Promoting Intraregional Trade in Eastern Africa is a 3-year initiative to strengthen agricultural value chains in Kenya, Tanzania, and Zambia. The objective is to boost the export competitiveness of smallholder producers and SMEs in the mango, chili, honey and spices sectors and to improve the performance of Trade and Investment Support Institutions (TISIs).

HIGHLIGHTS

KENYA
Second round of Lean trainings started with 5 new companies
CBEs coached in business and financial planning
EPC improves skills in business generation and trade promotion

TANZANIA
Honey exporters participated in Apimondia in Korea
HACCP implementation and closing Gaps is moving ahead

ZAMBIA
PSC met in Lusaka to discuss past achievements and upcoming implementation
MOU signed with Parodi for honey sector development
NEWS

SECOND ROUND OF LEAN TRAININGS
HAS STARTED

Nairobi, Kenya August - September 2015

After the success of the first round of Lean trainings introduced in 2014 by ITC and Bosch, the second round has now been launched with 5 new SME participants. The aim is to complete the trainings by May 2016. During this programme the SMEs have the opportunity to implement Lean principles in their processing areas that improve productivity, quality and delivery of products and services.

To replicate the results of the programme in the future The Kenya Institute of Supply Management (KISM) will be actively participating in the second round in order to train trainers that will take of the Lean trainings in Kenya. A Lean management guide is also being prepared parallel to the trainings.

The Lean programme created by Bosch and ITC reached remarkable results during the second half of 2014 as participants reported significant improvements in their operational efficiency.

CBE PROGRAMME
CONTINUES WITH FINANCIAL COACHING

Nairobi Kenya, September 2015

In order to attain capital and funding for trading and business development, the selected County Based Entrepreneurs (CBLs) have been paired with a Financial Management Coaches (FMCs). The idea is that the FMCs guide the SMEs in developing their business plans and applying for funding from chosen financers. There are 12 CBEs participating in this coaching programme.

The FMCs gathered in September in Nairobi to launch the programme and to prepare for their assignment and to get more familiar with the business logics of mango and chilli business. After the launch the FMCs have met with the CBEs and started the coaching.

APIMONDIA INSPIRED HONEY PRODUCERS FROM ZAMBIA AND TANZANIA

Daejeon, Korea, September 2015

To exchange knowledge and find new contacts among the leading honey producers and exporters in the world, honey producers from Zambia and Tanzania participated Apimondia, the world’s biggest honey fair, in September in Korea.

As a result of the trade fair the participating companies were able to establish relationships with some possible buyers from the over 35 markets, which included USA, Germany, Belgium and the UK.
SUPPLY CHAIN IMPROVEMENTS ARE SEEKED IN HONEY VALUE CHAIN

Lusaka, July 2015

Agribusiness Forum’s Supply Chain Management (SCM) coaches conducted field visits in September. They visited both beekeepers and the enterprises processing the honey to discuss solutions to improve their supply chain strategies.

The aim is to establish a commercially viable SCM coaching institution in Zambia. ITC has licensed ABF to operate the programme.

PSC MET IN LUSAKA WITH HONEY PRODUCERS

Lusaka, Zambia, August 2015

After meeting in Helsinki, Finland in January 2015 the second Project Steering Committee (PSC) meeting was held in Lusaka this time. The 3-day event consisted of visits to ministries and counterparts, field visits and the PSC meeting.

The highlight of the trip was the field visit day, when participants had the opportunity to get more familiar with the day-to-day operations, products and challenges of Luano Honey, Nazya Investments and Ubuchi Honey, all beneficiaries of the Promoting Intraregional Trade project. The day ended with a visit to EBK Farm, a well-managed mango farm 31 km outside of Lusaka.

In the PSC meeting the implementation activities of the past 6 months were discussed and the principles and goals were set for the upcoming implementation phase. It was also agreed based on the results of the mid-term evaluation results that follow-up activities will be planned and project proposals will be developed to continue good progress beyond the duration of this project.

HACCP IMPLEMENTATION REACHES RESULTS IN THE 3 COUNTRIES

Tanzania, Kenya & Zambia, August-September 2015

The HACCP implementation is continuing on the 30 enterprises participating in Kenya, Tanzania and Zambia. The Trainers cum Counsellors (TcCs) have continued their visits to the enterprises in order to ensure implementation of the HACCP principles. The SMEs are developing their production process and premises in order to close the gaps identified during the first visits. Closing the gaps is a challenging task, as both investment and change of work culture is needed.

The TcCs trained by ITC play a key role in supporting the SMEs in reaching their goal and sharing best practices and experiences from other enterprises. The aim of the HACCP programme is to prepare the SMEs for the eventual certification process and also to make the changes sustainable so they can maintain the certification.

BOTTLENECKS REMOVED FROM PACKAGING

Tanzania, August 2015

The packhouse feasibility study done by the Promoting Intraregional Trade project at AMAGRO is nearing finalization, after presentation of the draft in July to AMAGRO. Now AMAGRO is taking the lead to implement the next steps. The most important one is to mobilize resources to construct the facility.

The feasibility study was added in the workplan of the project as packaging facilities was identified as one the main bottle necks of the Tanzanian mango value chain.
TANZANIAN SPICES SECTOR ORGANISES ITSELF
Dar es Salaam Tanzania, September 2015

To increase organisation and negotiation power of the Tanzanian honey sector and profit from learning from each other, the Tanzanian spices sector is considering forming an association or Apex Body for spices.

A feasibility study has been conducted by the project and presented to the sector stakeholders in September in Dar es Salaam. The reception of the idea of the association was very well received all the way from the beginning and the willingness is there to unite, so the Promoting Intraregional Trade project is now making effort to support the initiation of the association.

![Tanzanian spices transported to the market](image)

MOU SIGNED WITH PARODI GROUP
Lusaka Zambia, June-July 2015

ITC and Parodi Group, an Argentina-based honey producer and trader, signed a Memorandum of Understanding aimed at boosting the quality and production of Zambian honey required to increase exports from the country.

Through the partnership, Parodi will provide advice and technical assistance to Zambian processors and beekeepers free of charge. The goal is not only to move Zambian honey producers up the value chain through improved quality, but to integrate producers into Parodi’s global distribution network. If successful, the project will be replicated in the United Republic of Tanzania.

![Ms Dorothy Tembo ITC Deputy Executive Director and Mr Santiago Herrero, Chief Operating Officer of Parodi Group after signing the MOU](image)

PROJECT BACKGROUND

Launched in December 2013, the Promoting Intra-Regional Trade in Eastern Africa Project is a three-year initiative to strengthen agricultural value chains in Kenya, Tanzania, and Zambia. The objective is to boost the export competitiveness of smallholder producers and small to medium-sized enterprises (SMEs) in the mango, chili, honey and spices sectors. These sectors were identified by the beneficiary countries as having promising potential to improve rural economic livelihood and reduce poverty through value addition and increased trade in domestic and regional markets.

At the institutional level, the project is designed to improve the performance of Trade and Investment Support Institutions (TISIs), so that they can more efficiently support SMEs to improve their competitiveness and export capability.

The project has a EUR 4.25 million budget funded by the Government of Finland. It is implemented by ITC together with local counterparts in each of the three beneficiary countries.