



United Kingdom Trade Partnerships Programme (UKTP) Trade Times - 2024

2024 – A Year of Growth and Global Reach for UKTP Beneficiaries

As 2024 comes to a close, the UKTP programme celebrates a year of strengthened partnerships, increased trade, and remarkable achievements. By fostering collaborations and equipping SMEs with the tools, training, and market access they need, we have helped businesses grow their presence in the UK and EU markets. From targeted capacity-building to award-winning products and successful trade events, UKTP-supported enterprises have demonstrated remarkable progress and innovation. Join us in reflecting on these milestones and discovering the upcoming opportunities as we continue to support SMEs in expanding their global reach and driving local economic growth.

April 2024

London Coffee Festival: Ugandan Coffee Producers Make Global Connections

Six coffee producers from Uganda attended the London Coffee Festival, connecting with international coffee buyers and showcasing Uganda's specialty brews. The event highlighted sustainable sourcing and ethical trade, providing companies with valuable insights into UK consumer trends. As a result, Ugandan producers secured contracts exceeding USD 189,000 with UK importers and roasters, highlighting the country's expanding presence and competitiveness in the premium UK coffee market.

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Opening Doors at NOPEX: Cambodian and Sri Lankan SMEs Tap into the UK Market

Ten small businesses from Cambodia and Sri Lanka made their debut at the Natural and Organic Products Expo (NOPEX) in London, showcasing organic and natural products. For many, this was their first encounter with the UK market, offering critical insights into consumer demands and industry standards. The event led to more than 350 new business leads and valuable feedback on buyer preferences, with UK clients showing a particular interest in certified products.

To assist these businesses meet market requirements, the UKTP programme has initiated targeted support for Cambodian and Sri Lankan companies pursuing BRCGS certification. This assistance is structured in three phases, including gap assessments, training, and internal audits, positioning these businesses for successful certification and smoother market entry.



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Cameroon SMEs Gain Financial Management skills

In Cameroon, three small businesses received tailored financial training, improving their management practices and introducing new financial tools scaling up their businesses. Local financial experts assessed each small business' financial health and guided them on adopting effective financial tools. This training enhanced participants' confidence and knowledge, equipping them to adopt more structured and effective financial practices.

Following this workshop, the UKTP programme introduced small businesses to various funding sources, including the Fonds Africain de Garantie pour la Coopération Economique (FAGACE) and Investisseurs et Partenaires (I&P). These connections are critical, as lack of working capital is a key constraint for Cameroonian small businesses looking to scale up production and meet customer demands.

May 2024

Empowering Nepal's Pashmina Farmers through Expert Training in Mustang

In collaboration with the Nepal Pashmina Industry Association (NPPIA), the UKTP programme hosted a three-day training in Mustang on 22-26 May, Nepal, targeting 137 pashmina farmers and local veterinary professionals. This session covered best practices in fiber harvesting, farm management, and goat nutrition to improve both fiber quality and animal health. The workshop was part of a broader strategy to strengthen the Chyangra pashmina value chain, which had faced supply challenges due to pandemic-related disruptions.

Participants gained hands-on skills, and the session provided a platform for farmers to share their experiences and challenges. Four attendees, have already secured new jobs in Kathmandu's manufacturing sector, underscoring the impact of the training on local employment.



June 2024

PNG Coffee Producers Seal Big Deals at World of Coffee

Six coffee producers from Papua New Guinea, participated in World of Coffee, Europe's largest coffee event, on 27-29 June. With their top graded specialty coffee on display, they secured orders valued at 176,250 USD, and generated additional 54 new business leads. Prior to the show, producers also took part in a Hamburg market tour, connecting with German roasters and importers.



Award Recognition: Solomons Gold and Down to Earth Win Big at UK Free From Food Awards

Two Pacific-based companies, Solomons Gold and Down to Earth, gained international recognition for allergen-free products at the Free From Food Awards. Solomons Gold won multiple awards for its vegan chocolate, while Down to Earth received silver awards for its Bongo Chilli Hot Sauce, enhancing their visibility and credibility in the UK market.

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Reinforcing UK-Nepal Trade Relations

The British Ambassador to Nepal visited Mustang on June 14th, to attend the inauguration of a new fiber processing facility, a pivotal step forward for the local pashmina sector. This facility, supported by the UKTP programme, addresses key challenges in the collection and processing of raw Chyangra fiber, helping to streamline production and improve product quality. The visit

highlighted the importance of UK-Nepal trade relations and created an opportunity for local government and private sector leaders to discuss future collaboration and support for sustainable pashmina production.



July 2024

UK Great Taste Awards: UKTP Companies Shine with Award-Winning Products

Fifteen UKTP-supported companies from Cameroon, Dominican Republic, Fiji, Jamaica, Papua New Guinea, Sri Lanka, and Solomon Islands, received UK Great Taste Awards, including four prestigious two-star awards for “outstanding products.” These recognitions open doors for the companies to connect with premium UK retailers.

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Fashion Forward: Ethiopian and Malagasy SMEs Lead at Source Fashion London

Ten businesses from Ethiopia, Madagascar, Nepal, and Tanzania showcased sustainable fashion products, generating 121 new business leads during Source Fashion show on 14-16 July. One Ethiopian company is now in discussions for a sample trial with a UK agent supplying major retailers, while one Malagasy company secured promising leads with a British luxury department store.

Embracing Digital Growth: Pacific Beauty Brands Enhance Online Presence

Eight Pacific beauty care businesses participated in an intensive digital marketing audit as well as one-on-one coaching sessions over six months, covering social media, websites, and newsletters. This digital marketing package empowered companies to improve their online presence, allowing them to reach wider audience and establish lasting digital marketing strategies.

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August 2024

EU Deforestation Regulation Training in Lao PDR and the Pacific

In order to support producers and SMEs in navigating upcoming EU deforestation regulations, the UKTP programme hosted a series of webinars on compliance requirements, including benchmarking, due diligence, and geolocation for concerned commodities such as coffee and cocoa. This timely training equips producers and SMEs to meet EU standards and maintain market access.

Driving Responsibility: Malagasy SMEs Build Stronger CSR Foundations

A Corporate Social Responsibility (CSR) and operational performance training for five garment and two chocolate manufacturers was organized in Madagascar in early August. The workshop focused on integrating responsible business practices and establishing CSR strategies to meet growing expectations from international buyers. Participants learned how to monitor CSR efforts and measure non-financial performance metrics, developing tailored dashboards to track results.

The training aims to position Malagasy small businesses as responsible and ethical suppliers, enhancing their appeal in UK and EU markets where CSR practices are highly valued.

September 2024

Igniting Global Trade: Empowering Zimbabwean SMEs for Export Success

From 2 to 4 September, a workshop on Maximizing Business Growth Through Export Opportunities was held in Harare, Zimbabwe, equipping 23 businesses with basics on branding & marketing strategies, as well as international compliance. Organized in collaboration with the Horticultural Development Council (HDC), the event aimed to enhance businesses export readiness and global competitiveness.

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Jamaican Tech Sector Gear Up for UK Market with Export Readiness Training

The launch of UKTP Jamaican tech sector activities, took place in Kingston, on 16-20 September. This included high-level networking event at the British High Commission as well as a training for 21 local participants on maximizing results at tech events. Focused on networking, pitching, and professional relationship management, this new support prepares Jamaican IT/BPO companies for future UK and EU market engagements.



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Speciality & Fine Food Fair Spotlight: SMEs Gain Ground in the UK Market

From 10 to 11 September, twelve businesses from Cambodia, Fiji, Madagascar, Papua New Guinea, Sri Lanka, and the Solomon Islands exhibited, their specialty food products, many of them Great Taste Awards winners, at the Speciality & Fine Food Fair (SFFF) in London. While generating 78 new business leads, the participants had the opportunity to meet directly UK distributors and retailers, and receive their feedback on their products.



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Empowering Women in Trade: Pacific Businesswomen Forge Connections and Sharpen Skills

The Women in Export Workshop taking place in Nadi, Fiji, from 30 September to 2 October, brought together 29 businesswomen from across the Pacific for training on branding, marketing, access to finance, and UK market trends. In addition, to the gained knowledge, this event strengthened the relationship between like-minded Pacific businesswomen, fostering further their collaboration and growth.



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Exploring Premium Cacao: UK Buyers Connect with Solomon Islands Producers

From 20 to 29 September, the UKTP programme facilitated a trade mission for 11 UK, cacao importers and chocolate makers to the Solomon Islands to explore premium cacao sourcing opportunities. This initiative seeks to establish direct connections between local cacao producers and international markets, highlighting the exceptional quality and sustainability of Solomon Islands cacao. As a result, sample orders were secured and two UK companies developed three unique bean-to-bar chocolates using cacao sourced from the visited farms.



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October 2024

Quality Standards Workshop: Empowering Cameroon and Côte d'Ivoire for Global Market Success

In partnership with standards agencies ANOR in Cameroon and CODINORM in Côte d'Ivoire, the UKTP programme conducted comprehensive training sessions on 23 -25 October and 21-22 November 2024, to strengthen local expertise in international quality and safety standards. These included ISO 9001 training for 77 participants, including 33 women, ISO 22000 training for 41 participants, including 19 women, and in Côte d'Ivoire, additional training on FSSC 22000 standards for 26 participants, including 11 women.

These sessions enhanced the capacity of local institutions to support businesses in meeting the stringent quality and safety requirements of the UK and EU markets. By building institutional-level expertise, the training equipped local standards agencies to effectively guide businesses through the complexities of international compliance, unlocking opportunities in higher-value markets.



Asia-Pacific Beauty Brands Stand Out at Salon Beauty 2024

Eight small businesses from the Asia-Pacific region proudly represented their beauty care products at Salon Beauty in London from 13 to 14 October. Prior to the trade show, beneficiaries participated in a Negotiation Skills Workshop. Their repeated participation in this event not only strengthened trust with UK businesses seeking new brands and products but also provided returning customers with an opportunity to purchase their natural products.



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Showcasing Talent: UKTP Supports Five Artists at WOMEX 2024 in Manchester

From 23 to 27 October, five talented artists from the Caribbean showcased their creative talents at WOMEX, the world's largest music expo held in Manchester. These artists captivated audiences and industry professionals, highlighting the rich cultural heritage of the Caribbean region. By providing a platform for these artists, the UKTP programme strengthens global cultural exchanges while fostering opportunities for creative professionals to enter international markets.



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November 2024

Senegal Leads Workshop to Boost Export Potential of Mango-Based Products

On November 6-7, Senegal hosted a workshop in Dakar to enhance the export readiness of mango producers and exporters. The event introduced 47 participants to new certification standards for mango-based products, including juice, nectar, and dried mango, with guidance on meeting international food safety and quality standards. Practical sessions covered Good Manufacturing Practices (GMP) and Good Hygiene Practices (GHP), equipping stakeholders to access UK and EU markets. This initiative supports sustainable growth and trade opportunities in Senegal's mango sector.



Fourteen Pakistani SMEs Thrive at MEDICA Düsseldorf

Fourteen innovative businesses representing Pakistan's medical equipment manufacturing sector participated at MEDICA, the world's largest medical trade fair, held in Düsseldorf from 11 to 14 November. With support from the UKTP programme, these businesses showcased cutting-edge products, including surgical instruments and diagnostic tools, to global buyers. The event generated 85 new business leads, with a potential value of nearly 2.6 million USD.



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Ethiopia in the Spotlight: ASFW and UK Buyer Tour

The African Sourcing and Fashion Week (ASFW), held in Addis Ababa from 7 to 12 November, provided a vibrant platform for four Ethiopian textile and clothing companies to exhibit their products. Alongside this event, the UKTP programme facilitated a buyer tour for four top UK fashion brands to explore Ethiopia's textile potential and its beneficiary companies. The tour included discussions on sustainability, ethical sourcing, and trade opportunities, reinforcing Ethiopia's position as a key player in the global fashion industry. This resulted in strengthening trade ties between Ethiopia and the UK while promoting sustainable fashion practices.



East African Presence at PCIAW in Manchester



Two pioneering East African businesses from Ethiopia and Tanzania participated in The Professional Clothing Industry Association Worldwide (PCIAW) Summit in Manchester from 18 to 20 November. With support from the UKTP Programme, these businesses showcased their unique products to the UK market and participated in direct B2B roundtables, generating 5 new business leads worth 600,000 USD.

Workshop on Developing a Lao Coffee Brand

Building on the launch of a branding initiative to establish a national coffee brand in June 2024, a workshop was held in Vang Vieng, Lao PDR, from 20 to 24 November. Focusing on developing a national brand for Lao coffee to promote its global competitiveness, it brought together national coffee producers, exporters, and experts to explore best practices in branding, quality control, and industry reforms. Participants drew insights from successful global coffee brands like Colombia's Juan Valdez and Jamaica Blue Mountain and discussed strategies tailored to Lao PDR's unique opportunities and challenges.



Empowering Jordanian Businesses with Global Trade Certifications

The UKTP programme in Jordan, focusing on the processed food sector, commenced with workshops designed to boost export opportunities for local businesses. Held in Amman from 25 to 28 November, the sessions provided practical training to 32 individuals on achieving BRCGS Food Safety Issue 9 and ISO 14001 Environmental Management certifications. These internationally recognized standards are vital for accessing markets in the UK, EU, and beyond while enhancing competitiveness in global value chains. Participants will also receive one-on-one coaching to implement these standards effectively and prepare for certification audits.

December 2024

Looking Ahead: 2025 Fashion Trend Forecast Webinar

On 6 December 2024, UKTP programme hosted a webinar on 2025 Fashion Trends, bringing together 44 participants from among designers, T&C owners, industry experts, and fashion enthusiasts to discuss upcoming innovations and global influences in fashion. This virtual event offered participants a glimpse into the future of the industry, emphasizing sustainability, technology, and cultural inclusivity. By organizing such knowledge-sharing sessions, the UKTP programme empowers businesses and creative professionals to stay ahead of trends and succeed in international markets.



Webinar 2025 Fashion Forward: Unveiling Trends That Shape Tomorrow



Lee Oliveira
Creative Style Advisor

Jordanian Food SMEs Elevate Their Branding and Marketing Game

Eleven Jordanian processed food businesses completed a Brand and Marketing Development training from 1 to 3 December, under the UKTP Programme. The training empowered participants to understand the importance of refining their branding, create professional promotional materials, and develop export-focused marketing strategies. With tailored support from experts and eye-catching professional photography capturing their unique stories, these businesses will be poised to showcase their innovations on the global stage. One-on-one coaching will complete the full training over the next four months.



The UK Trade Partnerships Programme is funded by the United Kingdom of Great Britain and Northern Ireland
To learn more

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