



VIGILADA MINEDUCACIÓN

**The incidence of public policies of MSME in the
competitiveness of the logistics services offered to the ports of
Colombia and Panama**

Carolina Arboleda Marín
María Camila Mosquera Londoño

Esumer University Institution
Faculty of International Studies
Medellin, Colombia
2020

Appreciation and Dedication

1. To God and our parents who accompanied us throughout this great journey, with their advice and support that prompted us to continue fighting.
2. To our teachers who so inspired and educated us comprehensively and professionally, and finally to our advisor for his support in this closing of the cycle.

Summary

The objective of this internship report is to compare the impact that the public policies of MSMEs in Colombia and Panama have on the development of logistics services to the ports of Cartagena and Balboa.

To meet this objective, we use documentary review and participant observation as a research methodology. The first method is assumed from the position of (Rocio, A. 2011) According to this author, documentary review is a research technique where written information is collected on a certain topic, with the aim of providing elements that allow reaching conclusions or analysis specific from the information found and related to the established topic. On the other hand, the participant observation was carried out in the internship carried out by the Esumer University Institution from November 13 to 17, 2019.

Thanks to the research carried out for the development of this report, we were able to identify that effectively the public policies developed and implemented by the two states in question affect the constitution of small and medium-sized companies that orient their commercial activity to the provision of logistics services for ports of Cartagena and Balboa. Conclusion that we were able to reach thanks to the comparison of public policies, the observation of the behavior of MSMEs in the territories and the review of supra-state documents that offer a referential framework, which allow identifying the positive or negative impact of public policies.

Key words: Public policies, MSMEs, logistics services, ports.

Table of Contents

<i>Appreciation and Dedication</i>	2
<i>Summary</i>	3
1. Project formulation	8
1.1 State of art	8
1.2 Statement of the problem	10
1.3 Objectives	12
1.3.1 General objective	12
1.3.2 Specific objectives.....	12
1.4 Referential Framework	13
1.4.1 Theoretical framework	13
1.4.2 Conceptual framework	15
1.5 Methodological framework	16
1.5.1 Research method	16
1.5.2 Investigation methodology	18
1.6 Scopes	20
2. Development of the investigation	21
1.7 The state of current public policies for the development of MSMEs. Review of the Colombian and Panamanian case	21
1.8 Creation of MSMEs. Incidence in the provision of logistics services of load and transport	26
3. Conclusions	31
4. Bibliography	33

List of figures

Ilustración 1 Gross domestic product in Colombia, 2018.....	11
Ilustración 2 Gross domestic product in Panama, 2018.....	11
Ilustración 3 Number of Companies by size, 2016.....	29

Introduction

As indicated by ECLAC, MSMEs have great potential to generate jobs and represent an excellent mechanism to promote economic development, being in the Colombian context one of the sectors of the economy that contributes the most to the nation's GDP. With this in mind and taking into account the importance of port infrastructure for international trade, a parallelism is established in this research in which the impact of the MSMEs sector in the development of logistics services for Colombian ports is investigated for this, a comparative analysis of the incidence of public policies of our nation and of the Panamanian State in the MSMEs sector is used.

Thanks to the corresponding review carried out in this research, we were able to show that, both in practice and in economic theory, MSMEs and ports are elements with sufficient potential to generate sustained growth in the economy of nations; job creation, economic diversification and cost optimization in merchandise export and import processes are just some of the contributions that these sectors present in the economies of nations. In addition to this, we were able to find a series of research that explores the incidence that MSMEs have in the territories in which they are located, which in turn serve to establish the main conceptual categories that build this research, this being the input that allows establishing dialogues between the public policies of the States in question, economic theory and perceivable reality.

It should be noted that the reports of supra-state institutions such as ECLAC are used in this research as a reference element that allows locating the problem raised in this research at the regional and global level, since these reports collect key information to understand the magnitude of the impact of MSMEs and ports in countries like ours and the neighboring Panamanian nation. Likewise, official sources such as the Conpes documents, which collect the public policies of Colombia and the national projects of MSMEs in Panama, are the primary inputs that we resort to establish the analyzes and comparisons made in this internship report.

The methodology used for the development of this research is based on the qualitative approach, assumed from the postulates of Strauss and Corbin (2002), this method is selected because its objective is to compare the incidence of public policies in the development of MSMEs of logistics services for the ports of Cartagena and Balboa, it is based on appreciative criteria, where the qualitative approach is more viable than other approaches such as the hermeneutical or quantitative approach. This is a descriptive study, which is developed from the adoption of the documentary method, named in this internship report as a documentary review, this method is assumed from the postulates of Bohnsack, R. and Weller, W. (2010). Another fundamental technique for the development of this research is participant observation understood in the light of the proposals of Barbara, K. (2005), for the analysis of the information, triangulation developed since (Cisterna, 2005) is used. Also, to categorization as an analysis mechanism since (Canovas, 2009).

Using these methods, we were able to identify that in effect the public policies proposed and implemented by Colombia and Panama have a positive impact on the emergence of MSMEs, since the documentary review allowed to identify an increase in the constitution of companies of this type, as well as contributions to the sector economic and job creation. It was also possible to show that challenges persist in our region to achieve the levels of competitiveness established by current international trade systems. The adoption of these policies and the "road maps" developed by entities such as ECLAC represent a mechanism that has a positive impact. in the economies of Latin American countries.

This research starts from the traditional structure used for the development of products of this type, starting with the corresponding development of the state of the art, to give way to the approach of the problem, following its objectives, giving rise to the reference frameworks used for development of this report. This gives rise to the body or development of the work where the specific objectives set are satisfied, leading to the conclusions of the research and closing with the bibliographic references used.

1. Project formulation

1.1 State of art

This report has its origin in a careful search of investigations whose research objects have a thematic relationship with the problem question that we will address throughout this work. For this we use databases such as Google Academic and SciELO, in addition, the digital repositories of the Cartagena Chamber of Commerce, the Ministry of Commerce and international organizations such as the Economic Commission for Latin America and the Caribbean - ECLAC were used.

In this way we were able to identify a series of investigations that establish the starting point of this report. Next, we will present the main references that make up our state of the art.

The first research used is entitled Logistical performance of transport companies in Cartagena. Made by Boyano, T. and Machado, J. Published in the Cultural UNILIBRE magazine. This study made it possible to identify that the transport of goods is of great relevance given the current conditions of modernization in the road infrastructure, in such a way that the proper handling of cargo is decisive for the flow of goods and therefore affects economic competitiveness systems. of the nation. (Boyano, T. and Machado, J p. 100. 2014).

In this way, this research is based on the case study of five leading companies in the transport of goods in Cartagena and in determining how the logistics performance is. The research carried out by these authors shows that the country has made positive progress in logistics, although it is also foreseeable that cities like Cartagena do not have an adequate infrastructure for the provision of their logistics services. (Boyano, T. and Machado, J. p. 109. 2014).

Another research to highlight is the one carried out by Teófilo, B. Titled The potentialized socioeconomic contribution in the logistics of the free zones of the city of Cartagena de Indias. Case of the Candelaria free zone thematic axis, Economic theory and development. This is a descriptive and analytical research, which takes the Free Zones as references, from a logistical approach, being also a case study, since it takes as a reference the Candelaria Free Zone, located in the city of Cartagena.

This research is relevant for the development of our report since Teófilo, B. Evidence that the Candelaria Free Zone is a logistical support zone due to its large infrastructure, with more than 112 hectares, which makes it the largest of the permanent Free Trade Zones of Cartagena, being located close to the Dique Port Society, has all its companies in the perimeter of the Free Trade Zone, it is the one with the highest number of users with 58. Generated 2,333 jobs; with the ability to exchange merchandise in the following ways: between Free Zones users, exits to the TAN, (National Customs Territory), Exit to the rest of the world, entry of TAN, entry of the rest of the world; an investment in Infrastructure during 2011 of US \$ 94,543 million, with access to all public services. (p. 107, 2015). Demonstrating with this the positive impact that this free zone brings to the surrounding port area in logistics.

On the other hand, the research entitled Port competitiveness on the Colombian Caribbean coast, carried out by Berrio, M. and Berastegui, C. It allows establishing a point of reference to be able to talk about competitiveness in the port of Cartagena, since their research establishes that the port of Cartagena has as strengths its high degree of specialization, essentially in containerized cargo, the development of port operators, security and the management of ICTs. (p.13, 2011.).

One issue highlighted by this investigation is that the port of Cartagena is the first Latin American port to have the Guarantee Mark, which allows it to grant the seal to duly qualified operators. This port is involved in a regional project called the Guarantee Mark, with which they intend to reduce costs and improve service to the ship and cargo. The Guarantee Mark is a model successfully applied in the port of Valencia, Spain and is the central axis of the "First Ports" program created by the Andean Development Corporation (CAF) to improve the performance of maritime terminals, through the implementation of a philosophy of management based on quality. (p.13, 2011.).

Partiendo de esta investigación se alude al trabajo realizado por Salazar, M. (2013) Competitividad de los puertos en Colombia. Esto con el fin de contrastar la información obtenida. De tal forma, esta investigación arroja resultados semejantes, siendo esta enfática al mencionar que efectivamente los puertos de Colombia han mejorado en lo que refiere a

Based on this research, reference is made to the work carried out by Salazar, M. (2013)

Competitiveness of ports in Colombia. This in order to contrast the information obtained. Thus, this research produces similar results, being emphatic when mentioning that indeed the ports of Colombia have improved in terms of competitiveness, but infrastructure is an issue that negatively affects the competitive development of most of the ports of the country. country.

To establish points of comparison, this being a fundamental element in this internship report, the work carried out by Vélez, M. and Salazar, A. is used, which is entitled Competitiveness in the port sector of Panama, research carried out in 2018.

This research allows us to understand how Panama has become one of the main logistics centers in Latin America, something possible thanks to its geographical location, its connectivity, its modern infrastructure and its latest expansion of locks, thus increasing the competitiveness of its businesses. establishing more logistics operators and developing new logistics park projects. (Vèlez, M. and Salazar, p. 4, 2018).

Finally, the ECLAC FAL Bulletin is used in its Edition No. 305, number 1 of 2012, entitled Intelligent transport systems in Latin American port logistics, which is a fundamental reference since it allows us to see the series of essential elements to strengthen the systems of competitiveness of the region's ports, these being the development of adequate logistics processes, the implementation of ICTs and the consolidation of infrastructure by the Latin American nations.

It is important to mention that we could not find research that alludes to the role of public policies of MSMEs in the development or incidence of logistics services for the ports of Balboa and Cartagena, something that we believe is due to how recent these policies are in the region.

1.2 Statement of the problem

This report aims to answer the problem question: How do public policies of MSMEs affect the competitiveness of the logistics services offered to the ports of Colombia and Panama? This question arises thanks to the internship carried out on the corresponding dates from November 13 to 17, 2019, which is an initiative of the Esumer University Institution and in

which we, future international business professionals, were able to experience the macro and micro economic realities of Panama and we were able to contrast them with those of our nation, this through observation exercises in the field. Thus, having the possibility of visiting some of the main ports of Panama, the set of questions emerged that today concludes with this report.

With this clear and starting from a comparison made thanks to preliminary reflective exercises, we could note that being a country with a GDP almost four times higher, the ports of Colombia are less competitive than those of Panama, since we were able to identify that Panama registers higher operations per TEU (Acronyms represent the unit of measurement of maritime transport capacity referred to in containers; 20 feet long, 8 feet wide and 8.5 feet high) what Colombia.



Ilustración 1 Gross domestic product in Colombia, 2018



Ilustración 2 Gross domestic product in Panama, 2018

This according to the ECLAC report on port activity in Latin America and the Caribbean in 2018. Based on the report carried out by this state body, we were able to identify that Panama moves 6,872,369 TEUs per year while Colombia registers operations for a total of 4'582,712 TEU per year. Something that in theory should not happen because according to the report of the General Maritime Directorate, Dimar, ensures that 90% of trade in Colombia moves by sea.

For this reason, it is necessary to answer the problem question of this internship report because we consider that the resolution of it can become an input to understand how Colombian legislation affects competitiveness processes, since we will describe how the country's regulations favor or it discourages the emergence of small and medium-sized companies that can satisfy specific logistical demands, such as loading, unloading, mobilizing and transporting goods. This is possible thanks to the review of the literature and normative frameworks of a national nature, with the comparison of the Panamanian case.

Reflection that we consider is totally pertinent within a context where the TEUs of Colombia grow at an approximate rate of 8.92% per year while that of Panama does so at a rate of 1.7% per year, this according to ECLAC reports.

1.3 Objectives

1.3.1 General objective

Compare the impact of public policies on the development of MSMEs of logistics services for the ports of Cartagena and Balboa.

1.3.2 Specific objectives

1. Identify the status of the main public policies of the States of Colombia and Panama aimed at the creation of MSMEs.

2. Describe the way in which the creation of MSMEs affects the provision of cargo and transportation logistics services for the ports of Cartagena and Balboa.

1.4 Referential Framework

To build the referential framework, three categories are used that provide the theoretical support for this research. These are: The social and economic function of MSMEs, the concept of logistics and the importance of ports in the Colombian economy.

These are developed in the next section. After this, the fundamental concepts referred to in this report are defined.

1.4.1 Theoretical framework

- **The social and economic function of MSMEs**

As Gil and Jimenez argue, SMEs constitute a highly relevant sector for the economic and social development of the countries, as they contribute significantly to the generation of employment and development of the territories where they are located. In recent decades, Latin America has become a region with great political and institutional interest in the issue of small and medium-sized enterprises (MSME). Well, the states recognize their role and importance in the economic growth processes of the different countries and in particular of those that make up this region, being especially recognized for the generation of jobs. According to figures from the Fundación de Estudios Superiores - FUNDES (2011), in the region there are 716 thousand small companies and 145 thousand medium-sized ones, which generate 88% of all jobs and always related to the commercial sector. All this compared to the 10% that big companies fan. (Gil, A. and Jiménez, J. 2014 p. 155).

In continuity with these authors, they indicate that stimulation by the State, through regulatory or economic incentives, facilitates the emergence of MSMEs, since from the analysis of the economic structure of countries, regardless of their development ladder, it can be identified a variety of types of companies or firms, in terms of their size, economic

activity, level of formalization, among other criteria. However, in the case of SMEs, these are important for them to become a determining factor for the development of a country.

In this sense, the role played by those in the process of development is relevant, due to their contribution to the creation of jobs, the generation of added value and income -PIB and GDP pc-: (Gil, A. and Jiménez, J. 2014 p. 162)

- **The logistics concept**

The logistics function is considered a key element in the differentiation of the company, not only because of the management of the integral logistics function itself, but also because of its extension to the supply channel, and the need for this to implement the new management systems business, such as flexible production, Just in Time, or quality systems (Fuller et al., 1993).

From this conceptual development, logistics is assumed as a key element in the business organization, this product of the importance of the logistics function since it gives business rules that allow management to follow, assess, prioritize and control all different elements of supply and distribution that affect customer satisfaction, costs and benefits. (Severa, D. 2010 p, 12).

- **The importance of ports in the Colombian economy**

As history has shown, port activity enables the economic and commercial growth of nations, since they are fundamental keys for international commercial exchange as they are places of protection for vessels in which operations of loading, unloading, embarkation and disembarkation of great quantity of merchandise necessary for the consumption of the populations. With this in mind we must emphasize that maritime transport is currently the most efficient means of transporting goods, since it is a means of transport that has low cost, great capacity for mass transport of goods, movements over long distances, among some other reasons that place this trading mechanism as the most convenient and profitable. (Bobadilla, J. and Vanegas, A. p.5).

To mention the importance of the port of Cartagena in our country, we turn to the historical review made by Bobadilla, J. and Vanegas, A. They point out the following:

After four and a half centuries of history and being considered the port of America, the port area of Cartagena today is characterized by being the largest in the country by having 54 docks, within which 18 carry out foreign trade activities. According to Pérez (2017), this port is managed by the Sociedad Portuaria Regional de Cartagena S.A. (SPRC) since 1993, it is considered a true integrated logistics center that links the Caribbean with the rest of the world, through connections with more than 288 ports in 80 countries and services with the main shipping companies on the planet. (p. 10, 2018).

There are many advantages that Cartagena's infrastructure offers to the development of the country, as it has eight berths with a depth of up to 44 feet (13.41 meters), civil works such as dredging, construction of patios and the acquisition of port technology on end. In addition to this, the port has undergone a technological transformation that includes information systems, cranes for stacking containers oriented by satellite and a computerized system for handling documentation interconnected with Customs, which streamlines the entry and clearance of cargo, increasing safety of operations. This port specialized in container handling reached a record figure of 2,018,389 containers mobilized at the end of 2012; unprecedented achievement in Colombia and that consolidates it as the fourth most important port in Latin America in cargo handling, after Balboa and Colón, in Panama; and Santos, in Brazil, this being a pole of economic development for the country. (Bobadilla, J. and Vanegas, A. p. 10).

1.4.2 Conceptual framework

The definition of the key concepts that make up this research is provided below:

MSMEs: This is a concept used by the national government to refer to the category of micro, small and medium enterprises. It is necessary to mention that this concept has presented variations and reforms in the considerations made by the State. With this in mind, in article 43 of the law of the National Development Plan "Prosperity for All (2010-2014)" (Law 1450 of 2011), sales were determined as a classification criterion and the national government was

ordered to establish through regulations the ranges or values for the definition of Micro, small and medium-sized enterprises (MSME) in Colombia.

Thus, the Colombian State efficiently estimates the following quantiles to define and categorize MSMEs: microenterprises, those whose sales are less than or equal to \$ 618 million; small businesses: those whose sales are greater than \$ 618 million and less than or equal to \$ 5,626 million; medium-sized companies: those whose sales are greater than \$ 5,626 million and less than or equal to \$ 81,042 million; and large companies: those whose sales exceed \$ 81,042 million. DNP (2015) Classification by business size in Colombia: History and limitations for a proposal.

Public politics: The concept of public policy is assumed from the definition given by Ruiz, D and Cadenas, C. According to these authors:

Public Policies are the actions of the government, it is the action issued by it, which seeks to respond to the diverse demands of society, as Chandler and Plano point out, they can be understood as a strategic use of resources to alleviate national problems. The study of Public Policies, as Pallares suggests (which is an outdated vision for other authors), must be carried out, raised under three questions: "What policies are being developed by the State in the different areas of its activity, how are they elaborated and developed and how they are evaluated and changed". "Analyze what governments do, how and why they do it and what effect it produces." These simple questions can serve as a simple guide to analyze a Public Policy, without even entering into complex economic or political terminology. (p. 4, 2005).

1.5 Methodological framework

1.5.1 Research method

- **Research approach**

This research starts from the qualitative approach which is assumed by Strauss and Corbin, who define it as any type of research that produces findings that are not reached through statistical procedures or other means of quantification" (Strauss and Corbin, 2002, p. eleven).

This approach allows an approximation to reality when questioning experiences, behaviors, comparisons, etc. In this way, qualitative research is the most appropriate way to address the problematic situation that arises in this research, since, as the authors previously mentioned, this type of approach favors the development of the research, since:

"It can be research on people's lives, lived experiences, behaviors, emotions and feelings, as well as organizational functioning, social movements, cultural phenomena and the interaction between nations" (Strauss and Corbin, 2002, p .12).

The selection of this approach is made based on the type of approach that is carried out in this research, because when seeking to describe the incidence of public policies, it inevitably refers to elements that cannot be quantified since said incidence has positive or beneficial components and / or harmful negatives that are established from the subjective assessment of the researchers based on documentary tracking and participant observation. This being the determining aspect to use the qualitative research method.

- **Type of study**

This is a descriptive type of study since, in light of the objectives, it is sought to describe, from a comparison between public policies, its incidence in the provision of logistics services to the ports of Balboa and Cartagena.

Starting from the initial bases, this research is descriptive because authors such as Veiga, J. De la Fuente E and Zimmermann, M. (2008) argue that:

In descriptive studies, the researcher limits himself to measuring the presence, characteristics or distribution of a phenomenon in a population at a cut-off point in time, such would be the case of studies that describe the presence of a certain environmental factor, a certain disease, mortality in the population, etc., but always referring to a specific moment and above all, limiting itself to describing one or more phenomena without the intention of establishing causal relationships with other factors. Therefore, the main characteristic of descriptive studies is that they are simply limited to “drawing” the phenomenon studied, without trying to establish any causal

relationship in time with any other phenomenon, for which we would need to resort to an analytical study. (p. 83).

This being precisely the type of approach that is carried out in the face of the phenomenon in question in this research.

1.5.2 Investigation methodology

This research uses the documentary method, named in this internship report as a documentary review. This method is assumed from the postulates of Bohnsack, R. and Weller, W. (2010) for which said methodology allows to build knowledge from the analysis of social structures and patterns of daily practices from the informative material that It is found in interviews, academic or government documents, artistic productions or any other type of document.

- **Techniques and instruments for gathering information**

For the development of this research, we used the following techniques:

Participant observation. This was carried out within the framework of the internship carried out from November 13 to 17, 2019, through which we were able to identify the problem that is addressed in this research. Additionally, I provide a contextualized approach to the realities that are explored in this internship report.

Having said this, it is important to mention that participant observation is assumed from Barbara, K. (2005) who defines it as:

The systematic description of events, behaviors and artifacts in the social setting chosen to be studied (MARSHALL and ROSSMAN p.79 1989). Observations enable the observer to describe existing situations using the five senses, providing a "written photograph" of the situation under study (ERLANDSON, HARRIS, SKIPPER & ALLEN 1993). DEMUNCK and SOBO (1998) describe participant observation as the first method used by anthropologists when doing field work. Fieldwork involves "active gazing, improving memory, informal interviews, writing detailed field notes, and, perhaps most importantly,

patience" (DeWalt & DeWalt 2002, p.vii). Participant observation is the process that enables researchers to learn about the activities of the people under study in the natural setting through observation and by participating in their activities. It provides the context for developing sampling guidelines and interview guides (DeWalt & DeWalt 2002). SCHENSUL, SCHENSUL and LeCompte (1999) define participant observation as "the learning process through exposure and getting involved in the day-to-day or routine activities of the participants in the researcher's setting" (p.2 2005).

This participant observation was complemented with an Indirect observation, which is a type of observation in which the researcher becomes aware of the fact or phenomenon through observations previously made by another person (Diaz, L. 2011).

Another instrument used to compile the research was the field diary, in these we recorded the key information that we were able to access in the internship. The field diary favored the collection of data, experiences and questions that are key for the comparison of the subject in question from the cases of Colombia and Panama.

- **Selection and analysis of information**

To perform the information analysis we resort to triangulation, which is an analysis technique that allows us to contrast views based on the data obtained, with the purpose of contrasting information to establish comparisons that favor the interpretation of the stories in our case. present in the narratives. Following the approaches of (Cisterna, 2005), the research uses triangulation as the action of gathering and crossing all the information pertinent to the object of study that arises in an investigation through the corresponding instruments, and that in essence constitutes the corpus of Results of the investigation. In this way, we triangulate the information found in public policies with the economic theory and the state of MSMEs in the city of Cartagena and Balboa.

In addition to this, we resort to categorization as an analysis mechanism, this because the research focuses on describing the incidence of public policy, therefore, we carry out two categories POSITIVE INCIDENCE and NEGATIVE INCIDENCE in the first one refers to all those elements that According to economic theory, they represent positive aspects for the

development of nations, job creation, market diversification, development of competitiveness, etc. While in the second category we allude to negative aspects such as company closings or loss of competitiveness.

The categorization is used from the postulates of Cordier, cited by (Canovas, 2009) which indicates that it consists of a heuristic approach of cognitive, semantic or figurative representations. To categorize it is necessary to generate a "category", which we understand as a number of objects or assumptions that are considered equivalent (Rosh, 1976). And as Mayor (1985) points out, the categories can be defined according to their properties and / or rules of formation, whose nature and, therefore, their very complexity, are diverse.

- **Control of bias**

In order to provide accurate and concise information in this research, secondary sources validated by the university, scientific articles, and books would be used. In addition, the review of the advisor Juan Camilo Mesa Bedoya is used as a verifier that the work carried out is suitable and free of biases or value judgments.

1.6 Scopes

The research has a geographical and sectoral limit, because the point of interest starts from comparing the incidence of public policies in the development of MSMEs of logistics services for the ports of Cartagena and Balboa. To which is added a limited temporality between the periods 2016-2020.

2. Development of the investigation

1.7 The state of current public policies for the development of MSMEs. Review of the Colombian and Panamanian case

To answer the question that gives rise to this internship report, a survey of current public policies in the Colombian and Panamanian states was carried out. For this, we started from a search criterion based on a specific temporality, which includes the periods ranging from 2016 to the current year 2020. This allowed us to generate a summary of the public policies found, where the name of the policy, its year of publication, the description or executive synthesis of each of the policies, together with some observations in which we highlight some of the aspects that we consider to be the most relevant of these.

The following paragraphs discriminate the information found:

Public policies of the Colombian State.

NATIONAL POLICY ON INCLUSION AND ECONOMIC AND FINANCIAL EDUCATION (4005) 2020

Description:

In this document CONPES formulates a national policy for inclusion and economic and financial education. This policy aims to integrate financial services into the daily activities of citizens and of micro, small and medium-sized enterprises (MSMEs), attending to their needs and generating economic opportunities to contribute to the growth and financial inclusion of the country.

Observations:

This policy seeks to integrate financial services into the daily activities of citizens and MSMEs to contribute to the growth and financial inclusion of the country. This by expanding the offer of tailored financial products and services and improving their relevance to increase the financial inclusion of people and companies, generating greater skills, knowledge and

confidence in the financial system and associated sectors to discourage the use of cash and promote the use of formal financial services.

It also proposes to strengthen the financial and digital infrastructure to increase access, use and efficiency of formal financial services, in addition to suggesting institutional governance to improve coordination in the implementation of financial education and inclusion strategies.

BUSINESS FORMALIZATION POLICY (3956) 2019

Description:

This policy establishes a conceptual framework on formality. He defines it as a multidimensional process, and clarifies its relationship with productivity, both at the macroeconomic level and at the company level. Furthermore, it recognizes the great heterogeneity that exists between informal companies and their incentives to increase or reduce their level of formality. This policy proposes an action plan to improve the cost-benefit ratio of a company to be formal, which will be implemented, among others, by the Ministry of Commerce, Industry and Tourism, the Ministry of Labor, the Ministry of Health and Social Protection, the National Planning Department and the National Administrative Department of Statistics.

These actions seek to reduce the regulatory burden on companies to become formal, support companies to realize the benefits of formalization, and strengthen IVC activities in compliance with regulations. Although these actions are aimed at companies with high levels of informality, they are not aimed at subsistence productive units, which must be addressed by a complementary policy of productive inclusion.

Observations:

The purpose of this public policy is to promote higher levels of business formality in the economy through better information for making public policy decisions and actions that improve the benefit-cost ratio of formality for businesses.

This by improving the benefit-cost ratio of formality, reducing the regulatory burden for formal companies, realizing the potential benefits of formality.

STRATEGY FOR THE IMPLEMENTATION OF THE SUSTAINABLE DEVELOPMENT GOALS (SDG) IN COLOMBIA (3918) 2018

Description:

This public policy establishes the goals and strategies for the fulfillment of the 2030 Agenda and its Sustainable Development Goals (SDG) in Colombia. It generates a roadmap for each of the established goals, including indicators, responsible entities and the resources required to carry them to fruition.

Observations:

This public policy defines the strategy for the implementation of the SDGs in Colombia, establishing the monitoring, reporting and accountability scheme, the statistical strengthening plan, the territorial implementation strategy and the dialogue mechanism with non-governmental actors.

For the above, it establishes a scheme for monitoring and reporting progress in the implementation of the SDGs in Colombia, based on a set of national indicators that have a baseline and their respective goal to 2030. It also defines a strengthening plan of the production and management of data for the measurement of sustainable development, in particular for those objectives and goals for which there is no information at the time of preparing this CONPES document.

In addition, it establishes the strategic lines for the support of the national government to local governments in the implementation of the SDGs in the territories and develops the guidelines for the strategy of dialogue with non-governmental actors, thus materializing the multi-actor approach of the 2030 Agenda, and the definition of alliances for their active involvement and participation in the implementation and social control through accountability exercises.

NATIONAL POLICY ON PRODUCTIVE DEVELOPMENT (3866) 2016

Description:

This is a Productive Development policy for the country. Said policy is defined as a set of sectoral and transversal instruments to solve market, government and coordination failures that inhibit productivity growth or that hinder the processes of sophistication of the Colombian productive apparatus.

Observations:

This public policy seeks to develop instruments that aim to solve market, government or articulation failures at the level of the production unit, the production factors or the competitive environment, to increase productivity and diversification of the Colombian productive apparatus towards goods and more sophisticated services.

For this, the national government seeks through this public policy to improve the capacities to innovate and to absorb and transfer knowledge and technology of the production units, increase the efficiency and effectiveness in the provision of human capital and financial capital as factors of production and generate an environment that promotes linkages, quality and exposure of national goods and services to international markets.

Public policies of the Panamanian State:

NATIONAL POLICY FOR THE PROMOTION OF MICRO, SMALL AND MEDIUM ENTERPRISES (MIPYME) 2017-2022

Description:

The Government of the Republic of Panama is advancing a set of initiatives and guidelines to improve the environment for the creation and sustainability of micro, small and medium enterprises. In this sense, in the year 2000, Law No. 8 was enacted, which establishes the creation of the Micro, Small and Medium Enterprise Authority (AMPYME), as an autonomous entity and governing body of public work in MSME matters, in order to promote their development through a policy of stimulation and strengthening to contribute to the generation of productive jobs, growth and a better distribution of income. By mandate of this

law, the current authorities of AMPYME have promoted the formulation of the first State Policy for the Promotion of Micro, Small and Medium Enterprises, which is described in this document, in order to adopt a set of guidelines that guide the actions of the State and its institutions in the area of MSMEs.

Observations:

This is a political project that seeks to contribute to the strengthening of the business ecosystem of Micro, Small and Medium in Panama. This through 4 specific actions:

1. Promote the creation and consolidation of MSMEs, in order to contribute to the increase of their capacity to generate employment and value added to production, strengthening their competitiveness and access to markets.
2. Strengthen the inter-institutional coordination of the public, private and academic sectors in order to take advantage of the synergies between them and improve the conditions of the environment of the Panamanian MSME.
3. Provide the MIPYME sector with business information and statistics in order to support it in the strategic areas of its business management, as well as in increasing its competitiveness and access to emerging markets.
4. Stimulate in the Panamanian population the development of an entrepreneurial culture to generate the opening of new productive units and the generation of new jobs that will contribute to improving the quality of life of the population itself.

Based on this, we were able to identify how much in the case of Colombia and Panama there are similar aspects between public policies aimed at the development of small and medium-sized enterprises, as well as a series of substantial differences in these.

Among the similarities, we were able to identify that in both cases the aim is to favor the emergence of small and medium-sized companies by facilitating the legal constitution processes of companies, also seeking to establish a socioeconomic climate where entrepreneurship and economic or business training are conducive the emergence of new companies, as well as favoring international agreements to generate higher levels of exports.

On the other hand, within the differences, we find that in Panama public policies aimed at encouraging the emergence of small and medium-sized companies are part of a national project, with a work plan or projections that are expected to be executed in the period corresponding to from 2017 to 2022, while in Colombia a series of policies are published periodically that respond to contextual or specific needs. Another relevant issue is that in Panama investment and financing mechanisms are established across public policies, while in our country this issue is addressed in a series of specific policies.

Finally, it should be mentioned that the policies addressed and referenced are in a current state and that they must comply with the ECLAC guidelines on economic matters for our region. Likewise, we were unable to identify public policies specifically oriented to the creation of logistics services for port areas.

1.8 Creation of MSMEs. Incidence in the provision of logistics services of load and transport

Once the state of public policies of the States of Colombia and Panama had been reviewed, an information search was carried out on the programs for the creation and strengthening of MSMEs both in Cartagena and in Balboa. For this, we started from the information provided by the chambers of commerce of both cities, since these are the entities in charge of registering and formalizing the existing MSMEs in a specific territory.

Creation of MSMEs in Cartagena

According to the management reports developed by the Cartagena Chamber of Commerce published between the years 2016-2019, in this city 701 MSMEs were formalized, with 2016 being the highest registration with a total of 350 enterprises and / or production units. For its part, the year with the lowest registration was 2017 with 61 new registrations. In addition to this, the reports allow us to glimpse the design and execution of other strengthening mechanisms such as the consolidation of training processes, business fairs and investment exchanges to stimulate the development of enterprises.

In this way, the information provided by the management reports makes it possible to identify that the public policies developed by the Colombian State to encourage the emergence of MSMEs have had a positive impact on the city of Cartagena, since the creation and formalization of enterprises and / or productive units, as well as the other mechanisms adopted to strengthen them, account for this.

Focusing on the generation of MSMEs oriented to the provision of logistics services, it is worth mentioning that only the management reports for the years 2016 and 2018 include specific information on this topic.

Thus, the 2016 management report mentions:

1-An event was held to link companies to the virtual platform for meeting supply and demand supported in conjunction with ACOPI. In which 25 companies from subsectors such as industrial maintenance services, industrial hardware stores and agricultural products participate as providers of this platform, as part of the value chain of the logistics and tourism sectors of the city. (p, 47)

2- The objective of Increasing the number of SMEs in the sector with virtual platforms, in the logistics sector and in the tourism sector, was 100% met. (p, 41)

For its part, the 2018 management report states:

1- For this year 1,353 companies dedicated to providing transportation and storage services were active.

2- In Cartagena for this year 650 companies that provide port logistics services are active, which generate 9,388 jobs and have \$ 5.8 Billion of assets generating income for \$ 1.9 Billion.

Although these management reports present relevant information to be considered on MSMEs oriented to the provision of logistics services, due to the form of their publication, they are based on generality, therefore the information is treated briefly. Within what we were able to identify, the efforts for the generation of MSMEs in Cartagena have been

prioritized in the tourism sector, with its associated commercial activities such as restaurants and bars, the most favored sector.

Creation of MSMEs in Balboa

After undertaking the task of tracking official information for the development of this investigation, we found ourselves faced with the discouraging panorama that it was not possible to access official documentation on the topic addressed. This is due to the fact that the web portals of the Panamanian chambers of commerce are not active and the web portal of the commercial register of this country does not provide the channels to access the necessary information of this type.

Given this, it was necessary to resort to the journalistic information provided by the portal https://ampyme.gob.pa/?page_id=296 Official portal of the Micro, Small and Medium Enterprise Authority (Ampyme), an entity whose mission is to facilitate the creation, development and growth of micro, small and medium enterprises (MSMEs) in Panama. Thanks to news such as: "MICRO-ENTERPRISES AND ENTREPRENEURS FROM PUERTO ARMUELLES AND PROGRESO, CHIRIQUÍ RECEIVE THE BENEFITS OF SEED CAPITAL." And "THE PRESIDENT SANCTIONS LAW THAT GRANTS GREATER FINANCIAL SUPPORT TO MICRO-ENTERPRISES" we could note that the Panamanian State is effectively implementing public policies to favor the emergence of MSMEs.

Based on this information, we resort to the digital repository of the National Competitiveness Center of Panama (CNC), this in its report: CaD # 382 - of August 2, 2019 made it possible to identify the current state of the competitiveness of SMEs in Panama, according to This source the Micro, Small and Medium Enterprise (MIPYME) sector in Panama has 51,708 companies that represents more than 72% of the business park. Large companies are 3% of business units in the country and there is, in the latest statistics available to 2016, a considerable number of companies that could not be classified, they represent 24% (see graph No. 1). Regarding the composition of the MIPYME sector, it is mainly made up of micro-

enterprises, followed by small and then medium-sized companies with 84%, 13% and 3% respectively.

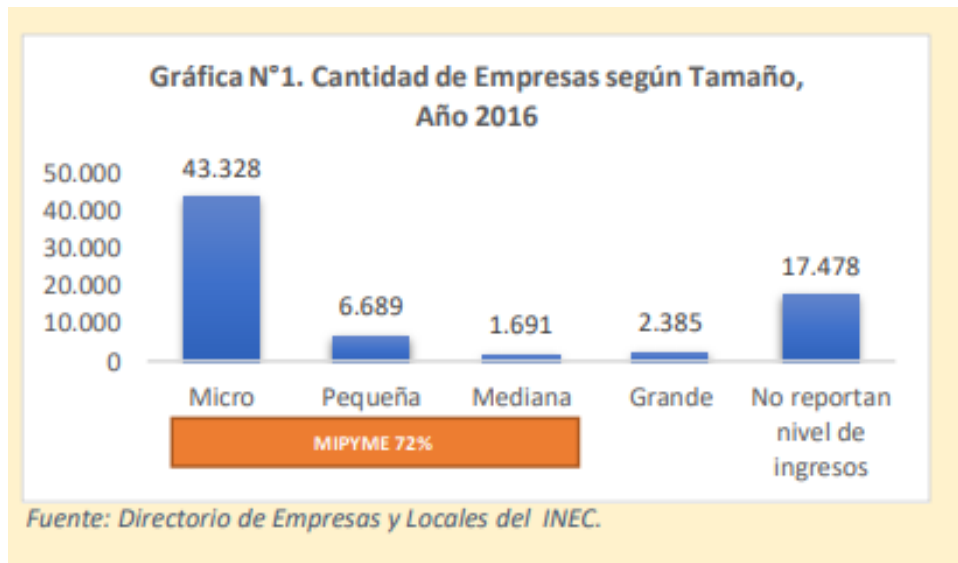


Ilustración 3 Number of Companies by size, 2016

Drawing a parallel with this report and with the report: CaD # 406 - November 13, 2020, it was possible to identify that the economy of Panama is impacted not only by the income generated by the Canal, but also by the contribution of related activities to the. In the study, an estimate of the contribution of the Canal conglomerate was calculated using some indicators that allowed it to be quantified. Since there is a limitation in the data, which prevents having a clear definition of the added value of GDP, the net exports of the Conglomerate and the contribution of the Canal to the national economy were used (p. 1).

The foregoing implies that, although there is no specific data on the relationship of Panama's port areas with MSMEs, mere intuition leads to the conclusion that there are not a few small and medium-sized companies that establish commercial relationships with the Panama Canal conglomerate. , since this is one of the major poles of economic development of this Central American nation, which leads to the assumption that the public policies deployed by this country have a favorable impact on the competitiveness of the port of Balboa, as this according to previously cited reports from ECLAC is one of the most competitive in the region, this without neglecting that the participant observation carried out in the internship made it possible to demonstrate through empirical experience that there is indeed a solid

business fabric that is nourished by this port and that at the same time has repercussions on logistics services that are extremely useful for the port sector.

3. Conclusions

This research allows us to conclude that Colombia and Panama do have a set of current public policies aimed at promoting the constitution and sustainability of MSMEs. It should be noted that both states are nurtured by the recommendations that entities such as ECLAC make for our region in political, social and economic matters, which implies that these public policies are inclined to similar objectives, however they differ in the way in which they are Executed, in our country specific public policies are drafted, almost annually, that seek to achieve certain goals, while in the case of Panama public policies are part of short, medium and long-range national projects. It should be noted that Colombia has much superior information management systems than those of Panama, since it is much easier to access information on the status of MSMEs from the information banks of the Ministry of Commerce, Industry and Tourism, as well as the chambers of commerce of each territory, while in Panama the official institution in charge of handling this type of information does not have a database or database to store the information of its MSMEs.

Thus, in both territories public policies and the subsequent creation of MSMEs have a positive impact on the development of cargo and transport logistics services for port areas, since it was possible to show that the ports of territories such as Cartagena and Balboa They are poles of economic growth where companies seek to generate profit by offering this type of services so necessary for ports arise, which in turn implies an increase in the competitiveness of the processes due to the dynamics of the market. With this in mind, it was possible to identify that both in Colombia and in Panama, they seek from their public policies to promote the emergence of MSMEs, since as the economic theory raises, these represent great benefits for the social and economic fabric of nations. Thus, public policies make use of investment strategies, formalization processes and reduction in procedures and requirements to establish companies as a mechanism to favor the MSMEs sector.

However, it is important to mention that although these public policies favorably affect the creation of MSMEs aimed at providing cargo and transport logistics services for the ports of Cartagena and Balboa, issues such as the inadequate infrastructure in Colombia restrict the competitiveness of these companies, since, for example, the deterioration in the roads or the

delays in the construction of the road maya significantly increase the operating costs of this type of company, this being a factor that must be overcome if the current competitiveness standards are to be achieved. international market.

4. Bibliography

- Arco, R. B. (14 de Diciembre de 2015). *Revista Cultural Unilibre*. Recuperado el 2020, de http://www.unilibre.edu.co/cartagena/images/investigacion/Revista/R_cultural/R_Cultural_2015_2.pdf
- Benetti, C. (1 de junio de 1995). *Lectura de Economía*. Obtenido de [file:///C:/Users/Usuario/Downloads/Dialnet-LaTeoriaEconomicaGeneralYEnsenanzaDeLaEconomia-4833629%20\(1\).pdf](file:///C:/Users/Usuario/Downloads/Dialnet-LaTeoriaEconomicaGeneralYEnsenanzaDeLaEconomia-4833629%20(1).pdf)
- Bernal, C. (2006). *Metodología de la Investigación: Administración, Economía, Humanidades y Ciencias Sociales*. México DF: Pearson.
- Canovas, L. (2009). La categorización y sus implicaciones educativas. *Teoría De La Educación. Revista Interuniversitaria*, 2.
- Cepal, N. (2 de Abril de 2019). *Comisión Económica Para América Latina y el Caribe*. Recuperado el 26 de Diciembre de 2020, de <https://www.cepal.org/es/notas/informe-la-actividad-portuaria-america-latina-caribe-2018>
- Cisterna, C. (2005). *Categorización y triangulación como procesos de validación del conocimiento en investigación cualitativa*. Obtenido de Redalyc: <https://www.redalyc.org/articulo.oa?id=299/29900107>
- Daros, W. (2002). ¿Qué es un marco teórico? *Revista Enfoques*, 73-112.
- Domingo Alfonso, J. L. (30 de Diciembre de 2017). Obtenido de http://oa.upm.es/50865/1/Curso_AutoCAD.pdf
- Duarte, L., & González, C. (2017). *Metodología y Trabajo de Grado: Guía práctica para las ciencias empresariales*. Medellín: Centro Editorial Esumer.
- Georgina Febré. (enero de 2012). *Sistemas inteligentes De transporte en la Logística portuaria Latinoamericana*. Recuperado el 25 de octubre de 2020, de https://repositorio.cepal.org/bitstream/handle/11362/36122/FAL-305-WEB_es.pdf?sequence=1&isAllowed=y
- González, Z. R. (14 de Diciembre de 2014). *Revista Cultural UNILIBRE*. Recuperado el 2020, de http://www.unilibre.edu.co/cartagena/pdf/investigacion/revistas/cultural_unilibre/Revista_Cultural_Unilibre_2014_12.pdf
- Halman, I. (13 de Noviembre de 2020). *Valor Agregado del Conglomerado del Canal*. Obtenido de <http://cncpanama.net/bitstream/handle/123456789/941/CaD%20406%20-%20Valor%20Agregado%20del%20Conglomerado%20del%20Canal.pdf?sequence=1&isAllowed=y>

- Loguin, F. (28 de Agosto de 2019). *Ventura Group*. Recuperado el 26 de Noviembre de 2020, de <https://www.venturagroup.com/cuales-son-los-2-principales-puertos-de-colombia/#:~:text=Los%20puertos%20de%20Cartagena%20y,comercio%20exterior%20mar%C3%ADtimo%20del%20pa%C3%ADs>.
- Mesa, J., & Moreno, G. (2015). Retos políticos para el desarrollo territorial del Valle de Aburrá. *Escenarios: empresa y territorio*, 99-128.
- Mundo, M. (Diciembre de 2018). *Información Marítima De Latinoamericana*. Recuperado el 26 de Noviembre de 2020, de <https://www.mundomaritimo.cl/noticias/puertos-de-balboa-y-cristobal-cayeron-en-movilizacion-de-teus-mientras-que-manzanillo-crecio>
- NIETO, V. M. (3 de Agosto de 2015). *Dirección de Estudios Económicos*. Obtenido de <https://colaboracion.dnp.gov.co/CDT/Estudios%20Econmicos/434.pdf>
- Olaya, M. A. (6 de junio de 2018). *Competitividad en el sector portuario de Panamá*. Obtenido de http://repositorio.esumer.edu.co/bitstream/esumer/1246/2/Esumer_portuario.pdf
- Ospina, A. A. (29 de Octubre de 2014). *EL CONTEXTO ECONÓMICO GLOBAL DE LA PYME**. Obtenido de file:///C:/Users/Usuario/Downloads/Dialnet-ElContextoEconomicoGlobalDeLaPYME-5213948.pdf
- Paez Mallanero, M. (2017). *Informe de Gestion*. Recuperado el 26 de Noviembre de 2020, de https://www.cccartagena.org.co/wp-content/uploads/2019/11/informe_de_gestion_2017.pdf
- Paez Mallanero, M. C. (30 de junio de 2016). *Informe de Gestión*. Recuperado el 26 de Noviembre de 2020, de https://www.cccartagena.org.co/wp-content/uploads/2019/11/informe_de_gestion_2016_0.pdf
- Peñalba, J. E. (2015). *La Microempresa en Panamá*. Obtenido de <http://faedpyme.upct.es/sites/default/files/article/29/microempresapanama2015.pdf>
- PEREIRA VISBAL, R. (2019). *Informe de Gestión*. Recuperado el 26 de Noviembre de 2020, de <https://www.cccartagena.org.co/wp-content/uploads/2020/03/INFORME-DE-GESTI%C3%93N-2019-11.pdf>
- Pulino Sierra, E. (2018). *Informe de Gestión*. Recuperado el 26 de Noviembre de 2020, de https://www.cccartagena.org.co/wp-content/uploads/2019/08/informe_de_gestion_2018_ccc_.pdf
- Sanjuán, L. D. (7 de enero de 2010). *La Observación*. Obtenido de http://www.psicologia.unam.mx/documentos/pdf/publicaciones/La_observacion_Lidia_Diaz_Sanjuan_Texto_Apoyo_Didactico_Metodo_Clinico_3_Sem.pdf
- SCAFF, M. J. (5 de enero de 2011). *“Puerto más Competitivo”*. Obtenido de <http://repositorio.utb.edu.co/bitstream/handle/20.500.12585/2714/0062859.pdf?sequence=1&isAllowed=y>

Servera-Francés, D. (20 de Diciembre de 2010). *INNOVAR. Revista de Ciencias*. Obtenido de <https://www.redalyc.org/pdf/818/81819024018.pdf>

Webmaster , I. (2018). *Desarrollo Productivo*. Recuperado el 26 de Noviembre de 2020, de <http://www.mipymes.gov.co/politica-de-desarrollo-productivo>

ZULUAGA, M. S. (26 de junio de 2013). *COMPETITIVIDAD DE LOS PUERTOS EN COLOMBIA*. Obtenido de campus.tdea.edu.co