The July issue of *Trade Times* looks at the recent success of trade partnership activities across several key countries in the UKTP Programme. From the majority women-owned pea producers of the fertile Macheke District in Zimbabwe to the Madagascan designers at the Texworld fashion exhibition in Paris, the UKTP Programme is delivering real-world trade and economic outcomes for small and medium-sized enterprises across Africa, the Caribbean and the Pacific Islands.

**Zimbabwe - from little things, big things grow**

Smallholder farmers in Mashonaland East Province are working hard to harvest sugar snap and mange tout peas for export. The United Kingdom Trade Partnerships (UKTP) Programme in Zimbabwe is assisting 23 smallholder farmers from the Nyamakaira Irrigation Scheme in Macheke District. Fifteen have started to export peas to markets in the United Kingdom, France and Germany through Citycircle Pvt Ltd, the Lead Firm they are linked to under the project.
More than half of the exporters are women. And harvesting will continue throughout the winter months. By the end of the season, the smallholder farmers are expected to export over 15,000 kgs of peas worth about US$8,000.

Trade and Market Intelligence Updates

**Market Access Map** has added 2021 tariffs for 8 countries - Antigua and Barbuda, Dominican Republic, Papua New Guinea, Guyana, Jamaica, Seychelles and Barbados, and non-tariff measures for 3 countries - Cameroon, Jamaica and Saint Lucia.

**Trade Map** has added monthly trade statistics for Barbados (April 2021), Belize (April 2021) and Madagascar (March 2021) and full 2020 data for Comoros, Seychelles, Mauritius, and the Dominican Republic.

**Training:** On 4 May, ITC, UKTP held an introductory webinar in Papua New Guinea on Market Analysis Tools. The webinar contained demonstrations on the use of several export tools (Export Potential Map, Market Access Map, Trade Map, and e-Ping), illustrating how these tools can be used to support business decision making. The webinar was attended by 24 participants including from small and medium-sized enterprises, trade and investment promotion organisations and government. The training enhanced understanding of UKTP, the role of trade intelligence in future export success and how to use ITC Tools to assess current demands, market requirements and new opportunities.

UKTP also organised a webinar on 26 May for Zimbabwean exporters, business support organisations, and government representatives. The training was designed to provide participants with a broader understanding of preferential Rules of Origin. It focused on the new rules relevant to the EPA with the UK and how to navigate ITC's Rules of Origin Facilitator.
The session brought together 192 participants and was the result of a partnership between UKTP, the British Embassy in Harare, the Ministry of Foreign Affairs, ZimTrade and the Zimbabwe Revenue Authority.

Madagascar at Texworld Evolution

The Made in Madagascar brand is attracting attention from around the world. As part of the UKTP Programme’s efforts to promote trade partnerships, two clothing companies from Madagascar participated in the Texworld exhibition and show in Paris in July and walked away with new export contacts and promising business partnerships.

The Union of the Comoros - Accessing Finance

From 18 May to 3 June, three workshops on financial literacy for 40 local producers were organised in the different islands of the country as part of the UKTP Programme in The Union of the Comoros. A national expert facilitated the trainings on business planning, loan applications and book keeping practices.
Cooperative Training in Cameroon

As part of the UKTP Programme in July, ITC experts provided a 5-day training programme to cooperatives in the cocoa sector in Obala, Cameroon. The training focused on good practices in the production and supply of cocoa and cocoa products in accordance with UK and EU market requirements. The training will enable cooperative leaders to support their member producers and exporters.

Managers of the cooperative societies were trained on sustainable cocoa production, procurement, stock management and the Rainforest Alliance certification process. They also received professional coaching which will allow them to train other managers and staff in their cooperatives.

Following the training session, the General Manager of the Eden Espoir Cocoa Cooperative, Mrs Mvogo Ossegue, said, “these trainings will allow us to reorganise our cooperative and also improve our way of working.”

Market Access Webinars in Cameroon

Raising awareness about all aspects of market access for Cameroonian Cocoa and Penja Pepper producers was the focus of a
The webinars covered topics such as marketing, branding and digital presence. This was complemented by sessions introducing the Cameroonian producers to the full suite of the International Trade Centre’s Market Analysis Tools.

Coming Up…

**July-September** – Training of Trainers workshop series: Making participation in trade fairs a success, Cote d’Ivoire

**August** - Good Agricultural Practices workshop for Penja Pepper, Cameroon

**September** - Caffe Culture, Coffee Show, UK

**September** - Speciality & Fine Food Fair, UK

PNG Highland Coffee will feature at Caffe Culture 2021, London, 2-3 September (*photo by*...
Ivoirian producers will join the Speciality & Fine Food Fair 6-7 September in the UK

Click HERE learn more about the UK Trade Partnerships Programme

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