

NETHERLANDS TRUST FUND II PROGRAMME

NEWSLETTER - ISSUE #2 - DECEMBER 2011

NTFII PROGRAMME

The last 2011 newsletter concludes a year rife with activities and accomplishments. The implementation of projects in Bangladesh, Kenya, Senegal, South Africa and Uganda is in full swing and a panoply of partnerships with local institutions were built and strengthened.

The entire NTF II team takes this opportunity to wish you all a Happy New Year 2012 crowned with success and great achievements!

BANGLADESH

BANGLADESHI IT COMPANIES MEET POTENTIAL CUSTOMERS IN DENMARK, DECEMBER, 2011

As part of the NTFII Bangladesh project, representatives from 12 Bangladeshi Information Technology (IT) companies met with 20+ Danish companies on 7 December to discuss possible areas of business cooperation. More than 60 meetings were organized at the Symbion Centre in greater Copenhagen by the Danish Federation of SMEs (HVR), who are the International Trade Centre's partner in Denmark.

presentation about Bangladesh, the next global sourcing destination.



Before the meetings started, Katie Gove from Trellis made a very detailed and knowledgeable presentation about the Danish outsourcing market. She was followed by two speakers from Designit, a Danish company specialized in designing user interfaces for mobiles and tablets. Designit gave a wealth of examples from their work for the banking industry; particularly of note was the industry's increased interest in mobile technologies. BASIS, the Bangladeshi IT association, closed the seminar section of the event with a

MAJOR CONSULTANCIES TAKE PART IN FIRST BANGLADESH OUTSOURCING CONFERENCE (DECEMBER)

With the support of ITC's NTFII Bangladesh project, a delegation of IT & ITES industry analysts and practitioners contributed to the Bangladesh Outsourcing Conference on 2 and 3 December 2011. The Bangladesh Outsourcing Conference 2011 was held in conjunction with this year's e-ASIA conference (www.e-Asia.org), which is one of the largest regional technology conferences.



The event included a series of formal sessions which covered emerging issues on off-shoring and outsourcing including sustainable outsourcing model for SMEs, strategies for risk mitigation in off-shoring, adaptation of outsourcing strategies in new technological eco-systems dominated by 'the Cloud', emerging freelancing trends for small project outsourcing, etc. The resource persons invited by ITC provided a significant contribution to the conference, presenting latest trends and recommendations on how Bangladesh IT & ITES sector should position itself in the very competitive and ever evolving world of IT.

The NTFII team was actively involved in the conference. The NTFII programme manager made a presentation at a session on "Women in IT". Two sessions were moderated by the NTFII Bangladesh project manager.

KENYA

MARKET OPPORTUNITY STUDY IN EUROPE

ITC started an international market study on each of the three fruits (passion fruit, mango, avocado). Each of the studies will assess the competitive environment of the Kenyan products, perceptions and reputation from the point of view of importers and the positioning of avocado, mango and passion fruit in particular in European markets. They will undertake a market and segment attractiveness study and analysis the market size and market share, market segments, to better understand demand and supply and trade opportunities for the Kenyan products.

The study will also develop options, agree on priority actions and elaborate recommendations on short and mid-term actions and capacity building interventions required for Kenyan exporters to benefit from the identified market opportunities and enhance the international competitiveness of their products.

SENEGAL

VALIDATION OF THE MARKET OPPORTUNITY STUDY

The main findings of the Market Opportunity Analysis were presented to the actors in the Senegalese mango sector during the Validation Workshop held in Dakar on 29 November 2011. The workshop gathered 60 participants from different organizations involved in the export of mangoes, primarily producers, exporters and trade support institutions. The main findings of the analysis were approved although participants felt that the project should continue to focus on the traditional high volume export market of fresh mango, particularly to position Senegal in other large import markets such as the Netherlands and meet the key requirements for market access.



UGANDA

STRENGTHENING INSTITUTIONAL STRATEGY AND OPERATIONAL CAPACITIES WORKSHOP

A Monitoring and Evaluation training was conducted by experts from the International Trade Centre (ITC) and held at Jinja Nile Resort from 27th-November to 1st December 2011. The training was co-organized by the Uganda Coffee Development Authority (UCDA) in conjunction with officials from the ITC/ Netherland Trust Fund (NTF II). The session drew participants from the three partner trade support institutions (TSI's): Uganda Export Promotion Board (UEPB), National Union of Coffee Agribusinesses and Farm Enterprises (NUCAFE) and UCDA.

Monitoring and evaluation is an integral component of an institution or a project and of this project in particular. In order for an organisation to meet its goal, vision, mission and strategic objectives, all key decision makers need to attain the relevant skills in monitoring and evaluation.

UPCOMING EVENTS

Kenya	➤ Second meeting of the Commodity Working Groups (avocado, mango, passion fruits), January 2012
Senegal	➤ Training workshop to prepare enterprises to participate to FruitLogistica, end of January 2012
Uganda	➤ 4C Training of Trainers January 2012 ➤ NUCAFE's strategy validation workshop January/February 2012