
VENEZUELA FOREIGN TRADE MAP "VENTRADE MAP"

On November 21, 2024, the Venezuelan Confederation of Industrialists (Conindustria) in collaboration with the United Nations Development Program (UNDP) celebrated the official launch of the Foreign Trade Map of Venezuela "Venttrade Map".

I. WHAT DOES VENTRADE MAP OFFER?

This tool, designed for companies and decision-makers, provides detailed information on aspects such as export and import prices, trade regulations of different countries, national productive capacity and opportunities in international markets. Among the tools offered are the following:

- **Interactive Map of Foreign Trade:** Offers a detailed and up-to-date view of Venezuela's trade relations with the rest of the world.
- **Strategic Data:** Provides key information on import and export volumes, terms of trade, tariffs, non-tariff barriers, and other factors relevant to business decision-making.
- **Advanced Features:** Allows detailed searches, analyze trends, identify business opportunities, and compare the performance of different products and markets.
- **Decision Support:** Facilitates the identification of new markets, export diversification and the optimization of supply chains.

II. OBJECTIVES AND FUNCTIONALITIES

This new system seeks to provide a tool that allows entrepreneurs, investors and decision-makers to access relevant information about the Venezuelan industrial sector. Among its functionalities, the following stand out:

- **Geolocation of Companies:** It allows you to visualize the location of various industries and companies in the national territory, which facilitates the identification of industrial companies (clusters) and areas of potential development.
- **Data Analysis:** It offers a detailed analysis of the productive capacity of different sectors, helping to better understand the country's industrial landscape.
- **Investment Promotion:** By providing clear and accessible information, Ventrade Map seeks to attract national and international investments, promoting economic growth and the reactivation of the industrial sector.
- **A Bridge to Globalization:** It can serve to intertwine national productive capacities and the demands of international markets, thus promoting competitiveness and productive diversification.

III. PROCEEDS

- **Transparency:** Provides access to reliable and up-to-date information on Venezuelan foreign trade.
- **Business Empowerment:** Provides Venezuelan companies with the necessary tools to compete in the global market.
- **Economic Development:** Contributes to the strengthening and recovery of the Venezuelan economy.
- **Public-Private Collaboration:** Demonstrates the potential of the partnership between the private sector and multilateral organizations.

IV. LONG-TERM POTENTIAL

The developer of Ventrade Map, Ramsés Canelón Cardier, mentions that this project has the capacity to produce a beneficial effect in several areas of the production sector. This ranges from small and medium-scale companies to large agglomerates of industry. This factor will allow the incorporation of national companies into value chains at a global level.

V. WHO CAN ACCESS VENTRADE MAP?

The platform is free. However, if you want to obtain more specific details, it can only be obtained through access as it is a company affiliated with Conindustria.

VI. IMPORTANCE OF VENTRADE MAP IN VENEZUELAN INDUSTRY

The map provided by Ventrade Map is an unprecedented project in Venezuela, since it represents an effort to modernize and make more efficient the management of the industrial sector. Integrating technology and geospatial data, Ventrade Map is positioned as a key tool for the planning and development of public policies that favor sustainable economic growth in the country.

In this way, it is an initiative that not only seeks to "map" the potential of Venezuelan industry, but also to promote a more favorable environment for investment and economic development, thus contributing to the reactivation of the country's industrial sector.

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