PROMOTING ECONOMIC DEVELOPMENT IN THE AMERICAS

DEPARTMENT OF ECONOMIC DEVELOPMENT, TRADE AND TOURISM
EXECUTIVE SECRETARIAT FOR INTEGRAL DEVELOPMENT

Organization of American States
PROMOTING ECONOMIC DEVELOPMENT IN THE AMERICAS

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The DEPARTMENT OF ECONOMIC DEVELOPMENT, TRADE AND TOURISM (DEDTT) of the Organization of American States (OAS) PROMOTES ECONOMIC DEVELOPMENT in the Member States THROUGH PROGRAMS AND PROJECTS, which are designed to ENHANCE THE PRODUCTIVITY AND COMPETITIVENESS OF ECONOMIC ACTORS so they can participate better in domestic and international markets. The FOCUS IS ESPECIALLY ON MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES (MSMEs), given their role and contribution in fostering job creation, poverty reduction and prosperity with social inclusion.
There are an estimated 120 million MSMEs in the Hemisphere, representing around 90 percent of all registered businesses, and generating two-thirds of jobs. More than one-third of MSMEs are headed by women; about 25 percent are created by entrepreneurs under 35 years of age. MSMEs have an average lifespan of 14 months. They generally display a limited use of new technologies and quality systems as well as low levels of innovation. This contributes to MSMEs accounting for less than 5 percent of total exports of goods and services; overall only one in three has the capacity to engage in international trade.

In order to strengthen the competitiveness of the productive sector and MSMEs in the Member States, the OAS, through the DEDTT provides support for taking advantage of trade, tourism and corporate social responsibility as well as the use of science, technology and innovation for sustainable growth. To this end, the DEDTT promotes political dialogue, the exchange of experiences and best practices, strategic alliances, and the development of commercial niches and opportunities.

DEDTT’s programs operate at two levels: human and institutional capacity-building; and public policy formulation, harnessing the ability of the OAS to convene sectoral authorities of the Member States.

Programs and projects include the cross-cutting components of gender, youth and attention to vulnerable groups. Particular consideration is given to small businesses owned by women, young entrepreneurs starting innovative high-impact ventures, and MSMEs in rural communities.
PLAN OF ACTION OF THE OAS DEPARTMENT OF ECONOMIC DEVELOPMENT, TRADE AND TOURISM

DEDTT

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PROJECTS

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Inter-American Competitiveness Network (RIAC)

Small Tourism Enterprises Network

Scientific Journalism Network
   • Inter-American Metrology System
   • Inter-American Committee on Science and Technology
   • Ministers and High Authorities on Science and Technology

Inter-American Cooperation Network (CooperaNet)
   • High-Level Meeting of Cooperation Authorities

INTER-AMERICAN COUNCIL FOR INTEGRAL DEVELOPMENT

CAPACITY BUILDING AND PUBLIC POLICY
The OAS, through the DEDTT, CARRIES OUT ITS ACTIVITIES PURSUANT TO POLITICAL MANDATES stemming from the OAS Charter, the Summits of the Americas, and General Assembly resolutions, including the Strategic Plan for Partnership for Integral Development and ministerial and high-level sectoral meetings held within the OAS Inter-American Council for Integral Development (CIDI) framework.
The DEDTT EXECUTES ITS PROGRAMS IN COLLABORATION WITH OTHER INTERNATIONAL ORGANIZATIONS and other regional organizations.

- INTER-AMERICAN DEVELOPMENT BANK (IDB)
- ECONOMIC COMMISSION FOR LATIN AMERICA AND THE CARIBBEAN (ECLAC)
- WORLD BANK (WB)
- WORLD TRADE ORGANIZATION (WTO)
- UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT (UNCTAD)
- ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD)
- WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO)
- UNITED NATIONS DEVELOPMENT PROGRAM (UNDP)
- IBERO-AMERICAN GENERAL SECRETARIAT (SEGIB)
PROGRAM DNA
ECONOMIC DEVELOPMENT / COMPETITIVENESS / SCIENCE & TECHNOLOGY / TRADE / INNOVATION /
PUBLIC POLICY / CAPACITY BUILDING / MSMEs / SOCIAL INCLUSION / GENDER

1. COMPETITIVENESS
PROGRAM
The Competitiveness Program seeks to enhance the competitiveness of Member States through **DIALOGUE, COOPERATION, THE EXCHANGE OF EXPERIENCES AND BEST PRACTICES**, and the adoption of initiatives geared towards **PUBLIC POLICIES** and **HUMAN AND INSTITUTIONAL CAPACITY BUILDING** to support productivity and sustainable economic growth. This program and all the other programs of the DEDTT are interlinked towards helping strengthen the competitiveness of the productive sectors in Member States, particularly MSMEs.
1. **DIALOGUE OF COMPETITIVENESS AUTHORITIES AND COUNCILS** aims to promote a competitiveness agenda in the Hemisphere for enhancing productivity and sustainable economic growth with equity and social inclusion, through the exchange of knowledge and best practices. The annual Meeting of the Americas Competitiveness Authorities and Councils, which gathers together ministries of economy and industry and public-private competitiveness entities, seeks to foster the adoption and implementation of public policies and cooperation for human and institutional capacity building.

> See: [www.RiacNet.org](http://www.RiacNet.org)

1.2 **INTER-AMERICAN COMPETITIVENESS NETWORK (RIAC)** was launched in September 2009, in Santiago, Chile, on the occasion of the III Americas Competitiveness Forum. Focal points representing governments and other public and/or private institutions in the Member States participate in the network. The **OBSERVATORY OF COMPETITIVENESS IN THE AMERICAS** through the [www.RiacNet.org](http://www.RiacNet.org) is an information clearing house for policy makers, featuring news stories, studies, rankings and
events from various sources of information worldwide. It also provides interactive tools, such as forums that strengthen collaboration among competitiveness authorities and councils.

1.3 PRODUCTIVITY AND COMPETITIVENESS OF MSMEs PROJECT

seeks to promote public policies that enhance the productivity and competitiveness of micro, small and medium-sized enterprises especially through innovation and the use of ICTs.

1.4 CAPACITY-BUILDING OF COMPETITIVENESS COUNCILS PROJECT

seeks to develop institutional mechanisms in Member States to promote competitiveness, particularly in the Caribbean region.

1.5 INCREASING PRODUCTIVITY AND COMPETITIVENESS THROUGH GENDER EQUALITY IN THE AMERICAS PROJECT

aims to integrates gender equality within public policies promoting competitiveness.
2. ECONOMIC EMPOWERMENT AND TRADE PROGRAM

PROGRAM DNA
ECONOMIC DEVELOPMENT / COMPETITIVENESS / TRADE / TOURISM / PUBLIC POLICY / MSMEs / CSR /
GENDER / VULNERABLE GROUPS / YOUTH / INTELLECTUAL PROPERTY / INNOVATION / SOCIAL INCLUSION
The Economic Empowerment and Trade Program seeks to **PROMOTE THE PRODUCTIVITY AND COMPETITIVENESS OF MSMEs** and their participation in the business opportunities afforded by international trade in goods and services. This program is aimed at **PROMOTING THE ECONOMIC INCLUSION OF MSMEs RUN BY WOMEN, YOUTH AND VULNERABLE GROUPS** (small farmers, small tourism enterprises, indigenous groups and afrodescendants).
2.1 **Dialogue of Authorities Responsible for Trade and for MSMEs** is a forum for policy dialogue among high-level authorities of Member States for the exchange of best practices and lessons learned to support the adoption of public policies that promote the competitive capacity of MSMEs and their participation in international trade opportunities.
2.2 SUPPORT TO THE “INTERNATIONALIZATION” OF MSMEs encompasses related projects and activities that promote the participation of MSMEs in international markets through:

- the use of Information and Communication Technologies (ICTs) and Internet resources by MSMEs;
- strengthening MSME participation in value chains as well as in associations and cooperatives;
- mentoring to transfer knowledge from successful entrepreneurs to MSMEs; and
- Intellectual property export strategies to help MSMEs capture the intangible value of their products and services.

2.3 CAPACITY-BUILDING FOR THE NEGOTIATION AND IMPLEMENTATION OF TRADE AGREEMENTS contributes to institutional strengthening and capacity building, directly benefitting public institutions and government officials in terms of public policy formulation and the negotiation, implementation and administration of trade agreements through:

- the Masters Program in International Trade Policy for government officials and private sector representatives at the University of the West Indies;
- support to Caribbean countries in the implementation of the CARIFORUM-EC EPA and technical assistance to CARICOM countries in the negotiation of the CARICOM-Canada agreement; and
- the OAS-WTO Course on the Doha Development Agenda and Trade Agreements in the Hemisphere.
3. SUSTAINABLE TOURISM PROGRAM

PROGRAM DNA
ECONOMIC DEVELOPMENT / COMPETITIVENESS / PUBLIC POLICY / CAPACITY BUILDING / TOURISM / ICTs / MSMEs / CSR / COOPERATION / SOCIAL INCLUSION / GENDER
The Sustainable Tourism Program seeks to promote the productivity and competitiveness of the tourism industry in OAS Member States and to enhance business opportunities for MSMEs linked to this industry in particular, by strengthening human and institutional capacity and supporting the development of public policies for the tourism sector through regional cooperation and dialogue among authorities, exchange of best practices and other activities.
**SUSTAINABLE TOURISM PROJECTS**

### 3.1 SMALL TOURISM ENTERPRISES PROJECT (STEP)

Provides training in tourism and hospitality services, promotes the use of ICTs to enhance productivity, and facilitates partnerships and collaboration among MSMEs. First initiated in the Caribbean, this project is being replicated in Central America and the Andean countries of South America.

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3.2 **TOURISM TRAINING FOR MSMEs IN CENTRAL AMERICA PROJECT**, in collaboration with the Central American Integration System (SICA), delivers online and on-site courses to strengthen human and institutional capacity of MSMEs in the tourism industry in Central America.

3.3 **SUPPORTING OUR CARIBBEAN ENTERPRISES (SOURCE) PROJECT** provides local artisans in the countries of the Organization of Eastern Caribbean States with training in product design and marketing, and facilitates their access to resort markets.

> See: www.resortfularts.org

3.4 **WOMEN IN NEW TOURISM ENTERPRISES (WINTE)** will provide business development services to women entrepreneurs of new micro or small enterprises in the tourism sector; i.e., in operation for less than two years.

3.5 **CARIBBEAN COMPETITIVENESS DATA GATHERING PROJECT**, in collaboration with the Caribbean Tourism Organization, seeks to strengthen institutional and human capacities of the Caribbean member states in data collection, analyzing and reporting of tourism statistical information.
3.6 **CARIBBEAN SMALL TOURISM ENTERPRISE NETWORK (STEN)** is designed to facilitate communication between tourism MSMEs and their target market and serves as a platform for dialogue and collaboration among the public and private sectors.

3.7 **LATIN AMERICAN NETWORK FOR THE DEVELOPMENT OF TOURISM MSMEs** seeks to promote cooperation and dialogue among the public, private and academic sectors in order to exchange experiences, best practices and develop joint activities to the benefit of MSMEs, in the countries of Latin America.

> Latin American Network Portal: [www.oea-pymesturisticas.com](http://www.oea-pymesturisticas.com)

3.8 **INTEGRAL TOURISM STRATEGIES FOR LOCAL GOVERNMENTS COURSE**, is an online course offered in conjunction with the OAS Department of State Modernization and Governance, that delivers training to municipal officials and local governments responsible for tourism development.
The OAS, through the DEDTT, serves as the Technical Secretariat for the **INTER-AMERICAN TRAVEL CONGRESS**, which consists of tourism ministers and high authorities of the OAS Member States. This is an important platform for policy dialogue, exchange of experiences and best practices, as well as the definition and implementation of common action plans in various critical areas of the tourism sector in the hemisphere. **THE XIX INTER-AMERICAN TRAVEL CONGRESS WILL BE HELD IN EL SALVADOR IN SEPTEMBER 2011.**
4. SCIENCE, TECHNOLOGY, AND INNOVATION PROGRAM

PROGRAM DNA
ECONOMIC DEVELOPMENT / SCIENCE, TECHNOLOGY, AND INNOVATION / SOCIAL INCLUSION / PUBLIC POLICY / CAPACITY BUILDING / POPULARIZATION AND APPROPRIATION OF SCIENCE / GENDER
The Science, Technology, and Innovation Program seeks to **strengthen the development of scientific, technological and innovation capacities** in Member States, particularly in connection with human and institutional capacity in **fields** such as **science education, engineering** and **metrology**. OAS Ministers of Science and Technology have declared that science, technology, engineering and innovation are **tools for increasing productivity and competitiveness**, and for sustainable management of natural resources, and therefore indispensable elements for achieving human prosperity and social cohesion.
4.1 **EDUCATION ENGINEERING FOR COMPETITIVENESS (EEC) PROJECT**, as part of the broader Engineering for the Americas (EftA) hemispheric initiative, seeks to upgrade engineering curricula in Latin America and the Caribbean in five major areas: civil, industrial and logistics, mechanical, electrical and chemical engineering, to help prepare highly qualified professionals with strong innovation and entrepreneurial competencies.

4.2 Within the broader work under the **INTER-AMERICAN METROLOGY SYSTEM** to develop metrology and quality systems, which are key components of competitiveness, there are the following projects:
The OAS, through the DEDTT, serves as the Technical Secretariat for the INTER-AMERICAN COMMITTEE ON SCIENCE AND TECHNOLOGY (COMCYT), an important platform for policy dialogue, exchange of experiences and best practices among Member States, whose function is to promote partnership for development policies in the area of scientific development, transfer of technology and technological innovation. COMCYT follows up on the implementation of the commitments adopted by the MINISTERS AND HIGH AUTHORITIES OF SCIENCE AND TECHNOLOGY AND HELPS PREPARE THE NEXT OAS MINISTERIAL MEETING. MINISTERS IDENTIFY PRIORITIES AND ESTABLISH PLANS OF ACTION FOR HEMISPHERIC COOPERATION.

> INTER-AMERICAN SCIENTIFIC JOURNALISM PROJECT seeks to improve society’s understanding and appropriation of science, technology and innovation by building scientific journalism capacities and promoting the dissemination and popularization of this information in Latin America and the Caribbean.

> See: www.scientificjournalism.org

> INTELLECTUAL PROPERTY AND INNOVATION AS FACTORS OF COMPETITIVENESS encompasses a series of workshops aimed at strengthening intellectual property management capacity of stakeholders and economic actors linked to innovation, through presentations of national innovation strategies, including frameworks for enabling public-private partnerships, and the showcasing of small, medium and large enterprises that have anchored their business strategies with intellectual property.

> STRENGTHENING BASIC METROLOGICAL INFRASTRUCTURE FOR ENHANCED COMPETITIVENESS IN CENTRAL AMERICA AND THE DOMINICAN REPUBLIC PROJECT supports the development of a Plan of Action to strengthen national and regional basic metrological capacities in participating countries. The Plan will be implemented in the second phase of the project.

> NATURAL GAS METROLOGY FOR LATIN AMERICA (Triangular Cooperation) PROJECT, with the cooperation of Brazil and Mexico, contributes to the standardization of the natural gas markets in Bolivia and Peru by strengthening capacities for greater efficiency in gas production, distribution and marketing.

> See: www.sim-metrologia.org.br

> The OAS, through the DEDTT, serves as the Technical Secretariat for the INTER-AMERICAN COMMITTEE ON SCIENCE AND TECHNOLOGY (COMCYT), an important platform for policy dialogue, exchange of experiences and best practices among Member States, whose function is to promote partnership for development policies in the area of scientific development, transfer of technology and technological innovation. COMCYT follows up on the implementation of the commitments adopted by the MINISTERS AND HIGH AUTHORITIES OF SCIENCE AND TECHNOLOGY AND HELPS PREPARE THE NEXT OAS MINISTERIAL MEETING. MINISTERS IDENTIFY PRIORITIES AND ESTABLISH PLANS OF ACTION FOR HEMISPHERIC COOPERATION.
5. CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM

PROGRAM DNA
ECONOMIC DEVELOPMENT / PUBLIC POLICY / CAPACITY BUILDING / CORPORATE SOCIAL RESPONSIBILITY / COMPETITIVENESS / SOCIAL INCLUSION / YOUTH / GENDER
The Corporate Social Responsibility Program seeks **to help member states and their private sector communities become more knowledgeable about**, and join in the implementation of, **CSR principles and guidelines**, through **information exchange** and **capacity-building**. A special **focus** is on promoting the **incorporation of CSR in the business strategies** of small and medium-sized enterprises.

**Corporate Social Responsibility (CSR) Projects**

1. **Promoting CSR in Small and Medium-Sized Enterprises (SMEs) in Latin America and the Caribbean Project** seeks to incorporate CSR in the business strategies of SMEs as a way to increase their competitiveness through workshops that are customized for specific sectors and individual member states.

2. **Promoting CSR Awareness Among Latin American Parliamentarians Project** aims to provide knowledge, tools and training on CSR to Latin American parliamentarians, as well as create awareness about the benefits to be derived from incorporating CSR guidelines within parliamentary functions and as a set of values for decision making.

3. **Development of CSR Management and Evaluation Indicators for SMEs Project** is developing tools, in collaboration with ECLAC, to provide to SMEs in order to better measure their environment and social performance.

4. **Strengthening the Regional Network of Business Organizations Promoting CSR** supports the ongoing work of alliances of non-profit organizations in the Americas promoting CSR. Additionally, the OAS in collaboration with the Young Americas Business Trust (YABT) organizes forums for dialogue among business organizations, academics and other stakeholders on CSR, which formulate recommendations to the member states.
The Cooperation Program seeks to promote the OAS as a **FORUM FOR DIALOGUE ON HEMISPHERIC COOPERATION**, particularly on cooperation effectiveness, pursuant to the Consensus of Bogota, endorsed by the Member States.

**PROGRAM DNA**
- Economic Development / Public Policy / Capacity Building /
- Best Practices / Information Systems / Gender
A central feature of the program is the **INTER-AMERICAN COOPERATION NETWORK (COOPERANET)** -with its online communications tool www.cooperanet.org- that serves, together with other related activities, to **FACILITATE DIALOGUE AND COLLABORATION AMONG COOPERATION AUTHORITIES**, to contribute to the exchange of experiences particularly on South-South and triangular cooperation and to promote a better coordinated regional role in international fora in which cooperation issues are discussed.

**COOPERATION PROJECTS**

6.1 **AS PART OF THE ONGOING GLOBAL EVALUATION OF THE PARIS DECLARATION ON AID EFFECTIVENESS**, to which the OAS and sixteen Member States are adherents, CooperaNet provides technical support, such as the delivery online of a survey to cooperation authorities and non-governmental organizations about their perceptions regarding the process and impacts of the implementation of the Paris Declaration in Latin America and the Caribbean. Additionally the OAS is acting as the **REGIONAL FOCAL POINT FOR FURTHER CONSULTATIONS** on this issue, in collaboration with the UNDP and OECD. The results of this evaluation process will serve as input to the High Level Event on Aid Effectiveness to be held in Busan, Korea in November 2011.

6.2 **BUILDING ON THE CONCLUSIONS FROM THE REGIONAL DIALOGUE ON COOPERATION EFFECTIVENESS IN LATIN AMERICA AND THE CARIBBEAN**—including a session on effective cooperation in the reconstruction of Haiti—which was organized by the OAS and held within the framework of the High Level Event on South-South Cooperation and Capacity Development in Bogota in March 2010, the dialogue continues with a series of **SUB-REGIONAL WORKSHOPS ON COOPERATION EFFECTIVENESS**. With the aim of continuing to help strengthen the voice of the Americas on cooperation effectiveness, these workshops gather together cooperation authorities at the technical level to address *inter alia* information management and transparency for capacity development, South-South and triangular cooperation, and mechanisms for enhancing mutual learning and knowledge exchange. The recommendations arising from the sub-regional workshops will be presented to the next meeting of High-Level Cooperation Authorities within the OAS-CIDI framework to be held in Guatemala in October, 2011.
PROGRAM DNA
ECONOMIC DEVELOPMENT / TRADE AND ECONOMIC EMPOWERMENT / PUBLIC POLICY / CAPACITY BUILDING /
COMPETITIVENESS / INNOVATION / TICS / REGIONAL PUBLIC GOOD / SOCIAL INCLUSION

7. FOREIGN TRADE INFORMATION SYSTEM (SICE) PROGRAM
The Foreign Trade Information System (SICE, for its Spanish acronym), **GATHERS AND DISSEMINATES INFORMATION ON TRADE, ECONOMIC INTEGRATION AND INVESTMENT** in the Americas in a user-friendly format through its website www.sice.oas.org. This **SERVICE IS AVAILABLE TO THE PUBLIC FREE OF CHARGE** and in the official languages of the OAS (English, French, Portuguese, and Spanish). With **A DATABASE OF OVER 20,000 OFFICIAL DOCUMENTS**, including the full text of trade and investment agreements signed by OAS Member States and specialized sections on topics like competition policy, dispute settlement, intellectual property and services, it is one of the **MAIN SOURCES OF INFORMATION ON TRADE IN THE AMERICAS AND IS WIDELY CITED**. The **SICE WEBSITE RECEIVES MORE THAN 2.5 million visitors per year**, which translates to approximately 8,000 visitors per day.

**www.sice.oas.org**

An **IMPORTANT TOOL FOR PROMOTING TRANSPARENCY**, SICE allows government officials, the private sector, academics, and members of civil society to know about the obligations undertaken by governments and regulations governing trade, as well as **ALLOWS ENTREPRENEURS AND OTHER STAKEHOLDERS TO IDENTIFY AND REAP THE BENEFITS OF ECONOMIC OPPORTUNITIES CREATED BY TRADE AGREEMENTS**.

**SICE CONTINUES TO ADD VALUE TO ITS SERVICES BASED ON FEEDBACK FROM ITS USERS** and to strengthen its links with national and regional information systems to promote a more fluid exchange of information and best practices.
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<tr>
<th>PROGRAM</th>
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