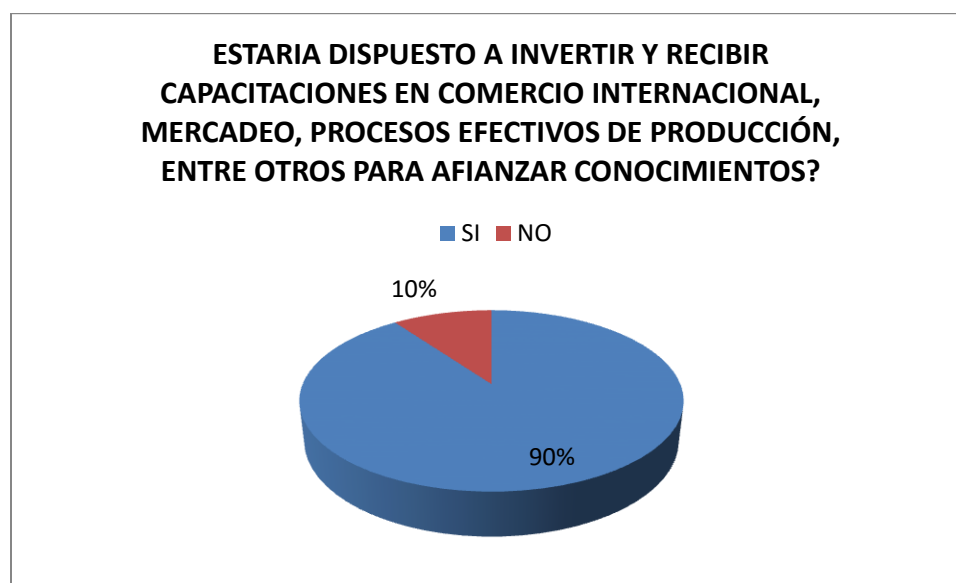
Graph 12. Survey question N°8



Source: Own elaboration

60% of the companies surveyed agreed that, if it is necessary to make changes to their products to achieve penetration and positioning in the international market, they would do so without any problems. The 40% who responded in a negative way, was based mainly on that they did not want that the essence of the product and its main characteristics were lost.

Graph 13. Survey question N°9



Source: Own elaboration

According to the question of whether companies would be willing to invest in foreign trade training, marketing and effective production processes to strengthen their knowledge and achieve the penetration and positioning of their products in an international market, 90% of the respondents answered affirmatively to this.

This indicates that, in conclusion, the training of the companies is fundamental so that they manage to enter new markets, and that, until the moment they have not expanded their scope, by the same situation.

Question No. 10 of the survey was, according to the opinion of the respondent, that external factors influence the small participation of the SMEs in the exports of the department of

Antioquia, to which 5 of the companies responded that the lack of knowledge is the main reason for this, 2 of them agreed that they do not receive the necessary support from the government and entities promoting foreign trade in the department, 4 of them argued that they are not able to bear the logistical costs of an export, and finally only one of the companies responded that it does not have the necessary production capacity to respond to an international market.

In conclusion, with the results of the survey, it can be said that the lack of knowledge of SMEs in all aspects of foreign trade is the main reason why they are not yet actively participating in SME exports. Together with the lack of support they feel from the government, public entities that promote foreign trade in Antioquia, and the lack of training in foreign trade, marketing and effective production processes. Despite all these factors, 9 out of 10 companies would be willing to sell their products in another country, but they have not yet done so because they are aware that without the necessary preparation and knowledge of market behavior, it would absorb them and would be a failure, and is a risk they are not willing to take lightly.

An important aspect to take into account are the requirements in Colombia to export goods or services, and to which anyone who wishes to export should be governed.

2.4 The requirements to export from Colombia

Once companies make the decision to start exporting their products and / or services to any destination, they must meet minimum requirements.

According to the Ministry of Commerce, Industry and Tourism, companies must meet the following requirements to export their goods and services from Colombia:

- Location of the tariff subheading: The customs tariff should be consulted to select the tariff subheading corresponding to the product.

- Registration as exporter: The RUT single tax registration must be processed specifying that the company will carry out activities of an export type.

- Market study and demand localization: Select the country to export according to the defined criteria.

- Good visas procedure: Check with the DIAN if the product requires good visas. The most common good visas are: ICA (Animal and Plant Health), INVIMA (Medicines, Foods, Cosmetic Products), AUNAP (Fish and Byproducts), Ministry of Environment (Wildlife Preservation)), National Mining Agency (Precious Stones and Precious Metals), Ministry of Culture (Art, Culture and Archeology). Some products are subject to quotas such as sugar and panela to the United States or bananas and tuna to the European Union, among others.

- Customs procedures for clearance before the DIAN: Once the cargo is ready with the Incoterm selected, a loading agent can be used. You must enter the information system of the DIAN to fill out the Application for Authorization of Shipping (SAE) by attaching to this

commercial invoice, packing list, health records or good visas (if required), transport document, other documents required for the product . This process can be done directly if the export has a value of less than USD10,000, if it is higher should use the services of a customs agency. Once all the documentation is presented, the information system determines whether physical, documentary or automatic inspection should be carried out. Once this diligence is finished and if everything is well, proceed to embark the merchandise. Done this operation and certified the shipment by the transport company the Request of Authorization of Shipment becomes Declaration of Export - DEX.

- Means of payment: Select between the international payment instruments to receive the money from the client. It can be letter of credit, direct giro, guaranteed letters, guarantees, among others.

- Foreign exchange procedures: Exporters must sell the foreign currency to a bank intermediary through the Declaration of Change N°2. (ProColombia)

The ProColombia platform offers companies and individuals a simple export route that indicates the factors to take into account when it comes to the internationalization of their products and / or services.

First stage: Evaluate the potential exporter of the company, evaluate and select the product that has the greatest potential, and strengthen the knowledge that they have in foreign trade.

Second stage: Identify the internationalization potential of the product and the export requirements. At this stage you must identify the tariff heading of the product, verify requirements that it must meet and look good, find potential markets for the product and evaluate the conditions of access to it like certificates and others.

Third stage: Evaluate the requirements and needs of the target market and the buyer (Opportunities and trends).

Fourth stage: Logistics and international physical distribution. In this phase the Incoterm in which you are going to work must be determined. Evaluate routes and shipping costs, packaging and packaging of the product, insurance of the cargo, select the company to which the transport will be assigned, among other factors.

This tool allows everyone to know a little more in detail the aspects that must be taken into account to start exporting.

Once the qualitative, documentary and exploratory investigative process was executed and analyzed, it was found that SMEs are not interested in activities related to foreign trade based mainly on the limitations they have.

In addition, the results showed that there are barriers that influence the decision to take an active part in an international market, such as:

2.5 Tax aspects:

All legal or natural persons who are considered merchants are required to keep accounting according to the code of commerce in Colombia, however beyond what is established by the commercial code, accounting is very important for micro-enterprises by control Which can be carried in the company, besides this tool has an updated information on the financial growth that has been obtained in a given period, also facilitates compliance with tax obligations.

Some of the tax obligations for micro-enterprises are listed below. The correct coverage of these obligations will avoid subsequent sanctions or monetary claims or affect the company in general.

- Taxation of financial transactions: it is applied to any person or company client of financial institutions supervised by the Colombian financial superintendence.
- Withholding at the source to income securities: when the companies have branches or entities derived from the same company must pay this levy.
- Retention national stamp: public entity or legal entity that in the year have a patrimony superior to 629.220.000 (2007).
- Withholding tax on sales tax: companies that purchase goods or services taxed and are expressly related as a sales retention agent.
- Common system sales: facts on which the tax falls.
- Sales to the simplified regime: natural persons traders and artisans who are retail retailers, farmers or ranchers who perform tax operations.

- Obligation to bill for income excluded goods and / or services: all companies or natural persons, are obliged to issue the invoice for each operation carried out.

The SMEs are not very big companies that to support of being already established some have not explored other lands or markets, therefore they have a very limited expansion in its industry. The correct payment of tax obligations can avoid a penalty or a fine in a future as had been previously mentioned, as has been analyzed are many taxes to be charged to create a small or medium-sized enterprise which makes it more difficult to get a good utility Of what is actually produced or sold.

The aid for these companies that are just emerging and that if they are given the appropriate support may become the next exporters in the country would provide better support or provide advice on tax issues as it may evade some tax not For a bad intention if not for some lack of knowledge that it should be applied, another aid would be the reduction of the VAT rate, taking into account that the country's VAT is the third highest in Latin America to get an idea according to this information, Estimates that for a manufacturing company with 60 employees the tax rate in Colombia is 76% of profits before taxes, while in the world it is 43.1% and in South America it is 52.7%. If we analyze this issue of VAT are figures alarming compared to other countries, this reflects a reality in the country.

2.6 Economic aspects

There is no doubt that in Colombia every year increases in business creation in 2015 301,334 companies were created 9.3% more than in 2013, this is a very encouraging fact that promotes the country's economy and the generation of employment, shows us the Vision that is being taken and entrepreneurship of the people, all this causes a more rapid economic expansion for the country.

According to the Ministry of Commerce industry and tourism, 94.7% of the companies registered in Colombia are microenterprises, in which 1.5 million people are part of the population and 794,806 are companies and participate in the generation of 50.3% of employment knowing that in the country the The largest generator of employment are microenterprises. This shows us the importance of supporting microenterprises, providing them with financial facilitation for their sustainability and growth as the companies that are being created each year, those that are trying to sustain themselves and expand their markets are what are lowering unemployment rates In the country, providing better support and facilitating the resources for its expansion is crucial to the sustainability of the same.

Currently there are many government entities that present various types of credits for the creation and expansion of a mipyme, this is a good help as long as these credits can be accessed as companies can start projecting into their future or expand their Market with this financial support, requirements and financial muscle that must have small and medium enterprises for the opening of a credit is not so favorable, for being a recent companies in the market do not have

much capital or good leverage to promote the Acceptance of a loan with a financial institution, the requirements and requirements that must be met are a bit complex for a company that is just starting in the market.

According to the analysis it can be deduced that the current government has greatly diminished the support to the micro-enterprises with change that have occurred and with the increases of taxes, a VAT to 19% and a tax to the shopkeepers is not to support the growth of the same ones , Since it is not enough with the tough competition that is seen in the market but also have to watch over or deal with how to survive with so many tax obligations that implement or modify the current government, ideally they would provide better support and facilitate the expansion and The creation of companies but on the contrary create company increasingly becomes a more complex issues either by the requirements that is demanded, stiff competition, little government support among others.

2.7 Tariff and non- tariff barriers

According to an interview conducted in 2015 by the International Trade Center and the University of Rosario, it was announced that the tariff and non-tariff barriers faced by importers and exporters are the major obstacle to international trade in the XXI century.

This interview was applied to 731 companies with foreign trade operations and according to the results, 42% of these have some tariff barriers that prevent them from adequately developing their economic activity.

The barriers indicated for exports are:

Table 1. Barriers to exports in Colombia

¿Qué dificulta las exportaciones?

Inspección de las exportaciones	70%
Otros requisitos técnicos de exportación	10%
Certificación requerida por el país exportador	9%
Impuestos y gravámenes a la exportación	7%
Licencia o permiso para exportar	2%
Registro de exportación	1%
Medidas de reexportación	1%

Fuente: Elaboración de Dinero, con información del ITC

Source: Revista Dinero

And in terms of imports, the main barriers encountered were:

Table 2. Barriers to imports in Colombia

¿Qué dificulta las importaciones?

Inspecciones	51%
Evaluaciones de conformidad	20%
Requisitos técnicos	12%
Reglas de origen y certificado de origen asociado	6%
Impuestos, gravámenes y medidas paraarancelarias	5%
Medidas de control de calidad	3%
Medidas de control de precios	1,5%
Medidas financieras	1,5%

Fuente: Elaboración de Dinero, con información del ITC

Source: Revista Dinero

Based on this diagnosis, it is made the suggestion to draw up an action plan to eliminate or reduce the impact of tariff barriers, as well as the accompaniment of foreign trade entities towards companies with potential for expansion to international markets , And finally, identify productive chains, which are the basis for improving productive supply.

The tariff barriers in Colombia are:

- Tariff: Customs duty that is charged on goods that enter definitively into the country, either as a protection mechanism and for collection of income.
- Tariff Preference: Reduction or elimination of import duties conceived to a country by agreement or treaty.
- Tariff Elimination: Elimination or reduction of the import tariff.
- Quotas or quotas: Physical limit to the quantity of goods that can be exported.
- Safeguard: Measure of protection on goods originating from imports that cause or threaten to cause serious injury to domestic producers of like or competing products.

As non-tariff barriers, the most common are:

- Technical, sanitary, phytosanitary and animal health requirements, among others
- Quality requirements
- Bureaucratic rules
- Rules of origin
- Public procurement policy
- Change controls

With all of the above, the companies that are most affected are SMEs because of their economic limitations. It is necessary that authorities and entities belonging to the public sector have measures to mitigate the impact of such measures on SMEs, since they are a fundamental part of the country's economy and are constantly seeking to expand their reach.

2.8 Free trade agreement

Colombia has 13 trade agreements in force to date, among which are:

- CAN (Andean Community): Signed May 26, 1969 and entered into force on October 16, 1969
- CARICOM (Partial agreement on trade and economic and technical cooperation between the Republic of Colombia and the Caribbean Community): This agreement includes the countries of Jamaica, Belize, Barbados, Dominica Antigua and Barbuda Trinidad and Tobago, Guiana Grenada, Montserrat, Saint Kitts and Nevis, Saint Vincent and the Grenadines, and Saint Lucia
- MERCOSUR (Economic Complementation Agreement No. 59): Signed in 2004 and entered into force in 2005. This agreement belongs to Colombia, Argentina, Brazil, Paraguay and Uruguay.

- EFTA (Free Trade Agreement between the Republic of Colombia and the EFTA States): Signed on November 25, 2008 and entered into force in January 2010. This agreement includes Switzerland, Liechtenstein, Norway, Iceland and Colombia.

- Chile - Colombia FTA

- Trade Promotion Agreement between the Republic of Colombia and Canada

- Trade Promotion Agreement between the Republic of Colombia and the United States of America

- Colombia - Mexico FTA (Before G3)

- North Triangle TLC: This agreement belongs to Guatemala, Honduras, El Salvador and Colombia.

- Agreement of partial scope of commercial nature No. 28 between the Republic of Colombia and the Bolivarian Republic of Venezuela

- Agreement of economic complementation No. 49 between the Republic of Colombia and the Republic of Cuba

- Partial scope agreement signed between the Republic of Colombia and the Republic of Nicaragua

- Trade agreement between the European Union, Colombia and Peru

- Free trade agreement between the Republic of Colombia and the Republic of Korea

- Costa Rica FTA - Colombia

- Pacific Alliance: This agreement belongs to Chile, Colombia, Mexico, Peru

In addition to these agreements, these are also subscribed:

- Colombia - Israel trade agreement

• Colombia - Panama trade agreement

In the department of Antioquia the behavior of exports with respect to treaties that are in force or subscribed is shown as follows:

Table 3. Exports to countries with current trade agreement

miles de dólares FOB								
Sector	2014	2015	Variación	Partic. % 2015	enero-agosto 2015	enero-agosto 2016	Variación	Partic. % enero-agosto 2016
Total	4.784.485,4	3.947.175,2	-17,5%	100,0%	2.667.533,7	2.510.071,2	-5,9%	100,0%
Minero-energéticos	1.818.974,6	1.132.308,0	-37,8%	28,7%	771.772,8	706.326,0	-8,5%	28,1%
No minero-energéticos	2.965.510,8	2.814.867,2	-5,1%	71,3%	1.895.760,9	1.803.745,2	-4,9%	71,9%
<i>Agrícolas</i>	1.119.954,5	1.194.924,7	6,7%	30,3%	826.104,4	876.064,1	6,0%	34,9%
<i>Agroindustriales</i>	186.501,4	181.273,9	-2,8%	4,59%	118.224,3	112.884,8	-4,5%	4,5%
<i>Industriales</i>	1.659.054,9	1.438.668,6	-13,3%	36,4%	951.432,3	814.796,3	-14,4%	32,46%
Industria liviana	778.676,5	620.441,7	-20,3%	15,72%	421.012,2	355.094,4	-15,7%	14,15%
Industria básica	467.869,4	375.285,3	-19,8%	9,51%	252.774,4	182.527,6	-27,8%	7,3%
Maquinaria y equipo	131.956,9	140.761,5	6,7%	3,57%	90.389,8	90.232,9	-0,2%	3,6%
Industria automotriz	279.649,9	301.955,8	8,0%	7,65%	187.144,6	186.755,8	-0,2%	7,44%
Demás productos	902,3	224,4	-75,1%	0,01%	111,2	185,7	67,0%	0,007%

Source: DANE - DIAN

Table 4. Exports to countries with signed trade agreement

miles de dólares FOB								
Sector	2014	2015	Variación	Partic. % 2015	enero-agosto 2015	enero-agosto 2016	Variación	Partic. % enero-agosto 2016
Total	599.189,1	647.320,6	8,0%	100,0%	410.291,7	400.494,8	-2,4%	100,0%
Minero-energéticos	1.816,3	1.941,0	6,9%	0,3%	1.355,0	940,6	-30,6%	0,23%
No minero-energéticos	597.372,8	645.379,5	8,0%	99,7%	408.936,7	399.554,2	-2,3%	99,77%
<i>Agrícolas</i>	8.192,5	8.574,4	4,7%	1,3%	5.433,8	6.521,2	20,0%	1,6%
<i>Agroindustriales</i>	23.347,0	27.222,1	16,6%	4,2%	16.786,0	15.839,9	-5,6%	4,0%
<i>Industriales</i>	565.833,3	609.583,0	7,7%	94,2%	386.716,8	377.193,1	-2,5%	94,2%
Industria liviana	192.448,0	194.437,1	1,0%	30,0%	123.092,4	125.980,1	2,3%	31,5%
Industria básica	109.569,7	111.094,9	1,4%	17,1623%	72.827,3	63.386,0	-13,0%	15,8%
Maquinaria y equipo	25.619,3	28.332,9	10,6%	4,4%	17.940,1	22.689,2	26,5%	5,67%
Industria automotriz	238.058,8	275.682,2	15,8%	42,59%	172.837,7	165.055,6	-4,5%	41,21%
Demás productos	137,6	35,8	-73,9%	0,01%	19,3	82,2	325,0%	0,021%

Source: DANE - DIAN

Looking more closely at each agreement, we have the following exports to each of them:

Table 5. Exports by comercial agreement in Antioquia

Acuerdo	Valores				Variación		Participación	
	2014	2015	enero-agosto 2015	enero-agosto 2016	2014/2015	Periodo	2015	enero-agosto 2016
	miles de dólares FOB							
CAN	635.309,3	534.812,1	356.166,8	264.885,5	-15,8%	-25,6%	12,4%	9,8%
Canadá	50.279,2	56.557,71	41.514,54	35.505,8	12,5%	-14,5%	1,3%	1,3%
Chile	73.377,3	96.789,8	66.421,4	53.750,8	31,9%	-19,1%	2,2%	2,0%
Estados Unidos	2.034.716,2	1.538.823,0	1.026.942,8	1.025.382,0	-24,4%	-0,2%	35,7%	37,8%
MERCOSUR	172.924,85	111.139,9	80.790,9	58.510,3	-35,7%	-27,6%	2,6%	2,2%
México	261.196,5	269.862,4	170.457,1	187.595,2	3,3%	10,1%	6,3%	6,9%
EFTA	475.892,8	378.498,3	269.391,0	216.960,8	-20,5%	-19,5%	8,8%	8,0%
Triángulo Norte	56.205,3	60.541,4	38.906,2	35.981,8	7,7%	-7,5%	1,4%	1,33%
Venezuela	297.044,0	125.282,1	78.473,1	46.217,8	-57,8%	-41,1%	2,9%	1,7%
Unión Europea	645.853,2	693.378,9	486.027,4	528.606,1	7,4%	8,8%	16,1%	19,5%
Corea del Sur	21.395,7	19.225,3	12.925,4	15.458,4	-10,1%	19,6%	0,4%	0,6%
Costa Rica	60.291,1	62.264,3	39.517,1	41.216,7	3,3%	4,3%	1,4%	1,5%
Países con acuerdo comercial vigente	4.784.485,4	3.947.175,2	2.667.533,7	2.510.071,2	-17,5%	-5,9%	91,5%	92,5%
Otros destinos	325.211,9	367.963,6	234.367,8	202.570,5	13,1%	-13,6%	8,5%	7,5%
Total exportaciones	5.109.697,4	4.315.138,7	2.901.901,4	2.712.641,7	-15,6%	-6,5%	100,0%	100,0%

Source: DANE – DIAN

The main export products to some of these destinations are:

- Gold
- Banana
- Coffee
- Flowers
- Cars
- Extracts and essences of tea, coffee and yerba mate
- Compresses, tampons, diapers and the like
- Textiles
- Underwear
- Bakery products
- Glass containers
- Fruits
- Platinum
- Spare Parts

The main characteristic of all these agreements is to promote economic openness, encouraging companies to become part of foreign markets, although in the case of SMEs, these benefits are not so much used, mainly due to their lack of knowledge.

It is necessary to promote and disseminate all the aspects of the free trade agreements that they have, the repercussions and benefits that are obtained with them and to promote and encourage SMEs to become part of a new market through them for the purpose To achieve its objectives.

2.9 Training SMEs

Finally, in the last aspect that will be emphasized will be the training topic of SMEs and its importance in order to successfully position a product in a foreign market. Thanks to the boom in science and technology since the beginning of the century, it is not surprising that it is in what most companies invest, however, through the different reports and research found, it is evident that SMEs have not yet Are aware of the importance of investing in staff training issues.

SMEs, like any type of company, must train their operational and administrative staff on issues that are handled daily for the development of economic activity.

The theme of foreign trade and marketing is fundamental. SMEs should focus on preparing on these two issues as the domain of these is the one that will allow them to open their way in an unknown market and to position their products in the foreign market.

It is important to receive training in production processes and supply chain to optimize processes, carry out actions for relevant improvements and increase customer responsiveness.

Finally, it is important to train companies in financial aspects since when closing a business with an international client, a series of requirements must be met before banking entities and the company must ensure that they have all the tools so that the money Such negotiation will be received to full satisfaction.

According to all the information previously collected, the following training model is created for all SMEs that wish to start foreign trade activities and have the potential to sell their products in another.

2.10 Basic principles for entering international markets designed for SMEs in the metropolitan area

To achieve a correct penetration of an international market and then product positioning, it is necessary to analyze different internal factors of each company.

Following are the main aspects to take into account when making the decision to export, to be successful in the new market, improve the internal processes of the company and make the project economically sustainable in the company.

The outline of the training program focuses on 5 fundamental aspects that must be analyzed in order to expand its scope.

Graph 14. Training program outline



2.10.1 Self- evaluation

Business Company. In order to start the process of internationalization it is necessary to perform an introspective of the company in which it is sought to define the product with greater export potential, together with an internal analysis of the company taking administrative, financial, logistic and production aspects, generating a Diagnosis of the state in which the company is located, allowing in this way to identify the shortcomings that may affect the incursion to the foreign market and also creating plans of solution for these opportunities for improvement.

2.10.2 Definition of the market

Identification of the market. Not all markets are suitable for all products, for this reason seeks to identify which market is the most appropriate for the product to be offered, in addition to providing optimal conditions for entry.

Market segmentation. The current customers demand a lot more personalized products that fit their needs and conditions, for the above it seeks to identify which segment of the market demands the product that is being offered and with this it is guaranteed that all the activities are focused to reach the real public Who will buy the product offered.

Strategic alliances. The incursion to a new market is difficult for any company, especially if it does not have experience in other countries, however in the same market agents appear that facilitate this incursion and through alliances with the brokers and / or stake holders that Help in this work to the SMEs that arrive with novel products and with a high added value.

Cost table. The price / quality ratio is a relevant factor for the perception of the final customer about the product, so it is necessary to define how much is the production cost and placement of the product in the foreign market, taking as a fundamental argument to make the determination of the viability of entering or Not in another country.

2.10.3 Terms of negotiation

Rentabilidad del producto. Product profitability. When seeking to enter a product to other markets the goal is to obtain in addition to a larger number of customers, is to achieve a greater economic benefit either by volume or profitability of the product itself, ie when the price is determined to offer An economic benefit proportional to the work carried out by incursion, in this item seeks to agree a price supported in the table of costs and perceptions of the customer in terms of product.

International Agreements. The different negotiations that the Colombian government has been carrying out has the objective of expanding our client portfolio, which offers tariff

benefits that end up creating an advantage over a more competitive price in foreign markets, but ignorance of them can reach Limit the entry to many countries to the point of generating the failure of the export plan, based on the above, a space is created for the knowledge of these agreements and in which countries and products a greater benefit is identified for SMEs that wish to export.

Compliance with demand. Having clear the place of destination, the product and the price to be handled, it is necessary to define if the company is able to cover a demand of the market to which it projects to enter, taking variable such as; Capacity and production times being directly proportional to the market demand, next of this evaluation contingency plans should be established in case of not being able to cover the desired market and to set times for the expansion of the production plants if it were required.

2.10.4 Performance. From this item is the implementation of the export plan, where the validations were already carried out and a viability of the project was defined, for which the entrepreneur's objective is to make reality what was previously evaluated.

Define responsibilities. In conjunction with the client, the aim is to establish the responsibilities of the product to where the supplier is going and where the customer's work starts. This clarifies the work of the parties for greater security and clarity at the time of payment.

Recruitment of international agents. According to the definition of the Colombian exporter, it has international agents who support the process of making an export, but for this it is the job of the entrepreneur to find which agent is responsible for what work and which offers a greater benefit, for which Recommendations will be made to make the best decision when faced with them.

Legal documentation. In order to eliminate legal bias present in the negotiations, we proceed to advise on the issuance and request of legal documents that guarantee a security in all transactions carried out by the client and the supplier, this documentation has already been identified in previous items, however in this At the moment the practical execution of the required information is carried out, in which the documents that are required to carry out the operation, the fulfillment and the request of the same will be established before the respective entities. All this must be with the accompaniment of the same public entities, the designated agent and the entrepreneur.

2.10.5 Marketing of the product

Graph 15. Marketing of the product



Source: Herramientas para pymes

Price. It is the value that will be given to the products. This should include all costs of production and logistics until the product is in the hands of the customer, adding to this a percentage of utility. Here you must take into account not only the amount, but also the forms of payment agreed with the client, credits, discounts by quantity or volume, among others that affect the final value that will be received by the exchange of goods.

Square. It is the place where the products are intended to be marketed. Keep in mind the distribution channel that will be used so that the product reaches the right place, at the right time, under the right conditions and without costs in the logistics operation.

Promotion. It is the ability to communicate, persuade and convince customers and other stakeholders about the company and the products being offered. It is made up of sales force,

advertising and public relations, direct communication, direct marketing, advertising material used in the campaigns, sales promotion, among others.

Product. It is the object of the exchange. It can be a good or a service that is offered to the market and is thought to satisfy a need and taste of the market with an added value that gives the seller.

Some of the questions to define a product are:

- What do I sell?
- What characteristics does my product have? And What are the benefits of each of them?
- What needs does my product satisfy?
- Does it provide added value? And What added value does my product provide?

The basic principles proposed here are intended to provide an outline of the general aspects that companies must keep in mind when initiating a process of exporting and positioning their products in a new market, as well as generating knowledge about the benefits they obtain Companies by selling their products in a foreign market.

3. FINDING

- SMEs that have the potential to export and are interested in doing so require training in foreign trade.
- Lack of support from the government in financial leverage, to carry out the first market research and the first exports.
- There are many barriers to exports of goods, which causes SMEs to slow down when they try to sell to another country.
- It is necessary that the government and the public entities that have knowledge in the aspects of foreign trade make a more personalized accompaniment, which encourages SMEs to want to export.
- Greater support from the government and public entities for SMEs is required since, in a large percentage, they have not started with foreign trade because of their lack of knowledge about the process to follow, the existing trade agreements, the multiple benefits that Can receive, among others.
- In order to achieve penetration and positioning of a product in an international market, it is necessary to carry out a self-assessment of both the state of the company and the product to which it is intended to sell, and from this, make the respective adaptations and improvements for the purpose To meet customer needs and tastes.
- Lack of product innovation which creates greater fear when competing with foreign products.
- Lack of a good market study in the foreign country to which SMEs want to export their products.

- Fear of leaving the comfort zone, making a large investment to participate in foreign markets and not obtaining the expected profits.
- SMEs contribute 64% of employment in the country, therefore these companies are the engine and future of Colombia's economic

4. CONCLUSIONS AND RECOMENDATIONS

4.1 Conclusions

This assignment analyzed the current situation of SMEs and the contribution they generate to the country, the importance of supporting their growth and the contribution they make to the share of unemployment.

SMEs are companies with great potential, with the appropriate help and advice can become the engine of the economic expansion of the country.

The main causes why SMEs do not export their products are lack of knowledge, lack of training in processes, lack of government support, lack of innovative products and lack of financial leverage.

SMEs require more support from public entities that allow them to know and strengthen their foreign trade knowledge, and greater incentives that encourage companies to start a new stage as exporters.

4.2 Recomendations

With the results obtained from this project, it is recommended that the government, public and private entities, and society that promote international trade provide them with greater support for SMEs in terms of feasibility when accessing credits.

Promote more exports in this economic sector as it would represent an important part of the country's growth and the development of industry in this area for small and medium-sized enterprises.

To train SMEs in foreign trade and marketing, as they are almost completely unaware of the issues.

It is also recommended that according to the producers remove some tariff barriers that they find when they are interested in making an export.

REFERENCES

- Actualice.com (2015) *Contabilidad para microempresas, mucho más que una obligación legal*. Recuperado de: <http://actualicese.com/actualidad/2015/09/04/contabilidad-para-microempresas-mucho-mas-que-una-obligacion-legal/>
- Balcoldex (s.f). *¿Qué es Pymes?* Recuperado de: <https://www.bancoldex.com/Sobre-pymes/Que-es-Pyme.aspx>
- DIAN (s.f) *Responsabilidades*. Recuperado de: http://www.dian.gov.co/descargas/ayuda/guia_rut/content/Responsabilidades1.htm
- Dinero (2015). *Tramitología', el gran problema del comercio exterior. Tramitología', el gran problema del comercio exterior*. Recuperado de: <http://www.dinero.com/pais/articulo/las-medidas-no-arancelarias-como-gran-problema-del-comercio-exterior-colombia/209656>
- Documents m.s. (2016). *Ensayo completado con correcciones*. Recuperado de: <http://repository.unimilitar.edu.co/bitstream/10654/11052/1/Financiamiento%20Incentivo.pdf>
- Empresite (s.f) *Tamaño Facturación pequeñas empresas*. Recuperado de: <http://empresite.economistaamerica.co/TamanoFacturacion/pequenas/localidad/MEDELLIN/>
- Escuela de Administración Universidad del Rosario (2015) *Respuestas estratégicas del Grupo Empresarial Antioqueño en un entorno de conflicto armado y social en el período 1998 – 2015*. Recuperado de: <http://www.camaramedellin.com.co/site/Portals/0/Documentos/RUEDA%20DE%20PRENSA%20-%20MARZO%203%20DE%202015%20-%20Coyuntura.pdf>

Escuela de Negocios (s.f). *Los Iconterms*. Recuperado de:

<http://export.reingex.com/guiaincoterm.asp>

Eumede.com (s.f). *Términos comerciales internacionales Incoterms 2000*. Recuperado de:

www.eumed.net/coursecon/dic/incoterms.htm

Herramientas para PYME (s.f) *que son las 4p*. Recuperado de:

<http://www.herramientasparapymes.com/que-son-las-4p>

Metropol (s.f) *Presentación*. Recuperado de:

<http://www.metropol.gov.co/institucional/Paginas/Presentacion.aspx>

Ministerio de industria y Comercio (s.f). *Bienes*. Recuperado de:

<http://www.mincit.gov.co/publicaciones.php?id=33972>

Portafolio.com (2013). *Impuestos en Colombia, terceros más altos de Latinoamérica. Aun con los cambios de reforma tributaria, empresarios colombianos asumen una de las cargas más pesadas, pero con la ventaja de pagar más fácil*. Recuperado de:

<http://www.portafolio.co/economia/finanzas/impuestos-colombia-terceros-altos-latinoamerica-78500> <http://www.portafolio.co/opinion/luis-fernando-castro/crecimiento-empresarial-transforma-colombia-36154>

Procolombia ((s.f) *Ruta exportadora*. Recuperado de: <http://www.procolombia.co/ruta-exportadora/>

Procolombia (s.f) *Guía para exportar bienes desde Colombia*. Recuperado de:

<http://www.procolombia.co/node/1148>

Procolombia (s.f). *Oportunidades de Exportación para Servicios Colombianos*. Recuperado de:

<http://www.colombiatrade.com.co/oportunidades/sectores/servicio>

Urrea Herrera, L; Abello Ureña, W (2011). *Análisis de la Internacionalización de las PYMES en Colombia. Universidad de la Sabana*. Recuperado de:

<http://intellectum.unisabana.edu.co/bitstream/handle/10818/1857/Liliana%20Mar%C3%ADa%20Urrea%20Herrera.pdf?sequence=1>

www.iccwbo.org/incoterms/

www.sic.gob.hn

ATTACHED

Attached 1. Survey applied to the SMEs of the Metropolitan Area of the Valley of Aburra.

(Excel)