SITA’S PARTNERSHIP PLATFORM

The Partnership Platform will act as a forum for evidence-based policy recommendations and as a vehicle for mobilizing well-informed public-private sector discussions in the countries in which SITA will provide trade-related technical assistance.

The Partnership Platform provides a setting in which SITA’s stakeholders come together to solve problems, with each side learning about the needs, constraints and obstacles that need to be addressed to achieve export competitiveness.

The Partnership Platform will:
- Contribute to the development of policy options and solutions aimed at improving business and investment climate impediments to trade and investment flows between the five African countries and India, and
- Inform the design of SITA by serving as a forum for interaction and discussion between stakeholders on project approach and intervention logic.

The Platform’s approach will focus on addressing sector-specific and cross-cutting issues through consensus building among stakeholders to bring about reform along value chains and enhance sector competitiveness.

ITC AND DFID

About ITC:
ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the Millennium Development Goals.

About DFID:
The Department for International Development (DFID) leads the Government of the United Kingdom’s efforts to fight global poverty.

DFID operates under the International Development Act, which came into force in 2002 and establishes the legal basis for United Kingdom development assistance. DFID’s overall aim is to reduce poverty by achieving the Millennium Development Goals.

FOR MORE INFORMATION

About the event
www.intracen.org/sita
International Trade Centre (ITC)
www.intracen.org
SITA project
sita@intracen.org
SITA AT A GLANCE

**Donor**
Government of the United Kingdom of Great Britain and Northern Ireland through DFID

**Duration**
2014-2020

**Country Coverage**
India, Ethiopia, Kenya, Rwanda, Uganda and the United Republic of Tanzania

**Beneficiaries**
- East African businesses
- Indian companies importing from or investing in Africa
- National trade support institutions (TSIs)

**Objective**
Increased value of business transactions between India and selected African countries with the ultimate objective to create jobs and income opportunities

**Strategy**
The objective will be achieved by enabling access to India’s market and facilitating investment and transfer of Indian knowledge, expertise and technology to East Africa by
- Promoting public-private dialogue and partnerships;
- Improving capacities of East African companies and TSIs; and
- Creating business linkages.

**Expected results**
- Improved business environment fostered through public-private dialogue and partnerships
- Improved business development services provided by regional and national TSIs
- Enhanced competitiveness of East African businesses
- Greater export flows from East Africa to India
- Increased investments, knowledge and technology transfer from India to East Africa

---

**WHY SITA?**

Despite an enormous untapped potential for trade expansion between India and Africa, data reveal that a limited number of products are currently being traded. India’s trade with Africa is concentrated in certain sectors and countries, and it is dominated by exports of primary commodities. While the potential for export diversification exists, it may not be realized without targeted intervention.

India is well-positioned as a partner to improve the productive and export capacities of African partner countries. With the growing importance of South-South cooperation, India’s expertise can be leveraged to build trade capacities in African partner countries through the sharing of knowledge, technology and lessons learnt.

In this context, the United Kingdom of Great Britain and Northern Ireland’s Department for International Development (DFID) mandated the International Trade Centre (ITC) to design and implement a project, called ‘Supporting India’s Trade Preferences for Africa’ (SITA). On 9 March 2014, a Memorandum of Understanding was signed between DFID and ITC, marking the start of the project.

The project responds to the challenges that selected East African countries – Ethiopia, Kenya, Rwanda, Uganda and the United Republic of Tanzania – face in increasing and diversifying exports. It also addresses trade priorities of the beneficiary countries so they can achieve sustainable development.

**PROJECT INCEPTION PHASE**

During SITA’s inception phase, specific areas for trade-related technical assistance will be defined. The main deliverables of this phase are:

- Stakeholder sensitization
- Analysis of supply and demand potential
- Sector selection for project design
- Establishment of project governance structures
- Establishment and operationalization of SITA’s Partnership Platform
- Needs assessment and project design

---

**A South-South Aid For Trade Initiative**

"An Indian-African partnership underpinned by “jugaad”1 will result in opportunities arising from adversity: the ability to do more with less; to think and act flexibly to find simple solutions for increasingly complex problems; and most of all, practicality that helps eliminate complexity."

Anucha González
Executive Director, International Trade Centre

Address delivered on 9 March 2014 at the 10th CII-EXIM Bank Conclave on India-Africa Project Partnership, New Delhi, India

---

1 Jugaad is a colloquial Hindi word that roughly translates as ‘an innovative fix; an improvised solution born from ingenuity and cleverness’, according to the book Jugaad Innovation by Navi Radjou, Jaideep Prabhu and Simone Ahuja.