

## PACCIA/PACT

Programme for building African Capacity for Trade  
Programme d'appui au renforcement des capacités de commerce international au service de l'Afrique

At the Kananaskis G8 Summit (June 2002), the Canadian Prime Minister announced the Can. \$ 500 million Canada Fund for Africa, specifically designed to support the made-in-Africa *New Partnership for Africa's Development* (NEPAD).

The Fund encompasses a number of programmes, including the “Programme for building African Capacity for Trade” (hereafter called PACCIA/PACT), which is jointly executed by the International Trade Centre (ITC/Geneva) and the Trade Facilitation Office Canada (TFOC/Ottawa), involving a budget of Can. \$8 million (approximately US\$ 6 million).

Experience in Africa and elsewhere has shown that rising exports can help to create jobs and reduce poverty. However, African exports currently have a marginal position in international trade flows hampered by factors such as limited trade promotion services, non-compliance with international standards and lack of access by exporters to relevant information, advice, training, finance, and business contacts. In this context, PACCIA/PACT addresses these challenges through action-oriented assistance in:

- Strengthening of institutional support infrastructures
- Enhancement of enterprise competitiveness
- Promotion of concrete business opportunities

PACCIA/PACT focuses on strengthening the trade support infrastructure, to enable service providers, such as trade ministries, trade promotion agencies, business organizations, and associations of women entrepreneurs, to provide more and better trade-related support services to enterprises.

Partner institutions benefit from an integrated portfolio of technical assistance tools and capacity-building services offered by ITC and TFOC in areas such as export readiness assessment, trade training, market information and analysis, product development, and matchmaking. At the same time, inter-institutional networking and coordination of delivery of business services will be improved.

As a result, enterprises in the client countries have improved access to relevant services, and are more aware of market opportunities and market conditions. It is envisaged that a number of them will have found markets for their products or will have improved or diversified their export markets with the programme's support.



**P**ACCIA/PACT is being implemented in seven countries over a five year period (2003-2007). Projects in the first four countries (Ghana, Senegal, South Africa, and Tanzania) are well underway, while programme development in the next three (Ethiopia, Mali, and Mozambique) will take place during 2005. Moreover, a regional gender in trade initiative called “ACCESS! for African Businesswomen in International Trade” has been conceived and will involve nine sub-Saharan countries.

### PACCIA/PACT – Ghana

In Ghana, ITC/TFOC are partnered with the Ghanaian Export Promotion Council (GEPC) to deliver a programme of trade-related capacity building projects including:

- Implementation of packaging assistance action plan;
- Export expansion program for horticulture produce into Europe;
- Export expansion program for handicrafts into North America and Europe;
- Development of GEPC electronic trade information system and Web-site;
- Training programme for Government Trade Representatives.

### PACCIA/PACT – Senegal

In Senegal, the PACCIA/PACT counterpart is the *Direction du Commerce Extérieur du Ministère des PME et du Commerce (MPMEC/DCE)* in a trade development programme that includes:

- Development of a “Roadmap” guide for exporters;
- Production of ‘Trade Secrets – the Export Answer Book’;
- Development of an ‘export quality’ national logo/brand for Senegalese products;
- Development and organization of exporter training course;

## PACCIA/PACT Toolbox – The Roadmap to Exporting

**PACCIA/PACT targets small and medium-scale enterprises (SMEs) and their support institutions, through practical, action-oriented assistance, in three focus areas:**

### Focus Area 1: Strengthening the institutional support infrastructure (private/public)

- Trade Support Institution index and checklists
- Trade portal evaluation, design & implementation
- Trade Promotion Organization (TPO) development workshops & TPO network
- Information management training
- Trade representative training

### Focus Area 2: Enterprise competitiveness enhancement

General Information	Export Readiness	Trade Training	Market Intelligence	Product Development	Trade Facilitation
‘Trade Secrets’ Series Business Guides, Newsletters and other publications	Competitiveness Gauge Export Fitness Checker Fitness Checker for Service Exporters Assessment of enterprise management competence (NeedSME)	Exporter training courses: • Export Management • Gender focused export training • Exporting to Canada • Purchasing and Supply Management  Training needs assessment (DemandSME)  Strategic business planning tool (PlanSME)  E-trade Bridge Programme	Market analysis tools: • Interactive Trade Map • Market Access Map • Product Map  Product-specific market studies  Market News Service  Trade Information Reference System	Sector-specific assistance: • agro-based products • textile/garments • handicrafts • services  Quality management and standards advisory service provided i.e by Canadian Food Inspection Agency  ISO 9001 Fitness Checker  Export Packaging Information Kit + Canadian advisory service on packaging  Transport Packaging Fitness Checker	Juris International (Legal aspects of international trade)  Trade Finance (Business Guide, credit risk analysis tool)

### Focus Area 3: Promotion of concrete business opportunities

- Buyers / Sellers Meetings
- South-South Trade Promotion Programme
- Exporting to Canada series – seminars; trade missions to Canada; importer missions from Canada
- Canada-Africa Business Women’s export training & networking program

- Seminars on exporting to Canada and Europe;
- Export expansion program for selected product sectors into Canada and Europe, including a series of trade development activities.

### PACCIA/PACT – South Africa

The *Department of Trade and Industry (DTI)* serves as primary counterpart on the PACCIA/PACT programme which includes:

- Improvement of market information services management;
- Development of a business matching system via electronic leads;
- Development of a new training programme for government trade commissioners;
- Supply-chain management training and company specific advisory services - cosmetics sector;
- Export expansion missions to Canada.

### PACCIA/PACT – Tanzania

In Tanzania, ITC/TFOC’s counterpart is the *Board of External Trade (BET)*.

The programme includes:

- Implementation of packaging assistance action plan;
- Expansion of horticulture and spice markets – a series of activities to expand horticulture and spice exports, including producer directory and database, supply-chain management training manual on Good Agricultural Practices, buyers’ mission from Europe, and national brand development;
- Expansion of handicraft market – a series of projects to expand handicraft exports, including buyers’ missions from Canada, advice on design and quality, and virtual exhibition development;
- Strengthening the virtual trade information network (linking all Tanzanian trade information services providers through the Internet).



# ACCESS! for African Businesswomen in International Trade

**G**ender equality is one of the predominant guiding principles of PACCIA/PACT, and a cross-cutting theme in the activities carried out in each of the country-specific PACCIA/PACT programmes. However, experience has shown that dedicated efforts are required to address the specific needs of African businesswomen in a focused manner so as to level the playing field between the businesswomen and men, inter alia, in the area of international trade.

For this reason, a specific initiative in support of women entrepreneurs has been conceived, that will help address some of the typical constraints faced by women entrepreneurs along the path of exporting: access to training, business support services and business networks.

*ACCESS!* for African Businesswomen in International Trade targets African women

entrepreneurs who have already attained a fair level of management competence and are actual, emerging or potential exporters. The initiative will provide:

- An exporter trainer programme and strengthened local trade training cum counselling capacity reaching out to women entrepreneurs, through partnerships with training organizations and/or business associations.
- A mentorship element to complement exporter training with expert advice and guidance to trainees in developing and implementing their export strategies.
- A web portal, facilitating women entrepreneurs' access to relevant export information tools and services, and providing an opportunity to promote their company's capabilities.

*ACCESS!* will involve five English-speaking countries (Ethiopia, Ghana, South Africa, Tanzania, and Uganda) and four French-speaking countries (Burkina Faso, Cameroon, Mali, and Senegal).



## Contact ITC or TFOC



The International Trade Centre is the technical cooperation agency of the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO). ITC supports developing and transition economy countries in realizing their full potential for developing exports and improving import operations.

Trade Facilitation Office Canada is Canada's import promotion organization, providing technical assistance to developing and transition economy countries. TFOC's programmes are designed to enhance the skills and capacity development of private sector exports and government officials in the areas of trade promotion and market development.

For more information please visit [www.tfoc.ca/English/pactindex.htm](http://www.tfoc.ca/English/pactindex.htm) or [www.intracen.org/pact/welcome.htm](http://www.intracen.org/pact/welcome.htm), or contact:

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