Abstract
The authors deal with the subject of territorial development in Latin America and in the countries of the Andean Community, with special emphasis on Colombia, where some initiatives are analysed based on products and services with cultural identity. Soto and Vargas contextualise the Latin American experience based on the development models that have inspired the region’s public policies over recent decades; as well as the orientation of the public policies that have been put into action for the valorisation of territorial identity as the basis for development in the countries of the Andean Community. Similarly, the authors present some experiences related with development from the aspect of cultural identity. The analysis heads in two directions: on one hand, it shows study cases where territorial development is promoted, based on products with identity; and on the other, initiatives are studied in which the services are those that create dynamics of territorial development. In both cases, the main actors and institutions involved are identified, as well as the conditions that surround the emergence of the initiatives and the most significant characteristics of the strategies and mechanisms implemented.

Keywords
Territorial identity, territorial development, Andean Community.