ENACT’S EXPORT LED EMPLOYMENT CREATION FOR YOUTH

DEVELOPING MARKET ACCESS FOR THE TUNISIAN HANDICRAFT SECTOR:

A SUCCESS STORY

ITC ENACT PROJECT - BACKGROUND

The International Trade Centre (ITC) is the focal point in the United Nations system for technical cooperation in the field of trade promotion and export development. Its specialization lies in building partnerships with trade support institutions - both public and private - to develop integrated and practical trade development programmes focused on export impact.

ENACT APPROACH

The EnACT approach to achieving these objectives incorporates the involvement of expert advisors aware of the latest trends in European and international fashion and home décor sectors. These advisors are engaged to:

- Conduct a market supply study, to assess the capacity of producers and develop an understanding of their ability to serve private sector brands;
- Assess specific demand-led opportunities for the producers, based on knowledge of particular brands in European and international markets and their potential interest in sourcing from Tunisia;
- Develop an action plan based on supply and demand analyses, including introducing specific buyers to specific production possibilities in the target markets, based on opportunity for valuable business relationships.

**BRINGING ACCESS TO MARKET TO ARTISANS**

This approach has resulted – in a very short term – in a confirmed order from a Japanese client, DINOS Inc, which was keen to incorporate Tunisian handicraft products into its Spring/Summer 2011 collection.

A successful first meeting was held in order to present the Artisan’s products, followed by the sending of selected samples to Japan.

After a period of price negotiation and product adaptation, the client DINOS Inc. decided to place an initial test order of linen scarves and baskets.

A second order has already been planned for February with a more significant volume, and different colour combinations.

**The client D I N O S Inc., Japan**

- Foundation: December 1971
- Capital: ¥2 billion
- Turnover: ¥57.9 billion (FY09)
- Business:
  - Mail-order sales
  - Internet, magazines, newspapers, others;
  - Direct sales (events, stores).
The Artisan Caravan Serail, Tunisia

Caravan Serail is a designer workshop of fashion accessories, inspired by Tunisia’s craft heritage. The workshop works with women artisans from the remote areas of Tunisia. Natural fibers are combined with various materials and together form pretexts for the creation of contemporary accessories, the heirlooms of an ancestral know-how. The artisans combine wool, leather, and hammered copper, with the raw material of natural fibers such as reeds or palm leaves, into a variety of basket shapes and sizes. The workshop then decorates each product with different materials: copper handles or trims and hand made tassels and beads. All the finishes are added in the workshop to ensure the highest quality.

Images of the handmade production process:

![Images of the handmade production process](image1.jpg)

Image of the final product:

![Image of the final product](image2.jpg)

ITC AS THE DEVELOPMENT PARTNER FOR SMALL BUSINESS EXPORT SUCCESS

ITC has more than 45 years of experience in providing practical trade-related technical assistance to developing countries, assisting them in achieving targets related to poverty alleviation, gender equality, environment and partnerships for development – through trade.

ITC’s main strength lies in its private sector orientation and its ability to provide practical solutions for enterprises, institutions and policy makers, in a wide spectrum of disciplines, including sector-specific product and market development, supply chain management, packaging, labeling and branding, legal aspects of trade, quality and standards.
ENACT OBJECTIVES

EnACT, “Enhancing Arab Capacity for Trade” is an International Trade Centre (ITC) technical assistance programme funded in large part by the Canadian International Development Agency (CIDA). The principal objective of the EnACT programme is to develop an integrated, competitive and diversified export sector within its five program countries: Algeria, Egypt, Jordan, Morocco and Tunisia.

In the field of trade, the key challenges addressed by ITC are to:

- **Enhance producer capability** - Increase the range and quality of goods and services on offer for world markets;
- **Develop market links to buyers** - Secure access to those markets; and
- **Improve the environment for trade** - Create a business environment that helps enterprises create and profitably develop their export businesses.

The countries covered by EnACT are characterized by young demographics and are endowed with industrial potential as well as a relative proximity to buyer markets in Europe.

A particular area of focus for the EnACT programme is to enhance the role of women and youth in export related activities. EnACT will pay particular attention to strengthening skill-building activities, allowing for export related employment creation, in particular enabling women and youth to be more equipped to secure and sustain their jobs in a competitive export sector. Of interest to professional buyers, environmental concerns will also be systematically addressed in the design and implementation of EnACT’s activities.

ITC technical advisors have started work in key areas including market analysis and research, trade support institutions networking, regional trade information networking as well as product and market development.

*In Tunisia the handicraft sector has been selected for specific focus because the majority of the workers are composed of women and youth.*

FOR FURTHER INFORMATION, PLEASE CONTACT:

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