Abstract
This article aims at analyzing, contextualizing and generating a proposal with the notable elements in the internationalization of small and medium enterprises in Colombia. The frame of reference includes a literature review by Karis Hutchison, Barry Quinn and Nicholas Alexander in "The Internationalization of Small to Medium-Sized Retail Companies: Towards A Conceptual Framework," studies on the Colombian foreign trade, the current situation of PYMES in coffee-shaft, cases of companies that have successfully entered the international markets, state intervention and counseling for the undertaking offered by the Technological University of Pereira.

Keywords
Strategic alliances, associations, retail trade, technology-based companies, innovation, internationalization, international business, PYMES, information networks.