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**
- 5 new companies are implementing Lean improvements
- CBES and SMEs to tighten cooperation to improve their businesses

**TANZANIA**
- New honey-based cosmetics developed
- Packaging service centre up and running at SIDO

**ZAMBIA**
- Parodi trains honey producers and looks for sourcing opportunities in Zambia
- Collaboration set up to protect Zambian intellectual property
HONEY COSMETICS DEVELOPED IN TANZANIA

Singida, Tanzania October 2015

A total of 25 trainees from 10 regions of Tanzania mainland participated in honey value addition and diversification workshop in October. The products covered in the training were cosmetics, soap and candles and the main raw materials used were beeswax and honey. As a result, five new SMEs have now started producing soap and cosmetics from honey and one SME has used the acquired knowledge and skills to improve his existing beauty products. Thanks to the training and meeting with beekeepers, the same SME also switched to using beeswax in their cosmetics instead of the paraffin wax they used before.

NEW ORDERS TO TANZANIA HONEY COUNCIL MEMBERS

Tanzania, January 2016

Due to participation at international trade promotion events at Apitrade Expo in Harare Zimbabwe and Apimondia events in Arusha in November 2014 and recently in Korea in September 2015, Tanzanian honey producers are now getting new orders. The Singida Youth which participated at the Apimondia are now processing an order to export 40 queens to Kuwait. Also, other orders have been received by Jasmine Bee from China and Europe.

LEAN IMPROVEMENTS IMPLEMENTED DURING SECOND ROUND OF THE SUCCESSFUL LEAN PROGRAMME

Nairobi, Kenya, November 2015

The second round of Lean programme is moving ahead full speed. Separate workshops were held in November with each participating SME to analyse and determine potential areas of value improvement and reduction of waste forms in their specific target process. Currently the SMEs are implementing the recommended improvements.

In cooperation with the two partner institutions Kenya Institute of Supply Management and Karlsruhe Institute of Technology (KIT) five SMEs have been trained and advised in Lean improvement methodology in mango processing and packaging, sweets packaging and safety shoes manufacturing. During this round, KISM has developed a capacity to train and advice on Lean: 4 advisors are now ready to provide Lean workshops.

A third and final workshop is scheduled for March to evaluate the implementation results, standardise the improvement processes through training with industry and to wrap-up the Lean implementation.

Observing the packaging of sweets in the shop floor at Kenya Sweets Limited
COLLABORATION SET UP TO PROTECT ZAMBIAN INTELLECTUAL PROPERTY  
Geneva, December 2015

To complement the branding work done so far in the project, ITC has agreed with WIPO to collaborate in providing technical assistance in Zambia in areas which include patents and trademarks. The scope of the joint activities, expected to start in April 2015, will include building awareness through national workshops and enabling the acquisition of skills through specialised training and advisory programmes. The cooperation will also enhance the technological capacity of the relevant national institutions for the processing of honey in Zambia through the use of the intellectual property system and thereby fostering innovation, economic growth and development.

LEVERAGING GLOBAL PLAYERS FOR THE ZAMBIAN HONEY SECTOR  
Zambia, December 2015

In September ITC and Parodi Group, an Argentina-based honey producer and global trader, signed a Memorandum of Understanding aimed at boosting the quality and production of Zambian honey to the level required to increase exports from the country. Parodi’s first workshop in Zambia took place in December and two SMEs, Luano and Ubuchi, received in-depth advisory on honey processing. Parodi is already setting its sights at sourcing honey from Zambia and building local supply capacity.

CBES’ BUSINESS DEVELOPMENT PROGRAMME IS BEARING FRUIT  
Kenya, August – December 2015

Since August, the County-Based Entrepreneurs (CBEs) have been coached in business development and finance. CBEs have improved their business awareness and understanding of the business growth path they are embarking on. Instead of forming a cooperative, the CBEs have decided to operate as independent contractors of the SMEs. They are beginning to plug into new value chains to cushion from the effects of seasonality of agri-produce.

The CBE coaching programme will continue in 2016. The aim is to enable the CBEs to be bankable and demonstrate to financing institutions their ability to use business support services in growing their businesses. They are currently drafting their business plans.

The SMEs participating in the project have expressed willingness to tighten the cooperation with the well-established CBEs. The project will initiate this cooperation in the spring.

PACKAGING SERVICE CENTRE ESTABLISHED AT SIDO  
Tanzania, December 2015

Technicians from the machine supplier in India installed the packaging machines and equipment and trained SIDO staff on how to operate them. This was a culmination of efforts for the establishment of the Packaging Service Centre for SMEs. SIDO is now equipped with the infrastructure to service packaging needs of SMEs.
TANZANIAN MANGO, HONEY AND SPICES TO COMPLY WITH INTERNATIONAL FOOD SAFETY REQUIREMENTS

Dar es Salaam, Tanzania

Six SMEs supported by the project under the HACCP programme are now selling their products to large local shops. All the SMEs are aiming to expand to the cross-border markets. One of them, Farida Abdalla Enterprise, has recently started exporting honey also to UAE.

The SMEs are currently working hard to ensure their products are certified by local authorities, Tanzania Food and Drugs Authority (TFDA) and Tanzania Bureau of Standards (TBS). Some of them already have TFDA certificates for their premises, and two of them, Med Foods and Rock, have TBS certificate for part of their spice products.

HACCP workshop taking place in Tanzania

IMPROVED STRATEGIC PLANNING AT SECTOR ASSOCIATIONS

Zambia, Tanzania, Kenya, December 2015

Since the beginning of 2015 the Tanzania Honey Council (THC) and the Association of Mango Growers (AMAGRO) have received advisory to review their strategic plans. This on-going activity has proved useful to revitalize the focus of the Honey Council especially now as the commercial beekeeping industry growing.

Technical and advisory services have also been provided to The Agribusiness Forum (ABF) in Zambia for the development of their corporate strategy to develop and upgrade their service portfolio in order to meet clients’ needs.

The work with Export Promotion Council (EPC) in Kenya is continuing in February with a training of EPC staff on strategic and operational planning including implementation, monitoring and evaluation of operational plans. These activities will certainly improve services to members through more focused interventions.

A joint Portfolio Service Training will be organised in 2016 in Lusaka, Zambia for both EPC and the Zambia Development Agency in order to maximise synergies and also facilitate sharing of good practices between the two Trade Promotion Organisations.

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 and ends in June 2016.

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