



International Links and Services for  
Local Economic Development Agencies

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## **ADEL ORIENTE**

**(LOCAL ECONOMIC DEVELOPMENT AGENCY  
OF SOUTH WEST DEPARTMENT OF COLOMBIA)**



## GENERAL INFORMATION

**Date of establishment:** 2006

**Territory:** Department of South-West Colombia, with an area of 2,000 km<sup>2</sup> and a population of 400,000 inhabitants, a rich forests, clear streams and springs, hot springs, rivers, natural waterfalls, historic, archaeological heritage unspoiled natural ecosystem, and cultural.

**Members:** 29 members- Academic/Social Sector (52%): Cajasan, Confecoop, Corfas, Cpc, Fondo Regional del Garantías, Fundesan, Usta, Ucc, Udes, Udi, Uis, Unab, Umb, Upb; Public Sector (22%): Alcaldía de Bucaramanga, Alcaldía de Floridablanca, Acueducto M. de B/manga, Area Met. de Bucaramanga, CDMB, Gobernación de Santander; Private Sector (26%): ANDI, Cámara de Comercio, CDTP Joyería, CDTP Textil. TeleBucaramanga.

**Main objectives:** To promote economic and social development of the province of Soto (Metropolitan Area Bucaramanga - AMB) and its area of influence, through processes of articulation, coordination, management, implementation, consulting and auditing of programs and projects in areas related to competitive chains, territorial marketing, international cooperation and socioeconomic activation, impacting on improving the quality of life of its inhabitants

## IMPACTS

### *Economic Impact*

The LEDA ORIENTE contributes to leverage and optimize the strategic value of territorial identity and image, to improve competitive positioning of Santander and AMB, in order to attract tourists and investors that stimulate the regional economy.

It has implemented the plan "Citymarketing" to Bucaramanga, with the enhancement of a AMB parks circuit for tourism promotion, socializing the plan with the actors of the territory for their appropriation of identity, image and competitive advantages of the department.

It supported in 2008 in Alliance with MIDAS, managing six projects worth \$ 521,511,300, which allowed the generation and/or the formalization of 1404 jobs in more than 20 municipalities of Santander and 5 out of Santander.ADEL

### *Strategic Impact*

The LEDA made a situational analysis of territorial competitive advantages, identity and image of Santander (8 provincial work tables, 102 regional actors, 3 market research), and implemented territorial marketing plan for the department of Santander.

### *Social Impact*

The LEDA has made an institutional alliance for comprehensive care to displaced people, training 395 people, and creating 50 companies.

Through its EMPLNET program that provides job counselling (SOL), the LEDA has trained 650 people, in alliance with SENA and 7 universities to support the employment of skilled labour in the labour market work.

It has conducted in 2010 16 programs of technical and technological training for footwear, jewellery, clothing and processed foods, offering 1600 places that contribute to the development of trained personnel for these economic sectors.

It has managed \$ 4,000 million, of which \$ 2600 from Ministry of National Education and local counterpart of \$ 1,400 in private universities.

It has trained 600 people in a digital literacy program, and recorded 3000 monthly visits to his jobs billboard



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Finally, the LEDA pays close attention to disadvantaged citizens, such as vulnerable people, young professionals, unemployed, pensioners, etc.

### *National Impact*

The LEDA has partnered with Sena, Midas, Ministry of National Education, and Tourism for the implementation of its programs in the department of Santander, and through REDADELCO carries on initiatives for influencing national policies.

### *Institutional Impact*

The LEDA created UNIREC providing ICT services to 12 universities, benefiting more than 10,000 students. It has strengthened existing social networks via ICT in the town of Bucaramanga, and Network support microenterprises.

It has made a Manufacturing Alliance and Alliance Food

## OTHER

### *Projects*

It has implemented several projects, which have enabled the realization of the activities described above with national government and international cooperation

### *Networking*

La ADEL is part of REDADELCO, national network of LEDAs, y of the international network ILS LEDA

To know more