

# NETHERLANDS TRUST FUND II PROGRAMME

NEWSLETTER - ISSUE #1 - NOVEMBER 2011

## NTFII PROGRAMME – QUICK OVERVIEW

The Netherlands Trust Fund II (NTFII) is a four year programme, based on a Partnership Agreement signed between ITC and CBI. Launched in April 2009, NTF II focuses on “the creation of sustainable exporter competitiveness in selected potential export sectors and selected partner countries”. Based on an analysis of export opportunities, CBI and ITC agreed on a list of six selected countries: Bangladesh, Kenya, Senegal, South Africa, Uganda, and Yemen. Projects are underway in all countries except Yemen, which is frozen due to the ongoing political situation.

ITC and CBI collaborated to design each country project using a 3-phase design process: Identification, Feasibility, and Formulation. The focus stressed proactive involvement of local partner institutions to identify sectors with potential, major constraints in those sectors and solutions for overcoming constraints.

NTF II country projects focus on the following sectors by partner country:

| Bangladesh                 | Kenya   | Senegal | South Africa                        | Uganda |
|----------------------------|---|---------|-------------------------------------|--------|
| IT and IT enabled services | Tree fruits: Avocados, Mangoes, Passion Fruit | Mangoes | Rooibos tea<br><br>Automotive parts | Coffee |

Partner institutions in the field, ITC and CBI are collaborating closely to implement the NTF II project benefiting from existing synergies and complementarities with other projects covering the same potential sector. NTF II projects provide technical assistance to selected Trade Support Institutions (TSIs), through a learning-by-doing approach, strengthening TSIs' capacity to develop and deliver sector promotion programmes.

## BANGLADESH

### FIRST WORKSHOP ORGANIZED IN ROTTERDAM FOR BANGLADESHI FOREIGN TRADE REPRESENTATIVES (20-21 SEPT. 2011)



CBI, Dhaka Chamber of Commerce and Industry (DCCI), and the Bangladesh Association of Software and Information Services (BASIS) partnered in conducting a Foreign Trade Representation Workshop “Promoting Bangladesh companies in the IT & ITES sectors” in Rotterdam. Ten trade counselors and attachés from the Ministry of Commerce stationed in Western Europe were trained on how best to promote and market Bangladeshi Information Technology (IT) & IT-enabled services (ITES) industry in their duty stations. Trainers built the curriculum based on ITC and CBI training materials which included group discussions and interactive sessions enabling the Trade counselors to better understand the key elements more effectively serve IT and ITES companies in Bangladesh. Participants also identified strengths and weaknesses of the trade counselors' network and exchanged information and shared experiences from their respective countries. Feedback was excellent and plans are underway to follow up on activities that have been identified and undertaken by the project, such as the training of 2 counselors in the trade information training programme that will take place at ITC in November.

## BUSINESS MATCHMAKING EVENT, 18 - 19 OCT. 2011, AMSTERDAM



NTF II partner BASIS organized a business matchmaking event in Amsterdam on 18-19 October, bringing together 17 Bangladeshi and 20 Dutch companies in the Information Technology (IT) and IT-enabled services (ITES) industries. The matchmaking event included 42 bilateral meetings and helped identify real business opportunities for the Bangladeshi IT industry in the Dutch market. Since the start of the project, such events have greatly contributed to strengthening the image and branding of Bangladesh as a viable outsourcing destination.

## KENYA

### COMMODITY WORKING GROUPS SET UP BY FPEAK, NAIROBI, KENYA

The expected outcome of the NTF II Kenya Fruit Project is for the Fresh Produce Exporters Association of Kenya (FPEAK), to sustainably develop and execute commodity export business plans and to ensure that the plans achieve targets. One of the first steps towards this outcome took place in July 2011 when FPEAK, with the assistance of ITC, facilitated a first working group dialogue between 20 public and private sector stakeholders in three fruits (avocado, mango and passion fruit). Each of the three dialogues, dubbed “commodity working groups”, was composed of ministry and parastatal representatives, exporters and processors. During each of the three meetings, the stakeholders agreed that sustainable commodity business plans should not be based on speculation of the state of play of fruits in Kenya. Instead, each group reiterated the need for a long term vision based on sound local production and logistics information as well as robust international market and competition analysis. The commodity business plans will be used as a basis to ensure coordinated efforts to improve competitiveness of Kenyan fruits in the international markets. The Commodity working groups will play a central role in developing the export business plans and contribute to their implementation.

## SOUTH AFRICA

### SEDA BUSINESS ADVISORS, CAPACITY BUILDING WORKSHOP, MODULE 4 TRAINING

22 Business Advisers attended the training on module 4: “Go and make it happen”, which took place in Durban from 24-26 August 2011. The training focused on the practical aspects of advising SMEs on how to develop an action plan and a marketing strategy to expand into export markets. With the training programme, the SEDA Business Advisers have enhanced the knowledge and skills to be able to support entrepreneurs in their export strategic approach.

### INCEPTION PHASE FOR ROOIBOS AND AUTOMOTIVE PARTS:

With regard to Rooibos, the analysis of the German market and the re-export market was completed. Work was initiated by a national consultant on the information strategy of SARC (South Africa Rooibos Council) and the importance of a comprehensive information system to help the decision making process particularly at the strategic level. The two analyses will serve as a basis to develop the export action plan and their recommendations will be included as part of the strategic plan for the Rooibos industry. Work has been progressing steadily. The questionnaire which will form the foundation of the gap analysis tool was developed by the international and national consultants. The tool is piloted with 25 selected companies and will evolve in a generic tool that can be extended to a larger number of companies as part of the services offered by the Durban Automotive Cluster (DAC). The results of the pilot phase will be presented to key stakeholders to discuss and agree the next steps.

*For more information on these events and others visit the NTF II website:  
<http://www.intracen.org/projects/ntfii>*

## SENEGAL

### LAUNCHING NTF II PROJECT ACTIVITIES IN THE FIELD

Two field missions were organized in Senegal in October 2011. The first focused on the establishment of an information and business intelligence centre for promoting mangoes exports. The centre will be established at ASEPEX with a strong networking component to enable stakeholders in the mangoes sector to get updated key information which will enable them to ensure better positioning of their products in the market. With regards to legal aspects of trade, the work of ITC will focus on the contractual aspects of the various actors in the mangoes sector: producers, intermediaries and exporters. The contractual process needs enables all to parties have a more solid legal basis to protect their rights and respect their obligations.



## UGANDA

### STRENGTHENING INSTITUTIONAL STRATEGY AND OPERATIONAL CAPACITIES WORKSHOP

Strengthening Institutional Strategy and

Operational Capacities workshop was held in Grand Imperial Hotel in Kampala on 11<sup>th</sup> August 2011. 51 participants attended and the strategic development process was led by a team of consultants and it was aimed at reviewing NUCAFE operations to guide for a better service provision for export competitiveness.

### WORKSHOP ON EXPORT DEVELOPMENT AND COFFEE QUALITY

Workshops on Export Development and Coffee Quality took place early November in five coffee growing districts around Uganda: Mukono, Kapchorwa, Masaka, Bushenyi and Nebbi – three of them more than 300 km from the capital Kampala. A total of 150 people from farm associations associated with ITC’s project partner NUCAFE have been trained in a range of export related aspects. Particular focus was given to quality issues wherefore basic training in so-called coffee cupping (i.e. tasting or liquoring) is part of the workshops.

## UPCOMING EVENTS

|              |   |
|--------------|---|
| Bangladesh   | <ul style="list-style-type: none"> <li>➢ Business Matchmaking event in Denmark on 7-8 Dec</li> <li>➢ Expro training organized by CBI on 12-16 Dec</li> <li>➢ Outsourcing conference during the e-Asia trade fair that will be in Dhaka from 01-03 Dec</li> <li>➢ Workshop on implementation of matchmaking services within DCCI and BASIS from 05-07 Dec</li> </ul> |
| Kenya        | <ul style="list-style-type: none"> <li>➢ Second meeting of the Commodity Working Groups (avocado, mango, passion fruits)</li> </ul>   |
| Senegal      | <ul style="list-style-type: none"> <li>➢ Validation workshop of market opportunity and value chain study for mangoes and planning of further implementation 28 Nov – 01 Dec</li> </ul>  |
| South Africa | <ul style="list-style-type: none"> <li>➢ Automotive stakeholders meeting to review results of the gap analysis and agree on an action plan to improve export readiness of the 2<sup>nd</sup> tier manufacturers</li> </ul>  |
| Uganda       | <ul style="list-style-type: none"> <li>➢ Launching of the Coffee Sector strategy (early 2012)</li> <li>➢ Training on Monitoring &amp; Evaluation, 28 Nov – 01 Dec</li> </ul>  |

