WHICH RELOCATION STRATEGIES FOR RESILIENT REGIONAL DEVELOPMENT?

THE CASE OF NEARSHORING
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Welcome session & Introduction of the discussion

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Which relocation strategies?

**Offshoring**
Process by which a company relocates part of its production process, as well as internal aspects of the company, to other geographical areas.

**Reshoring**
Considered together with offshoring - can be strictly defined as the return of previously offshored production or assembly activities (Mouhoud, 2017). It involves a change of model where, starting from offshoring production (far away), it is committed to bringing production back to the country where its market is.
This term is however also used to refer to a continuum of actions (backshoring, nearshoring, rightshoring, etc.) which can be defined according to the objectives targeted.

**Nearshoring**
It is the model by which a company, since its creation, decides to produce close to its location, where its market is, or local reshoring) allows emerging countries to position themselves as closer and more reliable alternatives than more distant and sometimes uncertain suppliers.

* A distinction should be made between "vertical" offshoring, defined as the departure abroad of a part of production activities, and the creation of new activities abroad (or "horizontal offshoring") with the aim of moving closer to a local market (for example the Chinese market). Only the first is problematic in that it is the direct cause of the hyper-fragmentation of value chains.
Experience-sharing

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Dirección Regional Corfo
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Colombia
**Johana Padilla**
Manager of the Regional Commission for Competitiveness and Innovation of Valle del Cauca

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Morocco
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Moderator
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Economist, Territorial Development Unit (DEV)
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The point of view of private actors

**Morocco**
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**Mexico**
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Thank you! / Muchas gracias! / Merci Beaucoup!

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