

Success Story Dinamica II

Thanks to support from CABEL, KfW, and the European Union, businesses in eastern El Salvador are strengthening their capabilities and competitiveness



The technical support provided to the La Unión Local Economic Development Agency (ADEL La Unión) through the DINAMICA II Initiative equipped businesses across various sectors with concrete tools, demonstrating that business transformation is possible in any industry.

La Unión, El Salvador, June 8, 2026 - “This initiative marked a turning point for us, as it enabled us to open a new branch for the sale of building materials,” said Daniela Escobar, representative of Construidrio, one of the companies that benefited from the two technical assistance projects implemented by ADEL La Unión under the DINAMICA II Initiative—of the Central American Bank for Economic Integration, the Government of Germany, through KfW, and the European Union—which have contributed to strengthening business capacities and promoting the circular economy in more than 50 MSMEs in the department of La Unión.

Construidrio is a company specializing in aluminum and glass products that turns ideas into reality using high-quality materials. During the support process, it implemented an integrated management system that allowed it to streamline its internal processes and gain greater control over its operations. It also developed an import and export plan to facilitate its expansion into new markets, and received

business coaching to strengthen strategic decision-making and the company's growth vision.

El Callejero, another of the beneficiary companies, received support aimed at modernizing and streamlining its administrative and operational processes. It also received guidance on product diversification, enabling it to expand its product offerings, and on developing a marketing plan that improved its market positioning.

“Before receiving technical assistance, we didn't have an inventory or operations management system. We also weren't familiar with the concept of the circular economy, but thanks to the DINAMICA II Initiative, we've been able to implement new techniques,” said Juan Miguel Ayala, owner of El Callejero restaurant.

These experiences reflect a transformation that goes beyond individual cases and extends throughout the department's business community. Technical assistance has helped build capacity in sectors such as tourism, agribusiness, gastronomy, telecommunications, and construction, creating better conditions for the sustainability and growth of businesses. In addition, these efforts have helped secure approximately 84 jobs, leaving behind established capabilities that will continue to boost competitiveness in La Unión.

The DINAMICA II Initiative continues to establish itself as a key tool for driving business development in El Salvador, fostering more resilient, sustainable, and well-prepared companies capable of tackling new challenges.

Source <https://www.bcie.org/noticias/gracias-al-apoyo-del-bcie-el-kfw-y-la-union-europea-empresas-del-orient-de-el-salvador-fortalecen-sus-capacidades-y-competitividad>