

# SITA

## Supporting Indian Trade and Investment for Africa



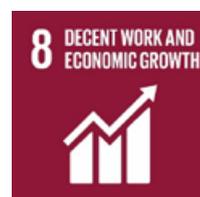
India is driving forward its South-South trade and investment linkages and at the same time offering its southern partners innovative solutions, derived from its globally leading industries in agriculture, manufacturing and services. Africa has emerged as an important trade and investment partner for India with the great potential for further growth. However, to date, India's trade with Africa has been concentrated in a limited number of sectors and countries, and exports from Africa to India have been mostly limited to primary commodities.

The Supporting Indian Trade and Investment for Africa (SITA) is a South-South project seeking to address these challenges. Funded by the United Kingdom of Great Britain and Northern Ireland's Department for International Development (DFID) and implemented by the International Trade Centre (ITC), SITA seeks to increase and diversify exports and attract investment as a vehicle for promoting value addition and setting the ground for sustainable economic development.

India is well positioned to improve the productive and export capacities of African partner countries. India's expertise can be leveraged through the sharing of knowledge, technology and lessons learnt. In addition, India's Duty Free Tariff Preference Scheme for LDCs gives preferential rates on 94 percent of tariff lines, making it an attractive destination for African imports.

SITA aims to improve the competitiveness of select value chains of five East African countries: Ethiopia, Kenya, Tanzania, Rwanda and the United Republic of Tanzania through the provisions of partnerships from institutions and business from India.

Through its trade and investment-related activities, SITA aims to contribute to the achievement of the United Nations Sustainable Development Goals:



## SITA AT A GLANCE

**DONOR:** Government of the United Kingdom of Great Britain and Northern Ireland through the Department for International Development (DFID)

**TIME-FRAME:** 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 and regional trade support institutions (TSIs)

**OBJECTIVE:** Increased value of business transactions between India and selected East African countries by creating productive capacities and enhancing incomes.

**STRATEGY:** The objective will be achieved by enabling access to markets in India and other countries, and by facilitating partnerships including investment and transfer of knowledge, expertise and technology from India to East Africa by:

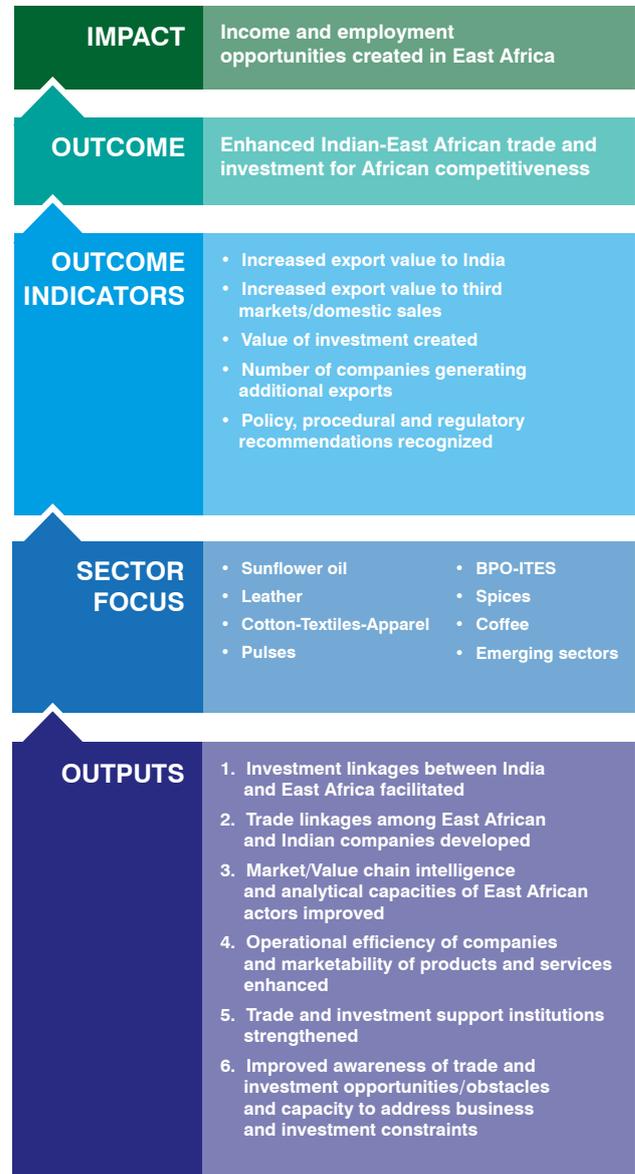
- Promoting public-private dialogue and partnerships;
- Improving capacities of East African companies and TSIs; and
- Creating business linkages.

**EXPECTED RESULTS:**

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

## THE ROAD AHEAD

The project's intervention approach is built on six outputs that will lead to enhanced Indian–East African trade and investment which in turn will contribute to the creation of productive capacities in East Africa.



## CONTACT US FOR TRADE AND INVESTMENT OPPORTUNITIES IN:

### Uganda



- Coffee
- Leather
- Sunflower Oil
- IT & ITES/BPO
- Textiles & Apparel

### Ethiopia



- Coffee
- Textiles & Apparel
- Spices
- Pulses

### Rwanda



- Coffee
- Spices
- IT & ITES/BPO

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## IMPACT AFTER YEAR 2

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**Exports:** Over US\$20 million in increased exports from East Africa settled or under negotiation.

**Investment:** Investment deals worth over US\$49.5 million in East Africa under negotiation.

**Business Transactions:** More than 47 companies transacted business including 14 women-owned businesses. 300 companies exposed to new market contacts.

**Policy impact:** 13 policy recommendations applied by project target countries. 8 Value Chain Roadmaps / Strategies developed and facilitated creation of public –private sector bodies for managing their implementation.

**Economic empowerment of women:** In SITA's sector work, women are supported to ensure a more equitable distribution of economic benefits within these value chains.

SITA has initiated activities principally focused on women entrepreneurs through the Mitreeki East Africa –India Partnership. Mitreeki was launched in 2017 with the aim of fostering women entrepreneurs in East Africa. In its first stage, 150 women entrepreneurs have received training, mentoring and opportunity to access finance through the Mitreeki network.

***SITA promotes knowledge and technology transfer and long term partnerships between Indian and African institutions and businesses***

**Knowledge transfer:** More than 50 trainings across sectors provided.

**Technology transfer:** Supported over 10 exposure missions for East African companies to see first-hand technologies used in India.

**Linking institutions:** Facilitated 7 institutional partnerships between Indian and African associations.



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### Kenya



- Coffee
- Textiles & Apparel
- Leather
- IT & ITES/BPO

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### Tanzania



- Coffee
  - Sunflower oil
  - Leather
  - Pulses
  - Textiles & Apparel
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## ITC AND DFID

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### The International Trade Centre (ITC)

ITC is the joint agency of the World Trade Organization and the United Nations. ITC's mission is to foster inclusive and sustainable economic development, and contribute to achieving the United Nations Global Goals for Sustainable Development. ITC works towards creating 'trade impact for good'.

### The Department for International Development (DFID)

The Department for International Development (DFID) leads the Government of the United Kingdom's efforts to fight global poverty, deliver the Global Goals, and tackle global challenges. Promoting economic development and prosperity in the developing world is a key priority for DFID, and includes the creation of sustainable jobs and livelihoods, in particular for women and young people.

DFID operates under the International Development Act, which came into force in 2002 and establishes the legal basis for United Kingdom's development assistance.

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*'An Indian-African partnership underpinned by "jugaad\*" 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, practicability that helps eliminate complexity.'*

### Arancha González,

Executive Director, International Trade Centre

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

*\*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.*

## ANECDOTES FROM PARTNERS AND STAKEHOLDERS

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"With the support we are getting from SITA, Ethiopia, within the coming few years, will become one of the major suppliers of different kinds of pulses to the Indian market, a market that is bound to grow hugely and become one of the leading export destinations for our products." — **Kassahun Bekele, ACOS, Ethiopia.**

"Thank you for SITA's efforts in supporting Indian trade and investment in East Africa and most importantly Uganda. Thank you for the good work you are doing." — **The Honourable Kafabusa Werikhe Michael, Minister of State for Trade, Uganda.**

"The support from SITA has helped my company to move to the next level. SITA has provided trainings in negotiation, exporting and best practices for IT companies, which I have been able to apply to my business. SITA has also connected me to new contacts and my company has now signed MOUs with various companies." — **Marie Claire Murekatete, Atlas Computer System Ltd., Rwanda.**

"Sometimes as a sole proprietor it's hard to know if what you plan is right for your business. My chat with a SITA mentor showed me that I am on the right track." — **Lorna Abwonji, Mia Mara Creations, Kenya.**



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