"Value over Volume: Cold-Chain for Market Access"

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Who is International Trade Centre (ITC)

The International Trade Centre UNCTAD/WTO (ITC) is the joint technical cooperation agency of the United Nations and the World Trade Organization (WTO) for business aspects of trade development.

Target: Export Impact for Good
How ITC Provides Technical Assistance

ITC contributes by assisting

- *Trade Support Institutions* to support
- *Small and Medium-sized Enterprise* by
  1. *building their international competitiveness*
  2. *supporting their access to new markets*
1. Building capacity to design and implement regional and national strategies for facilitating business partnerships in Cold Chain management within and with international counterparts in the agro-industry areas.

2. Enhance the capacity of agro-producers (SMEs) to deal with commercial operations in the cold-chain and supply chain systems.
Policy Support and TSI Leadership


Full endorsement of strategies by national/sectoral leadership Kampala, October 2009
Africa is ITC priority

Regional trade integration
• Reduce regional costs of doing business
• Private sector business partnership development
• Strengthening intra-regional private sector institutions

Sector: Agribusiness Cold Chain Development
• Develop knowledge on sector value chain management
• Building expertise and sharing knowledge across sectors
• Training SMEs on product/market competitiveness
• Improve FFVs exports through better Cold Chain Management

Emphasized Targets: Women and Youth.
• Linking vulnerable communities to global market chains
Perishable home processed products: for Hotels & Supermarkets
Bumper Harvest: Good basis for Poverty Reduction in Africa
Focused on Value Addition, Quality & Volume: Mushrooms
Let's head for the Market
End-product: Dried packed vegetables from an SME in Zambia
Where is Value in Food? Dried African Food Customs Story

A traveller had dried food impounded by customs officer believing it was some contraband-drugs. This traveller argued that this was his own food and not drugs. After the DEA completed their own tests on this dried food this is what they reported:

- Weight: 10kgs
- Drug content: zero
- Medicinal Value: zero
- Nutritional Value: zero
- Customs Valuation: €15
What is the ITC Future Agenda

- Focus on **projects that involve global Retail Organizations** seeking business linkages with Africa Producers.

- **Deliver mentorship programmes** that will link current SMEs to an international business mentorship initiative with target markets, which will include technological and business investment in the targeted African entities.

- **Consolidate Agro-industry strategy development assistance** towards making Cold-Chains an integration part of the supply/value chain in Africa.

- **Strengthen role of TSI and IPAs to anchor and partner with ITC in** future delivery of capacity building support to the agriculture sector.
Thank You!!

Merci Beaucoup!!!