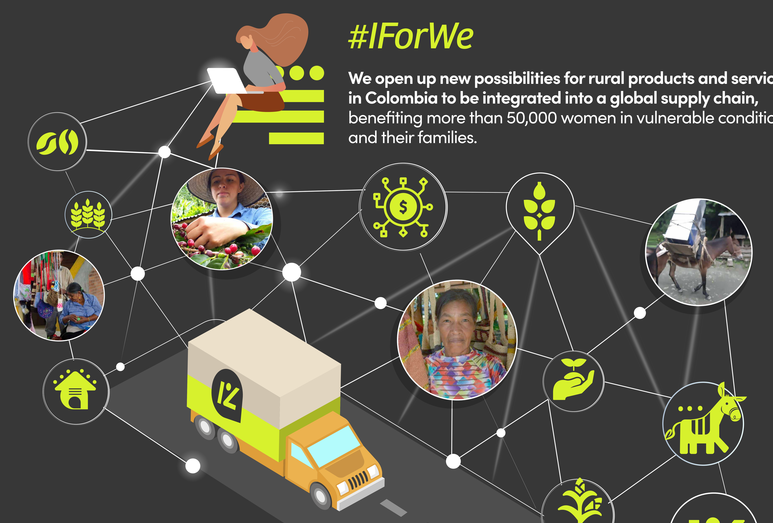
ASODAMAS
Primeras Damas de Colombia

rural zip

#IForWe

We open up new possibilities for rural products and services in Colombia to be integrated into a global supply chain, benefiting more than 50,000 women in vulnerable conditions and their families.



Our **collaborative logistics network** and **La Casa Social de la Mujer** are articulated for innovation and the strategic development of rural areas.

ASODAMAS & RURAL ZIP

Both companies join efforts and knowledge in **developing a B2B platform** for rural Colombia as a strategy for economic growth and better income distribution.

The **collaborative logistics network,** in turn, compiles, processes, and analyzes large sets of data and information. Based on these, it builds supply and demand attention strategies, unlocking the productive development of subregions.

Casa Social de la Mujer's "Development and Innovation Center" has undertaken enterprise initiatives using intelligent specialization strategies seeking the best rural practices, peer learning, mentoring, **and economic, physical, and political empowerment of women.**

"The sustainable **#FinancialIncussion**" of women is intrinsically linked to empowerment and security to overcome social rules that create inequality". -René Lauer **@cooperation_lu** Presentation of the policy brief and EFI program
Via **@ONUMujeres**

We are facing a change of an era, which we have tried to describe from the perspective of **#LatinAmercia and #The Caribbean** in terms of the digital transition, but which involves another series of social dilemmas. Stated **@AlemanyCecilia** Deputy Regional Director of @ONUMujeres
Via **@cepal_onu**

#Productivity is a crucial driver of economic growth. But today, despite the continued rise of emerging economies, there are many challenges to global change. What can be done to ensure a sustained standard of living and decent work for all?
Via **@OITnoticias**

The collaborative network seeks to impact more than **92.000 families by 2025.**

We hope to unlock **US$380.000.000 by 2026 in direct sales.**

We support the development of strategies for alimentary security and the well-being of women in vulnerable conditions in **100 municipalities of the national territory by 2028.**

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