



**TOGETHER**  
*for a sustainable future*

## OCCASION

This publication has been made available to the public on the occasion of the 50<sup>th</sup> anniversary of the United Nations Industrial Development Organisation.



**TOGETHER**  
*for a sustainable future*

## DISCLAIMER

This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as “developed”, “industrialized” and “developing” are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Mention of firm names or commercial products does not constitute an endorsement by UNIDO.

## FAIR USE POLICY

Any part of this publication may be quoted and referenced for educational and research purposes without additional permission from UNIDO. However, those who make use of quoting and referencing this publication are requested to follow the Fair Use Policy of giving due credit to UNIDO.

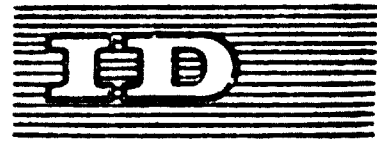
## CONTACT

Please contact [publications@unido.org](mailto:publications@unido.org) for further information concerning UNIDO publications.

For more information about UNIDO, please visit us at [www.unido.org](http://www.unido.org)



D03249



Distr.  
LIMITED

ID/WG.103/CP.4  
15 November 1971

ENGLISH  
Original: SPANISH

United Nations Industrial Development Organization

---

Seminar on Industrial Information  
(for Latin American countries)

Lima, Peru, 13-24 September 1971

COLOMBIA 1/

by

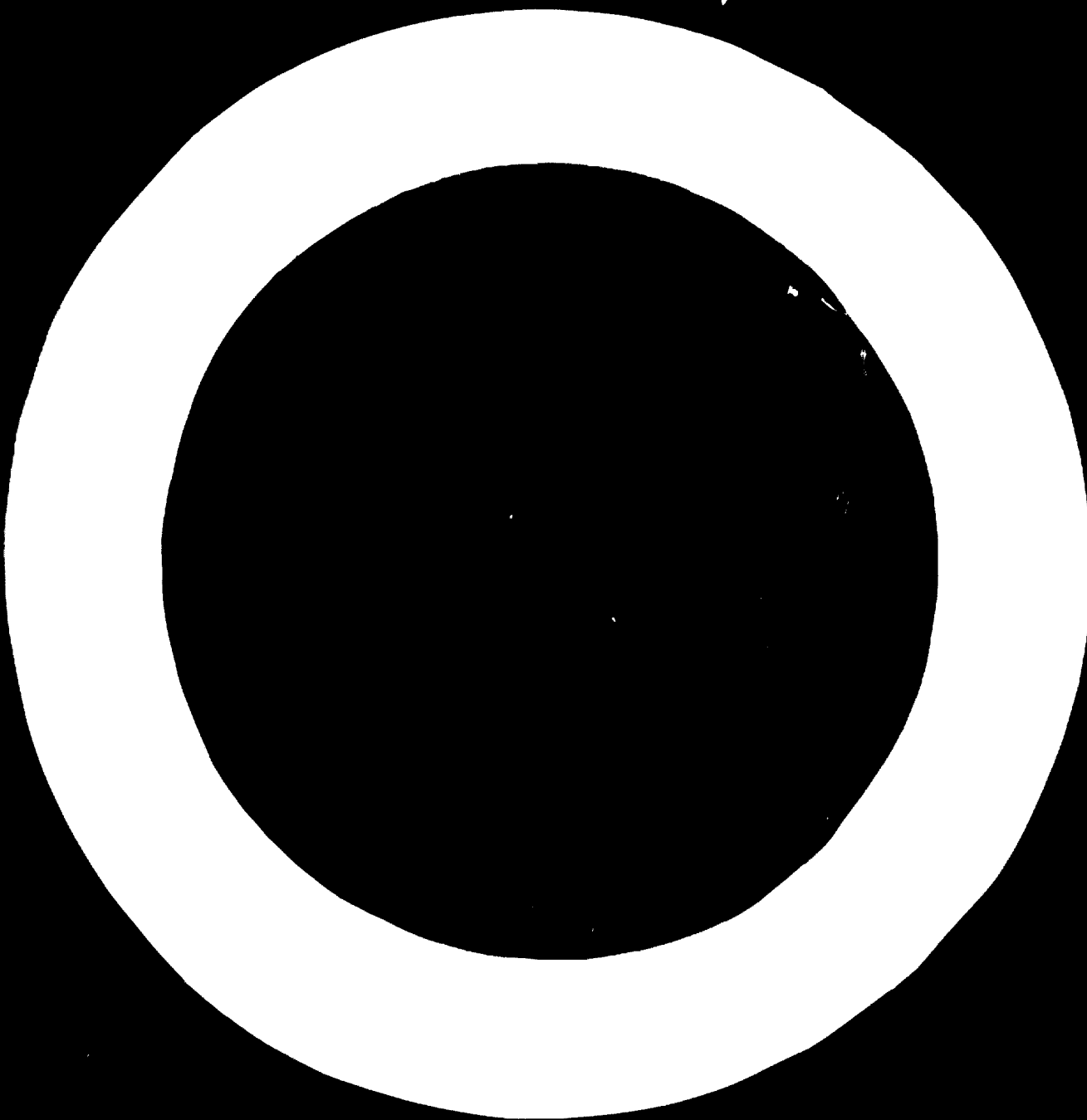
Hector Julio Molina  
Executive Director  
Colombian Institute of Management (INCOLDA)  
Barranquilla (Colombia)

---

1/ The views and opinions expressed in this paper are those of the author and do not necessarily reflect the views of the secretariat of UNIDO.

id.71-9274

We regret that some of the pages in the microfiche copy of this report may not be up to the proper legibility standards, even though the best possible copy was used for preparing the master fiche.



THE NATIONAL ADMINISTRATIVE DEPARTMENT OF STATISTICS (DANE)  
ASOCIACION DE EMPRESAS INDUSTRIALES

I. THE NATIONAL ADMINISTRATIVE DEPARTMENT OF STATISTICS (DANE)

This is a government agency whose basic function is to compile and process information and make it available to the community. It is the principal agency of this type in Colombia.

In particular, it produces reports on matters that in some way affect the economic development of the country.

DANE has its head office in Bogotá, in the National Administrative Centre (CAN), and has branch offices in the most important cities of the country.

DANE publishes the following:

1. Monthly Bulletin of Statistics

As its name indicates, this is a regular monthly publication. To compile it, DANE carries out surveys on the basis of samples of the population. Normally, enterprises are required to supply DANE with ample information on economic developments that serves as a basis for this bulletin.

This publication includes commentaries on the principal aspects of economics, such as movements of currencies, common markets, some commodities, etc.

The fluctuation of the indices of prices of various articles in the main cities of the country is sampled.

In the monthly bulletin of statistics, the growth of the population is analysed on the basis of the national censuses that have been carried out, and of later samplings and projections. The population is analysed by age, domicile, sex, occupation, etc.

With regard to some products considered to be basic for the economy of the country, information is presented on the volume of production, increase, etc.

Statistics are collected regarding comparative movements month by month of transport and communications.

The banking and stock exchange transactions shown in this bulletin are a barometer of the country's economic activity. Bank deposits, loans, the purchasing power of the peso, etc., are presented.

The bulletin analyzes the external operations of the country's economy, with regard to exports, imports and the external public debt.

Finally, it refers to the public sector, analyzing profits, income and expenditure.

The monthly bulletin of statistics is one of the most comprehensive publications existing in Colombia on socio-economic aspects of the country.

## 2. General Statistical Year-book

This is an annual compilation of the monthly statistics, presented in a more complete form and divided into subjects according to the most important activities. Important sections are the cultural year-book, which is a compilation of all information regarding education, and the external trade year-book.

## 3. Industrial Guide of Colombia

This is a report in which all information concerning the industrial sector is compiled. It features production grouped by sectors, the number of persons employed, value added, investment, the value of sales, wage and salary payments, etc.

This guide also presents industries grouped by size, by the type of company and the number of persons employed.

Also this guide shows consumption of the various inputs, by industrial sectors.

The information that serves as a basis for this guide must be provided by all enterprises.

Apart from the reports that we have mentioned, there is a series of studies prepared by DANE on various topics. The most important are as follows:

## 4. Socio-economic indicators

This means the analysis of and commenting on all socio-economic activities.

## 5. Inquiries

### (a) Households

This publication gives the results of research on the family in Colombia.

Information is given on the number of children, family income, housing, education, etc.

(b) Agriculture and cattle rearing

The production of the agricultural and cattle rearing sector, the area under cultivation and the types of crops, marketing, etc., are analysed.

(c) Commerce

Commercial establishments and the number of employees are analysed.

## II. THE NATIONAL ASSOCIATION OF INDUSTRIALISTS "ANDI"

ANDI is a private sector organization consisting of Colombian industrialists.

This association has a series of publications on various topics of interest to the sector that it represents.

The publication offices of ANDI are in Bogotá, Apartado Aereo 4430.

Its principal bulletins are:

1. Bulletin of External Trade

This is a regular publication covering the main aspects of external trade, such as legal provisions regarding external trade, integrated markets, the exchange rate for foreign currencies, etc.

2. Social and Labour Bulletin

This publishes and analyses labour legislation in the country.

3. Economic Bulletin

As its name indicates, the bulletin publishes economic facts and presents an analysis thereof.

4. Parliamentary Bulletin

This bulletin is a collection of the debates of the Colombian Parliament. It refers particularly to draft laws on socio-economic aspects before Parliament.

### III. NATIONAL VOCATIONAL TRAINING SERVICE, "SENA"

This is a government organization whose purpose is to train Colombian workers, primarily up to the level of supervisors. In addition, SENNA has recently entered a new field of consultancy for small and medium enterprises.

This type of information activity, in the form of training, carried out by SENNA is very important to the development of the country.

SENA has sections in all departments of Colombia, suited to local characteristics.

The following are some of the fields covered by SENNA:

Welding, machines and tools, jigs and dies, technical drawing, industrial drawing, the training of building journeymen in roughwork and finishings, maintenance, automobiles, electrical installations, dress-making, etc. SENNA covers practically all arts and trades.

The consultancy group, established mainly in the industrial regions, provides services for small and medium enterprises. The areas covered are as follows: finance, marketing, production, industrial relations and management development.

### IV. CHAMBERS OF COMMERCE "CONFECAMARAS"

The chambers of commerce are institutions established by law; all enterprises must be registered in the chambers of commerce and must renew their registration each year.

As a result, the chambers of commerce are able to collect various types of information, which they then make generally available in various publications.

"CONFECAMARAS" is the Colombian Confederation of Chambers of Commerce, which comprises all the chambers of commerce in the country. Some of the publications of the chambers of commerce are:

#### 1. Industrial and Trade Directory

The Colombian Confederation of Chambers of Commerce publishes an industrial and trade directory that includes the principal enterprises of the country, by activity.



2. Industrial and Trade Directory of the Colombian Atlantic Coast

This directory, which is prepared by the chambers of commerce on the Colombian Atlantic coast, includes all the enterprises in this part of the country.

3. Weekly Bulletin of the Chambers of Commerce of the Atlantic Coast

This magazine, which specializes in subjects related to the development of the departments on the Colombian Atlantic Coast, is circulated throughout the country

The bulletin includes national and regional economic news and articles of economic interest, and has a section entitled "Multiconercio", publishing information on local national and international offers and requirements of goods and services.

4. Economic indicators

This is a quarterly publication of the Chamber of Commerce of Barranquilla

The indicators deal inter alia with the following statistical information:

companies established, companies registered, statistics of telephone traffic, the consumption of energy, the consumption of commodities, bank transactions, etc.

5. Information for investors

The chambers of commerce, through their promotion and development departments, can provide information for possible investors

## V. ATLANTIC COAST INSTITUTE FOR TECHNOLOGICAL RESEARCH "CITCA"

This is a non-profit foundation with its headquarters in the city of Barranquilla. Its post box number is Apartado aéreo 2716.

'CITCA' is a body capable of carrying out any type of technical studies and research on behalf of the public and private sectors.

Among the outstanding pieces of research carried out by CITCA are the following:

1. Technological research, covering principally the following areas:

- (a) Testing and physico-chemical analysis of raw materials and products;
- (b) Research on the use of local raw materials and recovery of waste or by-products;

- (c) Research on processes and equipment. Improvements in design;
  - (d) Assistance in quality control and standardization. The application of quality standards;
  - (e) The dissemination of scientific and technological information.
2. Technical assistance in:
- (a) The assessment of foreign products with regard to know-how;
  - (b) The compilation of technical information;
  - (c) Advice on the use of machinery, materials and auxiliary equipment; Advice on organization and industrial safety;
  - (d) Valuation and expert opinions.
3. The promotion of enterprises.
- (a) Surveys of areas to discover industrial potential;
  - (b) The assessment of projects and feasibility studies;
  - (c) Market research;
  - (d) The preparation of monographs or industrial promotion plans.

#### VI. COLOMBIAN INSTITUTE OF MANAGEMENT "INCOLDA"

INCOLDA is a national institution promoted by the private sector with branches in the most important cities of the country.

The basic objective of INCOLDA is entrepreneurial development by means of the development of human resources; this objective is achieved by means of the dissemination of information, particularly in the field of management.

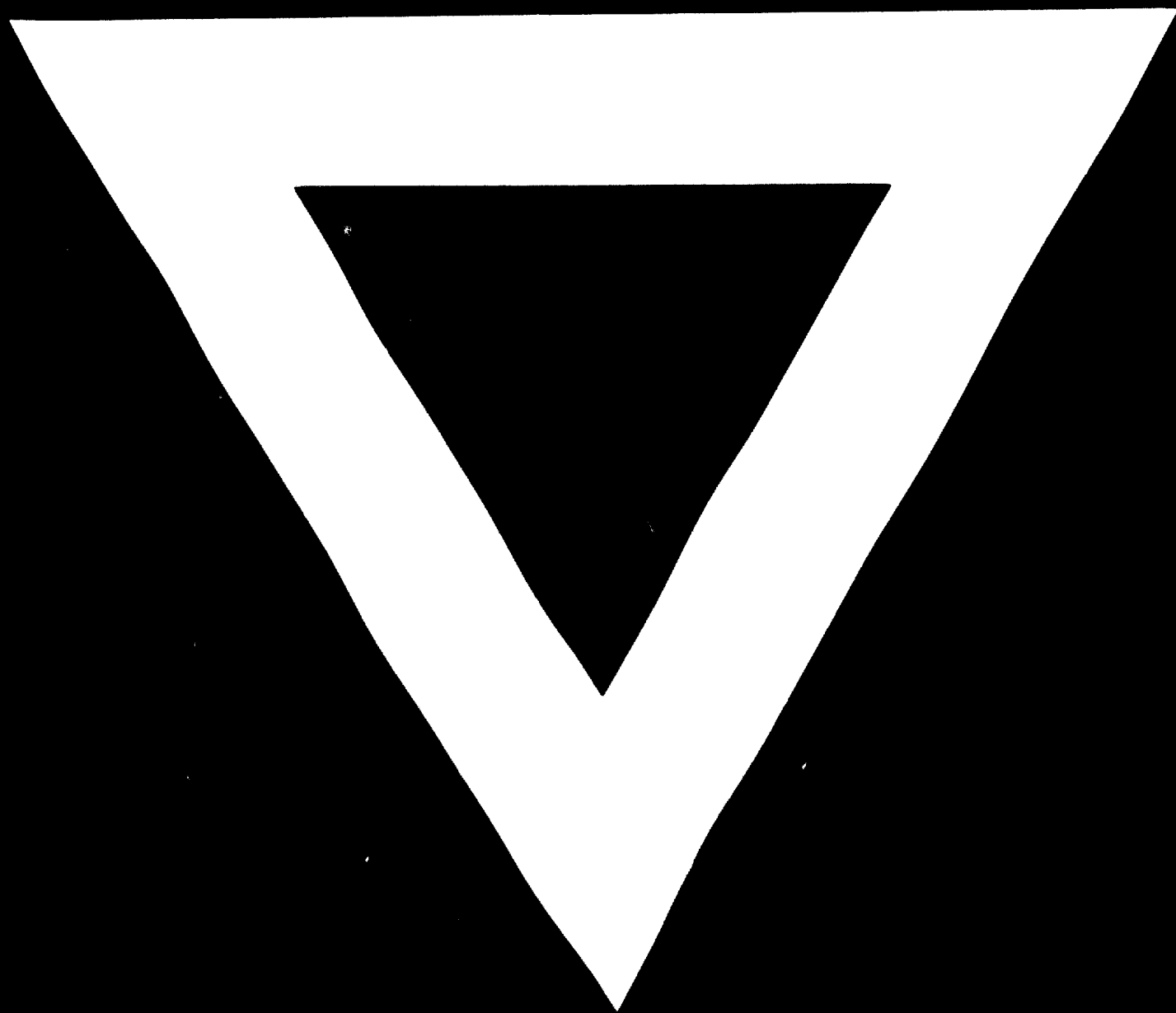
One of the most important forms of the dissemination of such information is by means of training programmes in management. INCOLDA carries out a continuous programme throughout the country for the organization of seminars that cover the various aspects of management.

The seminars are directed towards executives of enterprises.

Apart from this activity, INCOLDA has a permanent programme for the dissemination of information on the latest techniques of management science, and distributes information on these aspects to entrepreneurs. It also promotes conferences, round table discussions, and symposia with persons of national and international reputation.

To conclude this report, I quote below some of the most important directories and guides that are being prepared in Colombia:

- (1) Directory of Colombian Exporters.  
Prepared by the Export Promotion Fund "PROEXPO".
- (2) Directory of Industrialists.  
Members of the Colombian National Association of Industrialists.
- (3) Directory of the Metal-working Industries.  
Prepared by "SEDEMETAL".
- (4) Directory of Colombian Businessmen  
of the National Federation of Commerce, "SENALCO".
- (5) National Directory of the Chemical Processing Industries  
of the Colombian Association of Chemical Engineers.
- (6) National Directory of Construction.  
Ediciones Latinoamericanas, Bogotá.
- (7) Directory of Members of the Chambers of Commerce.
- (8) Guide of Colombian Economic Organizations, with abbreviations.  
Prepared by the Chamber of Commerce of Bogotá.
- (9) NITS Directory.  
Directorate of National Taxation of Colombia.
- (10) Directory of Imports of the City of Barranquilla.  
Prepared by the Chamber of Commerce.
- (11) Directory of the Plastics Industry.  
Prepared by the Colombian Association of Plastics Industries.
- (12) Directory of Enterprises Registered with the Bogotá Stock Exchange.  
Prepared by the Bogotá Stock Exchange.
- (13) Directory of Construction Enterprises.  
Prepared by the Colombian Chamber of Construction "CAMACOL".
- (14) Directory of Enterprises participating in the Bogotá Trade Fair.  
Prepared by the Bogotá Corporation of Trade Fairs and Exhibitions.
- (15) Directory of Commercial Information of the National Directory of Credits of Bogotá.
- (16) Industrial Directory of Colombia.  
Prepared by Legislación Económica Ltda.
- (17) Colombian Guide of Exporters and Export Products.  
Prepared by Legislación Económica Ltda.
- (18) Telephone directories and Yellow Pages of the cities of Colombia.



**22 . 3 . 74**