



EIF MALI

**ENHANCED INTEGRATED FRAMEWORK
SUPPORTING THE DEVELOPMENT
OF SMALL ENTERPRISES AND THEIR MARKETS
THROUGH TRADE IN MALI**

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Mali's Enhanced Integrated Framework National Implementation Unit will display an exhibition inside the Pavilion of the KIP International School during the World Expo Milano 2015.

The Enhanced Integrated Framework programme for trade-related assistance for Least Developed Countries is an initiative of six multilateral agencies (World Bank, UNCTAD, ITC, IMF, WTO and UNDP) supported by the donor community. UNOPS ensures the Trust Fund Manager function of the programme. Activities started in Mali in 2005 with the creation of the National Implementation Unit of the Enhanced Integrated Framework.

The Enhanced Integrated Framework programme aims to support Mali's integration into the global trading system through the enhancement of its national productive and supply capacities to trade on the international market. In particular, the programme aims at developing small and medium enterprises in order to reduce poverty.

Mali being a country with a largely agro-forestry-pastoral economy, the programme contributes to the enhancement of supply-side capacities in non-traditional agricultural sectors such as, mango, shea butter, gum arabic and related sub-products. The choice of these sectors is guided by the significant number of its stakeholders being part of the most indigent fringe, namely small producers and rural women. This approach contributes to achieving inclusive growth objectives.

SUPPORTING THE MANGO INDUSTRY STAKEHOLDERS

Mali is one of the main mango-exporting countries of the sub-region. However, the mango export volume continues to fall short of expectations. The main production areas are the regions of Sikasso, Koulikoro and Bamako. The various stakeholders (producers, trackers, exporters) composing the sector's professional groups are estimated at more than 2.000.000 people.

FRESH MANGOES

Climate conditions and favourable fruit crop terrains allow major production amongst which the mango is estimated at more than 200.000 tonnes per year. The international market's most highly prized varieties are the Keitt, the Amélie and the Valencia.



The Enhanced Integrated Framework Programme operates to improve mango quality in regions through phytosanitary treatment of mango orchards; popularization of good agricultural practices; raising awareness, information and capacity building of the different professional actors (producers, traders and exporters) in various fields; guidance and support to the GLOBAL GAP certification for a dozen exporters; internal auditor and quality manager training; support to commercial promotion through involvement in national and international trade events (Fruit Logistica, Fancy, SIFEL in Morocco) and fund-raising assistance.

The Enhanced Integrated Framework Programme has been contributing to improve the sector's stakeholders' incomes, especially those of producers, and to create additional value by supporting processing plants. The programme has improved Mali's trade balance as the mango export volume rose from 25.890 tonnes in 2013 to 37.573 tonnes in 2014, a 45.13% increase. Sales resulting from these actions, which amounted to 14 billion FCFA in 2013, increased to 20 billion FCFA in 2014.

SUPPORTING THE MANGO-PROCESSING INDUSTRY

The Enhanced Integrated Framework Programme provides support to the cluster of small and medium enterprises (SMEs) operating in agro-food product processing for mangoes.

Dried Mangoes

In collaboration with the Enhanced Integrated Framework National Implementation Unit, the programme supports various SMEs in operating agro-food product processing through the reinforcement of several units. Among these may be mentioned: Sikasso's GIE AGSA processing Unit; Bougouni's Union of Agro-food Product Processing Cooperatives; Sikasso's CKENE YIRIDEN processing Unit; Djoliba's SIGIDIYA Cooperative. Support primarily focused on the acquisition of dryers; training courses on good hygiene practices; guidance on commercial promotion and the introduction of a quality management system in processing SMEs.

Fruit Processing Unit of mango marmalade in Yanfolila

The territory of Yanfolila, populated by more than 200,000 people, is located 240 km from Bamako. It disposes of significant agricultural potential, in particular fruit and vegetables (mango, orange, banana, cashew). This territory ensures the production of more than 50,000 tonnes of mangoes, a quarter of the national production. The Enhanced Integrated Framework programme promoted the building of a fruit-processing unit for this potential to create additional value and positive effects within the territory, taking into account the fact that the mango marmalade market is very promising on the European market demand. Yanfolila's fruit-processing Unit (ULTRAFRUJ), implemented for the benefit of Yanfolila's women, aims at creating added value for local fruits and contributes to their empowerment. The annual producing capacity amounts to 120,000 jars of 220 grammes.



SUPPORTING THE GUM ARABIC PRODUCERS

Kayes is the first administrative region in Mali and disposes of an important potential of gum arabic. It extends over 120,760 km² with a population of 1,996,812 in 2014. The Enhanced Integrated Framework programme introduced a gum arabic development project involving the stakeholders of this sector in gum-producing areas such as Kayes region. This project aims at improving the gum arabic stakeholder's incomes and reducing poverty by rational exploitation and gum export.

The project aims to organize the sector's stakeholders in an inter-branch association and to protect the resource;



to organize and reinforce rural women's capabilities in gum-producing areas; to introduce infrastructures and to provide training on good production, cutting, transport, storage and conditioning practices; to facilitate access to funding through suitable and innovative systems and to increase Mali's gum offer on the market; to create the additional value through the private/public partnership.

The project impact is both economic, reducing poverty by trade, and environmental, reducing desertification. The project also contributes to reducing rural exodus and to empower women by improving their incomes.

SUPPORTING THE KARITE (SHEA BUTTER) INDUSTRY STAKEHOLDERS

The karité industry in Mali represents a source of income for a great number of producers, especially rural women and collectors, most of them informal workers. The country disposes of a substantial karité planting, estimated at approximately 74 million plants. In Mali, karité is used as cooking oil and in therapeutic treatments. Karité is also generating a strong interest on the international markets, as it is used by pharmaceutical, cosmetic and food industries, especially in chocolate processing. Nowadays, the main markets are Europe and North America.



The sector's stakeholders need to organize themselves in order to develop and structure the industry in order to make it competitive on the international market. The Enhanced Integrated Framework programme operates to organize the stakeholders on the different sector's levels, even the value chain segments, to help creating an inter-branch association; to organize a dynamic partnership between stakeholders and importers; to create a buying office in order to centralise offers and organize the market; to develop trading facilities in order to encourage exporters and to help meeting regulatory and commercial requirements.

TO KNOW MORE

<http://www.cadreintegre-mali.org>



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