

# **Covisian Colombia obtains the certification for Good Innovation Practices (BPI)**



The seal is a co-branded certificate between the Bogota Chamber of Commerce and ICONTEC that is awarded to companies that have implemented an Innovation Management System (SGI) and that comply with at least 76% of the benchmark created by both institutions, based on the NTC Standard (Colombian Technical Standard) 5801:2018 “Management of research, development and innovation”.

In the case of Covisian Colombia, “the status of its innovation management system is at an ADVANCED level, having achieved a score of 100%, for its ability to integrate innovation into business models and thus support the achievement of the strategic objectives of leadership and commitment from an organizational context, and for its culture of constantly promoting innovation within the organization. By means of this analysis, it is evidenced that “Covisian uses different interactive and proactive tools that generate a culture of growth in innovation”, ratifies the certification document.

César López, CEO of GSS (Covisian’s brand in Iberia and Latam) said: “This is the result of the effort and dedication of the entire team in Colombia. We are very pleased to receive this important recognition that gives us the status of an innovative company, which integrates innovation into the organizational culture

as a fundamental element of competitiveness, which is precisely one of the pillars of Covisian Group”.

“Innovation is emerging as a tool for competitiveness in Colombia due to its importance in identifying opportunities to develop the product portfolio. It is a differentiating factor against the competition and helps to remain relevant in the national market,” says Martha Berrío, General Director of GSS Colombia. “If we want innovation to become part of the organizational culture, it must be supported by projects aimed at developing organizational strategy, hence the importance of this certification in Good Innovation Practices”, concludes Berrío.

The certification of Good Innovation Practices is part of the Covisian Group’s corporate strategy which focuses on technology and innovation as drivers of change, but always as enablers of the human being, in order to boost the skills of their employees at an international level, under the Group’s claim “Beyond Not Instead”.