



TRADING STORIES

people | partnerships | potential

By Elena Immambocus and Justine Namara
For the Enhanced Integrated Framework (EIF)





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glossary

EIF terms

Action Matrix is the matrix prepared on the basis of the Diagnostic Trade Integration Study (DTIS) and the DTIS Update (DTISU), which identifies priority activities in the fields of trade-related policies and sectors of an EIF Country

Diagnostic Trade Integration Study (DTIS) is the study assessing the competitiveness of the country's economy and of the sectors that are engaged or have the potential to engage in international trade

Diagnostic Trade Integration Study Update (DTISU) is the revision of the DTIS to update the study according to the current national trading environment

Enhanced Integrated Framework (EIF) is a global partnership between Least Developed Countries (LDCs), donors and international organizations that support LDCs to be more active players in the global trading system by helping them tackle supply-side constraints to trade. In this way, the EIF works towards a wider goal of promoting economic growth and sustainable development and helping to lift more people out of poverty

EIF Board is the governing body of the EIF that serves as the key decision-making body for strategic, operational and financial oversight and policy direction

EIF Country is an LDC or recently graduated country that is a beneficiary of the EIF programme

EIF Donor Facilitator (DF) is the donor counterpart for the EIF in an EIF Country

EIF Focal Point (FP) is an individual in his/her specific capacity appointed by the central government as the counterpart for the EIF in an EIF Country

EIF Steering Committee (EIFSC) is the Committee that provides advice to the EIF stakeholders on the orientation and implementation of the programme and that also serves as a forum for transparency, information and experience exchanges

Integrated Framework (IF) is a process that was established in close partnership with core founding partners (the International Monetary Fund, the International Trade Centre, the United Nations Conference on Trade and Development, the United Nations Development Programme, The World Bank and the World Trade Organization) to support LDC governments in trade capacity building and integrating trade issues into national development strategies

EIF National Implementation Unit (NIU) is the government unit in an EIF Country designated to assist the FP in the coordination, implementation and monitoring of the EIF in-country

EIF National Steering Committee (NSC) is a broad-based group of national stakeholders in the EIF-related process in an EIF Country

agency terms

ADB: Asian Development Bank

AfDB: African Development Bank

ASEAN: Association of Southeast Asian Nations

CHOGM: Commonwealth Heads of Government Meeting

COMESA: Common Market for Eastern and Southern Africa

DFID: Department for International Development (UK)

EAC: East African Community

ECOWAS: Economic Community of West African States

FAO: Food and Agriculture Organization of the United Nations

IFC: International Finance Corporation

IMF: International Monetary Fund

ITC: International Trade Centre

Norad: Norwegian Agency for Development Cooperation

OIE: World Organisation for Animal Health

SADC: Southern African Development Community

SECO: State Secretariat for Economic Affairs (Switzerland)

SNV: Netherlands Development Organisation

STDF: Standards and Trade Development Facility

TMEA: TradeMark East Africa

UN-CEB Cluster: United Nations Chief Executives Board Inter-Agency Cluster on Trade and Productive Capacity

UN LDC-IV: Fourth United Nations Conference on the Least Developed Countries

UNCTAD: United Nations Conference on Trade and Development

UNDP: United Nations Development Programme

UNESCAP: United Nations Economic and Social Commission for Asia and the Pacific

UNIDO: United Nations Industrial Development Organization

UNOPS: United Nations Office for Project Services

UNWTO: United Nations World Tourism Organization

USAID: United States Agency for International Development

WB: The World Bank

WHO: World Health Organization

WTO: World Trade Organization

trade terms

AfT: Aid for Trade

ASYCUDA: Automated System for Customs Data

EPA: Economic Partnership Agreement

GDP: Gross domestic product

IT: Information Technology

ICT: Information and communications technology

LDC: Least Developed Country

PRSP: Poverty Reduction Strategy Paper

SEZ: Special Economic Zone

SMEs: Small and Medium Enterprises

SPS: Sanitary and phytosanitary standards

SWAp: Sector-Wide Approach

country terms

burundi

API: Burundi Agency for Investment Promotion

ARFIC: Regulatory Authority for the Coffee Sector

CNTA: National Centre for Food Technology

DPV: Office for the Protection of Plants

FACAGRO: Agronomy Sciences Faculty

INSP: National Institute for Public Health

ISABU: Institute of Agronomic Sciences of Burundi

MAREX: Maracuja Export Association

cambodia

CEDAC: Cambodia Agricultural Development and Research Centre

DICO: Department of International Cooperation, Ministry of Commerce

TDSP: Trade Development Support Programme

the gambia

ASSET: Association of Small Scale Enterprises in Tourism

GamJobs: The Gambia Priority Employment Programme

NCAC: National Centre For Arts and Culture

PAGE: Programme for Accelerated Growth and Employment

TANGO: The Association of Non-Governmental Organizations

lao pdr

PEC: Projects Executive Committee

TDF: Trade Development Facility

WRAP: Worldwide Responsible Accredited Production

nepal

NBSM: Nepal Bureau of Standards and Metrology

NGPTA: Nepal Ginger Producers and Traders Association

NPIA: Nepal Pashmina Industries Association

NTIS: Nepal Trade Integration Strategy

SAWTEE: South Asia Watch on Trade, Economics and Environment

sierra leone

HTTC: Hotel and Tourism Training College

NTB: National Tourist Board

uganda

CICS: Competitiveness and Investment Climate Strategy

DCOs: District Commercial Offices

IITC: Inter-Institutional Trade Committee

NPA: National Planning Authority

PIRT: Presidential Investors Round Table

PSFU: Private Sector Foundation Uganda

UEPB: Uganda Export Promotion Board

zambia

CEEC: Citizen Economic Empowerment Commission

CUTS: Consumer Unity and Trust Society International

GART: Golden Valley Agricultural Research Trust

PSDRP: Private Sector Development Reform Programme

SNDP: Sixth National Development Plan

ZATAC: Zambia Agribusiness Technical Assistance Centre





forewords

The past five years have been an inspiring journey that has also brought to the fore the hard realities Least Developed Countries continue to face. EIF Countries are embracing the programme to stimulate activities moving their trade agenda forward. With the support of the EIF, many have managed to establish solid institutional structures that are mapping out national trade strategies and translating these into prioritized actions on the ground. With partners, the EIF continues to support countries in the development of roadmaps for change that are leading to projects tackling bottlenecks to trade. Through our networks, we have forged an understanding that trade is the engine for growth and has the potential to transform livelihoods as shown in our activities and projects underway.

While the EIF has managed to show important preliminary positive results, a lot remains to be done. We need to ensure that capacity continues to be built to support a comprehensive and sustainable transformation of policies into concrete actions. This needs to be backed by the necessary budgetary resources and effective and timely technical assistance as needed. With all of us collectively working together, we can contribute to positively impacting on people's lives.

Trading Stories captures lessons from across eight of our EIF Countries. Through these chapters, we hope to provide direction to other countries that are facing challenges in building up the trade agenda. Let us all make it work so that as the sun rises tomorrow, we continue to give hope to communities most in need, and in the future they, in turn, can provide assurances for the next generation.

Dorothy Tembo, outgoing Executive Director, Executive Secretariat for the EIF

The Least Developed Countries are showing how far the EIF can be a valuable initiative to facilitate their integration into the global trading system. The Trading Stories presented here are a testament to this progress. That the programme is on a sound footing has been reinforced by the EIF Mid-Term Review, with Donors providing vital assistance, critical backing coming from Agencies and strong commitment from the wider partnership.

Nonetheless, it is important for us to continue our efforts so that we can empower the LDCs to help themselves. It is with a clear sense of responsibility that we recognize and prepare to overcome the significant challenges ahead. Implementing the programme on the ground, particularly in fragile and vulnerable states, and delivering results when capacity remains limited, continue to be real barriers. Yet together we can make a visible impact on the lives of the people and communities that matter to us the most.

The ongoing endeavors made by EIF Countries in creating the domestic institutional framework for managing Aid for Trade needs and in mainstreaming trade into national development plans and leveraging additional resources are making important inroads. Collective ownership by all stakeholders is the bedrock of the programme and guides our work at country level. As we continue to move along this path with noble intentions to achieve our ambitious goals, the eight Trading Stories show the value of the EIF in realizing the true potential of the LDCs.

Ratnakar Adhikari, Executive Director, Executive Secretariat for the EIF



Strong trade foundations are being built in Least Developed Countries and, with EIF support, fiduciary and legal frameworks are put in place for countries to access more Aid for Trade and support development partners in promoting transparency and value for money. With concerted efforts across the partnership, communities will have greater access to a trade agenda that takes their needs into account. Already the EIF has made headway for trade to be at the heart of country planning processes and supported the mobilization of additional resources. It is heartening to read these stories from the grassroots, inviting us to multiply the effects in the future.

Bernhard Schlachter, Executive Officer, EIF Trust Fund Manager

Against the current global economic outlook, it is clear that the EIF continues to be a vital and relevant programme for Least Developed Countries as they move along a path to prosperity. The EIF partnership has grown with additional countries, donors and agency partners coming on board and an increased demand from Least Developed Countries on support to impact-focused trade projects. Post the EIF Mid-Term Review, we need a concerted effort from our global and national partnership to build on our commitment and accelerate delivery further to reach more people on the ground.

H.E. Ambassador Minelik Alemu Getahun, Chair of the EIF Board

It is encouraging to see global trade picking up, and yet Least Developed Countries capture just 1.1% of world trade. The EIF has an important role to play as part of the Aid for Trade agenda to make inroads here. Plus as a unique global and national partnership, the EIF needs to further exchange ideas and experiences and better communicate our results. With the 2015 extension to the programme, the EIF is on the right track with donors and other partners showing commitment to helping LDCs fight poverty, plug growth gaps and overcome unequal chances.

H.E. Ambassador Päivi Kairamo, Chair of the EIF Steering Committee





introduction

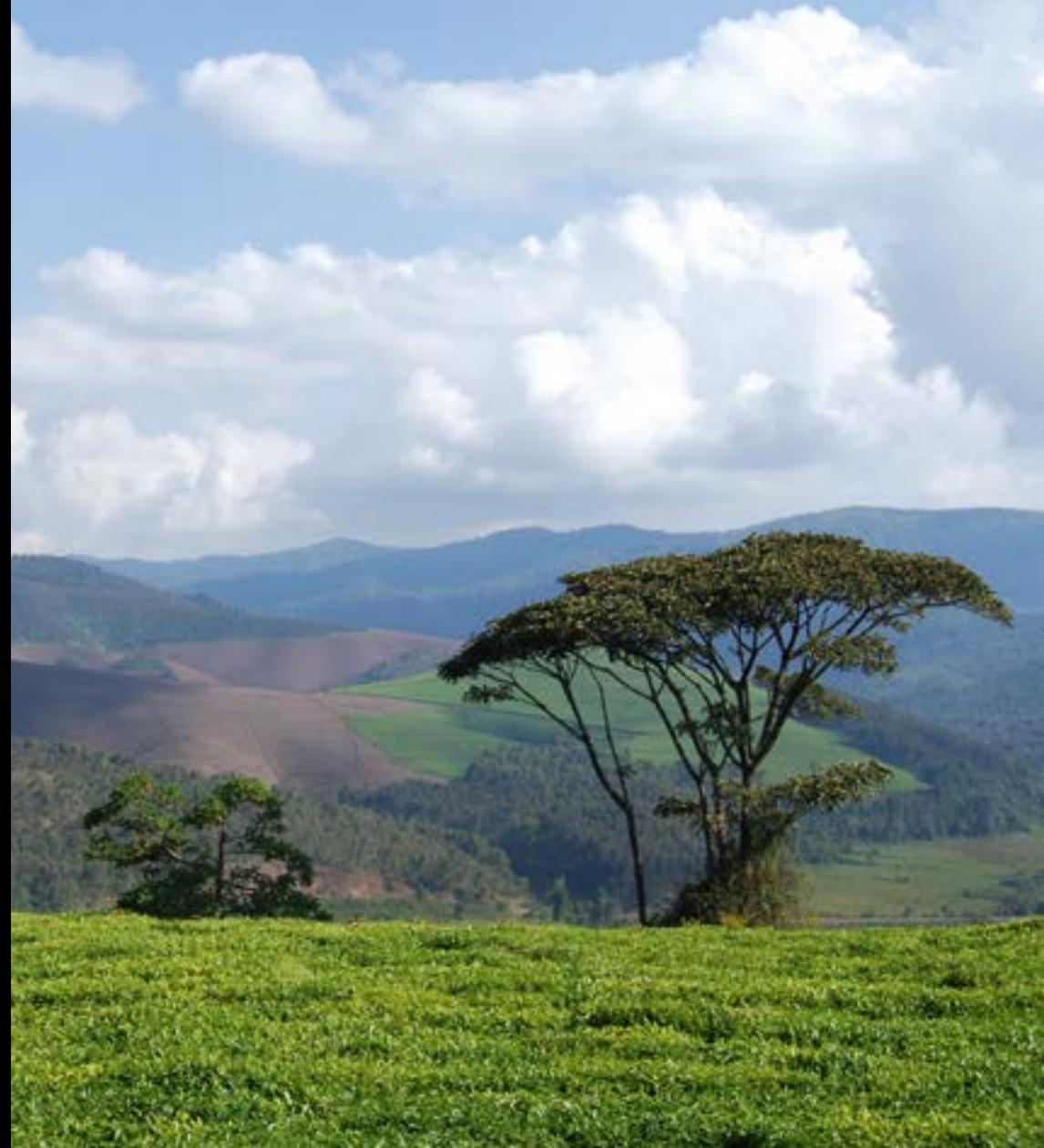
With heartfelt thanks to all the people who shared their stories along the way

Come on a journey. A trade journey to see just what is happening in eight of the poorest countries worldwide and how trade is about acting local to go global.

It's a journey that tracks how, with the support of the Enhanced Integrated Framework (EIF) and the wider Aid for Trade (AfT) network, realities are changing on the ground. Stronger trade roadmaps are being developed, partners are coming together to build the trade agenda, projects to overcome trade barriers are being rolled out and a wider growth horizon is coming into focus. See the results of what that has meant in different sectors and what more is now coming up.

Travel along the way to Burundi with waitress Jeanine, to Cambodia with silk weaver Rin, to The Gambia with fisherman Foday, to Lao PDR with garments worker Maneela, to Nepal with ginger farmer Chandra, to Sierra Leone with eco-tourism officer Minah, to Uganda with hotel school student Mildred and to Zambia with dairy producer Judith. See how they are plugging in to a growing network of government, agencies, development partners, private sector and civil society.

A story told through different narratives or a camera lens lets us see the world anew. The Trading Stories project brings to life the many stories and images collected along an often winding road travelled. The journey shows how it is in partnerships that we create networks for change, in investing in people that we grow ideas that move us further ahead and in the exchange that we fulfil our potential. The book and film series are about our global trade connections. Share the stories, get engaged in the debate and be part of the next chapter that's still to be written.









burundi

trade on the ground

There's a growing trade momentum building across the country.

Trade's footprints are moving over endless green hills, fringed by palms, offering wide-screen views of the valleys below. Up high, trucks laden with tea, passion fruit and coffee navigate the bends, direction Kayanza, heading abroad to Kigali, Kampala and Nairobi.

Trade's journey passes by the Tanganyika lakeshore at fishermen's villages over by Rumonge. Here, hotels and restaurants newly under construction look out onto groups of young boys diving headfirst into clear water, clothes drying on the rocks. At the forest trails in Kigwena reserve, bird calls and baboon cries bounce off the canopy.

Trade is busy in action at Bujumbura's central market place where vocal women dressed in *kitenge* bargain over the daily catch at fish and fruit stalls. Next door, at tower block building sites, overlooking the crowds heading to catch a ride at the local bus terminal, animated workers throw materials up the scaffolding.

“We’ve opened up trade and put the emphasis on developing exports, agricultural products, standards and tourism services that will have a real impact on rural families.”

Victoire Ndikumana, Minister of Trade, Industry, Posts and Tourism

trade journey

Trade is giving development a step-up nationwide. Businesses are being set up – in just one day; coffee and tea factories are working hard to meet national standards and boost production; laboratories and regulatory bodies are looking at quality and certification for new markets; and tourism services are growing.

setting out the trade action plan

Putting the people involved in trade at the heart of the national plan for development is a bold ambition. In the past, communities living in less connected rural areas missed out. Vision Burundi 2025 is the framework partners have signed up to for the country’s long-term social and economic development. It’s planning to bring about change that lasts within a generation. To turn this into reality, a Development Assistance Database aims to improve transparency, make planning more efficient, coordinate actions as well as document and analyse aid flows.

The EIF has made an impact in helping to plug trade into this comprehensive national vision. Trade cuts across the latest Poverty Reduction Strategy Paper (PRSP), which acts as Vision Burundi 2025’s medium-term planning tool. It features strongly in development partner dialogues, such as in the Burundi Development Partners Conference (Geneva round-table) in October 2012. And trade has been a focus in the sectoral conference on Trade, Private Sector Development and Tourism held in Bujumbura in July 2013. At the same time, trade is present in sector strategies on agriculture, extractive industries, manufacturing, tourism and

trade snapshot

At ARFIC, workers in white coats package neatly stacked coffee embossed with the Royal Drummers’ Dance Troupe in the red, white and green national colours.

Research body ISABU puts its slogan ‘50 years’ agricultural research for the nation’ to the test as trained staff analyse samples with laboratory microscopes.

At Bujumbura’s loading port, masks are put on, and workers use cranes to heave sacks to Maersk containers once forklift trucks move goods from the warehouse.

Fruit and vegetable producers along the Bukeye-Bugarama road take turns to display produce washed in mountain streams, perfecting their sales patter.

At the Bandaga Marex Cooperative exporting passion fruit, local hill farmers rush in to have produce weighed, tested and certified to receive the season’s income.

Rwegura Tea Plantation and Factory’s animated colourful signs in Kirundi show simple steps to follow to protect product quality and keep workers safe on site.

Bujumbura’s craft market place is where browsing becomes an art form as wooden handicrafts, from crosses to boxes, are carved by hand using local skills.





“We believe that with the Enhanced Integrated Framework, we will have real benefits for Burundi’s population. We have started the second-generation Poverty Reduction Strategy Paper, and these EIF projects will also work towards the fight against poverty for the people of Burundi.”

Jérémie Banigwaninzigo, EIF Focal Point and Director General of Trade, Ministry of Trade, Industry, Posts and Tourism

services, transport and energy. This has been the result of longstanding work by all stakeholders energized by the EIF National Implementation Unit (NIU) rallying support nationwide. It’s been done through broad-based workshops and information and outreach campaigns. The aim has been to use TV and print media to make people aware of what trade can do for growth and in the fight against poverty.

Important steps have been taken to map out priority areas on trade and translate them into concrete actions. Supported by the World Bank (WB), Burundi is the first country in the EIF programme to have updated their Diagnostic Trade Integration Study (DTIS) with cutting-edge analysis and an Action Matrix. There was a wide consultative process with stakeholders throughout as different leads were identified for the sectors. A workshop was held that discussed every chapter with relevant networks leading to strong partner buy-in to the process, the results and the plan on delivery. The team also focused on providing key findings from the DTIS Update (DTISU) into the PRSP process, particularly in the area of the country’s regional engagement. Significant progress has already been made in setting out trade policy goals and stabilizing the macroeconomic environment for investment, alongside a focus on competitiveness with steps taken to build on regional opportunities with the EAC Common Market and to attract visitors. English language skills are being honed for the team to operate more effectively in the Anglophone regional bloc.

building the trade partnership

The EIF has built up a broad national partnership on trade with Government economic ministries, private sector and civil society, agencies and development

partners. The Ministry of Trade, Industry, Posts and Tourism is taking a lead role, championed at the political level by the Minister. The EIF's active NIU, which is integrated into the Ministry structures that also provide the team with logistics support, is getting the agenda moving. Specific training on project management and monitoring and evaluation has helped build the team's know-how to deliver the programme.

EIF project proposals, selected from DTIS Action Matrix priorities, are screened by the 14 member-strong National Steering Committee (NSC). Alongside the Ministry of Trade, Industry, Posts and Tourism, it brings together the Ministry of Finance, Planning and Economic Development, Ministry of Agriculture and Livestock, Ministry of Telecommunications, Information and Communications and Parliamentary Relations alongside development partners and agencies including USAID, IFC and UNDP. The private sector is present with the Federal Chamber of Commerce and Industry, the Chamber of Women's Affairs, the Agency for Investment Promotion and partners on Land Management and Economic and Social Reform.

The Inter-Ministerial Committee provides overarching guidance on the focus areas on trade, while the Private Sector Development Group supports delivery on the agenda. Here, public and private sector partners discuss direction, and development partners pledge targeted support. The public-private sector link is strengthened through a sector group led by the Ministry of Trade, Industry, Posts and Tourism.

The EIF has helped secure strong backing from development partners. USAID as the EIF Donor Facilitator (DF) is helping coordination support national goals, backed by the IFC and the WB as Vice-DF. This has involved linking up with UNIDO on regional trade programmes, such as on standards to multiply results. Norad has also come in to provide project support in this area. At the same time, the DF has promoted advocacy efforts through user-friendly publicity brochures on expected results that have been disseminated countrywide. The Government has made important steps to engage in donor dialogues on trade and private sector development at the global level. The October 2012 Burundi Development Partners Conference in Geneva was supported by UNDP, the European Union,

SECO, Belgium, Germany, the World Bank (WB), AfDB and the IMF. The Government, the Agency for Investment Promotion and the EAC all backed the event, and follow-up is underway in 2013 to track commitments going forward.

getting trade moving on the ground

The public-private sector partnership is growing, driven by the Ministry of Trade, Industry, Posts and Tourism, and supported through EIF coordination efforts. Private sector companies lost out in the past crisis, and now, the Federal Chamber of Commerce and Industry links up SMEs across regions and also offers micro-finance.

With EIF support, the country has moved to tackle blockages to trade with a UNIDO-backed project to promote quality standards. 1,000 sanitary and phytosanitary (SPS) standards have already been harmonized nationwide. The project aims to boost capacity to export and protect consumers through stronger national systems, analysis, inspection and testing. Making industries aware of quality to improve exports has made an impact, and 50 people have been trained in five key areas to date. The focus on delivery is being rolled out through tailored local solutions with help going to public and private sector institutions. The wide project partnership comes from: the Standards and Quality Control Bureau, the Office for the Protection of Plants (DPV), the Institute of Agronomic Sciences of Burundi (ISABU), the National Centre for Food Technology (CNTA), the Regulatory Authority for the Coffee Sector (ARFIC), the National Institute for Public Health (INSP), Intercafé, the Agronomy Sciences Faculty (FACAGRO) and the Chambers on Agribusiness and Industry.

EIF projects to give greater exports and tourism a boost are also coming up. There'll be backing going to improve Export Processing Zones and cold storage chains in airports, a vital gap in the export chain, and help with mapping high potential tourist sites. It will include partnering with the National Office of Tourism, alongside the UNWTO, who have developed a tourism strategy for the country to be delivered with EIF support.



what next for trade

It's an inspiring set of goals for a small and landlinked country transitioning to a more secure, inclusive and prosperous outlook. Through Aid for Trade (Aft), with the EIF's backing, the country is planning for the future with a medium-term programme to consolidate the gains being made on trade nationally, regionally – through active participation in the East African Community – and globally.

Making progress on the DTISU's Action Matrix will mean working with partners to create a better business climate, diversifying exports and linking up value chains. That's alongside spreading the uptake of quality norms through information dissemination, having a tailored approach to look at company needs and taking a look at each sector in turn. Tapping in to regional programmes to facilitate trade, build food security and improve information systems will all be important. Not forgetting to strengthen private sector associations and support the small traders, providing access to market information and trade finance for them to expand. And at the same time, it will mean training a growing labour force in updated market skills. Making national and regional infrastructure accessible, storage facilities to work more effectively and mobility to take off through cheaper transportation will bring big rewards.

Keeping an ear close to the ground engaging communities nationwide, including women and young people, for their voices to impact on trade policies and projects, will lead to long-term development results. Now it's the turn of the full partnership to support Burundi's trade roadmap and go the distance together.

“The partnership between the Ministry of Trade and the donors has worked very well and has been one of the key elements of success of the programme, through the National Steering Committee.”

Eric Mabushi, EIF Vice-Donor Facilitator, Economist, IFC – The World Bank



trading high

making trade matter:

The Action Matrix of the Diagnostic Trade Integration Study Update (DTISU) features in the second generation Poverty Reduction Strategy Paper (PRSP) together with a new section on gender

Trade cuts across sector strategies on agriculture, extractive industries, manufacturing, tourism and services, transport and energy

The Burundi Agency for Investment Promotion (API) has been set up, leading to improvement in three 'Doing Business' indicators, with reforms in nine indicator areas underway

support to trade:

EIF total support equals US\$4,316,646

EIF Trust Fund support is reinforcing standards with US\$2,610,372; Norad support adds up to US\$374,143

The EIF trade-capacity building project of US\$900,000 is matched by the Government's contribution of US\$70,000 per year plus logistics support

"We are supporting training and awareness-raising sessions. Without norms, you cannot have something of quality and be competitive. You cannot gain customers' trust and ultimately earn money from what you produce."

Damien Nakobedetse, Director, Standards and Quality Control Bureau

private sector:

The Federal Chamber of Commerce and Industry works with regional Chambers and offers micro-finance; the private sector is made up of approximately 3,000 SMEs

A 2008 Presidential Decree set up the Public-Private Sector Consultation Framework

exports:

EIF project support to standards will help the Government's fruit and vegetable initiative in getting 800 tons of passion fruit exports to reach 2,000 tons every year and at the same time move up the value chain with juices and concentrates

EIF project support will help to improve the Export Processing Zone and quality and airport storage for horticulture products, flowers and other perishable goods

"The Enhanced Integrated Framework can help us enormously in the sense that it can mobilize its partners, choose priority projects. The project to identify the tourist sites that are not yet known in Burundi, we are working on all these factors."

Déo Ngendahayo, Director, National Office of Tourism

standards:

EIF support will help over 100 pilot small and medium enterprises to boost exports with sanitary and phytosanitary (SPS) standards; support is going to upgrade research institutions and laboratories on norms and build national expertise	1,000 SPS standards are harmonized nationwide. The goal is to reach up to 1,150
A new law on standardization and quality assurance is already in place	

tourism:

EIF support is going to studies to look at tourism sites for community development, skills enhancement and boosting investment	A tourism strategy is in place with support from UNWTO
Burundi has the southern-most source of the Nile for untapped tourism potential while chimpanzees and other rare wildlife can be found in the country's unspoiled forests	

"We have developed a tailored strategy whereby we study each company. This tailored approach will help us a lot to deliver quicker results. It's a whole chain that needs to be developed, and everyone must be up to date, aware and make it their business to do so."

Nestor Bikorimana, National Project Coordinator, UNIDO

agriculture:

Agriculture employs over 95% of the population and accounts for 43% of GDP	Coffee accounts for 80% of exports; bio certification could add up to 30% more value
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trade across borders:

Burundi has upped regional trade and is part of the EAC Common Market since 2010	Evidence suggests informal trade accounts for US\$101 million in the EAC, contributing to 28% export growth rate
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doing business:

Just one day is needed to set up a business with the right authorizations and start operating	The World Bank's 'Doing Business' ranking went from 172 in 2012 to 159 in 2013, and the <i>starting a business</i> indicator scored 28 in 2013 from 99 in 2012
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"Coming out of crisis, the country has seen the private sector harder hit than other sectors. This DTIS will better respond to private sector needs. We are going to have a good programme that will be positive for the private sector. The EIF is coming to support these export initiatives at their core."

Christian Nkengurutse, Secretary General, Federal Chamber of Commerce and Industry





trade story

"Tourism is helping us to get a lot of customers. If we can get customers, we can get a lot of income thanks to tourism. We must get the information we need so that tourism can continue to help us." Jeanine Mpawenayo, waitress

Jeanine looks out across the expanse of Lake Tanganyika, her check-patterned ironed shirt blowing in the breeze, and breaks into a smile. Behind her, a group of recently arrived tourists enjoy fresh fish and tropical juice at the upmarket Blue Bay hotel where she has been a waitress for the last few years. *"For us as women, we are learning a lot, all these ideas are helping us grow in knowledge."* For Jeanine, tourism isn't just about helping her three children under five through school and with healthcare, though clearly a big motivation. It's also been a journey of pride in her country and in herself. *"We can show [customers] the forests, the land, we can give out information. It's really helping us."*

Burundi's brand is captured in the slogan *'mutima wa Africa,'* 'the heart of Africa,' as sung by BBC Africa award winner Serge Nkurunziza. It's a fresh vision of what is possible after years of insecurity and standing still. Jeanine and other women are ready to make their mark, plugging in to trade's promise of growth and prosperity. *'Amakuru,'* 'what's the news?' is voiced in greeting when friends meet in Burundi. Today, you can often connect the reply to trade's newfound energy nationwide.

"The main result has been the identification of the constraints and potential in relation to trade promotion. We have national structures that are working to coordinate partners' actions, programmes that aim to support business but also impact on the grassroots."

Léonard Ntibagirirwa, EIF NIU Coordinator, Ministry of Trade, Industry, Posts and Tourism





cambodia

trade on the ground

The gateway on trade is opening up around the country.

Trade is in the crowd of tourists at the temples reflecting in the lake at sunrise capturing Angkor Wat's ancient past on film. While in Banteay Meanchey, children test out the new water pump in villages where women plant mulberry saplings and weave silk yarn into golden cloth.

Trade is cruising along with the students pouring out of classes on business start-up models and onto mopeds at the National University of Management in Phnom Penh. Further south, trucks queue up outside Sihanoukville Autonomous Port to move through customs as rice is loaded onto tankers, and day-trippers order seafood at the waterfront.

Trade's direction leads on to the two-way ferry heading to the island of Koh, where traders, bikes and animals jostle for space as farmers sow seeds in fields by the loading bay. At the banks of the Mekong facing high-end hotels and artisan shops, families exercise at dusk next to groups in white performing tai chi.

“Cambodia has introduced what we call a pro-poor trade strategy. We have developed a diagnostic of our trade system. After that we have been able to develop the supply base for Cambodia. By the end of the road you would see that the economy really has improved.”

Cham Prasidh, former Senior Minister, Minister of Commerce

trade journey

Trade is developing cutting-edge skills nationwide. In rice factories, milling is growing profits for farmers and producers; in villages, women's prospects are rising with greater productivity in silk; cassava, fishing and tourism are moving up the agenda, and monitoring and evaluation is helping to track trade programmes' impact.

laying the trade foundations

Sharing experiences on trade with regional and global partners, including Chairing ASEAN in 2012, shows how far the country has moved. There were hard times in the past with a divided society and a need to rebuild the economy, particularly for marginalized groups and rural areas. Seeing trade turn around livelihoods is lighting up a brighter future as the country plans to graduate from LDC status.

The EIF has been instrumental in creating the right backdrop for partners' support to Aid for Trade (Aft). Cambodia used the IF programme to take advantage of trade opportunities following WTO accession, including building political commitment for reforms and a new business and trade-friendly legal framework. Support provided through the updated Diagnostic Trade Integration Study (DTIS) led to the Trade Sector-Wide approach (SWAp), with the Roadmap acting as the National Trade Sector Development Plan. This has helped the programme approach take off with a medium-term programme. It's updated every year, and consolidated indicators feed into a Results Monitoring Framework. To share

trade snapshot

In the Sihanoukville Autonomous Port, electronic scanners check the loads of arriving trucks and customs officials stamp papers with red/blue risk markings.

At CEDAC's farmers shop in outlets across Phnom Penh, customers stock up on rice sacks and organic produce from neatly stacked brightly coloured shelves.

Over at the city's open-plan market, shoppers move between garments and technology, fruits and vegetables, stopping to sample a stall's fried delicacies.

At Artisans d'Angkor's craft workshops, workers from rural villages skilfully carve statues modelled on ancient temple figures, heading for airport souvenirs.

In Angkor Kasekam Roongroeung Rice factory, the farmers' association gathers round to discuss training as milling machines take paddy rice to the next level.

At Sentosa Silk's high-end shop in Phnom Penh, sales are on for international women's day as tourists browse the elegant dresses and accessories on display.

Vehicles line up to enter the Special Economic Zone outside of the capital where traders and investors are using its one-stop shop facilities to grow their business.





“The Trade SWAp is a consolidated approach to look at our trade development and trade policies. There is a lot of added value in human resource development. It’s very important to transfer technologies to the local expertise.”

Pan Sorasak, EIF Focal Point and Secretary of State, Ministry of Commerce

lessons learned in these areas, the country has exchanged good practice with other LDCs at regional workshops and hosted country delegations on study tours.

The EIF platform is putting trade centre-stage, supporting training in trade mainstreaming. The agenda has strong leadership and engagement from the political level in the Ministry of Commerce. A second update to the DTIS with technical support from UNDP is underway to keep analysis current. It will also build on pillars of crosscutting reform, 10 potential export sectors including garments, footwear, light manufacturing, processed food, fisheries, milled rice, cassava, rubber, tourism and high-value silk products, as well as capacity development. The update will feed into the National Strategic Development Plan IV and Rectangular Strategy (2014-2018) and Vision 2030. Trade now features in strategies on agriculture, industry, tourism and transport, and there is an action plan on trade facilitation. To boost visibility, the strong Department of International Cooperation (DICO), acting as the EIF National Implementation Unit (NIU), has a creative communications plan with Trade SWAp publications, brochures, an interactive website and engagement with print media and Khmer TV stations. At the same time the team has organized numerous outreach sessions for different stakeholders.

making connections on trade count

Through EIF coordination, there’s been a long-term approach to bring on board Government, private sector and civil society alongside development partners and technical agencies on trade. The Prime Minister chairs the Government-Private Sector Forum, and private sector representatives sit in the Trade SWAp Working Group. There is a solid structure to support the SWAp at policy and technical

levels. The Sub-Steering Committee on Trade Development and Trade-Related Investment is chaired by the Minister of Commerce and includes line ministries at senior level. To move the agenda forward, the SWAp Implementation Committee meets monthly to provide operational guidance, discuss issues and review project proposals.

Support from development partners is coordinated through the Multi-Donor Trust Fund (TDSP) managed by the World Bank (WB). The DICO team acts as the secretariat for both Committees and coordinates AfT projects with a common logframe and work plan. The team, as part of the Ministry of Commerce, has been building up its expertise alongside other line ministries. EIF support has helped to run training on English language, report writing, financial and project management, as well as AfT and monitoring and evaluation.

The partnership between Government and development partners has been growing with monthly meetings between donors and agencies chaired by the active EIF Focal Point. The TDSP counts US\$12.35 million of support with 23 projects, delivered by 15 agencies with an extension of US\$5.85 million to 2015 being backed by the European Union. The Donor Facilitator (DF) role, taken up by the ADB, is helping to move coordination and delivery forward. The UN-CEB Cluster is active in the country, and agencies including UNCTAD, ITC, UNIDO and UNDP are engaged on trade development. This strong in-country collaboration has also been highlighted at the EIF Steering Committee as playing an important role in progress achieved to date.

setting the trade cycle in motion

The EIF has made an impact on trade analysis, trade coordination and trade activities on the ground. Important steps have been made in the area of trade facilitation, where through workshops and awareness-raising, backing from the Ministry of Commerce has joined up customs, the camcontrol and the port authority. This has meant that 30 containers per ship can be unloaded every hour up from 10. It's helping to make the port a gateway for the economy and

increased user and shipping line satisfaction. The idea is to upgrade facilities to build on the one-stop window, ASYCUDA and processes leading to the reduction in export processes from 37 days to 22 days, with 90% of imports cleared and goods released within 24 hours of filing a declaration. Importantly, it will boost rice's export potential with strong links being made along the trade pathway.

EIF support to the rice sector and assistance from other development partners is going towards meeting the Government's ambition to have 1 million metric tonnes of milled rice for export by 2015. That will be about diversifying exports and adding value to paddy rice, which in turn will lead to bigger profits for everyone along the rice chain – and a boost for rice farmers. An important step was the set-up of the Federation of Cambodian Rice Exporters in June 2012, alongside a growing focus on strengthening the Government-private sector dialogue with greater market opportunities opening up for rice millers by adopting SPS standards. At the same time, partnering with civil society organizations such as CEDAC to mobilize communities is vital going forward to help link up the sector from fields to ports.

In silk, building on earlier IF backing, the EIF is helping to organize the sector through a Silk Sector Strategy and Action Plan with a National Silk Board that brings together public and private sector stakeholders to help in delivery. There will be increases in the sales of handmade high-end silk, which will benefit poor women in rural areas the most whose livelihoods depend on production. One of the targets is to increase silk weavers' income by 200%. Already through ITC and IF support, silk yarn production increased from 2 kg per year to 4 kg per month, and weavers' income has increased by 39% and silk products by 43%. The aim is to support 1,500 weavers and back 12 exporters in up to five markets. In both projects, there's been strong engagement from line ministries, namely the Ministry of Agriculture on weaving and the Ministry of Industry on milling. In addition, an EIF project supporting fisheries, cassava and tourism is coming up to add greater value to the wider trade agenda.



bringing the trade horizon closer

The scale of Cambodia's trade ambitions is clear. Developments are evolving quickly; take the growing number of tankers leaving the deep-sea port loaded with goods and the special looms put to use in villages that reduce silk weaving time. The EIF has helped to bring about a stronger institutional framework on trade at the same time as supporting agricultural sectors to promote trade with equity.

There is still a distance to travel. There needs to be a wider range of exports, overcoming the heavy reliance on garments and support for rural farmers making up 85% of the population. Focus needs to be on supplying regional and emerging markets, narrowing the skills gap, getting market intelligence and building value chains, including in manufacturing. Plugging infrastructure gaps and continuing to streamline trade facilitation is vital. And meeting international norms matters. Further research is needed to track market potential and how to connect with the provincial private sector and build producers' associations. It's also important to provide capital for small-scale growers and expand storage and milling facilities, and reforms to promote the doing business environment and protect investment need to be stepped up.

Now with AfT and the EIF's ongoing support backed by a deeper partner engagement, the upcoming DTIS Update will build on lessons learned, reinforce the Trade SWAp's pillars and identify new priorities. Continuing to focus on rural engagement and build young people's know-how will catalyze greater change. That way, trade in Cambodia will continue to move full steam ahead.



"Last time we operated only 10 containers per hour, now we operate 30 containers per hour by each ship. The Ministry of Commerce organizes meetings and seminars and customs, camcontrol and port understand about trade facilitation."

Lou Kim Chhun, Chairman and CEO, Sihanoukville Autonomous Port

trading high

making trade matter:

The Trade Sector-Wide Approach (SWAp) is in place supporting trade into wider development. The SWAp is adopted as the National Trade Sector Development Plan, and the Roadmap acts as the national medium-term programme

Trade studies are underway to feed into the National Strategic Development Plan and Rectangular Strategy (2014-2018), and trade is included in sectoral strategies on agriculture, industry, tourism and transport with a trade facilitation action plan

Cambodia was Chair of ASEAN in 2012 and Co-chair of the Regional Technical Group on Aid for Trade in the Asia-Pacific region

private sector:

The EIF is supporting the private sector to increase milled rice exports and back up to 12 silk exporters in up to 5 markets on hand-made high-value silk products supporting 1,500 weavers in villages

EIF support went to help set up the Federation of Cambodian Rice exporters in 2012 as a platform for the private and public sectors to meet milled rice export targets

A Government-Private Sector Forum is in place chaired by the Prime Minister

"Partnership between Government and private sector is very important. Working with the Ministry of Commerce is helping me a lot to expose my product to the local and international market."

Seng Takakneary, Managing Director, Sentosa Silk

support to trade:

EIF total support equals US\$3,317,597

EIF support of US\$709,900 is going to boost coordination and ownership of national AfT and US\$199,983 to support national trade studies

EIF support on rice and silk totals US\$2,407,714, with US\$975,715 including contributions of US\$189,840 in-kind support from the Government; US\$448,000 private sector contribution and US\$337,875 in-kind contribution from IFC and ITC

EIF National Implementation Unit-led joint donor TDSP is supporting 23 projects of up to US\$12.35 million through 15 agencies

facilitating trade:

EIF support is working to help trade flow faster and increase productivity from ports to markets; each ship unloads 30 containers every hour up from 10 previously

The Customs One-Stop Window and ASYCUDA system are in place streamlining customs procedures leading to a reduction in the export process from 37 days to 22 days, with 90% of imports cleared and goods released within 24 hours of filing a declaration

"The Government can provide political and legal support to open access for the market for the farmer. The Government's role is to open this trade so that we can develop a good partnership with other private investors in the country."

Yang Saing Koma, President, CEDAC (Cambodia Agricultural Development and Research Centre)

rice:

The EIF project supports Government policy to move up the value chain from paddy rice to high-value milled rice with a target of 1 million metric tonnes of milled rice exports by 2015	A Rice Production and Milled Rice Export Policy are in place to support the value chain
Cambodian Premium Jasmine Rice 'Phka Malis' was awarded the 'World's Best Rice' title in 2012 and was showcased at the Fourth Global Review of Aid for Trade in 2013	There are 2.8 million hectares of cultivated land out of which 84% (2.4 million hectares) is used for rice farming, with the rice sector employing over 2.9 million people
Cambodian rice complies with international quality standards, with major rice export markets including the European Union, Malaysia, Russia and the United States of America	

silk:

The EIF is helping to organize the sector through a Silk Sector Strategy and Action Plan and National Silk Board. One of the targets is to increase silk weavers' income by 200%	Silk exports are projected to increase to US\$25 million a year from US\$4 million (2006)
Earlier IF support together with the New Zealand Aid Programme and SECO helped set up 30 weaving groups in 21 villages across 11 communes, 5 districts and 3 provinces	4 kg of silk yarn are being produced in a month, up from 2 kg in a year, and weavers' income has increased by 39%, with an increase in silk products of 43%
Gross output of the silk sector is approximately US\$50 million, of which US\$25 million represents the cost of yarn import and US\$25 million the value added	

doing business:

The World Bank's 'Doing Business' ranking went from 141 in 2012 to 133 in 2013, and the *ease of doing business* indicator scored 133 in 2013 up from 150 in 2007

"Under the Trade SWAp we start to develop the silk sector and with the help of EIF to strengthen this sector that will constitute one of the priorities of the Government in terms of sectors to be exported."

Pheanuroth Sisowath, Senior Technical Adviser, ITC Coordination Office

"Lessons that Cambodia can share to other LDCs are that you should have open-minded leaders. You have to be daring, when you dare to do this you have all the private sector to go jointly with you."

Cham Prasidh, former Senior Minister, Minister of Commerce





trade story

"Before, after raising silkworm a whole year, I could get 2 kg of silk yarn. I can get a higher income nowadays. In just a month I can make 4 kg of silk yarn. Partnering with international communities I can get ideas and techniques."
Rin Chea, silk weaver

Rin keeps the spinning loom going at a steady pace, expertly adjusting the thread, her blue and gold patterned skirt gathered under her stool. She looks around contentedly. There are the mulberry plots and cocoons in storage. It looks different from when her grandparents started. *"There are many points that have changed in my family – firewood, transport, farming equipment and my own tools."* Under the raised wooden house, shaded from the heat of the day, weaving is bringing in US\$2,000 a year and helping grow the family farm. Now Rin's dream is to get help with new designs and techniques that will lead to bigger returns. *"My hopes are that in the future, if I can just get support from buyers who order the silk, I will be happy."*

Offerings are commonplace in Cambodia at temples and markets, with palms raised in respect. In business transactions, replies of 'arkun chiran' in appreciation complete the exchange. International awards thrive: the World's Best Rice 2012, the 'Golden Silk' reviews. It's a fitting backdrop for Government students as they line up to receive training certificates from the Minister of Commerce. Knowledge is being developed to compete globally, moving on after past divisions and inertia. Rin's family business and others like hers are sharing in this fresh confidence seizing trade opportunities from the grassroots up.

"The EIF programme has been supporting Cambodia in trade development tremendously. It will put us to the next level of integration and promote exports to bring value added to our people, especially in reducing poverty."

Pan Sorasak, EIF Focal Point and Secretary of State, Ministry of Commerce





the gambia

trade on the ground

Trade is putting down roots across the country.

Trade is in the kaleidoscope of colours as hundreds of painted fishermen's boats near shore after a morning's catch in Tanje. Here, tonnes of fish are loaded and raced in wheelbarrows to fresh stalls or on to women traders for smoking and drying in the sun, seagulls circling overhead.

Trade is being weighed on Banjul's airport scales as chilled organic fruit and flowers head Europe-bound in light brown crates marked 'Produce of The Gambia.' Across the thoroughfare back to the capital, lines of billboards stand in salute, advertising the GamJobs campaign, as female college students wield blowtorches in new metalwork classes.

Trade is floating down the river at Makasutu lodge by the mangrove banks as a crane takes flight while boatmen glide through calm green waters. The welcoming dance and drum rhythms at the Senegambia crafts market draw in passers-by to while away the afternoon over a game of wuri, on a hand-carved board, and make the first move.

“In the new development blue print Programme for Accelerating Growth and Employment, trade plays a key role. The EIF is an opportunity for us working with communities and developing projects and programmes that address their needs.”

Abdou Kolley, former Minister of Finance and Economic Affairs, current Minister of Trade, Industry, Regional Integration and Employment

trade journey

Trade is reaching people nationwide as growth benefits are spreading. Vegetable growers are linked up to hotel chains; cashew is being cultivated with fresh export potential; fishing communities are moving to meet SPS norms, and airport storage for smallholder farmers will help trade go from farms to flights.

making trade a cornerstone of development

As a small country, The Gambia has had to think innovatively to maximize its trade potential outside of the domestic market. Food insecurity and high poverty levels remain a challenge with a big skills gap to plug in the labour force. The Programme for Accelerated Growth and Employment (PAGE) 2012-2015 is guiding national development, and trade features strongly throughout including a need to focus on diversification and commercialization of agriculture. The strategy has created an exchange platform for the Government and partners, together with the EIF-supported update to the Diagnostic Trade Integration Study (DTIS) led by UNCTAD. The DTIS Action Matrix maps out the medium-term programme with a national export strategy in place, which is helping set out the activities to follow up on. Trade cuts across programmes and budgets for agriculture, fisheries, tourism, transport and services, and a strategy for cashew nuts and sesame is being developed. The Gambia Investment and Export Promotion Agency is supporting SMEs and micro businesses, and a Standards Bureau has already

trade snapshot

Over by cashew farms on Banjul’s outskirts, farmers inspect crop quality, holding up the yellow-orange casing hanging from tree branches to the light.

At Serekunda’s bustling market, Gambian dalasi are exchanged to replies of ‘*abaraka*,’ as vendors market seafood, vegetables and *batik* fabric for sale.

Over at The Gambia Technical Training Institute, vocational skills are being honed as students on benches exchange notes and mechanic apprentices take apart a car.

In Musa Jawneh’s business, workers in white masks and gloves expertly remove cashew nuts from shells before they are bagged and labelled with the family brand.

At the high-end Coco Ocean Hotel, tourists book in a spa session or read by the poolside, while at the palm-fringed beachfront, a match of volleyball is in full swing.

In COMAFRIQUE’s compound, girls in bright dresses sort dried nuts by hand as sacks arrive by truck from nearby farms, and contents are laid out to dry in the sun.

At Sifoe Kafo Farm, peppers are picked in horticultural gardens heading for local hotels, against a backdrop of solar panels and seeds watered in greenhouses.





“We have identified sectors as crucial in development and to reduce poverty. Through EIF we can address these challenges. Our appeal to donors would be to help us with resources complemented by our commitment, interest and drive to succeed.”

Kebba S. Touray, former Minister of Trade, Industry, Regional Integration and Employment, current Minister of Finance and Economic Affairs

been set up. A Trade Information Reference Centre is being put into place, and EIF support has gone to food safety and quality training with the Association of Gambian Manufacturers.

There’s been a strong national adoption of the EIF and Aid for Trade (AfT) from the political level with the Ministers of Trade, Finance and Agriculture taking an active role alongside an engaged EIF Focal Point and a dynamic EIF National Implementation Unit (NIU) team, whose project management skills are boosting delivery. Resources match commitments, and the NIU will be embedded into the Ministry of Trade from the 2015 budget. Creative outreach methods on trade have also helped to make an impact with programme brochures, branding material and awareness-raising sessions, backed by a new communications strategy developed with civil society.

promoting a common trade platform

The Gambia counts on broad support from local partner institutions and communities, which is helping to make efforts sustainable and build momentum on the trade agenda. Through the EIF project, 14 sub-grants have benefitted a range of stakeholders, building trade capacity and boosting productivity across priority sectors. The EIF project has assisted partners including: the Fisheries Department; the Association of Gambian Horticultural Producers and Exporters; The Gambia Ports Authority; the National Agricultural Research Institute; the National Codex Sanitary and Phytosanitary Committee; the National Cashew Farmers Association; the National Women Farmers Association; the Association of Small Scale Enterprises in Tourism (ASSET); Gambia Is Good; and SME food processors. The project’s catalytic grants

combine a fresh approach that has helped to build partners' confidence in the EIF as a programme supporting growth, while laying strong foundations for other supply-side capacity development projects to follow, such as on cashew, groundnuts and sesame.

Across the board, with EIF support, The Gambia has reached out to stakeholders from civil society to the private sector alongside line ministries. There is a well-defined structure with the high-level Aid for Trade Inter-Ministerial Committee, taking a lead on resources coming in that work to support PAGE, the DTIS Update and the medium-term programme. The National Trade Negotiation Committee meets quarterly and plays an active part in advancing project proposals. It's a platform for the public-private sector dialogue and opens up a policy space with civil society. The NIU acts as the Secretariat for the Committees, building engagement through rolling out training sessions, which include a workshop on trade intelligence for business. To date, 10 institutions and over 500 stakeholders have been reached, gaining expertise on trade-related areas.

As a result of national championing efforts on trade, Turkey has come on board as the EIF Donor Facilitator. Turkey, as the current Chair of the Istanbul Programme of Action for Least Developed Countries (LDCs), opens up the perspective of wider engagement from non-traditional partners worldwide. With limited bilateral donor presence in-country, tapping into development partner support means mobilizing resources to respond to critical development needs through innovative outreach including using opportunities on the side of global events. In this context, The Gambia has shared lessons on how to build a strong trade foundation at the Global Reviews of Aid for Trade, UN LDC-IV and at the 8th WTO Ministerial Conference, while also being one of the first LDCs to hold a Trade Round-table under the IF.

making trade count grassroots up

The EIF is coming in to help catalyze pro-poor trade projects, but more support is needed from development partners on AfT to realize trade's potential. EIF support to ASSET and Gambia Is Good has been supporting local farmers linking up home-grown vegetables to high-end hotels and restaurants through the Buying Local campaign. It's meant ASSET members, particularly young people and women, are being supported to market their goods and services. They have also

benefitted from access to low-cost irrigation and green house technology for better quality produce year-round as in the Sifoe Kafo Farm model.

An ITC-led EIF nuts project is up and running to support competitiveness in the cashew nuts, groundnuts and sesame sector together with an inclusive tourism approach. It's going to improve quality and value addition and aims to increase market sales by between 5% and 10% with daily production savings for farmers going from 100 Gambian dalasi (US\$3) to 1,000 Gambian dalasi (US\$30). With sensitization efforts to promote cashew production continuing countrywide, the National Cashew Farmers Association is advocating for help with processing machines and access to finance and to global markets for its 5,500 members. Bi-annual trade statistics will help promote updated data on market information for traders, and a trade information network is going to be set up. Policy makers, producers, processors and exporters of cashew, groundnuts and sesame will be part of this growing trade information service to include a trade information portal. There is also a Packaging Resource Centre set up at The Gambia Chamber of Commerce and Industry to build networks among packaging suppliers, processors and experts.

An EIF project on trade facilitation looks at logistics infrastructure and services at Banjul International Airport. It's expanding airfreight capacity by 100%, meeting international airport standards, and aims to provide affordable handling services to horticulture and fisheries exporters – a lifeline for small producers. It will reopen two arrival routes and open three routes including for freight cargo.

The sustainable fisheries landing site project being developed by the EIF will improve the livelihoods of 80% of fishermen in three major rural fishing communities (Tanje, Brufut and Gunjur). There's a 30% decrease expected in the cost of ice, provision of improved cold storage facilities, fishing gear and annual savings of US\$92,000 through wind turbine technology. Exports are expected to rise, while help is coming in from experts to support sustainable fishing stocks.

moving to a new trading outlook

The Gambia's trade collage is expanding, with new connections and activities coming on board, turning around rural communities' livelihoods through making



use of the EIF and Aft. Government ministries and stakeholders nationwide are in the driving seat of the trade agenda showing how building up institutions' capacity to act on trade can change realities on the ground.

The Government is putting investments into infrastructure, education, agriculture, tourism, health and energy as well as looking at creating a transit hub and gateway to the region. The Gambia needs to encourage development partners to back priority needs working under a joint strategy. And at the same time, there needs to be support for local associations and civil society to mobilize hard-to-reach groups. It's going to be about strengthening links in the tourism value chain and moving into other sectors to build a strong export base. It will also be about looking beyond the domestic market to those in the region and worldwide through taking an active role in ECOWAS and EPA negotiations, and looking at quality. Infrastructure development on roads to facilitate trade including building on the Government's road project to boost connectivity will help link to the continent. Building up a sustainable fishing model will mean eco-friendly methods. All the while it means keeping women's empowerment on the agenda, sharpening skills.

There's an energetic pull to the prosperity agenda in The Gambia that has counted on EIF backing to build high levels of engagement and commitment from the private sector, civil society and communities countrywide. Making sure efforts lead to long-term change means focusing on quality, respecting the environment and new connections, to bring about a winning formula on trade.



“Development of The Gambia rests on trade. How to build skills of women in income generation activities; the youth to acquire skills to impact on whatever activity and bring produce to the market and market our produce.”

Madi Jobarteh, Deputy Executive Director, TANGO (The Association of Non-Governmental Organizations)

trading high

making trade matter:

Trade is at the forefront of the national development plan, the Programme for Accelerated Growth and Employment (PAGE) 2012-2015, to be delivered by the medium-term programme and the National Export Strategy with a budget of US\$431 million	Trade features in programmes and budgets including on agriculture, fisheries, tourism, transport and services. A cashew and sesame strategy is being developed
EIF support is going to 14 sub-grants to improve productivity for fisheries, horticulture, ports, cashew and small and medium enterprises (SMEs)	Regulatory Bills are in place, including on Consumer Protection and Legal Metrology with a Single Window Registration and the Standards Bureau having been set up

“The relationship between the private sector and Government is healthy, so as to do your business. Government is encouraging potential farmers to engage in cashew production because of the huge economic benefits.”

Ousman Bangura, Manager, COMAFRIQUE Ltd., and President of the Cashew Growers and Traders Association

support to trade:

EIF total support equals US\$5,647,667	
EIF support of US\$600,000 and Government in-kind contribution of US\$207,600 to 2015, following EIF support of US\$900,000 with a Government contribution of US\$154,000 to strengthen, coordinate and manage the trade agenda	EIF support of US\$197,950 to support national trade studies with UNCTAD
EIF support going to cashew nuts, groundnuts and sesame totals US\$2,355,517 with a further US\$398,500 from the Government and US\$146,000 from ITC to boost quality and value addition. It will increase market sales between 5% and 10% with daily production savings for farmers from 100 Gambian dalasi (US\$3) to 1,000 Gambian dalasi (US\$30)	EIF backing of US\$2,494,200 and Government contribution of US\$621,200 is going to build the airport's airfreight capacity by 100%, meet international standards and offer affordable airfreight handling to horticulture and fisheries exporters

“The EIF has been very effective in The Gambia. It's made people aware of the importance and impact of trade in the lives of the poor. It would be good if other LDCs work with the EIF to mainstream trade.”

Janice James, Country Economist, UNDP

private sector:

EIF support to the private sector has also included training on food safety and quality issues to the Association of Gambian Manufacturers

A Trade Information Reference Centre is being developed to support the private sector including agricultural producers, processors and exporters, sector representatives and policy makers to access and understand trade information

The Gambia Investment and Export Promotion Agency is supporting SMEs and micro-businesses

fisheries:

The EIF fisheries project being developed will improve the livelihoods of 80% of fisher folk in three rural fishing communities (Tanje, Brufut and Gunjur) with an expected 30% decrease in the cost of ice, provision of cold storage facilities and fishing gear and annual savings of US\$92,000 through wind turbine technology

80% of fish processors and 50% of small-scale fish traders are women

There are over 500 marine fish species in The Gambia's waters contributing to the Agriculture and Natural Resources sector, set to increase from 1.5% to 8%

"Raising the standard of living is one of the goals of food security. The strategy is to commercialize agriculture. Commercialization and trade are very important for the long term livelihood sustenance of the people."

Solomon J.E. Owens, Minister of Agriculture

tourism:

EIF is supporting an improved ASSET Business Centre giving opportunities to young people and women to market products and services including vegetables from Sifoe Kafo Farm

facilitating trade:

The EIF project on logistics infrastructure and services at Banjul International Airport is going to increase arrival and departure airline traffic, looking at reopening two major airline arrival routes and opening three airline routes including one chartered for freight cargo

building knowledge:

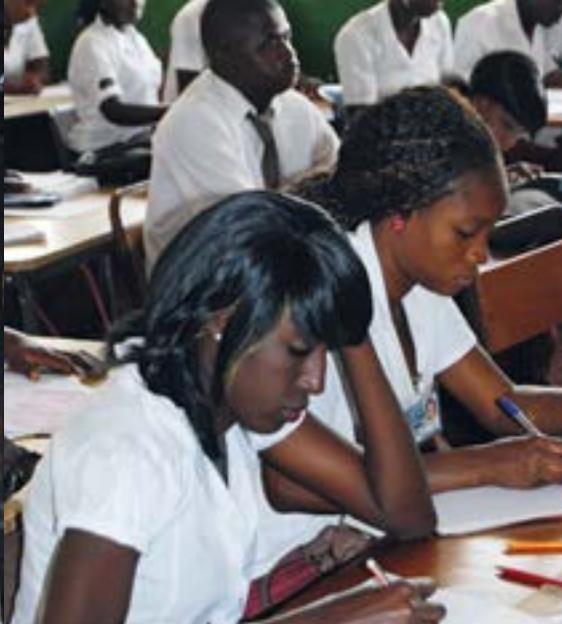
Capacity is being built with the EIF for 10 institutions and over 500 stakeholders

Farmer Field Schools are bringing knowledge to Agribusiness Services and Producer Association on groundnuts; the National Women Farmers' Association on sesame; and the Cashew Alliance for The Gambia on cashew. Five Master Trainers and 40 Core Trainers for each sector on Food Safety and Quality will in turn reach 1,500 farmers

"The partnership between Government and civil society is good such as the EIF. We sit in the NSC and we take part in decision-making, policy-making as well as monitoring and evaluation of these projects."

Madi Jobarteh, Deputy Executive Director, TANGO (The Association of Non-Governmental Organizations)





trade story

"Today the development is coming more. We have 10 or 15 boats ten years' back. Today we have two or three hundred boats. The Ministry of Trade and the Fisheries Department are coming to teach us every day." Foday Jack, President of the Fishermen Tanje Society

Foday takes in Tanje's fish landing site and raises his voice over the fishermen's, traders' and consumers' exchanges, his broad-rimmed hat shading out the day's heat. Behind him, older fishermen mend nets straining under the growing catch, over 100 tonnes a day. It's a scene that has moved on since he first promoted an ice plant here. *"Children go to school, because all fishermen didn't, these children will be taking care of our tomorrow."* Going from feeding a community to supplying an increasing demand abroad while managing fish stocks is a big challenge. It's one that Foday and the fishermen are ready to take on, with backing and training to keep up the pace. *"We need support, ice, store facilities, sanitation, we are exporting to Europe now."*

In The Gambia, you are invited to learn something new and exchange ideas when you are greeted with the salutation 'nanga def'. Whether to join in a dance troupe's acrobatics or carve masks with local artisans, it's about putting skills into practice. Leaving behind a past of unequal chances, students are signing up for market skills training, and farmers adopt bio methods and generate solar power. Now Foday's fisher folk and other communities are building a knowledge base for the next generation to invest in trade that can bring ever-higher returns.

"From the start of EIF we have embraced it wholeheartedly to address the bottlenecks affecting the potential and ability of trade leading sectors to contribute meaningfully to national development."

Abdou Kolley, former Minister of Finance and Economic Affairs, current Minister of Trade, Industry, Regional Integration and Employment





lao pdr

trade on the ground

Trade is blowing a wind of change across the country.

Trade is guiding visitors across the sweeping hilltops at the Plain of Jars where families pose by ancient carved urns. The journey slows down as students cycle the lanes past orange temple scenes and tourists exchange Laotian kip for handicrafts in Luang Prabang.

Trade is being carried across the Thai-Lao Friendship Bridge, blue, red, white flags blowing in the breeze, as trucks loaded with produce clear customs. The pace changes as shoppers hail a painted tuk-tuk in Vientiane to hear the street vendors selling spicy summer rolls. And it's time to take a break to order a serving of steaming *pho* with the office workers.

Trade is stirring through villages in Xiengkhouang as women in royal patterned skirts soak silk in natural dyes under the new tin roofs of raised wooden houses. Moving south, past hotel developments springing up at the Mekong's edge, couples stroll into a crimson-hued sunset, ice creams in hand, over by the night market.

“We have seen the trade sectors play very good role on Lao economic development. I mean trade integration, we found that if we tried to open to go global, it means you can have many helping hands to come to help you.”

Nam Viyaketh, Minister of Industry and Commerce

trade journey

Trade is laying foundations for growth across the country. In garment factories, workers are trained to boost productivity; in rural areas, public-private sector partnerships are taking off in silk production, leading to greater global connections and raising standards to meet norms is going to help tackle barriers at borders.

building the roadmap on trade

Twenty years ago, buying and selling was not commonplace in Lao PDR. Moving from central planning to a market economy was a big step forward and boosted with the recent accession to the WTO and deeper engagement with ASEAN. With 80% of jobs linked to subsistence agriculture, focusing on livelihoods is a priority. While family poverty levels fell, economic growth and investment need to be matched with equity. Trade features in the Seventh National Social and Economic Development Plan (2011-2015) as well as in strategies for agribusiness, garments, tourism and a trade facilitation strategy. There is also a Strategic Plan for Development of National Quality Infrastructure in place with a focus on trade. Underpinning these developments, the Ministry of Industry and Commerce has helped build a programmatic approach to trade and private sector development, and there is a trade portal online that acts as a one-stop shop for import and export procedures.

With the EIF's backing, the Diagnostic Trade Integration Study (DTIS) Update's Action Matrix led to a practical five-year Trade and Private Sector Development

trade snapshot

At Alpilao Ltd. in Vientiane, young women exchange notes back from a garments course. Then it's time to pick up the pace sewing top brands heading for Europe.

In the Mulberries flagship store in the capital, striking shades of silk scarves and cushions hang next to fair trade certificates as tourists pick up souvenirs.

Over in the rice fields, there's investment coming in with technology and expertise, as women in conical hats fend off the sun collecting a season's harvest.

At the Lao Sericulture farm, workers heap organic fertilizer onto mulberry plants while leaves are picked by hand and fed to silk worms, kick-starting the process.

In Vientiane College, Government students laugh and raise their hands to try out the latest English business terms in the popular weekend training courses.

At the Garments Skills Development Centre, a presentation on industry prospects is in full swing as students take notes on innovative growth solutions.

In Xiengkhouang, impromptu stalls conquer a rural roadside while markets from Vientiane to Luang Prabang are colour explosions of orderly stacked vegetables.





“Now we give very much importance in exercising EIF to get further funding from Aid for Trade with strengthened coordination within Government agencies and also between Government agencies and the donor community.”

Khemmani Pholsena, EIF Focal Point and Vice-Minister of Industry and Commerce

Roadmap linked to the National Development Plan. The DTIS Update (DTISU) mobilized support, particularly from agencies in charge of delivery, embedding a way to monitor outcomes and turning priorities into projects. The process was driven and managed by the Government with a mix of international and national expertise, reflecting strong local capacity being built up, as well as high political involvement and coordination. The Roadmap is a living document in which Action Matrix priorities are linked to results, and it serves as the work programme for the Trade and Private Sector Development Working Group.

Communicating the vision of what Aid for Trade (AfT) can do countrywide has had an important impact. With EIF backing, there has been wide-reaching stakeholder consultation for the DTISU beginning with the concept of the vision, throughout the drafting stage and an inclusive approval process that involved two regional and further national workshops together with video material. A multi-media outreach campaign with a user-friendly website in both Lao and English, bi-annual Trade magazines (now in their 9th edition), articles, publications and film screenings have all played a part.

connecting partners on trade

The EIF has helped stakeholders to understand their role and what more can be done to add value and drive delivery of the trade programme across the different sectors. The set-up of the right structures has been critical for success. Added to the mix, there has been a high-level political championing of the process, alongside a strong network of senior level and technical officials from line ministries engaged in secretariats and operational clusters on trade.

At the national level, the Deputy Prime Minister chairs the National Steering Committee (NSC) with involvement at senior political level. This is complemented by an active EIF National Implementation Unit (NIU) within the Foreign Aid Division in the Ministry of Industry and Commerce's Department for Planning. The team oversees the programme approach on trade through its unique mix of professional and administrative staff. They are funded from Government, EIF and Trade Development Facility (TDF) projects and are grouped into sub-teams focusing on delivery as well as monitoring and evaluation. With EIF coordination, more AfT is channelled through the NIU and national mechanisms, and there is a common results framework. As a result, trade-related assistance went from US\$7.6 million in 2008 to US\$11.1 million in 2011 and Government contributions to US\$312,500, alongside secondments to the NIU in 2012-2013. The EIF is supporting the NIU as a knowledge hub with courses held in the English language, IT, project management and results measurement. Over 67 workshops in 2012 led to 2,617 people trained. It's helped with the Government procurement guidelines developed with World Bank (WB) support, leading to more projects coming in from development partners.

The TDF administered by the WB brings together funds of US\$7.6 million (Australia, European Union and Germany) and US\$1.8 million through the Japan Social Development Fund. Designed to roll out the DTIS, the TDF has helped to facilitate trade in cross-border movement of goods and boosted access to the regional and global economy. A second phase up to 2017 to kick-start delivery of the DTISU will have increased funding of US\$14 million from more partners including Australia, the European Union, Germany, Ireland and the WB.

With EIF backing, interventions are aligned to the Government financial year and Government procedures. A common Projects Executive Committee is chaired by the Minister of Industry and Commerce and co-chaired by development partners. There is a harmonized steering committee for the TDF, EIF and UN-CEB Cluster managed by the NIU, with joint work plans and reports and an upgraded donor coordination forum, the Trade and Private Sector Working Group. The private sector has also been supported through the Lao Business Forum, the Lao National Chamber of Commerce and Industry and in the opening-up of the provincial public-private sector dialogue. The EIF Donor Facilitator role led by the European Union has also been instrumental in building the skills development agenda and streamlining coordination, at the same time co-chairing the Working Group with Germany and overseeing additional informal donor meetings.

charting the trade impact

Earlier IF support laid the basis for coordination efforts, starting with the first DTIS, helping with WTO accession, capacity building as well as assistance for the garments sector. This led to five firms obtaining ethical Worldwide Responsible Accredited Production (WRAP) certification, and investment procedures were simplified. It helped the handicraft association to be part of international fairs, and a high-profile national handicraft day was established.

The TDF is coming in to make a difference in the garments industry, which is made up of 30,000 workers, overwhelmingly female and from poorer northern areas. Research estimates that 70% of factories need supervisory skills to compete internationally. Working in line with the Government's goal to double the number of workers, the Garments Skills Development Centre is changing prospects. Alongside support from Germany in machinery and expertise, courses are underway for garment operators and supervisors. As a result of the training, productivity is up by 20%, and performance is up by 43%. The focus on empowerment is making waves in an industry that was previously not seen as providing opportunities to move ahead.

Another area supported by AfT is in silk, which has boosted public-private partnerships and promotes community development. In northern areas, silk is a way for women, many from minority groups, to earn an income and develop their entrepreneurial skills. The inclusive business approach championed by Mulberries and Lao Sericulture Ltd., among other firms, is building demand as well as a strong relationship with farmers, with plans to scale up support to 1,200 households by 2015. There is a positive social angle investing profits back into water, sanitation and training, while at the same time promoting organic and fair trade methods, using natural dyes and by-products.

An upcoming EIF project focuses on industrial statistics and standards to improve business competitiveness in the post-WTO accession phase. With technical expertise from UNIDO, it aims to set up the Lao National Accreditation Bureau and the Lao Quality Centre to boost quality, safety and reliability of products and services for higher export potential.



signposting the trade horizon

Lao PDR's vision on trade is moving ahead with the aim to graduate from LDC status by 2020. It's been about developing a programmatic approach, national coordination efforts and structures that have also been shared as a model for other countries, including at the EIF Steering Committee. The Trade and Private Sector Development Roadmap in 2012 sets out the key economic sectors and support needed from across Government and the donor community.

To get everyone on the same page, it will mean making the most of the country's skills to plug the labour shortage and high turnover in the garments sector and stem the flow of migration at the same time as continuing to improve workers' conditions. For a landlinked country, it means building on regional and global market opportunities by tackling barriers to exports in standards and quality. It will involve taking a hard look at transportation, moving trade across borders and reducing import and export times. Focusing on reforms to business development, access to finance, building competitiveness and moving away from a reliance on natural resources are all important areas. At the same time, it will be about developing manufacturing and services alongside agriculture. Taking a closer look to help the Government build capacity to manage the process along the way will all contribute to a sustainable future on trade.

With the EIF platform and Aft's momentum, there is a clear future ahead. A focus on driving results, bringing on board more support and giving communities the tools they need will mean trade can bring long-term prosperity.



"Donors have played a constructive role here over a long period. The EIF has really helped to put a framework behind all of that. It provides a sense of governance under which trade coordination activities can take place."

Lynda Worthaisong,
Ambassador of Australia

trading high

making trade matter:

Trade and Private Sector Development has been created as a new Working Group under the Seventh National Social and Economic Development Plan (2011-2015)	The update of the Diagnostic Trade Integration Study (DTIS), its Action Matrix and the Trade and Private Sector Development Roadmap are guiding documents for trade-related technical assistance
A Projects Executive Committee has been set up, chaired by the Minister of Industry and Commerce with co-chairing by development partners	A Strategic Plan for the Development of a National Quality Infrastructure is in place with a strong focus on trade, and a Trade Facilitation Strategy up to 2015 has been developed to boost regional trade
Line ministries are being linked up through a strong network of senior and technical officials engaged in secretariats and operational clusters on trade	WTO accession in February 2013 is a milestone for a stronger global trading role

“Training is very important to improve the skills and knowledge. We can see that the performance is increased which gives more good results, more output and they feel confident to apply this to their jobs.”

Borivone Phafong, Director, Garment Skills Development Centre

support to trade:

EIF total support equals US\$1,236,999	
The EIF is providing support of US\$837,559 to strengthen trade capacity and coordination	Trade-related assistance channelled through the National Implementation Unit (NIU) went from US\$7.6 million in 2008 to US\$11.1 million in 2011, with Government contributions rising to US\$312,500, alongside staff secondments to the NIU in 2012-2013, up from US\$25,000 in 2011-2012
The World Bank (WB)-administered Trade Development Facility (TDF) Multi-Donor Trust Fund with support from Australia, the European Union and Germany is moving into a second phase of US\$14 million for 2013-2017 with an increasing number of co-financing donors, which include Australia, the European Union, Germany, Ireland, and the WB	

private sector:

The private sector joined up with Government and development partners to update the DTIS and develop the Trade and Private Sector Development Roadmap	NIU support stimulates private sector engagement in developing partnerships for silk yarn production
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“We need people to buy our product because one product has many steps, we can help many people. If you buy one product, you can help 25-6 people, do not only give us money, but in this way as you buy you help people too.”

Kommaly Chanthavong, Director, Lao Sericulture Company ‘Mulberries’

building knowledge:

With EIF support, capacity has been developed to produce the DTIS Update – the first managed by the Government with leading national and international expertise. Government procurement guidelines have been developed with support from the WB to manage projects for development partners

2,617 participants countrywide benefited from 67 training sessions in 2012 scoring 80% satisfaction rates, and in many courses, over a third are women

garments:

With TDF support, training by the Garments Skills Development Centre led to an increase of 43% in sewing operators' productivity and efficiency in the production lines of participating firms of 20%. 70% of factories urgently need supervisory skills to compete

The Government's goal is to double the number of workers to 60,000 with a target of US\$500 million exports by 2015 up from US\$200 million. The work-force is mainly made up of female workers aged 18-25, and there is a turnover of 40-50%

IF support led to five garment firms certified as complying with Worldwide Responsible Accredited Production standards

"We can here really see now a programme bearing fruit that focused a lot on capacity development in the Government. A programme where the Government has a lot of ownership and increasingly takes on more ownership of this."

Stefan Lock, former EIF Donor Facilitator representative, European Union

silk:

With support from the TDF, the business model linking leading firms such as Mulberries and Lao Sericulture Ltd. to farmers plans to scale up support to over 180 farmers and 1,200 households by 2015

With project support, a village group hopes to harvest 6,000 to 10,000 metres of silk per year over the next five years with each family earning on average 30 million Laotian kip (US\$3,800)

trade across borders:

Backed by the TDF and the NIU, the Trade Portal was launched in June 2012 providing a one-stop shop for import/export procedures, including technical barriers to trade and sanitary and phytosanitary standards inquiries

doing business:

The WB's 'Doing Business' ranking was 163 in 2013 up from 171 in 2011 with improvements in indicators in *starting a business* and *trading across borders*

"Trade can do a lot more for enhancing these Small and Medium Enterprises, that's where over 90% of the private sector is in Lao. A lot more can be done through the EIF to promote the livelihood of the ordinary people of Lao PDR."

Keiko Miwa, Country Manager, The World Bank





trade story

"My chief sent me to the training. After I came back, I became line supervisor, taking care of the sewing line. After I get more money, I use it to support my family, to feed my kids and send them to school." Maneela Sengvone, Supervisor, Alpilao International Ltd.

Maneela finishes cutting the loose threads on the pile of blue sweatshirts, her sewing operators' machines humming behind her on the open-plan factory floor. She looks down, eyes sparkling, at her supervisor badge. Maneela comes from a family of rice farmers, the first to become a skilled worker, and earns US\$150 a month. She is planning to move up the knowledge ladder to help her two girls: *"I want to develop myself in the way of supervisor. I will improve myself to be chief of the supervisors,"* she adds with determination. It's an industry that is changing fast, investing in people to grow business and turning productivity into exports. That's progress. *"I want the developed countries' help to find big orders to Laos. So that Lao people would not be unemployed."*

High-rise banks line the commercial streets in Vientiane, next door to carved temple statues. In the national music school courtyard, instrumental notes fill the air on the sound system – musicians in modern uniforms and traditional dress. The country is building on its heritage and resources moving beyond a legacy of poverty to bring know-how to rural areas and minority groups. Women like Maneela are part of a bright new vision, which will help stem migration flows and promote people's prospects nationwide.



"Poverty reduction is at the core of our national development strategy. If we can develop trade, we can develop production, we can generate employment, we can increase the income of the people all over the country."

Sirisamphanh Vorachith, Director General of Planning and Cooperation, Ministry of Commerce and Industry





nepal

trade on the ground

Trade is a story weaving its thread around the country.

Trade's tales take you along postcard Himalayan ranges conquered by Chyangra goats on a five-day journey to pasture in Jomsom. Outpacing pilgrims and hikers, loaded packs sway across rope bridges as they push onwards to the summit.

At the Mechi border with India, trade is calling where drinks and sweets stalls clamour for attention, offering up fresh sugar-cane juice. Here, rickshaw drivers shuttle along passengers in rich-tone saris as they seal deals on mobile phones.

Trade's narrative is painted on to the multi-coloured trucks loaded with ginger roots and spices as they take on the bends in Ilam. Down below in a haze of green valleys, women weave their way to pick leaf buds at orthodox tea plantations.

In Kathmandu's stop-and-go traffic, trade's slogan is winding its way around, passing high-spirited students lost in debate. Here, money changes hands at every corner, and billboards in animated script call out a sales pitch for the latest goods.

“Nepal has taken trade as a mainstreaming area for the economic development of the country. For that purpose we are working in collaboration with line ministries like Ministry of Agriculture and Livestock.”

Lal Mani Joshi, former EIF Focal Point and Secretary, Ministry of Commerce and Supplies

trade journey

Trade is helping to make investments to boost productivity reaching villages nationwide. Bringing new facilities to ginger farmers is helping to build stronger standards. Support for the pashmina sector is taking a closer look at global branding, and developing the value chain for medicinal herbs will open the door to new markets.

mapping the trade priorities

Connections on trade are coming to life in a fresh way, as associations of farmers, producers and traders join forces to add value and move up the trading ladder. A period of hard democratic transition for the country, alongside big gaps in skills and infrastructure, hasn't provided an easy backdrop. Yet the trade agenda has taken a big step forward. Trade now features in the 2011 Nepal Three Year Plan and in sector strategies for industry, tourism and agriculture. Through the EIF's focus on getting the right diagnostics in place, with support from UNDP, together with donors and agencies including DFID, Finland, IFC, ITC, Nepal's Trade Integration Strategy (NTIS) outlines 19 priority areas where trade has most potential to turn around livelihoods. The Strategy, launched by the Prime Minister, mapped out with private and public sector and civil society backing, is rallying partners' efforts.

trade snapshot

At the Gorkha Tea Estate, tasters sample the quality of the brew with sharp intakes before giving out the scores with the race for top brand status now underway.

Among Jomsom's windswept peaks, a Chyangra kid is born to the herd grazing the thorn bushes that dot the landscape – the farmers' symbol of good fortune.

Kathmandu's Kalimati market collage of producers and consumers vie for space with unloading trucks, as goods are weighed and Nepalese rupee bargaining begins.

Ginger farmers in Kolbung village move harvested ginger to underground stores layered with wooden poles and sheeting to dry before the journey to market.

At pashmina showrooms, the Nepal Pashmina Industries Association (NPIA) walk customers through how to check for quality with a trademark, sketching out designs with the biggest sales potential.

Kathmandu University's business library is a hub of activity as students search the archives to back up team presentations on innovative industry models.

At the customs offices in the Jhapa corridor, ginger traders rush in with bundles of papers to have their goods cleared and documents stamped for export.





“We are allocating budget for these activities, EIF has strong support from Government, stakeholders, private sector and development partners. With this commitment and coordination we can make all these efforts in a sustainable way.”

Toya Narayan Gyawali, EIF Board Member and EIF NIU Chief and Joint Secretary, Ministry of Commerce and Supplies

As a result of the EIF’s support to build the trade agenda, national budget allocations since 2010 are going to roll out NTIS activities reflecting the Government’s commitment. The Action Matrix of the NTIS is being tracked to monitor progress with over 153 activities underway. NTIS products feature in the documentary series ‘Arthako Arth’ on honey, large cardamom, silver jewelry, medicinal herbs, handmade paper and paper products, IT and Business Process Outsourcing. Further episodes are planned, and NTIS topics will also be aired on the ‘Byapar tatha Bikas’ radio programme through Radio Nepal.

Another first from the NTIS was the set-up of the Nepal Business Forum while importantly, civil society has been involved from the outset, with SAWTEE a key partner in supporting the development dimension of the country’s WTO accession. Using impact-focused outreach tools, the strong EIF National Implementation Unit (NIU) team has been promoting information flows through a user-friendly website, stakeholder newsletters on the EIF, articles, Action Matrix calendars, economic journalist training and discussion fora. This has raised interest and engagement nationwide, while missions abroad have helped to put Nepal’s trade vision higher up the agenda at the global level. Nepal’s Trade Policy Review highlights plans to establish a Trade Sector-Wide Approach (SWAp) through a task force to support the NTIS in order to better coordinate Aid for Trade (AfT) and help development partners to step up support. A planned NTIS review aims to make delivery more effective and focus on a Monitoring and Evaluation Matrix, what has been delivered to date and new areas and demands from stakeholders and help secure buy-in from lead institutions.

forging connections on trade

The EIF and partners such as STDF are helping to build technical expertise including on project management alongside English language and IT training, which has benefitted Government teams, agencies and the private sector. At the same time, trade coordination is proving to be a model of consultative and broad-based engagement with stakeholders nationwide. That's included focused group meetings with product associations related to the NTIS, such as with the Women Entrepreneurs of Nepal. There has also been training given to the Chamber of Commerce, and national trade fairs have been growing in scope and profile. Upcoming linkages with training institutions include the Kathmandu University School of Management to build the skills of the country's future entrepreneurs.

Through the EIF partnership, there is a new cross-institutional liaison in place with a wider NIU team across departments and through the National Steering Committee (NSC). The Ministry of Agriculture and Livestock has taken a lead role as joint chair with the Ministry of Commerce and Supplies. Line ministries are active in technical committees, and work plans and budgets reflect key activities. Support has gone to help agencies and committees in organizing trade-related discussions. At the NSC, project proposals with inputs from the private sector and civil society as well as research institutions have been developed, screened and approved.

The EIF has been a bridge for development partners to support Aft with a proactive EIF Donor Facilitator role, taken on by Germany, at both political and technical levels. Germany has been engaged in policy support, capacity building and monitoring of trade activities helping coordination to work better. The Nepal Trade Magazines provide an in-depth focus on NTIS sectors, in English and Nepali. The donor community now backs over half of the NTIS Action Matrix priorities. Alongside the EIF, support comes from bilateral partners (the European Union, Finland, Germany, India, DFID, China and USAID), multilateral partners (ADB and the World Bank - WB), and agencies (FAO, IFC, IMF, ITC, OIE, STDF, UNESCAP, UNIDO and WHO). Since 2011, Nepal's development partners including Germany, DFID, USAID and Finland have established a donor group on Aft to coordinate support to the NTIS, with a web-based communication platform that helps to track progress.

putting trade into action

At the project level, backing is going to smallholder farmers, many of them women with limited education. Associations are helping farmers, producers and traders to solve challenges and move forward together. The ginger project with joint STDF and EIF funding and led by FAO tackles the issue of standards and value addition to build competitiveness. The goal is to help up to 4,000 households, over 50% of them run by poor women, with a sales target of 25% growth. There'll be washing facilities set up, material on good agricultural practices, studies into regional and global markets and how to get there. Facilitating border processes and organic certification are on the cards. To date, the Nepal Ginger Producers and Traders Association (NGPTA) has seen success in removing quarantine procedures at the border, taking Government taxes off traders and lowering customs charges.

The public-private sector connection is just as strong with the EIF pashmina project led by ITC. Linking up trademarks with marketing and certification to build a quality brand that supports producers, associations and vendors along the chain. That's a lifeline for mountain herders in the poorer northern belt who will benefit from extension services and know-how. The NPIA has registered the trademark in 41 countries resulting in a 63% growth to 1.7 billion Nepalese rupees (US\$17 million) globally.

The upcoming EIF medicinal herbs and aromatic plants project will be developing value chains and helping products through marketing for stronger exports. Taken together, it will help SMEs build a competitive edge, supporting even more of the 77% of people across the country whose livelihoods depend on agriculture.

forward look on trade

Nepal's trade picture is taking shape, but there's a wide bridge under construction for everyone to cross over. Getting people trained and systems to work efficiently takes sustained backing and coordination. The buy-in that starts that process is underway with EIF assistance. At the global level, Nepal's WTO LDC coordination role for 2013 is championing poor countries' prospects on trade. On the EIF Board,



Nepal is helping provide overall policy guidance and foster lessons to drive AfT delivery. Earlier activities included Nepal's hosting of an EIF regional workshop in 2010 to build knowledge and lessons learned across countries.

Nepal, as a landlinked country, has high trading costs to link to international markets. There need to be investments in infrastructure and training and access to finance, technology and laboratories with market information flows feeding into positive trading cycles. Bringing together budget cycles for Government and development partners is vital, while broadening the support base means communicating results on what each sector can do to improve livelihoods. It will also be about training on SPS and awareness-raising on other barriers to trade, building a broader export base, improving knowledge on trade from the grassroots and securing national budget commitments. Gender issues now need to be put at the heart of the trade agenda.

Trade in Nepal with the EIF is on a positive trajectory with strong levels of growth and plans to capitalize on progress to date with a Trade Sector-Wide Approach following a positive trade policy review. In this way, support for the agenda can flourish, results can be tracked and trade's full potential reached.

"The EIF has given us a platform for donor coordination – the National Steering Committee makes sure that streamlining is taking place. Communication is very important among all stakeholders. It's an important task for the Donor Facilitator to facilitate this communication."

Udo Weber, former EIF Donor Facilitator representative, Germany



trading high

making trade matter:

Trade features in the 2011 Nepal Three Year Plan and in sector strategies on industry, tourism and agriculture	The Nepal Trade Integration Strategy (NTIS) outlines 19 priority areas where trade has most potential to turn around livelihoods. 153 activities are already underway
Civil society organization SAWTEE played a key role in supporting the country's WTO accession, assisting the Government on the development dimension	Nepal was selected to champion LDCs' rights as WTO LDC Group Coordinator for 2013
Nepal is an EIF LDC Board Member promoting interests of LDCs	

"We set up an association to facilitate dialogue and communication with Government. We have tried to bring farmers and businessmen on a common platform. And to create an environment where businessmen can sell farmers' produce in the market easily."

Narendra Kumar Khadka, President, NGPTA (Nepal Ginger Producers and Traders Association)

support to trade:

EIF total support equals US\$3,473,153	
The disbursed amount of AfT in Nepal doubled to US\$173.55 million in 2011 from US\$89.1 million in 2009	Over half of the NTIS's 19 products highlighted in the Action Matrix are supported by development partners including in the areas of trade facilitation, SPS and capacity development
Government support to NTIS priorities in the 2010-2011 budget included 30 million Nepalese rupees (US\$300,000) for tea and coffee, cardamom, pashmina and jewellery; 50 million Nepalese rupees (US\$500,000) in 2011-2012 covered ginger, cardamom, medicinal herbs and tea and coffee	

"Nepali Pashmina Industry is just starting to make aware the people that Chyangra goat has pashmina wool and is very precious. We are telling them to make cooperatives and we are also making cooperatives."

Pushpaman Shrestha, President, NPIA (Nepal Pashmina Industries Association)

private sector:

The Nepal Business Forum was established as part of the NTIS recommendations	With the ginger project, the public-private partnership is being strengthened with funds from the EIF (US\$711,550), STDF (US\$462,144), the Government (US\$60,000), NGPTA (US\$140,000) and the private sector (providing land for a processing plant)
In the pashmina sector, the EIF project is providing institutional support to the NPIA, building supply-side capacity and promoting marketing and brand management with funds of US\$1,861,603. The Government's in-kind support is US\$200,000	

building knowledge:

EIF support is backing training for the Nepal Chamber of Commerce and an export promotion programme with the Nepal Tea Planters Association	EIF assistance has helped media and economic journalist training to be rolled out. The Economic Journalists Society has 25 women out of 205 members
The EIF and partners are looking at a collaboration with Kathmandu University's Business School to develop the skills the industry needs to keep trade competitive	

"More than 77% of people live in agriculture so for the development of our nation, for trade, it should be based on agriculture for the raw material, for the other agro-processing industry."

Pradyumna Raj Pandey, Under-Secretary, Ministry of Agricultural Development

exports:

The Government has gone further to set up a testing laboratory on quality – the Nepal Bureau of Standards and Metrology (NBSM)	EIF project support is going to the area of pashmina, which has exports to more than 60 countries and, with NPIA backing, is a registered trademark in 41 countries. There is a 63% growth to current 1.7 billion Nepalese rupees (US\$17 million)
There are 50,000 pashmina farmers each with between 15 and 20 goats; 1 goat can provide one to two shawls selling for US\$70-75; each kg of raw fibre earns US\$40	In ginger, farmers' earnings could rise from US\$300 per year to US\$2,000. The NGPTA was successful in streamlining regulations with the Government on taxes, at customs and in quarantine issues with India. It is providing seeds and training to farmers

agriculture:

Agriculture is the main sector employing over 77% of the population	Nepal is the fourth largest producer of ginger and the sixth largest exporter
The EIF project backing value addition in ginger is going to support 4,000 households, over 50% run by poor women, with a 25% sales growth target	

"The media should highlight how trade changes the ordinary people of LDCs, especially poor people. Without development of trade, we cannot develop our nations, that's why people should know about the importance of trade."

Deepa Devkota, Correspondent, Karobar Economic Daily





trade story

“Ginger farming has supported us to save for the future of our children. If there was a local market here members of the group could go to the market, bring money from there, and distribute the money among us.” Chandra Kala Rai, President, Ginger Cooperative Female Group Ilam, Hakarte

Chandra’s 25 colleagues from her women’s association take a break from the day’s farming business to tell jokes, then erupt into laughter. For five years, the group has been managing their collective savings to build the village’s prospects. *“Our women’s group produces a truckload of ginger, ginger is our main farming,”* explains Chandra, but they are limited in terms of accessing markets that will give them a better return. Storage and moving up the value chain is a challenge. Change is coming to the region. Here their deep pink shades of saris stand out on the hilltop trails that lead to the ginger fields and their future prospects. *“If only we had processing units and washing plants, we would be so happy.”*

‘Boarders divide, customs connect’ reads the catchy slogan on display at Nepal’s bridge crossing with India. Making connections is what trade is doing nationwide. Overcoming distances by plane, truck or rickshaw, trade is linking villages to global marketplaces. And it’s gathering in pace in the same way as band Kutumba’s popular instrumental tracks. Media stories tell of bold ambitions replacing instability and past limits. Chandra’s association and others like hers are carving out their own horizon where trade benefits can be felt on the ground.

“It’s very useful the partnership we have had with Government on trade policy. LDCs should learn to collaborate with civil society in protecting and promoting the interest of poor and marginalized communities and this has to be an institutionalized process.”

Ratnakar Adhikari, former Chief Executive Director, SAWTEE (South Asia Watch on Trade, Economics and Environment)





sierra leone

trade on the ground

There's a trade path being signposted across the country.

Trade is speeding across Freetown on the backs of motorcycles weaving around the Cotton Tree down to Kissy Road enveloped by street vendors' cries. The national dance troupe's drum rhythms make the perfect soundtrack on a ride upcountry to Bo, green shrubs lining the roadside, preceding the rows of diamond sellers in town.

Trade is making waves at white sand scenes in River No. 2 where the community rents out rainbow beach umbrellas and day-trippers picnic on cassava leaves with chilli pepe. Nature is in charge along the river at Tiwai Island as colobus monkeys dart across swaying treetops, and Mama Lucy and the chimpanzee group invite you to get up close performing their daily routine in Tacugama Sanctuary.

Trade is being printed onto African fabrics as women in fashion designs and neon colours move through the market labyrinth and workers head out to take on the buzzing night-lights reflected in the water down in Central Freetown.

“We have tried to improve an atmosphere for doing business. Our role has been to mobilize ministries, departments and agencies. We hope as part of our agenda to move from aid to trade, we strengthen the domestic private sector.”

Richard Konteh, former Minister of Trade and Industry

trade journey

Trade is opening up opportunities countrywide. In local communities, eco-tourism ventures that are protecting the environment are boosting incomes; in laboratories, agricultural samples are tested for quality to access new markets, and growth centres are connecting SMEs to value chains across the country.

getting trade to work for development

Making strides in building a better business environment for stronger growth has meant a hard look at getting the regulatory environment right and making governance work better – with the country being labelled a leading reformer. Improving major infrastructure gaps and boosting social development, after a legacy of insecurity, now needs to be tackled head on. Helping the country to move beyond the past with a new brand, attracting visitors so that local communities benefit, is part of this growth vision. The third Poverty Reduction Strategy Paper, the Agenda for Prosperity 2013-2017, has a new strong focus on trade through the chapter on International Competitiveness as well as on Economic and Export Diversification. At the same time, important gender and environmental concerns have been taken into account.

The Diagnostic Integration Study Update (DTISU) led by the World Bank (WB) together with the National Trade Policy and Action Plan are mapping out the next steps. The DTISU is looking at agriculture, fisheries and tourism alongside

trade snapshot

In the Bennimix factory, workers mix rice, sesame and pigeon peas brought in by farmers as women stand in line to stock up on the nutrition formula’s bright bags.

At the National Standards Bureau, teams in white lab coats use sterilized equipment to test food samples on ECOWAS scales, noting measurements.

Tourists recline in Tacugama’s eco-lodge hammocks as sunrise falls behind the trees while visitors learn about community outreach and education programmes.

At Newton’s Export Processing Zone, pineapples are moved from trucks, tops removed by hand before juice is extracted and blended by high-tech machines.

The Petty Traders Association meets in its headquarters in Freetown’s city market and brainstorms plans to increase access to finance for stallholders.

In the Hotel and Tourism Training College (HTTC), supervisors run through a role-play with students as they lay a table and provide customer service with a smile.

On Tiwai Island, overseas researchers and guides track the pygmy hippopotamus through the forest, as they tell of local legends linked to fire and diamonds.





“We tried to use budgetary resources well to enhance and facilitate sectors dealing with trade. We are going to increase our allocation of domestic resources to this. We are looking at bringing all parties involved to ensure activities positively impact on trade.”

Mohammed K. Warritay, Deputy Director, Ministry of Finance and Economic Development

trade facilitation and the regional angle. Against this backdrop, a medium-term programme is being developed to translate trade actions into long-term impact. With EIF backing, the EIF National Implementation Unit’s (NIU) professional team have prepared technical trade-related papers and boosted the capacity of the Ministry of Trade and Industry. It’s led to supporting the third Poverty Reduction Strategy Paper (PRSP) and laid strong policy foundations. In turn, it’s helped advance the National Trade Policy and Action Plan, the National Export Strategy and areas on copyright, consumer protection and competition and local content policy. Now the team’s activities are part of a Performance Tracking Table monitored by the Strategic Policy Unit in the Office of the President.

Communications on trade has had a high profile with awareness-raising workshops engaging project stakeholders countrywide as well as radio discussions taking place in the four regions. It’s being used as a tool to build stakeholder understanding of issues and to spread the results and impact achieved on trade nationwide. Through consultations, people are being informed about trade linkages. There’s a dedicated EIF webpage hosted on the Ministry of Trade’s website, and projects such as those on tourism are being highlighted on TV through the Sierra Leone Broadcasting Corporation, showing its potential for job creation and youth prospects.

joining up stakeholders on trade

The scope of partners countrywide that need to be part of the trade and development dialogue demands a bold set of interventions. With EIF support,

the NIU has deepened the involvement by opening up information channels. The National Steering Committee (NSC), chaired by the Minister of Trade and Industry, has wide-ranging participation from line ministries including Finance, Agriculture and Tourism alongside agencies, Parliamentarians, the private sector and civil society with the Civil Society Movement and Petty Traders Association.

With the DTISU feeding into the PRSP cycle, there's ongoing assistance to build deeper inter-ministerial coordination at Cabinet level. This is going to be matched by stronger development partner coordination on trade assistance. Plus there's backing in the pipeline to develop the public-private sector dialogue, supporting the Sierra Leone Business Forum and Chamber of Commerce. With EIF support, it will build the know-how of Government ministries as well as NSC members. Thanks to the PRSP's focus on trade, more development partners are coming on board, helped by the set-up of a dedicated Trade Sector Working Group. And now, more Government resources are going to priority trade areas.

UNDP as the former EIF Donor Facilitator (DF) has been active in the NSC and is providing support to build the Aid for Trade (AfT) database, with DFID having now taken over the DF role. Support by development partners is going to develop the National Export Strategy (Commonwealth Secretariat); the National Coordination Committee on Trade (ECOWAS); public financial management (AfDB); rural and private sector development (WB); simplification of tax (IFC); and fisheries and trade negotiations (European Union).

seeing trade results nationwide

Building on earlier IF support to develop the tourism industry and boost trade policy capacity, new EIF projects are up and running. A project on eco-tourism is giving assistance to five destination sites across the country: Tacugama, River No. 2, Tiwai Island, Banana Island and Wara Wara Hills. The project has been developed in close collaboration with the Ministry of Tourism and Cultural Affairs and is being carried out by the National Tourist Board (NTB). All together it aims to produce an Eco-tourism Policy and Action Plan, update

the 1990 Tourism Act, develop the sites and promote and market eco-tourism as well as build up the necessary skills.

Earlier assistance under the IF led to a long-term strategic tourism development plan, a marketing programme with 64 tour guides being trained in new skills and a Tour Guide Association being set up, as well as over 200 front desk personnel being trained in customer skills. What's more, tourism assets nationwide were documented, and there were seminars and workshops on beach safety while the NTB was able to monitor and supervise hotels countrywide.

The goal is for local communities to be actively engaged in the process and to generate funds to maintain the business model, preserve the sites and use the income to meet social development needs. At the same time, it's supporting research and innovation. This responsible tourism approach to attract high-end visitors means focusing on improved service delivery and facilities is essential. It's going to be helped via the HTTC, which will get support for training, equipment and expanding the curriculum, while the training centre will be refurbished with 10 classrooms and 24 bedrooms.

Another focus for EIF support is going to improve quality standards in the country with the National Standards Bureau. Currently, there are 66 national standards, over half of them in food, and there are plans to build a sound infrastructure for the country to export in the region and globally. Already, the metric system has been adopted, and there is now a need to harmonize efforts with neighbouring countries. To bring on board the SMEs, assistance is planned to build know-how in business development and in value addition with processing, labelling and marketing.

planning the future on trade

Sierra Leone's new brand is gaining confidence. There are plans to graduate to middle income status building on the solid macroeconomic framework. Taking on the challenges of youth unemployment and trade facilitation is rightly ambitious.



The priorities mapped out with EIF and partner support are joining up the trade agenda, and ECOWAS and regional integration offer up even greater possibilities. The One-Stop Shop and Special Economic Zone in place have been important developments. Tapping into models of community development with eco-tourism will boost foreign exchange. Giving hope to SMEs through help with low-cost finance will mean bringing on board the petty traders and improving market links. Through SPS standards being met, agriculture can move up the value chain alongside fisheries and match the natural resources boom.

Now with EIF support, the focus on building up know-how, capacity and skills across Government, agencies and institutions, the private sector, civil society and communities will determine just how far the country can move ahead. Development partners need to match this commitment with investment to help put the country on the map and make progress to step into the trading future.

“Support of EIF helped development partners in aligning efforts supporting national priorities, in definition of priorities. The Donor Facilitator plays an important role at technical level working with the Ministry of Trade and Industry.”

Benjamin O. Maturu,
former EIF Donor
Facilitator representative,
UNDP



trading high

making trade matter:

A Trade Sector Working Group has been set up as a Government-Donor consultation platform	The National Export Strategy 2010-2015 has been developed, and trade is linked to private sector development and in agriculture, tourism, fisheries and infrastructure
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support to trade:

EIF total support equals US\$3,790,000	
EIF support of US\$2,990,000 is going alongside the Government's contribution of US\$300,000 to support efforts to rebrand the country's image and build an eco-tourism community model and develop five eco-tourism sites to preserve flora and fauna, while adding value through research, training and innovation	EIF support of US\$600,000 and Government support of US\$494,700 follows on to earlier assistance of US\$908,859 to build national capacities, competitiveness and manage Aid for Trade
EIF support of US\$200,000 to back national trade studies with the World Bank (WB)	

"The Government has cognisance of the need of the private sector. We are working in tandem with the development of the Standards Bureau and Pharmacy Board. They have to grow with us before we can grow."

Joseph Zed Bahsoon, Managing Director, Bennimix Food Company

tourism:

EIF support is going to build the capacity of institutions including the Hotel and Tourism Training Centre to be refurbished with 10 classrooms and a 24-bedroom facility	With IF support, 64 tourist guides were trained, a Tour Guide Association was set up, and 200 front desk staff were trained in customer care with tourist assets nationwide documented alongside training seminars on beach safety
Through this project, the National Tourist Board was able to monitor and supervise hotels and facilities countrywide. The following brochures were produced: the Official Visitor's Guide 2012-2013, the Tourism Handy Guide 2012-2013, a Sierra Leone Tourist map and Sierra Leone Destination brochures. Sierra Leone was showcased at the World Travel Market in London in 2012	Tourism regulations have been reviewed and upgraded to meet global best practices, and Government reforms are underway to further facilitate tourism investments, including guidelines with the Sierra Leone Investment and Export Promotion
Tourism contributed US\$36.9 million in 2011 (a 36.2% increase in a year); global investments and partnerships are coming up including with the Hilton and the Savoy Hotels	

"Standards promote trade, so we look at what the industries want, their needs to improve competitiveness. The support of EIF will give us to reach that potential, so that we can facilitate and develop our national economy."

Amadu Jogor Bah, Deputy Executive Director, National Standards Bureau

eco-tourism:

EIF support is going to five tourism sites to spread out benefits to local communities in Tacugama, Tiwai Island, River No. 2, Banana Island and Wara Wara Hills	An Eco-tourism Policy and Action Plan is going to be developed and the Tourism Act reviewed
Tacugama is locally owned and operated, and it is home to over 250 bird species and over 80 rescued and abandoned chimpanzees; Tiwai Island has 11 species of primates and over 135 bird species and is home to the rare pygmy hippopotamus	The country has 360 km of white sand beaches, 18 national heritage sites and 31 protected areas with wildlife (chimpanzees, jungle elephants and birds)

standards:

Currently, 66 national standards are in operation, over half related to food	The metric system is now adopted, and there are plans to link up to regional models
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“EIF is supporting national priorities through an update to the Diagnostic Trade Integration Study focused on sectoral coverage and led by the Government. Implementing the findings brings us further down the road.”

Cyrus P. Talati, Senior Economist, The World Bank

regional integration:

The EIF National Implementation Unit serves as the focal point for the roll-out of the ECOWAS Trade Liberalization Scheme

doing business:

EIF work with the Sierra Leone Business Forum is underway to support the private sector and look at developing a Small and Medium Enterprise Policy to help add value to products	A One-Stop Shop and a Special Economic Zone are in place to ease business
The World Bank's 'Doing Business' ranking was 140 in 2013 up from 148 in 2012; the country has been a top reformer since 2005 in improving business regulation for domestic firms, property registration and getting credit	

“EIF created the enabling environment to take stock of trade. The National Steering Committee is there to guide stakeholders in focusing attention to sectoral development. Total involvement of all stakeholders is critical.”

Ahmed Akar Ahmed, Chief Director and Professional Head, Ministry of Trade and Industry





trade story

"All the community people are fully involved because they are deriving many benefits from tourism, from the project, from researchers and income generated."
Minah Conteh, Community Liaison Officer, Tiwai Island

Minah takes a break from chairing the lively meeting in the brightly painted community centre and gestures enthusiastically giving the floor to the women. His white cut-off shirt reflects against the forest green and brown earth tones. It's community-based tourism and a benefit-sharing approach. *"The two premier chief leaders came together to preserve this place as a sanctuary."* Eco-tourism is making headway in this wildlife reserve and has led to the first local school. Minah's community is counting on tourism to grow handicrafts skills in weaving baskets and dyeing *batik* and bring about better healthcare and transport links. Now the community's inclusive growth model to protect the environment is being taken up countrywide. It's an inspiring way of doing business. *"People are hiking, taking people up river, giving them history. We can put our ideas together to improve Tiwai."*

It's not surprising that the petty traders' shoe repair stalls are in demand in Sierra Leone. Getting connected and mobility is big news. Busy Airtel offices in Freetown offer cheap airtime, time-pressed travellers catch the speedboat over the airport ferry. Moving upcountry is where potential lies in unexplored tourism, and it will mean adding new national sites to the painted murals at the Ministry of Tourism's Hall of Fame. It's about renovating a torn image, so that Minah's community and others nationwide can take part in colouring in the bold new outlook on trade.

"I see great future in tourism. We have seen an increase in the number of hotel beds to 2,600. It is critical that we identify areas that bring in better livelihood, income and understanding among communities."

Cecil J. Williams, General Manager, National Tourist Board





uganda

trade on the ground

Trade is joining up connections countrywide.

Trade is being caught on film at the Nile's source in Jinja as visitors pose with bird colonies nesting in verdant mangroves. Nearby, breath-taking bungee jumping spots pull people in, and the Owen Falls draw those seeking to breathe in nature.

Trade is on the move at the busy Malaba border with Kenya where customs officials work together to enter system data and metal seals are fastened on to trucks to protect cargo. Against Mbale's winding coffee hills, farmers end the day overlooking the valleys below where the precious bean crop is taken to local cooperative unions.

Trade is taking hold across Kampala's multiple hills cordoned off by the green belt. Here, *boda boda*s swerve each bend alongside white and blue striped taxi vans ferrying office workers home, singing the '*Kamwokya - Ntinda*' destination on the way. Roadside, grilled *matooke* vendors present a welcome break next to the female fruit sellers wrapped in *lesu* offering jackfruit, passion fruit and papaya.

“Trade is the locomotive for economic emancipation, prosperity and transformation of the economy. EIF brought to the fore, trade is local and to bring that level of understanding for us to compete regionally and internationally.”

Julius B. Onen, EIF Focal Point and Permanent Secretary, Ministry of Trade, Industry and Cooperatives

trade journey

Trade is getting goods to flow at the border. In districts, farmers’ cooperatives are being plugged in to the latest market data; in the hotel training institute, students are gaining skills; crafts and food producers are going to be linked up to tourism and poor communities will get help with silk, aloe, gum arabic and honey production.

making inroads on trade nationwide

When trade starts local to go global, its impact reaches a wider range of people, products and partnerships. Uganda’s growth coupled with reforms in the doing business environment alongside laws and policies on competitiveness have laid strong foundations. However, high transport and energy costs, poor social development realities and a serious skills gap are big challenges going forward.

There have been strides in getting a more joined-up approach on trade. The National Development Plan, which has growth, employment and socio-economic transformation for prosperity as its themes, has a specific trade chapter. That’s a result of input from the focused EIF National Implementation Unit (NIU) into key trade papers including the first Diagnostic Trade Integration Study (DTIS), which has shaped the National Trade Policy and National Trade Sector Development Plan, which looks at the medium-term programme. Sectoral plans on agriculture,

trade snapshot

At the Malaba Border Post, lines of trucks pick up the pace, one side for exports, another for imports, with a flurry of stamps at the document clearance window.

In the Hotel Tourism and Training Institute, laundry classes are underway, while students graciously serve tea to visitors in the Crested Crane Hotel next door.

At Entebbe’s Wildlife Education Centre, families in high spirits wander the green enclosures to view the birds and animals and the national symbol, the crane.

Around Kampala’s historic monuments and squares, banks and foreign exchange bureaus buzz with traders in the middle of business transactions.

At Tororo Cement factory, workers in hard hats and overalls operate heavy machinery spouting piles of fine sand from rocks, igniting the mixing process.

In the city’s high-end restaurants, dance troupes perform a nightly cultural show intertwining stories and poems with colourful dances and commentary.

Over in Nakasero market, cries of ‘Nyabo,’ ‘Ssenga,’ ‘Ssebo’ and ‘Kojja’ draw shoppers to the plantain, while at the craft market, bangles and fabrics go fast.





“Government realized sustainability is important and activities are incorporated into the national budget. The DCOs project is going to support 25 districts, through mainstreaming, Government is supporting 15 other districts.”

Peter Elimu Elyetu, EIF Board Member and EIF NIU Coordinator, Ministry of Trade, Industry and Cooperatives

customs, ICT, tourism, local Government, energy and transport include trade, and most of the country’s districts put trade into development plans. The update to the DTIS led by the World Bank (WB) with EIF support reviewed progress from the earlier study and found that 94 out of 150 policy recommendations have been taken forward and received high-level backing. The Competitiveness and Investment Climate Strategy (CICS) and National Export Strategy (2010-2015), which includes a gender dimension and which is taken forward by the Uganda Export Promotion Board (UEPB), have helped provide the context for delivery.

Other developments with backing from the EIF are on consumer protection; anti-counterfeiting; and competition and trade licensing. New trade champions are coming up, building on those from Agriculture, ICT, Works and Transport, Finance, National Planning Authority (NPA), Local Government, Private Sector Foundation Uganda (PSFU) and the Chamber of Commerce. Through EIF assistance, people’s skills have been built up with seminars and workshops. That’s led to know-how on trade mainstreaming, trade policy, the regional angle and project management for over 200 trade officials and the private sector. With outreach on trade, the public has been updated through the web, brochures, articles, TV debates and radio phone-ins as well as in consultative workshops. And trade is also featuring in the curriculum of educational institutions.

expanding trade networks

Making trade activities flourish in the country as a whole takes a focused approach to engage a wide stakeholder group. With political support from the ministerial level in the Ministry of Trade, Industry and Cooperatives, the agenda has benefitted from an EIF Focal Point as Permanent Secretary and the strong head of the technical NIU team, who champions trade and development issues for LDCs on the EIF Board.

As part of the EIF partnership platform, there is an overarching CICS Steering Committee looking at competitiveness and investment. Line ministries, the PSFU and the Chamber of Commerce alongside development partners come together, chaired by the Ministries of Trade and Finance. To support operations, there is a Management Committee and an Inter-Institutional Trade Committee (IITC), which assists in developing trade policy. It's helped build consultation on projects as they are uploaded on the Ministry website and stakeholders provide comments. There's been a strong public-private dialogue through the CICS, IITC and at the highest level through the Presidential Investors Round Table. With EIF backing, support has gone to events including trade and agriculture shows. The industry has received help in standards with entrepreneurs given assistance to certify goods for export. It's involved the UEPB, the Bureau of Standards, the Capital Market Authority and the Uganda Investment Authority.

Against this backdrop, development partner assistance has been coordinated with an active Private Sector Donor Group with a regular rotation of the chairperson among development partners, which has also helped to map Aid for Trade (AfT) flows. The updated DTIS will reinvigorate support on Action Matrix priorities. Assistance is coming from the European Union in trade negotiations and infrastructure, Sweden in quality infrastructure, TMEA in non-tariff barriers, the World Bank (WB) with private sector competitiveness, trade facilitation and tourism and AfDB in local markets. A Tourism, Trade, Industry Sector Working Group is planned to make these linkages even stronger, supported by the European Union as EIF Donor Facilitator.

extending trade's reach

Building a new mindset on trade is underway with trade facilitation. Through EIF support, there have been strong results tracked in the Malaba border post with customs clearance moving from three days to two hours and up to 30 minutes. There has been a focus on tackling counterfeit goods, and with risk management, cargo examination went from 60% five years ago to 15-20% at the present time.

With EIF backing to the District Commercial Offices (DCOs) project, trade information is getting out in the regions to local traders. There's been good coordination with the Ministry of Local Government on this innovative approach to join up extension services and provide training to connect people to the market. It will help farmers, producers, business people, cooperatives and local tourism agencies and link the large informal sector. An important feature is for DCOs to coordinate tourism benefits for local communities. The EIF project will focus on 25 districts. The Government is committed to roll out the programme to 15 more districts, and European Union support is going to another 5 areas, in total leading to assistance for 45 districts.

Through the EIF and other AfT support, another project under development is on skills development for a growing tourism sector by improving the capacity of the Hotel Tourism and Training Institute to get 3,045 students ready for a competitive labour market. It will help the Institute to support a benchmark for standards and raise awareness with hotel owners, together with the Ministry of Tourism, Wildlife and Antiquities. Another area being looked at is inclusive tourism with ITC and UNCTAD to link vulnerable producers of crafts and processed food to tourism and tap into the service industry's potential to strengthen local livelihoods.

charting a forward path on trade

Uganda has moved firmly upwards on the trade ladder. The DTIS Update has shown that there are strong connections with neighbours trading across borders, grassroots communities can multiply their trading impact in the districts and



“Uganda is an agricultural superpower. We have now to translate this into wealth for the people and to do that we are committed to reduce the cost of business.”

Roberto Ridolfi, EIF Donor Facilitator and Ambassador, European Union

young people can count on help to run the tourism industry. There’s been a stable economic backdrop and, with EIF backing, reforms have helped to root change for the long term across priority policies and partnership structures. Now it’s vital to capitalize on regional opportunities with EAC, COMESA and with the tripartite agreement with SADC and improve the flow of goods and services, creating wider access to market and finance information.

As a landlinked country to fully realize trade’s potential, the country needs to make inroads into core infrastructure including logistics, storage and transport as well as energy and water; move out of a limited number of agricultural products; bring on board the informal sector; and tackle social development needs on health, education, housing and the environment, particularly in poorer northern areas. It will mean boosting productive growth in agriculture at the same time as taking a hard look at sustainable land management. To do so means promoting DTIS findings to build development partner engagement and bring on board more Government resources. It includes continuing the competitiveness agenda’s focus on strengthening the entrepreneurial mindset. Ultimately, it will mean investing wider resources in removing trade bottlenecks in other sectors but also tracking what is working and how to build partner buy-in for the future.

With the EIF drive added to Aft’s commitment, the country can count on strong future prospects on trade while making sure women and young people are part of this promising growth agenda. Even greater strides are now within reach.



trading high

making trade matter:

<p>The National Trade Policy and National Development Plan are in place with inputs from the 2006 Diagnostic Trade Integration Study (DTIS); the National Trade Sector Development Plan serves as the medium-term programme through the Competitiveness and Investment Climate Strategy (CICS); the National Export Strategy with ITC is led by the Uganda Export Promotion Board (UEPB)</p>	<p>Trade is part of sectoral plans including agriculture, customs, ICT, tourism, local Government and energy and transport, and a National Standards and Quality Policy is in place; trade is in most Districts' development plans with the support of District Commercial Offices (DCOs)</p>
<p>94 policy recommendations are actively being taken forward out of 150 from the DTIS; an Aid for Trade (AfT) database has been developed mapping all AfT flows</p>	<p>Trade is part of the Strategic Investment Framework on Sustainable Land Management</p>
<p>Uganda is an EIF LDC Board Member championing interests of LDCs</p>	

“Partnership between customs and Ministry of Trade is an umbilical cord. Major achievements are in easing movement of goods. We implemented the One-Stop border initiative, reduced clearance times from three days to two hours.”

Richard Kamajugo, Commissioner for Customs, Uganda Revenue Authority

support to trade:

<p>EIF total support equals US\$3,798,119</p>	
<p>EIF support of US\$2,998,119 and a Government contribution of US\$330,850 is going to connect 25 districts nationwide; a Government grant is going to 15 districts; European Union backing is going to a further 5 districts</p>	<p>EIF support of US\$600,000 following US\$900,000 and the Government's contribution of US\$148,000 is to back AfT and trade development; EIF support of US\$200,000 is going to national trade studies with the WB</p>
<p>US\$1 billion has been disbursed by donors supporting trade-related reforms (2009 and 2012)</p>	

private sector:

<p>A Directorate of Small and Medium Enterprises (SMEs) is soon to be in place as a One-Stop Centre to oversee coordination and implementation of SME support</p>	<p>The public-private sector dialogue platform is in place through the CICS and the IITC and the Presidential Investors Round Table (PIRT)</p>
<p>There is a strong Buy Ugandan campaign with the Private Sector Foundation Uganda for local business; exports are growing at 13% per year; trade as a share of GDP has risen to 58%</p>	

“Help us develop the information database to inform decisions around trade with people acting as traders. We will develop linkages, linking production sector to marketing so we have a complete value chain at the end of the day.”

Harriet Mulondo, Director, Kampala Capital City Authority

district commercial services:

With Government, EIF and European Union support, 45 DCOs are being supported out of 112 districts nationwide to provide decentralized business services. SMEs make up 90% of the private sector employing 2.5 million people

tourism:

With EIF support to the Hotel and Tourism Training Institute, training will target 3,045 students

Tourism comes under the Ministry of Tourism, Wildlife and Antiquities; it features as a primary sector in the National Development Plan, and there is a five-year Tourism Trade and Industry Strategic Plan; the services sector contributes 52.4% of GDP

facilitating trade:

The NSC CICS Secretariat is focused on the business climate and issues raised in the DTIS and National Development Plan including SPS

A strong legal framework is in place with a focus on trade licensing, sales of goods and services, consumer protection, anti-counterfeits and competition policy

“The Diagnostic Trade Integration Study and recommendations guided development partners and Government to streamline activities in the promotion of trade. At the Steering Committee this helped bring forward key impediments within the trade sector.”

John Nakedde Sempanyi, National Programme Manager, Sweden

trading across borders:

Modernization of border management is in place; 33 out of 34 procedures are automated; the Tripartite Summit directed all customs procedures to take place at Mombasa for Uganda and Rwanda from September 2013. Customs clearance has gone from three days to two hours, even 30 minutes. The Malaba border services up to 1,400 trucks a day from five countries. Cargo examination has gone from 60% to 15-20% in the last five years

Uganda is the current Chair of COMESA and former Chair of the EAC

Plans are moving ahead to set up 17 border markets over five years at towns starting with the district neighbouring South Sudan

building knowledge:

Trade is included in a number of educational institutions' curriculum

Workshops have been carried out to build knowledge on trade and business including policy, project management, the regional angle and mainstreaming for 200 officials

“EIF can help a lot in terms of capacity building, empower and get quality personnel who can run this industry. DCOs are empowered to pass on key messages, share the importance of tourism, the benefits and what can accrue to local communities.”

Patrick Mugoya, Permanent Secretary, Ministry of Tourism, Wildlife and Antiquities





trade story

"The Hotel and Tourism Institute has taught me very many things and made me grow personally. There is a lot of competition, so we need people who can give us skills to compete with people outside." Mildred Nakahima, waitress

Mildred glides down the Nile Resort Hotel staircase, balancing a tray of juice to serve a guest at the poolside. She straightens her grey and white waistcoat, eyes smiling, exuding optimism. Graduating from the Institute has helped her fulfil her dream to work in hotel management. *"I am still a student but I can provide my tuition because of this course."* Now, the Institute needs updated equipment and skills to meet a growing demand. It means getting support from the industry to find placements for students so they can earn up to three times the 100,000 Ugandan shillings (US\$40) they get every month. Mildred has her path mapped out and is taking positive steps towards a bright future. *"This course will help me put up my own establishment, like a restaurant that will help me generate income."*

Across the capital, yellow-shirted Cranes fans claim the streets in celebration after a national football victory. There's an energy moving in Uganda that proudly marks milestones, reflected in the Commonwealth Heads of Government Meeting (CHOGM) monument as it reaches upwards. A mindset is changing. Trade is not a one-off event but a process being nurtured in flagship border cooperation with trade knocking on the door of communities countrywide. Mildred and other young people are working hard to leave poverty behind, gain the expertise they need to compete while forging their own global trading connections.

"EIF would be very important working on supply side, 90% of the private sector being SMEs with challenges of skills, technologies, market information; in terms of value addition to get ready for market opportunities that have opened themselves to us."

Gideon Badagawa, Executive Director, PSFU (Private Sector Foundation Uganda)





zambia

trade on the ground

Trade is gathering pace leaving imprints countrywide.

Trade's energy can be felt in the crashing streams at Victoria Falls' bridge crossing, next to where white wild flowers, diminutive in stature, grow. Nearby, groups of tourists head onto a Zambezi river cruise to catch sight of hippopotamus and crocodiles reclining by the grassy banks as sunset changes the water to pools of orange gold.

Trade is hurtling along with the trucks laden from the mines coming from Ndola and Kitwe. Here in Copperbelt, heavy machinery reaches into the earth, silhouetted against the miles of highways fringed with electricity poles and desert shrubs. Along the route, enterprising roadside vendors line up piles of sweet potatoes for sale and beekeepers smoke forest hives and press honey.

Trade is overlooking Lusaka's boldly expanding cityscape, tower blocks juxtaposed with sand-coloured buildings along tree-lined avenues. The road moves southwards to Choma over pasture fields where herds of Friesians graze and consumers line up at dairy cooperatives' milk collection centres to buy strawberry yoghurt for children.

“Trade is a fundamental aspect of Zambia’s development. EIF has been very useful to mainstream trade into development programmes. Government has been planning to fire away economic activity with the private sector as the engine.”

Stephen Mwansa, Permanent Secretary, Ministry of Commerce, Trade and Industry

trade journey

Trade is bringing fresh perspectives to villages nationwide. Beekeepers are increasing honey production to raise living standards; smallholder dairy farmers are adding value, as well as volume, to milk production. While a closer look at tourism and other sectors is helping more people have their say on how trade can build livelihoods.

getting trade on the right track

Supporting young people’s prospects means a solid investment in improving growth opportunities and making progress on social development. The Government has an ambitious goal to create a million decent jobs in a five-year period, across manufacturing and services. It’s a testament to the drive to strengthen the economy outside of the mining sector. The Sixth National Development Plan (2011-2015) includes a focus on trade, drawing on the Diagnostic Trade Integration Study (DTIS), and looks at infrastructure, human development, economic growth and diversification alongside rural development. It sets out a medium-term outlook, in which the EIF is backing export promotion and trade expansion.

With EIF support, a DTIS Update (DTISU) is underway, which will outline priority actions and make trade’s impact felt on the ground. The Trade Mainstreaming Roadmap for Zambia, with a focus on regional trade and gender, is about opening up the dialogue in line ministries and agencies on trade to bring together budget

trade snapshot

Invesco Ltd.’s workers in blue overalls bring plastic bottles to life as orange liquid is pumped in along the line, labels rolled on and boxes heaved onto trucks.

At the Zambia Forestry College, students gather around a tree hive for a practical honey harvesting session, protective white mesh covering faces, questions ready.

Choma cooperative farmers arrive on bicycle at the milk collection centres for testing and storage, milk cans strapped to the back, as money exchanges hands.

On Lusaka’s Shoprite floor, consumers browse stocked shelves, choosing local honey brands to put into red baskets as tills ring handing back Zambian kwacha change.

In Batoka Livestock Development Centre, smallholder farmers learn about new breeding methods to boost dairy production and how to build better milking centres.

Mpongwe Honey Cooperative’s local beekeepers are coming up with new products selling their artisanal brand of candles, beer and wine.

At Livingstone’s high-end hotels, walls of local artwork blend with the environment as tourists head out on safari to feed elephants and walk with lions.





“One of the features of dairy and honey are that the individual in the village is able to develop them with low technology. Important for Government to facilitate market access, that is what we are trying to do through efforts of coordination.”

Paul Lupunga, Chief Economist, Ministry of Finance

allocations. National policies and strategies already rolled out include the Honey Sector Strategy, Competition and Consumer Protection Policy, Horticulture and Floriculture Policy, Beekeeping Policy, Trade and Investment Strategy, National Quality Policy and the Micro, Small and Medium Enterprises Policy. There’s a series of national trade studies with the World Bank (WB) underway and a move to set up an Aid for Trade (AfT) database. There’s also the National Rice Strategy 2011-2015 and the Cassava Strategy with support from the European Union and technical assistance from ITC.

The country’s Vision 2030 is to move to middle-income status, driven by pro-poor growth. IF support helped strengthen reforms as part of the Private Sector Development Reform Programme (PSDRP) to improve the investment climate, build the private sector and expand to regional and international markets. With partners having come together to leverage finance, there’s the acclaimed Chirundu One Stop Border Post, and now, a One-Stop Shop for Business Registration. Through EIF backing, there was a study tour to Cambodia to learn lessons, and Zambia has hosted a regional workshop on monitoring and evaluation and communication to promote experience-sharing among countries.

putting partnerships into practice

Building fresh engagement with local communities meant investing in a broad partnership approach with the private sector and civil society. The dynamic EIF National Implementation Unit (NIU) team has promoted awareness through regular stakeholder fora including line ministry and private sector-specific events,

engagement with Parliamentarians and groups, such as the Zambia Honey Partnership and Dairy Association. As part of the DTISU led by the WB, there have also been a series of sector-specific consultations. Through the NIU's collaboration with non-governmental organization CUTS, outreach to communicate the benefits of trade and boost information flows has been rolled out. It's included user-friendly materials and community theatre alongside support to grassroots actors to build the national trade dialogue. CUTS is looking at local solutions to create profitable businesses, with a focus on women and youth. It's accompanied by the NIU's promotion of visual tools such as the film 'Don't give me fish anymore, rather teach me how to fish' and media coverage with press and five TV shows and webpage updates.

With EIF support, there's a focus on building up skills and knowledge, including for 120 stakeholders on trade and national development; 31 stakeholders were trained on trade policy development relating to the COMESA Customs Union and 16 Ministry of Commerce, Trade and Industry officials in project management. What's more, 13 smallholder farmers in the honey sector were given support to participate in the African Organic Conference to learn good practices in organic farming techniques. Another innovation is the connection with the Ministry of Commerce, Trade and Industry through the EIF to partner with the University of Zambia and introduce a flagship Trade Policy and Development Course.

EIF backing, as part of the PSDRP, is helping to build the public-private dialogue, bringing trade into a wider private sector forum and looking at rural employment. The Chair of the multi-stakeholder EIF National Steering Committee (NSC) comes from the private sector and has raised awareness of what more can be done to bring them on board. The NSC comes under the higher-level Trade and Industry Sector Advisory Group and reflects strong political will to lead on the agenda. Importantly, the Advisory Group also plays a role in the monitoring and evaluation of the National Development Plan. There's a partnership between the NIU and Develop4Value and the Zambia Development Agency to help businesses to access markets through finance, including business clinics. The European Union has taken over the role of EIF Donor Facilitator from Finland and there have been active efforts to promote partners' coordination, while the NIU has updated development partners on joining up separate projects into a coherent programme on trade.

supporting trade at the grassroots

There's been renewed focus on delivery with strong stakeholder buy-in to projects on trade developed through calls for proposals posted countrywide. The EIF-backed beekeeping and honey project is led by SNV Zambia and involves partners, including the Forestry Department and Zambia Forestry College. It aims to support entrepreneurial beekeeping and set up a centre of excellence to encourage research and development. That will mean increasing production and productivity, improving market access and quality and standards. The goal is to provide training to 5,000 producers, including 15% young people and 35% women, to achieve higher honey productivity. That will mean going from 8 kg to 20 kg per hive and generating US\$1.50 per kg and US\$30 per hive. And at the same time, it will mean an increase in the overall volume of bee products from 4,000 to 7,000 metric tonnes. It is looking at eco-friendly business solutions for rural households, while managing the forests. That's a vital connection for communities in the Copperbelt to profit outside of the mining sector. And it's also improving on low nutrition and health. Now a move into developing products including candles is helping producers get more from the raw material through marketing.

In an EIF dairy project under design, the aim is to increase the number of smallholder dairy farmers involved in commercial milk production from 3,000 to 8,000. Boosting productivity will help to double the average annual income of farmers and to create 2,000 jobs in the dairy value chain, with 25% for women and 25% for young people. Current consultations are ongoing with several dairy cooperatives across Lusaka, Copperbelt, Southern and Western Provinces. Helping smallholder dairy farmers will mean looking at value addition into yoghurt and cheese products and how to make business more productive. That will mean turning the lives around for women farmers, many of whom head up their household in regions with big social development gaps and against the heavy presence of HIV/Aids, which will in turn offer fresh social integration opportunities.

Research into sectors including coffee, handicrafts, light manufacturing, cashew nuts and copper fabrication has also been carried out. There are plans to see how tourism can impact on job creation and exchange experiences with Cambodia on building up different sectors including in rice, honey and cassava.



heading into a new trading future

Zambia is plugging into a joined-up approach to regional and international trade. There's a dynamism growing to invest in people, ideas and resources. The DTISU will guide the vision alongside an important national trade strategy around which partners, in the Government and in the donor community, can coordinate efforts to add value to the trade agenda.

Getting ahead and opening doors for young people as the next generation of traders will mean moving to look beyond mining, providing in-demand skills. At the same time, it means making sure that backing goes to making trade easier for a landlinked country with infrastructure connecting the regions. That's important in rural areas as beekeepers and dairy cooperatives need to access new markets and receive higher-than-farm-gate prices. It's also vital to help SMEs – where 70% of people's employment is to be found – to move up the ladder with access to credit and market information. And it also means boosting people's life chances with a focus on water, sanitation and health to fight the hard poverty still a reality on the ground.

The EIF is helping Zambia move onto a new track on trade, at the service of the communities who are counting on it the most to transform their prospects. That's where the full trade partnership needs to come in with renewed energy and build that future potential.



“EIF is increasing its role all the time. The Government wants to create a million jobs in the next five years and EIF must play a part. EIF can be a critical catalyst that transforms potential into new production activity.”

Ville Luukkanen, former EIF Donor Facilitator representative, Finland

trading high

making trade matter:

The Sixth National Development Plan (SNDP) 2011-2015 draws on the DTIS and is the medium-term strategy for development, with trade as a growth sector	The Sector Advisory Group on Trade and Industry has been set up as well as a multi-stakeholder National Steering Committee, chaired by the private sector
A Trade Mainstreaming Roadmap has been developed, opening the dialogue in line ministries and agencies to address priority needs and join up budget allocations	National policies and strategies rolled out including Horticulture and Floriculture Policy, Beekeeping Policy, Trade and Investment Strategy, National Quality Policy and Micro, Small and Medium Enterprises Policy, alongside the National Rice Strategy and the Cassava Strategy

“The private sector in the National Steering Committee is the beneficiary in terms of process. It’s vital they bring on board their requirements, their needs. The private sector brings about the playing field for them to prosper and grow.”

Ajesh N. Patel, Chairman, EIF National Steering Committee

support to trade:

EIF total support equals US\$3,768,330	
EIF support of US\$2,469,930 and SNV Zambia with US\$358,200 for a honey project	EIF support of US\$899,400 to boost ability and coordinate AfT-related activities and programmes for the Ministry of Commerce, Trade and Industry
EIF support of US\$399,000 to support Zambia’s Diagnostic Trade Integration Study Update and Action Matrix with the World Bank (WB) taking the lead	

private sector:

EIF backing as part of the Private Sector Development Reform Programme (PSDRP) supports the public-private dialogue, bringing trade into the private sector fora. Earlier IF support went to improve the investment climate, private sector growth and trade in regional and international markets	The EIF partnership with Develop4Value and the Zambia Development Agency is going to help businesses to access markets through finance, offering 50% of the total investment
The first One-Stop Shop for Business Registration in Lusaka has been set up with PSDRP coordination	

“The government has realized that civil society is an important partner in development. We realize that once people are properly informed of the opportunities available, they can take advantage of those opportunities.”

Love Mtesa, Board Chairman, CUTS International – Zambia

honey:

EIF support through SNV Zambia to beekeeping is going to provide training to 5,000 producers, including 15% young people and 35% women. It will mean going from 8 kg to 20 kg per hive and generating US\$1.50 per kg and US\$30 per hive. And an increase in the volume of bee products from 4,000 to 7,000 metric tonnes

The EIF honey and beekeeping project is eco-friendly focusing on managing the forest including in partnership with the Forestry Department and Zambia Forestry College

The Zambia Honey Partnership is in place as a platform for public-private sector in promoting sustainable social and economic growth of the honey sector

Zambia is the leading African country exporter of bee products, exporting 1,100 metric tonnes in 2012 from 500 in 2005. There is the potential to generate higher export earnings from bee products than from copper

civil society:

With CUTS, the EIF is looking at community-based solutions for businesses and empowering rural women and young people, with grassroots actors as trade advocates

“We were trying to concentrate on agriculture as a business. It is run by farmers, mostly women. Farmers produce more milk and more volume, income increased tremendously. Once value is added, farmers will get more money.”

Girja Shankar Pandey, Dairy Development Specialist, GART (Golden Valley Agricultural Research Trust)

dairy:

The EIF dairy project under development aims to increase the number of smallholder dairy farmers involved in commercial milk production from 3,000 to 8,000. Boosting productivity will help to double the average annual income of farmers and to create 2,000 new jobs in the dairy value chain, with 25% for women and 25% for young people. Current consultations are ongoing with several dairy cooperatives across Lusaka, Copperbelt, Southern and Western Provinces

EIF support to dairy farmers is looking at increasing production and value addition into yoghurt and cheese products

There are 20,379 registered cooperatives from all provinces according to the Ministry of Agriculture and Livestock (2012)

building knowledge:

120 stakeholders have been made aware of trade mainstreaming and national development

31 stakeholders have been trained on trade policy relating to the COMESA Customs Union and 16 Ministry of Commerce, Trade and Industry staff in project management

The Ministry of Commerce, Trade and Industry through the EIF in partnership with the University of Zambia is introducing a Trade Policy and Development Course by the end of 2013

“We made the diagnostic on this DTIS an important instrument. Understanding the constraints, having an action plan to implement – there are very important instruments in terms of poverty alleviation and growth.”

Kundhavi Kadiresan, Country Director, The World Bank





trade story

"I was very poor at the time. Through the money I was given from the milk I managed to take my children to school, even to the hospital." Judith Hamachila, dairy farmer

Judith kneels on the ground, rhythmically chopping gourd into her dairy cows' trough. Her woollen hat is in sharp contrast to her lively blue, red and gold skirt fabric. She looks over and beams in the direction of her new brick house with its tin roof and solar panel. A widow with four young children, her life has been turned around, starting with just one cow. She now earns 800,000 Zambian kwacha (US\$150) a month and sits on the Board of Monze Farmers' Cooperative. *"There are very few tanks at our cooperative and we need more milking collection centres."* She wants to help make her story a reality for other village women, motivating her to be the change the communities need. *"Maybe one day I'll be one of those who'll be on top helping other people who are poor."*

Joining in is a strong cultural tradition in Zambia. Take the musicians' drawing an enthusiastic crowd to chant sporting triumphs at Lusaka's city market along the Lumumba road. In rural areas, there's a winning approach linking trade to social outcomes encouraging more people to get engaged. Beekeepers and dairy farmers are connecting to cooperatives making nutrition a feature for communities while also accessing new markets and higher incomes through joint efforts. It's an inspiring model that Judith and her smallholder farmer colleagues are making a reality, growing in size, forging ideas nationwide and beyond.

"EIF can do even more strategizing together to define partnerships that realize their promise. We must create an environment in which we see more young people able to enter business, build the stock of the entrepreneur that is going to deliver Africa and Zambia from where we are today."

Likando Mukumbuta, former CEO, ZATAC Ltd. (Zambia Agribusiness Technical Assistance Centre), current Director General, CEEC (Citizen Economic Empowerment Commission)



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acknowledgements

In recognition of the ongoing support and commitment by the global EIF partnership, with particular thanks to LDCs and recently graduated countries, Donors, Core and Observer Agencies and other partners to the EIF Programme.

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EIF core partner agencies:

International Monetary Fund, International Trade Centre, United Nations Conference on Trade and Development, United Nations Development Programme, The World Bank, World Trade Organization.

EIF observer agency:

United Nations Industrial Development Organization.

in burundi, special thanks to:

Thacien Bagirakandi, Jérémie Banigwaninzigo, Désiré Bigirimana, Fabrice Bigirimana, Albert Bigirindavyi, Nestor Bikorimana, Léopold Bizindavyi, Gaspard Bukuru, Antoine Cishahayo, Dieudonné Ciza, Fidèle Gahungu, Tharcisse Gahungu, Pascal Girukwishaka, Méthode Habwewiwe, Charles Hasabumutima, Kieran Holmes, Franck Irakoze, Eric Mabushi, Aloys Masumbuko, Joseph Miburo, Jeanine Mpawenayo, Gabriel Muhiziwintore, Smith Mutoni, Godefroid Nahayo, Damien Nakobedetse, Gilbert Nderagakura, Victoire Ndikumana, Renée Ndikumazambo, Spès Ndimurwanko, Fulgence Nduhiye, Willy Nduhiye, Edouard Nduwimana, Evariste Ngayempore, Déo Ngendahayo, Longin Ngendakumana, Christian Nibitanga, Nicolas Niko, Denise Nijimbere, Georges Nikiza, Béatrice Niyoyankunze, Céline Niyungeko, Emmanuel Niyungeko, Gabriel Nizigama, Godefroid Nizigiyimana, Christian Nkengurutse, Adelin Nkunzimana, Jean Bosco Nkurunziza, Serge Nkurunziza, Jules Nsabimana, Jean Marie Nshimirimana, Léonard Ntibagirirwa, Rose Nyanzira, Pascal Nzisabira, Benedict Ruribikiye, Elena Semenova, Népo J. Sezikeye, Nestor Sibomana, Isabelle Sinamenye, Jean Marie Uwimana, Ismael Yahaya.

and to the employees, farmers, officials, producers, traders and management of:

Burundi Federal Chamber of Commerce and Industry, Burundi Revenue Office, Burundi Standards and Quality Control Bureau, Burundi Tea Board, Central Market – Bujumbura, Central Post Office – Bujumbura, Club Batimbo Percussion Magique, Coffee Sector Regulatory Authority of Burundi (ARFIC), IAB Industries, Institute of Agronomic Sciences of Burundi (ISABU), International Finance Corporation (IFC) – The World Bank, Maracuja Export Association (MAREX), Ministry of Internal Affairs, Ministry of Public Security, Ministry of Trade, Industry, Posts and Tourism, National Office of Tourism, National UNIDO office responsible for the TCB project, Rwegura Tea Production Site, Stella Matutina Primary School, Tanganyika Blue Bay Resort.

in cambodia, special thanks to:

Chieu Adisorn, Laurence L. Bonsom, Sven Callebaut, Sok Chamreoun, Rin Chea, Lou Kim Chhun, Ho Chomnab, Chieu Hieng, Bun Horn, Chieu Kawalee, Yang Saing Koma, Kim Narith, Chan Pheahoeun, Chhieng Pich, Phan Pov, Pith Prakath, Cham Prasad, Suon Prasith, Mirana Randriananja, Rin Reatrey, Teab Sareon, Tem Sarou, Chong Sarou, Cheav Eng Seang, Pheanuroth Sisowath, Lak Sokchan, Suos Someth, Phe Somony, Nop Sophea, Nao Sopheak, Chea Sopheap, Pan Sorasak, Heng Sovannarith, Im Soy, Som Tab, Seng Takakneary, Ith Vengtry, E Yen.

and to the employees, farmers, officials, producers, traders and management of:

Angkor KasekamRoongroeng Co. Ltd, Artisans d'Angkor, Bophana Audiovisual Resource Center, Central Market – Phnom Penh, Centre d'Étude et de Développement Agricole Cambodgien (CEDAC), Department of International Cooperation (DICO) – Ministry of Commerce, General Department of Customs and Excise – Ministry of Economy and Finance, Farmers Association – Angkor Kasekam Roongroeng Co. Ltd, Khmer Silk Villages, Immigration Department – Ministry of Interior, International Languages Specialities School, ITC Coordination Office in Cambodia, Ministry of Commerce, Ministry of Culture and Fine Arts, Ministry of Economy and Finance, Ministry of Interior, Ministry of Foreign Affairs and International Cooperation, Ministry of Public Works and Transport, National University of Management, Sentosa Silk, Sihanoukville Autonomous Port, Street Singers.

in the gambia, special thanks to:

Ousman Bangura, Naffie Barry, Mamadi Bayo, Mariama M.M. Bittaye, Alieu Badou Bobb, Baturu Camara, Zakariah Ceesay, Mariatou Cham, Daniel Dobasin, Samuel Kebba Cole, Neneh Conateh, Ousman Conateh, Chilel Faal, Edward Frempong, Abdoulie Jabang, Foday Jack, Isatou A. Jallow, Lamin Jallow, Janice James, Nuha Jarju, Alieu Jawara, Buba Jawneh, Musa Jawneh, Ebrima Jobarteh,

Jali Amadu Bansang Jobarteh, Madi Jobarteh, Bai Ibrahim Jobe, Zakaria Jobe, Momodou M. Joof, Bourama Vieux Kagni, Bakary Kanteh, Abdou Kolley, Lazar Kujabi, Manoj Kumar, Sainey Manneh, Yassin Mbye, Fatim M. Njie, Gibou Njie, Obi Nwosa, Bakary Nyassi, Solomon J.E. Owens, Saikou Saho, Kaddy Sanneh, Musa Sanneh, Alhagi Saikuba Sanyang, Mba Filly Sarr, Ebou Secka, Setti Suwareh, Abdou B. Touray, Baboucarr Touray, Kebba S. Touray, Modou Touray.

and to the employees, farmers, officials, producers, traders and management of:

Association of Small Scale Enterprises in Tourism (ASSET), Avis Car Rental, Cashew Growers and Traders Association, Coco Ocean Resort and Spa, COMAFRIQUE Ltd, Fishermen Society Tanje, Gambia International Airlines Ltd, Gambia Radio and Television Services, Gambia Revenue Authority, Gambia Technical Training Institute, Gambia Tourism Board, Jal Yassin Enterprise, Jawneh & Family Cashew Processing Centre, Makasutu Mandina Lodge, Ministry of Agriculture, Ministry of Finance and Economic Affairs, Ministry of Information and Communication Infrastructure, Ministry of Trade, Industry, Regional Integration and Employment, National Cashew Farmers' Association, National Centre For Arts and Culture (NCAC), Radville Farms Ltd, Senegambia Craft Market, Serrekunda Lower Basic School, Serrekunda Market, Sifoe Kafo Farm, Tanje Fish Dryers Association, Tanje Women Fresh Fish Traders, Tanje Community Fisheries Project – Tanje Ice Plant, The Association of Non-Governmental Organizations (TANGO), The Gambia Immigration Department, United Nations Development Programme (UNDP) – The Gambia.

in lao pdr, special thanks to:

One-Sy Boutsivongsakd, Daleen Butler, Bouavone Chandasena, Kommaly Chanthavong, Anousack Chaysavang, Moukdavanh Chounlamany, Wilma Driessler, Julie Graham, Simon Hess, Khampeng Inlavong, Yotkeo Keochampa, Hansa Keomanisouk, Mongta Keomanisouk, Pouna Khanthi, Hans Peter Keuppers, Stefan Lock, Hom Malaiphone, Khamphao Malaiphone, Phengchan Manyvong,

Keiko Miwa, Khankeo Moonvong, Somvang Ninthavong, Borivone Phafong, Bounlata Pholthongsy, Khamphao Phommanyvong, Khamphong Phommasone, Phoutsavong Phatsouda, Khemmani Pholsena, Phouvieng Phongsas, Vilasak Phounvichit, Sengxay Phousinghoa, Maikham Punmaikham, Phoutpasith Samanbot, Saysomvang Sayalasy, Maneela Sengvone, Bounlert Sinthavong, Khamta Sombath, Bualum Thepphavong, Pakou Va, Satheesh Vallipuram, Phouee Vilay, Nam Viyaketh, Ounheuan Vongphachanh, Sirisamphanh Vorachith, Soulineth, Phousavanh Vorasing, Lynda Worthaisong, Naphalay Xayavong, Khamphet Yungkeo.

and to the employees, farmers, officials, producers, traders and management of:

Alpilao International Co. Ltd, Association of the Lao Garment Industry (ALGI), Consular Affairs Department – Ministry of Foreign Affairs, COPE Visitor Centre, Department of Planning and Co-operation – Ministry of Industry and Commerce, Department of Information, Culture and Tourism – Plain of Jars, Embassy of Australia, Embassy of Germany, European Union Delegation, Garment Skills Development Centre, Lao National Chamber of Commerce and Industry, Lao National Music School, Lao Sericulture Company 'Mulberries', Ministry of Industry and Commerce, Ministry of Foreign Affairs, Phonemisay Primary School – Xiengkhouang Province, Phontong – Cama Handicraft Cooperative (Camacrafts), Plain of Jars, Press Department – Ministry of Foreign Affairs, SNV Netherlands Development Organization, Trade and Product Promotion Department – Ministry of Industry and Commerce, Vientiane College, The World Bank – Lao PDR Office.

in nepal, special thanks to:

Saroj Acharya, Indra Prasad Adhikari, Mandu Adhikari, Ratnakar Adhikari, Shrawan Adhikary, Arjun Prasad Aryal, Shiva Kumar Aryal, B.K. Bhim, Kamal Raj Bista, Indra Budhathoki, Udaya Chapagain, Khem Nath Dahal, Deepa Devkota, Vijoy Kumar Dugar, Arjun Ghimire, Dorje Gurung, Karken Kumar Gurung, Toya Narayan Gyawali, Lal Mani Joshi, Dhiraj Karki, Dipendra Karki,

Narendra Kumar Khadka, Rajesh Khanal, Jibraj Koirala, Pavit Maharjan, Raju Maharjan, Siddhartha Maharjan, Vijoy Kumar Mallick, Arun Manandhar, Vivekanand Mishra, Kiran Nepali, Pradyumna Raj Pandey, Prakash Kumar Pokharel, S. K. Pradhan, Uttam Pradhan, Tilak Prasad Pun, Chandra Kala Rai, Top Bahadur Rana, Binod Saha, Chandan Sapkota, Shiva Raj Sedhain, Hari Bahadur Shahi, Moti Bahadur Shrees, Anil Shrestha, Pushpaman Shrestha, Rubin Kumar Shrestha, K.C. Subas, Buddhi Prasad Upadhyaya, Madhav Upreti, Udo Weber.

and to the employees, farmers, officials, producers, traders and management of:

Department of Customs – Ministry of Finance, Embassy of the Federal Republic of Germany, Everest Holdings and Everest Pashmina Knitting and Weaving Industries, Food and Agriculture Organization of the United Nations (FAO) – Nepal, Gayatri Pashmina Inc., Ginger Cooperative Female Group Illam – Harkate, Gorkha Tea Estate Pvt. Ltd, Kalimati Fruits and Vegetables Market Development Board, Karobar Economic Daily, Kathmandu University School of Management, Kutumba, Ministry of Agricultural Development, Ministry of Commerce and Supplies, Ministry of Finance, Ministry of Information and Communication, Nepal Agricultural Research Council, Nepal Ginger Producers and Traders Association (NGPTA), Nepal Pashmina Industries Association (NPIA), Nepal Pashmina Industry, PagePerfect Graphic Designing and Publishing, Public Progress Social Development Centre, Shangrilla Silk and Pashmina Pvt. Ltd, South Asia Watch on Trade, Economics and Environment (SAWTEE), Tea and Coffee Development Board.

in sierra leone, special thanks to:

Fatmata Abe-Osagie, Ahmed Akar Ahmed, Bala Amarasekaran, Peter Cardew Appio, Amadu Jogor Bah, Joseph Zed Bahsoon, Abu Bakar Bangura, Almamy Ken Bangura, Desmond Benya, Edison Borbor, Franklyn Browne, Joseph B. Challey, Ralph E. Cole, David Conteh, Edward Conteh, Haja Isatu Conteh, Minah Conteh,

Mohamed Conteh, April Conway, Rasheedatu Deen, Lahai Dukulay, Matilda Dumbuya, James Saio Dumbuya, John Farmer, Mornia Farmer, Yusuf Bob Foday, Mohamed Fofanah,

Barba B. Fortune, Joan Francis, Joseph Gbao, Martin K. Gbonda, Sylvester B. Goba, Mustapha Hassan-King, Minkailu Siaka Jah, Mark Mahmoud Kalokoh, Tamba Kamanda, Abu Bakarr Kamara, Abdul Kamara, Foday S. Kamara, Ibrahim Kamara, Isatu Binta Kamara, Saidu Foreh Kamara, Santigie Kamara, Dennis B. Kargbo, Lansana Kelfala, Philip S. Kongoley, Richard Konteh, Kenewa Koroma, Esther Kpangay, Daniel Lavallie, Joseph Lavallie, Ibrahim Luama, Daniel Macauley, Grace J. Macauley, Abdul Razak Mansaray, Aminata Mansaray, Joseph Marah, Sanah Johnsen Mara, Benjamin O. Maturu, Anita McKena, Michele Miller, Richard Bobor Momoh, Haja Koblo Queen, Claudio Scotto, Alhaji Mahmoud Sesay, Lansana Bayoh Sesay, Momoh Sesay, Yusuff Sesay, Momodu Suma, Salamie Suma, Cyrus P. Talati, Jartu Tarlowoh, Alhaji Mohamed Touray, Vera C. R. Uiasi, Mohammed. K. Warritay, David Watters, Cecil J. Williams, Umaru Woody, Ahmed Wurie.

and to the employees, farmers, officials, producers, traders and management of:

Africa Felix Juice LLP, Barri Chiefdom – Pujehun District, Bennimix Food Company, European Union Delegation, Hotel and Tourism Training College, Immigration Department, Koya Chiefdom – Kenema District, Malamah Thomas Street Market – Freetown, Milton Margai College of Education and Technology – Freetown, Ministry of Finance and Economic Development, Ministry of Information and Communication, Ministry of Tourism and Cultural Affairs, Ministry of Trade and Industry, National Tourist Board, Pujehun District Council Primary School – Kambama Village, River No. 2 Village, Siaka Stevens Street Shoe Sellers, Sierra Leone National Dance Troupe, Sierra Leone Standards Bureau, Tacugama Chimpanzee Sanctuary, Tiwai Island Wildlife Sanctuary, United Indigenous Commercial and Petty Traders Association, United Nations Development Programme (UNDP) – Sierra Leone, The World Bank – Sierra Leone.

in uganda, special thanks to:

Patience Abaho, Betty Akiidi, Miriam N. Amori, Polina Andreeva, Joy Irene Apio, Mary Arinaitwe, Gideon Badagawa, Zacheaus Balambula, Anna Grace Bua, Peter Elimu Elyetu, Emmanuel Emoru, Gav Fahey, B. M Gagrani, Martin Gichure, Ruth Ingariat, David Isanga, Brenda Kabasinguzi, Abel Kagumire, Richard Kamajugo, Elleiden Kamunari, Jeremiah Kasoma, Derrick Katongole, Juma Kisambira, Hakim Kiwanuka, Angello Kizito, Geoffrey Kuloba, Kasingye Kyamugambi, Peter Langalanga Okolong, Tisasirana Longino, Richard Luwaga, Vivian Lyazi, Twaha Masata, Joseph Matovu, Haji Noor Mbabali Balyejusa, James Mbatia, James Muganza, Patrick Mugoya, Isaac Mujaasi, Alex M. Mukuluma, Harriet Mulondo, Nsimbi Musa Damulira, Paul Musamali, Rose Mwanja, Jude Mwesigye, Mildred Nakahima, Alex Nakajjo, John Nakedde Sempanyi, Samuel Nalangila, David Namakoola, Enoth Namanya, Jackie Sarah Nambogga, Amina Namuleme, Dinah Naziwa, Samson Ndyaguma, H.G.K. Nyakoojo, Bernadette Nyanjura Kizza, Antonia Okia, Simeon Okoth Obbo, Joseph Olupot, Julius B. Onen, Geoffrey Oyuka, Roberto Ridolfi, Harvey Rouse, Mubajje Safiyi, David Ssengendo, Moses Terikya, Boniface Wagidoso, Isa Waguma, Ivan Wapicho, Moses Wawunyi, William Wepukhulu.

and to the employees, farmers, officials, producers, traders and management of:

Adrift Uganda, Bugisu Co-operative Union, Carnival Dance Rhythms, Customs Malaba One Stop Border Post, Embassy of Sweden, European Union Delegation, Jinja District Local Government, Jinja Nile Resort Hotel, Kampala Capital City Authority, Kampala Citizens College School, Kasenyi Landing Site Beach Management Unit, Ministry of Internal Affairs, Ministry of Tourism, Wildlife and Antiquities, Ministry of Trade, Industry and Co-operatives, Nakasero Market, Nakasero Primary School, Namawojjolo Road Side Supermarket, National Planning Authority, Owino Market, Private Sector Foundation Uganda (PSFU), The Capitol Palace Carnival, The Hotel and Tourism Training Institute, Tororo Cement Limited, Tororo Central Market, Tororo District Local Government, Uganda National Museum, Uganda National Theatre, Uganda Revenue Authority, Uganda Wildlife Education Centre.

in zambia, special thanks to:

Edgar Bowa, Mwaka Bubala, Brighton Chiluti, Yvonne Chifwala, Janet Simwanza-Chilufya, Noole Farmer, Judith Hamachila, Phillip Hamukoma, Ferdinand Handavu, Allan Kabuka, Justine Kachingwe, Kundhavi Kadiresan, Kelvin Kamayoyo, Michelo Kasauta, Kennedy Katongo, Paul Lupunga, Ville Luukkanen, Philip Lwimbo, Love Mtesa, David M. Mubita, Luyando Muchimba, Likando Mukumbuta, Fredrick Mulenga, Matthew Mulipukwa, Paul Mumbi, Pias Munsaka Simukumbwa, Healey Mweemba, Mathias Mwela, Stephen Mwansa, Laystone Mwape, Prudence Mwinzani, Anxillia A. M. Mwita, Kelvin Ndonji, Jumbe J. Ngoma, Ian Ngwenya, Simon Ng'ona, Angela Nyirenda, Ajesh N. Patel, Shivani Patel, Maria Pwele, Levy Sakala, Moses Sakala, Mukuwe Sata, Girja Shankar Pandey, Patrice Shawa, Andrew Simpson, Martha Tembo, Webby Velemu Hankombo, John Yowela, Mercy Zambwe, Isaac Zulu, Mumba Zyenge.

and to the employees, farmers, officials, producers, traders and management of:

Batoka Livestock Development Centre, Choma District Co-operative Union, Citizen Economic Empowerment Commission (CEEC), Consumer Unity and Trust Society (CUTS) International – Zambia, Embassy of Finland, Forestry Department – Kapiri Mposhi District Office, Golden Valley Agricultural Research Trust (GART), Invesco Limited, Lusaka City Market, Lusaka High School, Mapepe Dairy Cooperative Society Ltd, Ministry of Commerce, Trade and Industry, Ministry of Finance, Ministry of Foreign Affairs and Tourism, Ministry of Information and Broadcasting Services, Ministry of Lands, Natural Resources and Environmental Protection, Monze Dairy Farmers Co-operative, Mpongwe Beekeepers Ltd, Mubila Beekeepers Co-operative Society, Mukuni Big Five Safaris, Mwekera Forestry and Bee Keeping Station, National Heritage Conservation Commission, Sakala Brothers, School of Veterinary Services – University of Zambia, Taonga Safaris, The World Bank, Zambia Agri-business Technical Assistance Centre (ZATAC Limited), Zambia Forestry College, Zambia News and Information Services, Zambia Revenue Authority.

elsewhere, special thanks to:

José Carlos Alexandre, Francisco Bermudez, Luisa Bernal, Annet Blank, Thomas Cartillier, Hélène Chaudriller, Cyril Cottereau, Simona Craciun, Lucas Duran, Agnes Florent, Robin Halle, Mombert Hoppe, Marlyne Hopper, Viveca Lagergren, Bruno Lhuisset, Jean-Michel Louf, Olivier Pasteur, Cristina Pereira, Christian Racine, Massimiliano Riva, Dany Rodriguez, Isabel Martinez Sainz-Trapaga, Eugenio Beltron Sanchez, Tobias Schiedermaier, Inge Sjollem, Herman George Ssebawato, Tristan Tribes, Luis Fernando González Trujillo, Koen Van Beversluys, Marcus von Essen, Mengqing Yan, Wobina Petronella De Vries Zinbi, Gwendolyn Reardon Zürcher.

and:

EIF Board, EIF Steering Committee, English Translation Section – WTO, Executive Secretariat for the EIF, French Translation Section – WTO, Graphics Design, Printing and Documents Distribution Section – WTO, Standards and Trade Development Facility (STDF), United Nations Organization for Project Services (UNOPS) – EIF Trust Fund Manager.

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Photographs © Elena Immambocus and Justine Namara

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The views expressed are those of the authors and do not necessarily represent those of the EIF and the wider partnership

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Yosra Ben Mbarek Knuchel, Eric Benoliel, Jean-François Delteil, Marie-Hélène Joseph-Vanderpool, Ratnasabapathy Manivannan, Clara Mathieu Gotch, Mohammad Nasser, Bernhard Schlachter, Bonaventure Traore, Sonja Varga

Design and production: Gwendolyn Reardon Zürcher, Bruno Lhuisset, Koen Van Beversluys and Thomas Cartillier for the WTO

Editing: Constanze Schulz and Liliana Núñez Giordano for the EIF

Film support: José Carlos Alexandre

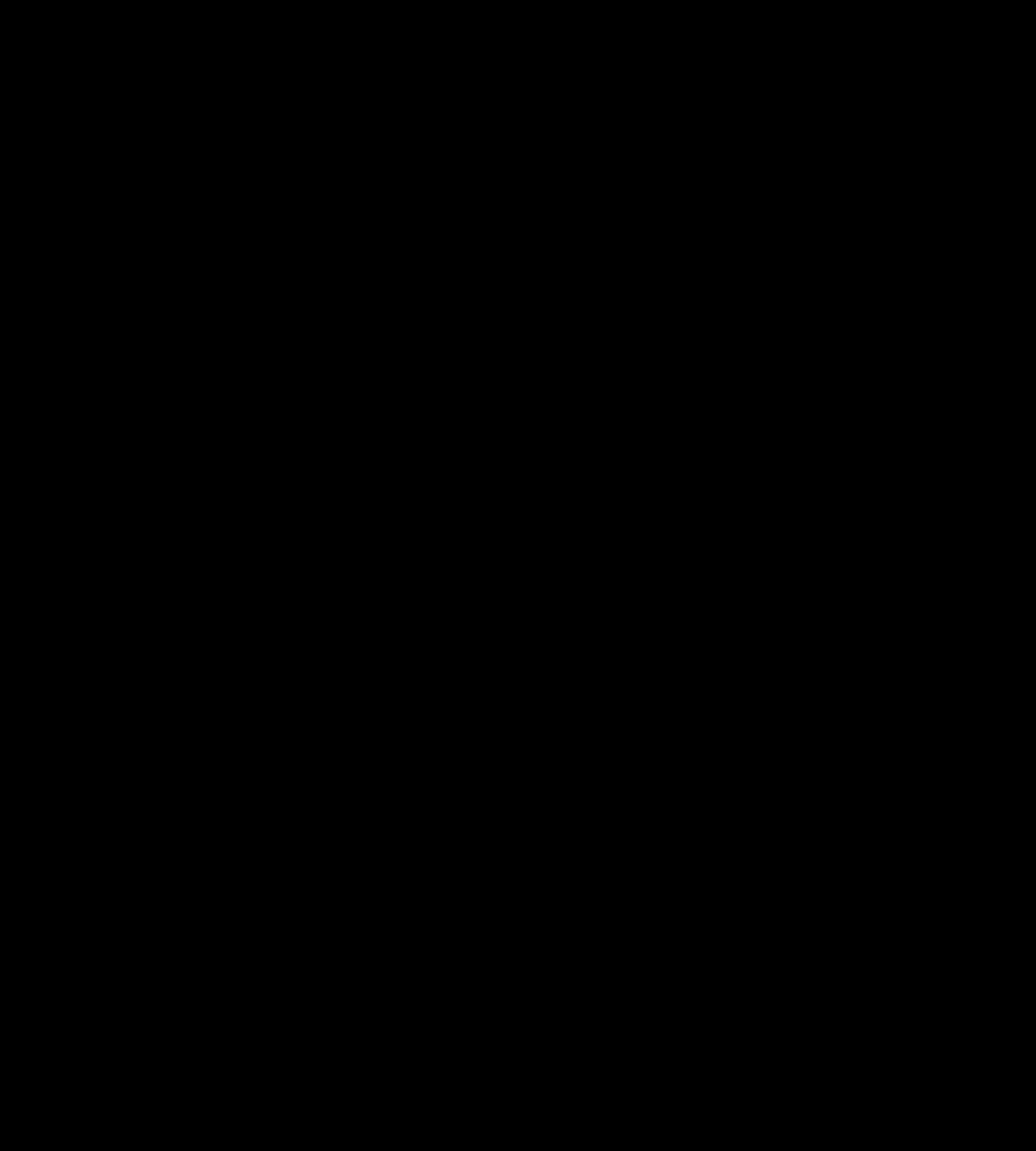
Journey support: Marcus von Essen and Herman George Ssebawato



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ISBN 978-92-870-3903-3



9 789287 039033