



# 13<sup>th</sup> INSME Annual Meeting

*“Improving Productivity in SMEs and Their Role in Global Value Chains”*

From the 15<sup>th</sup> to the 17<sup>th</sup> of May 2017  
Puerto Vallarta - State of Jalisco, Mexico

***Mrs. María Lucía Castrillon Simmonds***

**CEO & Managing Director**

**PROPAIS – Micro and Small Business Development Corporation  
Colombia**

Economist specialized in Finance and International Business, with training in International Cooperation and Planning. Experience in leading positions of national development institutions such as the Integrated Rural Development Fund-DRI and Adviser to the United Nations World Food Program.

Expert in the design and operation of competitive funds for the support of micro and small enterprises, as well as in the promotion of local economic development. In addition, she has been teaching at institutions of higher education. For 20 years, she has been linked to the Corporation for the Development of Microenterprises, today PROPAÍS, an institution where she has been CEO and Managing Director since 2003.

She directs an entity that develops programs and projects aimed at the development of micro, small and medium enterprises and that contributes in the short term to provide competitive and medium and long term business solutions to the country's industrial development.

Maria Lucia is recognized for leading programs with a national impact on business and economy, as well as for "connecting" public-private initiatives in favor of SMEs and internationalizing knowledge and experiences, working with this sector, establishing inter-institutional relations with entities and international experts, that allow you to lead an entity and avant-garde and innovative programs. Some of the business strategies that have led successfully are: production chains, associativity, microfinance, microfranchising, banking opportunities, incentive to the internal market (Buy Colombian), Social Business Rounds (population victims of armed conflict) and Business Formalization.

In the family, she is also a leader, being a small townner, wife and mother of three children (two men and one woman) who has managed to maintain the family, personal and professional balance with success in all fields.