**Exchange of information in international supply chains - The case of the Colombian fresh cut flowers for export supply chain, by Ms. Andrea C. González Cárdenas**

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Conclusion

To maintain its position in international markets, Colombian floriculture has had to work on optimizing the value chain, where elements that are not "core business" impact their market competitiveness .

A few years ago the exchange of information through the chain was a factor that could hardly differentiate and coordinate the many existing players. However, the advancement in information technology and communications have positioned it as an element that encourages compliance with process and product standards, as well as planning, monitoring and control through the chain.

The dynamism of the Colombian fresh cut flowers export sector activity has demanded that the approach to these technological advances had to be made faster than in other Colombian export chains. Nonetheless, its complexity , given the fragmentation of the cargo and the characteristics of the logistics, distribution and marketing have stimulated the creation of tools that meet the logistics of exports and the ability of each agent to have information and trace the product.

The landscape has changed significantly; there has been movement from manual floriculture export compliance requirements to a new documentary logistics that has been accompanied by electronic tools to meet those requirements. The country, through its Government, has directed its efforts to eliminate paperwork and facilitate trade, providing instruments to the strategies that have been raised. However, without forgetting the significant progress, the implementation and development is still evolving. Some of the developments are not yet synchronized with actions of agents participating in the export chain, there are critical issues that the networks have failed to address jointly, and even these achieved advances have not been clearly related to trade agreements and the regulations.

The reduction of times, errors, delays and costs, and the stimulus towards the unification of efforts, making a positive impact on productivity, have started, and are expected to increase. Working together in this sector with government entities, with business partners, service providers and within firms will clarify its effectiveness.

The outlook is positive, as there is a constant development environment for the instruments and a growing culture to use them.