

TRIC collaborations in 2022

THE TRIC NETWORK

TRIC stands for Trade Related Instruments Connected and is a cooperation initiative between European trade promotion organisations and programmes to create a network of exchange, mutual learning, and project synergies. The purpose of the TRIC Network is to collectively better export promotion practices and accessibility in respective partner countries and enhance trade into Switzerland and Europe.

TUNISIA: IPD AND SIPPO

Activity: Trade fair collaboration

Country: Tunisia

TRIC members involved: The German Import Promotion Desk (IPD) and the Swiss Import Promotion Programme (SIPPO)

In Tunisia, SIPPO and IPD have been working together closely since a while now. However, since 2021 they have intensified their exchanges even more by setting up regular meetings to brief each other on activities and even sharing joint activities. The motivation was especially given that both projects work with the Tunisian Business Support Organisations (BSOs) Centre des Promotions des Exportations (CEPEX) and Agence de Promotion des Investissements Agricoles (APIA).



In 2022, IPD supported the financing of CEPEX' 2nd country stand at the cosmetic ingredient trade fair "Incocosmetics", while SIPPO took charge of coaching the staff on getting more acquainted with the cosmetic ingredient sector.

Following that Biofach 2022 was the first implementation of a co-financed activity to coach APIA on networking with organic ingredient industry actors and gaining organic market intelligence. At Food ingredients Europe (FIE) 2022 this December, IPD and SIPPO are collaborating for a second round of coaching this time with both APIA and CEPEX on site as the two BSOs have decided to co-host this year's Tunisian country pavilion at FIE. The coaching at FIE will circle around the trade fair's specialty – functional natural ingredients. Plans are already in the making to repeat this collaboration for a 3rd round at Biofach 2023.

MEMBERS OF THE TRIC NETWORK

- Austrian Retail Association / Handelsverband
- Centre for the Promotion of Imports from Developing Countries, Netherlands
- Enabel/TDC, Belgian Development Agency
- Finnpartnership, Finnish Business partnership programme
- Foreign, Commonwealth and Development Office United Kingdom
- Import Promotion Desk, Germany
- International Trade Center of the United Nations
- Open Trade Gate Sweden

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INDONESIA: CBI AND IPD EXPORT PROMOTION REQUIRES TEAMWORK

Sector: Natural Ingredients

Country: Indonesia

Period: March 2019 - December 2024

Number of participating companies: 27 (29 at the start)

Number of institutional stakeholders: 3 ministries and 4 sector associations

TRIC members involved: Centre for the Promotion of Imports from Developing Countries, Netherlands (CBI) and IPD



OBJECTIVE OF THE PROJECT

Globally, the European consumer demand for natural ingredients such as seaweed, essential oils and plant extracts is growing. In addition, European companies in the food industry are increasingly replacing artificial additives with natural ingredients. Natural ingredients are also needed in the pharmaceutical and cosmetics industries. Therefore, many European companies are constantly looking for new suppliers of natural ingredients. Indonesia is one of the largest producers of natural ingredients. This industry is an important source of income and employment for the country.

In this context, CBI and IPD are supporting Indonesian producers of natural ingredients to bring their products to the European market. CBI provides capacity building on topics such as sustainability and traceability or chemicals (REACH) and novel food. IPD then takes over the support on the so-called "last mile". This means IPD prepares the companies carefully for their participation in European trade fairs and brokers direct contact to potential business partners in Europe. In this way, CBI and IPD optimally complement each other's services to develop the Indonesian sector of natural ingredients in the long term and support exporters in building sustainable business relations with Europe.

CHALLENGE: THE COVID PANDEMIC

Due to the Covid pandemic, market access activities were hampered: for more than two years trade fair participation was online only and roadshows were impossible. Indonesia did not participate with a country pavilion in any of the EU trade exhibitions in natural ingredients. IPD tried to accommodate the companies in the project to the best of their possibility, by offering space in the IPD booth or online presence. CBI organized tailor made activities on non-EU exhibitions and an online B2B platform. The cooperation between CBI and IPD succeeded in this period due to flexibility and good communications.

More information: www.cbi.eu/projects/export-project-natural-ingredients-indonesia

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IVORY COAST & BENIN: ITC, CBI, AND IPD

Sector: Edible Nuts

Country: Côte D'Ivoire and Benin

Period: July 2019 - July 2024

Number of participating companies: 7 processors in Ivory coast, 3 in Benin

Number of institutional stakeholders: 3 ministries and 4 sector associations

TRIC members involved: International Trade Centre (ITC), CBI, and IPD



International
Trade
Centre



CBI
Ministry of Foreign Affairs
of the Netherlands



CONTEXT

Côte D'Ivoire

Côte D'Ivoire (CDI) grows 700,000 metric tons of cashew nuts a year, making it the largest raw cashew nut (RCN) grower worldwide. The country is currently on the brink of transitioning from producer and exporter of in-shell cashew nuts to becoming a producer of market-ready cashew nut kernels. At the time of CBI's Value Chain Analysis (VCA), only about 10% of RCN were being processed locally, and cost price was estimated to be twice as high as it is in Vietnam, one of the largest exporters of processed RCN in the world. With about 30 businesses, the cashew nut processing sector in CDI is relatively small, and many companies often do not last long, making the sector very dynamic.

The demand for cashew kernels in the European Union (EU) market is increasing at around 6% per year. EU buyers are interested in broadening their supply base for cashew kernels from the current processing countries, Vietnam and India. However, before they can export to the EU, processors face several hurdles, ranging from competitiveness concerns, lack of linkages and knowledge of EU market requirements, and concerns about local employment conditions.

Benin

The country of Benin was also put forward for this project, since it has a high RCN production of 200,000 metric tons, and cashews account for 25% of the country's total exports. Because only three SMEs were selected to participate eventually, we have decided to not work at an institutional level in Benin until further notice.

COOPERATION OF CBI WITH ITC & IPD

CBI and ITC' UKTP programme share 5 processors in their programmes in Ivory Coast. As we have similar objectives on supporting the processors, we jointly organized a B2B event "Cashew Connect Côte d'Ivoire" in December 2021. Moreover we update each other on the progress of our projects, however the UKTP programme runs until March 2023. For now they have not planned grand activities for the remaining time. ITC mentioned that the chances are small that the programme will be extended. However if that's not the case, it could be interesting to cooperate on CSR next year.

CBI also cooperates with IPD and we are in good contact. We both support the Conseils National des Exportation (CNE) on developing their website. Therefore activities were attuned on each other (technical support is covered by CBI, local support and training on writing articles is covered by IPD). Beside we both work with the Chamber of Commerce (CCI-CI) and coordinate our support. Finally we checked which processing companies are part of our program to avoid overlap.

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CSR ONLINE TRAINING: ITC, CBI, AND IPD

Activity: CSR online training

Numbers so far: online for 5 years, 20 trainings, 2'000 participants from 40 countries

TRIC members involved: ITC, CBI, and IPD



POOLING KNOWLEDGE

Back in 2017, the International Trade Centre (ITC), together with the Centre for the Promotion of Imports from developing countries (CBI) and the German Import Promotion Desk (IPD) agreed to partner for the development of an online course, which would cover the topic of Corporate Social Responsibility of SMEs.

Each partner had a precise role in producing this course: ITC would provide the technical course production capability and hosting; CBI would provide the subject matter expertise and IPD would fund the course development. This partnership was formalised through a memorandum of understanding.

It was eventually agreed that the course would be hosted on the SME Trade Academy but remain the ownership of the national partners, CBI and IPD, as long as these institutions ensure the course tutoring. In turn, ITC had to make sure that the course would remain available on the platform four times a year, for a period of two weeks. The self-learning course consist of about four hours of presentations, questionnaires, quizzes and videos the participants can click through in their own time. Participants who meet the course requirements receive a Certificate of Completion issues in electronic format.

2'000 PARTICIPANTS FROM 40 COUNTRIES

Five years later, the course has successfully been delivered 20 times for the benefit of 2000 participants coming from 40 countries. Thanks to this course, basic notions of CSR were introduced, learned and discussed on all continents and contributed to sensitise both trade support institutions and micro, small and medium sized enterprises (MSMEs), as well as entrepreneurs, globally. Participants interacted with the course facilitators and other participants on the forum, discussing challenges and opportunities concerning CSR in their companies or in a sector that is important in their countries. In 2022 a content update was conducted, incorporating recent CSR developments. Moreover, a French edition was launched.

This experience has clearly showed that synergies identified by trade support organisations, national or international, can lead to significant benefits for the private sector, as well as the trade support agencies. It is worth underlining the efficient use of resources invested by respective partners compared to traditional face-to-face training, especially considering the course outreach. This is obviously a benefit of distance learning and partners are delighted to have made a good partnership decision at the time.

E-LEARNING

As a matter of fact, CBI had already started investing in e-learning at the time but decided to partner with ITC as the SME trade Academy was already more advanced with regards to its course catalogue and online learning platform outreach, which would ensure a proper exposure for the course from day one.

That said, and after the COVID-19 pandemic hit the world, both IPD and CBI have recently invested in new online learning platforms on their own, recognising the importance of this delivery mode in today's age. Indeed, movement limitations can happen in the future, likely due to new pandemic outbreaks. More importantly, climate change increasingly imposes distance training and distance workshops. We see more and more European countries imposing self-limitations on air transport for business trips.

The above-described partnership is a testament to the usefulness of the *Trade Related Instrument Connected* network of European import promotion agencies, more known as the TRIC network.

“The online training on CSR was really beneficial and productive. It reinforced and confirmed what we are already doing. I actually found it to be almost as good as being present in person. You have all the information you need, and you can ask questions and learn via the forum, and people respond and share their experiences.”

-Tariku Yadete, CEO of tourism company Yama Tours, Ethiopia

TRADE RELATED INSTRUMENTS CONNECTED

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