

**PERTINENCIA DE LOS INSTRUMENTOS DE DESARROLLO  
EMPRESARIAL OFERTADOS POR ENTIDADES QUE CONFORMAN  
LA COMISIÓN REGIONAL DE COMPETITIVIDAD E INNOVACIÓN  
DEL DEPARTAMENTO DEL QUINDÍO**

**RELEVANCE OF THE INSTRUMENTS OF BUSINESS DEVELOPMENT  
OFFERED BY ENTITIES THAT CONFORM THE REGIONAL COMMISSION  
OF COMPETITIVENESS AND INNOVATION OF THE DEPARTMENT OF  
QUINDÍO**

**RELEVÂNCIA DOS INSTRUMENTOS DE DESENVOLVIMENTO DE  
NEGÓCIOS OFERECIDOS PELAS ENTIDADES QUE CONFORMAM  
A COMISSÃO REGIONAL DE COMPETITIVIDADE E INOVAÇÃO DO  
DEPARTAMENTO DE QUINDÍO**

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## **RESUMEN**

El abordaje de la pertinencia de los instrumentos de desarrollo empresarial ofertados por las entidades que conforman la Comisión Regional de Competitividad e Innovación del Quindío, se hace con base en tres corrientes teóricas de la literatura académica: teorías y políticas de desarrollo local y regional, estrategias de competitividad y análisis de cadena de valor y clústeres. En el análisis de la información obtenida se pudo determinar que se están realizando ejercicios participativos de planificación estratégica con miras a fortalecer las capacidades competitivas de la estructura empresarial, pero la oferta de apoyos no tiene en cuenta la etapa del ciclo de vida de las empresas ni las especificidades del modelo de negocio donde compiten. También se evidencia la desarticulación interinstitucional y se refleja tímidamente en algunos sectores el enfoque orientado a incentivar interrelaciones entre empresas para estimular, fortalecer y desarrollar las capacidades competitivas. Finalmente es necesario crear un sistema territorial de información para estudiar las cadenas productivas y obtener datos estadísticos para diseñar las políticas de desarrollo productivo regional.

**Palabras clave:** Desarrollo regional, Clúster, Cadenas de valor, Competitividad

**JEL:** Q13, O25, O31, R58

## **ABSTRACT**

The approach of the relevance of the instruments of business development offered by the entities that form the Regional Commission for Competitiveness and Innovation of Quindío, is based on three theoretical currents of academic literature: local and regional development theories and policies, strategies competitiveness and value chain analysis and clusters. In the analysis of the information obtained it was possible to determine that participatory strategic planning exercises are being carried out with a view to strengthening the competitive capacities of the business structure, but the offer of support does not take into account the stage of the life cycle of the companies or the specificities of the business model where they compete. The interinstitutional disarticulation is also evidenced and

the focus on encouraging interrelationships between companies to stimulate, strengthen and develop competitive capacities is timidly reflected in some sectors. Finally, it is necessary to create a territorial information system to study the productive chains and obtain statistical data to design policies for regional productive development.

**Keywords:** Regional development, cluster, value chains, competitiveness

**JEL:** Q13, O25, O31, R58

## **RESUMO**

A abordagem da relevância dos instrumentos de desenvolvimento empresarial oferecidos pelas entidades que formam a Comissão Regional de Competitividade e Inovação do Quindío, é baseada em três correntes teóricas da literatura acadêmica: teorias e políticas de desenvolvimento local e regional, estratégias de competitividade e análise da cadeia de valor e clusters. Na análise das informações obtidas, foi possível determinar que estão sendo feitos exercícios participativos de planejamento estratégico com o objetivo de fortalecer as capacidades competitivas da estrutura do negócio, mas a oferta de suporte não leva em consideração a etapa do ciclo de vida das empresas ou as especificidades do modelo de negócios onde elas competem. A desarticulação interinstitucional também é evidenciada, embora é possível ver timidamente a intenção de alguns setores de incentivar as inter-relações entre as empresas para estimular, fortalecer e desenvolver as capacidades competitivas. Finalmente, é necessário criar um sistema de informação territorial para estudar as cadeias produtivas e obter dados estatísticos para elaborar políticas de desenvolvimento produtivo regional.

**Palavras-chave:** Desenvolvimento regional, Cluster, Cadeias de valor, Competitividade.

**JEL:** Q13, O25, O31, R58

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