

## EXPORT-MARKET DIVERSIFICATION PROGRAM FOR SMALL ENTERPRISES

(TC-99-10-07-5-AR)

### EXECUTIVE SUMMARY

<b>Executing agency:</b>	Fundación Banco Credicoop	
<b>Beneficiaries:</b>	The main beneficiaries of the program will be small-scale exporting firms, which, due to a lack of market diversification, are currently in a vulnerable position because of their total dependency on regional markets. Training, consultancy and information activities are expected to benefit a broader spectrum of small and medium-sized enterprises (SMEs) that are exporters or have export potential.	
<b>General objective:</b>	The general objective of the program is to enhance the international competitive positioning of small-scale exporters, by assisting them with techniques for diversifying and consolidating their access to international markets.	
<b>Specific objectives:</b>	The specific objectives of the program are to: (i) develop a replicable export-market diversification methodology for small firms, and organize a professional team to apply it; (ii) improve export-market diversification among the small enterprises participating in the program; (iii) provide specific processed information, together with advisory services to assist SME decision-making in this field; and (iv) conduct business training activities to facilitate greater export-market diversification, to supplement the technical assistance.	
<b>Amount and source of financing:</b>	MIF	US\$1,700,000
	Local counterpart:	<u>US\$1,700,000</u>
	Total:	US\$3,400,000
<b>Terms:</b>	Execution period:	36 months
	Disbursement period:	42 months

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<b>Special contractual conditions:</b>	As conditions precedent to the first disbursement: (a) the implementation manual must have entered into force; (b) the terms of reference and bidding documents for the international competitive bidding process for selecting and hiring the consulting firm must be submitted; and (c) the program director must have been hired.
<b>Exceptions to Bank policy:</b>	None
<b>Environmental and social impact:</b>	The Committee on Environment and Social Impact (CESI) reviewed and approved the project on 12 May 2000.