

# NETHERLANDS TRUST FUND II PROGRAMME

NEWSLETTER - ISSUE #3 – JANUARY & FEBRUARY 2012

## NTFII PROGRAMME

Last year was one of the busiest and most productive yet for the NTF II programme. All five projects are progressing well. Achievements to date include deeper knowledge of the requirements of selected target markets by SMEs benefiting from the projects and enhanced capacity of partner Trade Support Institutions to provide effective services. To this end, many activities were carried out jointly with CBI and local institutions, showing good ownership of programme goals by our partners in the field.

In addition to the substantive work, the NTF II team activated the programme communication plan. The newsletter, begun in November 2011, is a valuable tool for experience-sharing and dissemination of information among stakeholders. We will continue this trend in 2012 and expand reach-out to more potential partners.

## BANGLADESH

### SOFTTEXPO 2012 TRADE FAIR

The second B2B matchmaking trip to Dhaka in the framework of NTFII Bangladesh project took place from 22 to 26 February 2012. Twelve European SMEs from Denmark, the Netherlands and the UK participated to this major event to meet with Bangladeshi IT & ITES companies and discuss outsourcing deals.



The programme included 2 days of meetings at BICC, after which participants had the opportunity to visit the facilities of the local companies they considered most relevant.



### KPMG REPORT: BANGLADESH BECKONS - AN EMERGING DESTINATION FOR IT/ITES OUTSOURCING

In light of the developments in global offshoring and Bangladesh's rise in IT/ITES services, a joint team of KPMG India and KPMG Bangladesh undertook a study to explore the IT/ITES sector in Bangladesh. The study included benchmarking the Bangladeshi IT/ITES industry with the other leading offshore services destinations to determine the potential of Bangladesh to become a global offshoring center.



## KENYA

### SECOND MEETING OF THE THREE COMMODITY WORKING GROUPS (CWGS) THIKA, 1 TO 4 FEBRUARY 2012

Based on the work plan for the commodity working groups (CWG), FPEAK organised this second meeting to take stock of progress and agree on the way forward.

Participants from each CWG (avocado, mango and passion fruit) reviewed and discussed the analysis undertaken by field assistants of Kenya's supply characteristics and supply-side constraints. The supply-side analysis was then confronted to the analysis of international markets demand and Kenya's position vis-à-vis its competitors.

Each CWG then tried to identify priority areas, related to marketing, production, logistics and standards, which need to be included and further explored as part of the Commodity Business Plan (CBPs) that will be drafted for each commodity.

The CBPs will be prepared by the end of March for review and approval by the members of each CWG in early April. The CBPs will then be formally presented for endorsement by key sector stakeholders and implementation will begin by the end of April/early May.

## SENEGAL

### TRAINING WORKSHOP ON TECHNIQUES OF PARTICIPATION TO TRADE FAIRS, DAKAR, 30 JANUARY 2012

Mango exporters from Senegal expanded their knowledge and skills on marketing, communication and sales techniques during a training workshop on techniques to participate in trade fairs. Exporters gained a better understanding about how they can derive more value from participating in a trade fair, and how they develop a commercial relationship and a marketing strategy to expand into export markets. The training workshop, which took place in Dakar from 30 to 31 January 2012, focused on the practical aspects of participation in Fruit Logistica and expanded into the critical success factors of participating in such international fairs.

### SENEGALESE MANGO EXPORTERS PARTICIPATE IN FRUIT LOGISTICA, BERLIN, GERMANY, 8 TO 10 FEBRUARY 2012

Fruit Logistica is the most important business and communication arena of the international fresh produce trade. The industry's key decision makers are there as exhibitors and trade visitors and have the opportunity of approaching potential business partners with their services/products.

This specialised trade fair offers the sectors connected with the fresh fruit and vegetable business an ideal opportunity to present their products across the entire value chain, from growing to the point-of-sale. Compact duration, focused appeal to target groups and maximum effectiveness are the key features of Fruit Logistica.



Participation in the fair enabled the Senegalese exporters to meet with importers and to identify major market-related barriers for Senegalese mango exports. ITC experts in trade fair participation coached and supervised the Senegalese delegation.



Based on their experience at the trade fair, the project team made detailed recommendations on short- and mid-term actions and capacity-building interventions. These will help Senegalese exporters strengthen their ability to benefit from market opportunities and enhance the international competitiveness of their products.

## UGANDA

### NUCAFE COFFEES WIN QUALITY COMPETITION

More than 150 farmers members of NUCAFE, NTF II project partner, took part in coffee-quality workshops in coffee-growing regions in the second half of 2011. Training included coffee cupping, made possible with a mobile coffee laboratory. In January 2012, several of NUCAFE's farm associations participated in the national Taste of Harvest coffee competition. A total of 17 Robusta coffees from around Uganda were evaluated using a new and extensive Robusta cupping protocol launched by Uganda Coffee Development Authority – a second NTF II project partner. NUCAFE coffees came out as numbers one and two, and were among the

coffees that were subsequently promoted at the annual EAFCA coffee conference in February 2012. See below.

**NUCAFE JOINED THE AFRICAN FINE COFFEE CONFERENCE AND EXHIBITION (EAFCA), ADDIS ABABA, 16 TO 18 FEBRUARY, 2012.**

As part of the project component on promotion and linkages to potential new buyers, NUCAFE was able to present its products – both Arabica and Robusta coffees – at the annual EAFCA/African coffee conference and exhibition in February. This year's conference was in Addis Ababa, Ethiopia, and more than a thousand coffee professionals participated. Three NUCAFE staff members joined the conference – and are seen here at their booth.



**1ST TRAINING SESSION FOR FINANCIAL MANAGEMENT COUNSELLORS,**

20 financial counsellors, selected jointly with our partner institutions, were able to enhance their skills to provide advisory services to farmer associations to enhance financial viability of their operations, and to develop bankable business plans. The first training session was held from 20 to 22 February 2012 in Kampala. This will be followed with field work and additional training sessions. It is expected that by the end of the process, farmer associations will have bankable business plans, and institutions have access to a group of trained and knowledgeable financial counsellors.

**COORDINATION AND PLANIFICATION MISSION, GENEVA, 23 TO 27 JANUARY 2012**

Representatives from partner institutions in Senegal and Uganda traveled to ITC (Geneva) to hold a work planning and coordination session to design the implementation plan for year 2012. The time schedule of activities and tasks/deliverables under them for 2012 were discussed at length and agreed. It was noted that 2012 is the year for consolidation, coherence and synergies between activities and reaching results as per the result-based management framework.

**UPCOMING EVENTS – MARCH 2012**

Bangladesh	<ul style="list-style-type: none"> <li>➤ 14 Bangladeshi NTFII companies exhibit their know-how at CEBIT from 6 until 10 March, Hanover, Germany</li> </ul>
Kenya	<ul style="list-style-type: none"> <li>➤ first draft Commodity Business Plans to be completed</li> </ul>
Senegal	<ul style="list-style-type: none"> <li>➤ 2<sup>nd</sup> Workshop Legal aspects of trade</li> <li>➤ initiate work on quality aspects of mangos exports</li> <li>➤ initiate work on packaging aspects of mangos exports</li> <li>➤ follow up on the set up of a trade intelligence unit at ASEPEX to support the mango sector</li> </ul>
South Africa	<ul style="list-style-type: none"> <li>➤ implementation improvement plans for a selected group of auto-parts manufacturers in KwaZulu Natal Province</li> <li>➤ organisation of an Export Marketing Workshop for Rooibos industry in Western Cape Province</li> <li>➤ finalise detailed work plan for the implementation phase.</li> </ul>
Uganda	<ul style="list-style-type: none"> <li>➤ Validation and launch of the updated Export Strategy for the Coffee Sector</li> <li>➤ Workshop on NUCAFE Institutional Development</li> </ul>

