
**Committee on Trade and Development
Aid for Trade**

COMPENDIUM OF AID FOR TRADE CASE STORIES

Joint Communication from the OECD and WTO Secretariats¹

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¹ This document has been prepared under the responsibility of the OECD and WTO Secretariats and without prejudice to the positions of Members and to their rights and obligations under the OECD or WTO.

I. INTRODUCTION

1. On 27 July 2010, the Organisation for Economic Cooperation and Development (OECD) and the World Trade Organization (WTO) issued a joint call for case stories on Aid for Trade (WT/COMTD/AFT/W/22). The call for case stories was also circulated as part of the Aid-for-Trade monitoring and evaluation exercise in mid-October 2010. The response to the call has exceeded all expectations. Two hundred and sixty-nine case stories had been received by early June 2011, with additional submissions still being made.

2. The objective behind the call for case stories was to probe deeper into Aid-for-Trade objectives, challenges and processes to acquire better knowledge about outcomes and impacts of Aid for Trade. Case stories were considered well suited to this purposes as they offered a large group of stakeholders an opportunity to share experiences about what was working (or not) at the national and regional level, why it was working (or not), and what improvements were needed. It was also stressed that the aim of the case story process was not just to draw lessons on good practice from success stories, but also to draw the lessons from failures. Case stories which are the result of collaborations between different respondents (e.g. groups of Members, Observers, International Organizations, etc., and collaborations between these groups) were particularly encouraged. Respondents were able to submit more than one case story and no limitation was placed on how many case stories could be submitted. No funding was offered for the submission of case stories.

3. The invitation to submit case stories was an open one. Case stories were invited (and also subsequently received) from WTO Members, Observers, international financial institutions, multilateral and regional organizations, the private sector, civil society, academia and other interested parties. Guidance was offered on what falls within the scope of the definition of Aid for Trade given by the Aid-for-Trade Task Force (WT/AFT/1) and the time period which case stories should cover; no other guidance was provided to respondents on what to submit.

4. The call for case stories noted that the information received would be used, along with the replies to questionnaires, as the basis for the narrative in the 2011 Aid for Trade at a Glance publication. On the basis of the replies received, the following analyses have been prepared:

- Results Emerging from the Case Stories (chapter 6 of the 2011 Aid for Trade at a Glance publication);
- Aid for Trade and LDCs: Starting to Show Results;
- Asia-Pacific Case Stories: A Snapshot of Aid for Trade on the Ground;
- Latin American and Caribbean Case Stories: A Snapshot of Aid for Trade on the Ground;
- African Case Stories: A Snapshot of Aid for Trade on the Ground in Africa; and
- Compendium of Aid for Trade Case Stories (WT/COMTD/AFT/W/26).

5. The compendium of Aid-for-Trade case stories is being circulated as a Committee document. The other analyses can be accessed from the Aid-for-Trade pages of the WTO and OECD websites, as well from the joint OECD-WTO Aid-for-Trade website: www.aid4trade.org Copies of the individual case stories submitted can also be accessed from the joint website (as can copies of replies to the self-assessment questionnaires).

II. OVERVIEW

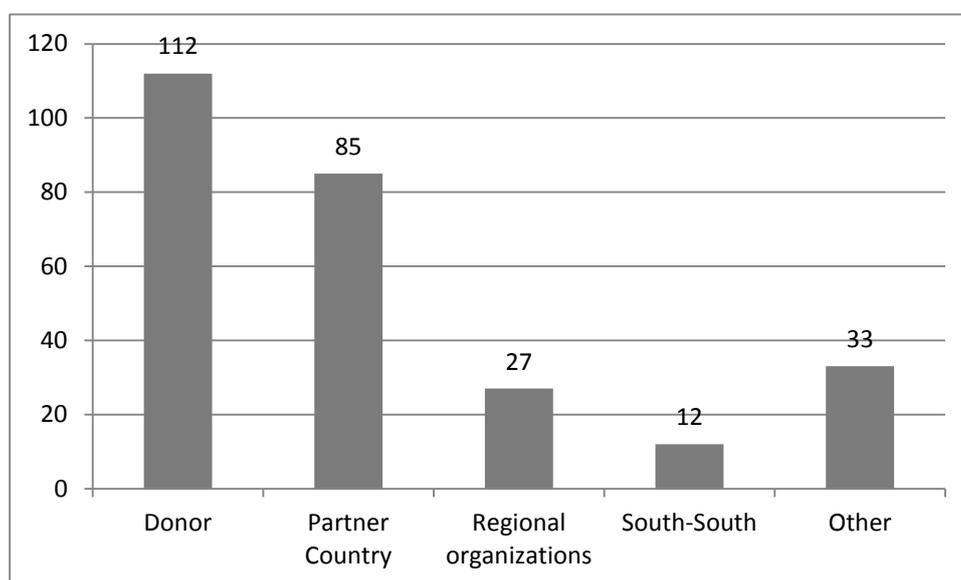
6. This section provides an overview of the case stories submitted by end May 2011. Additional submissions subsequently received have not been included in the analyses. Figures quoted in the analyses of case stories are based on a total of 269 case stories.

7. **Of particular importance to note is that the short descriptions of case stories provided in this document are not intended as summaries of the submissions made.** The text has been drafted so as to provide readers with an idea of the content of case stories and to assist them in further investigation of the case stories received.

Who submitted case stories?

8. Chart 1 below provides an overview of the case stories received by respondent. It highlights that donor countries were the most active in responding to the call for case stories making a total of 112 submissions. The voice of partner countries also resonates with a total of 85 case stories being submitted. Interest in the monitoring exercise was also shown by regional organizations - which contributed 27 case stories. Other organizations, including NGOs, also actively participated submitting 33 case stories.

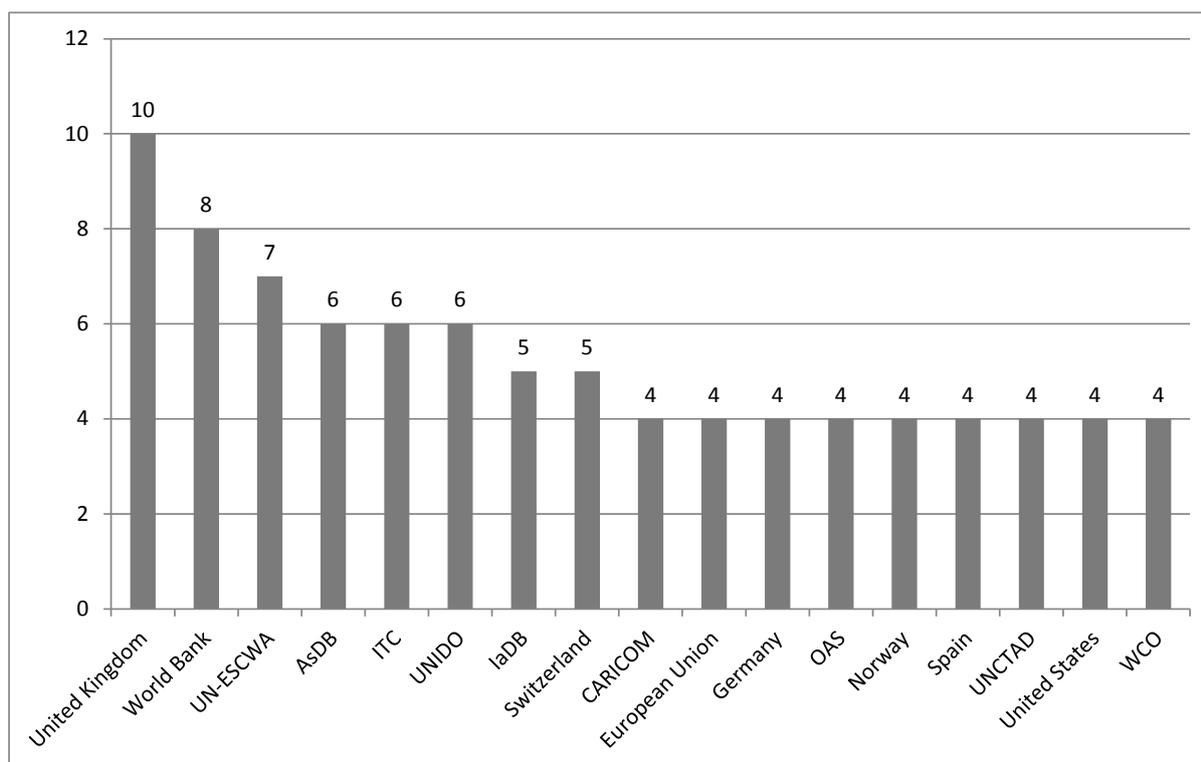
Chart 1: Case Story Submissions by Category of Respondent



9. Some respondents submitted multiple case stories. The chart below shows the most prolific authors. The top ten list is made up of donors, regional development banks, regional communities and UN agencies. The United Kingdom submitted the highest number of submissions with a total of ten case stories and was closely followed by the World Bank (8) and UN-ESCWA (7).

10. Many partner countries also submitted multiple case stories. For example, Bangladesh, Fiji, Jamaica, Indonesia, Malawi and Peru all submitted three case stories. Among South-South partners Argentina and Singapore also submitted three case stories.

Chart 2: Case Story Submissions by Respondent

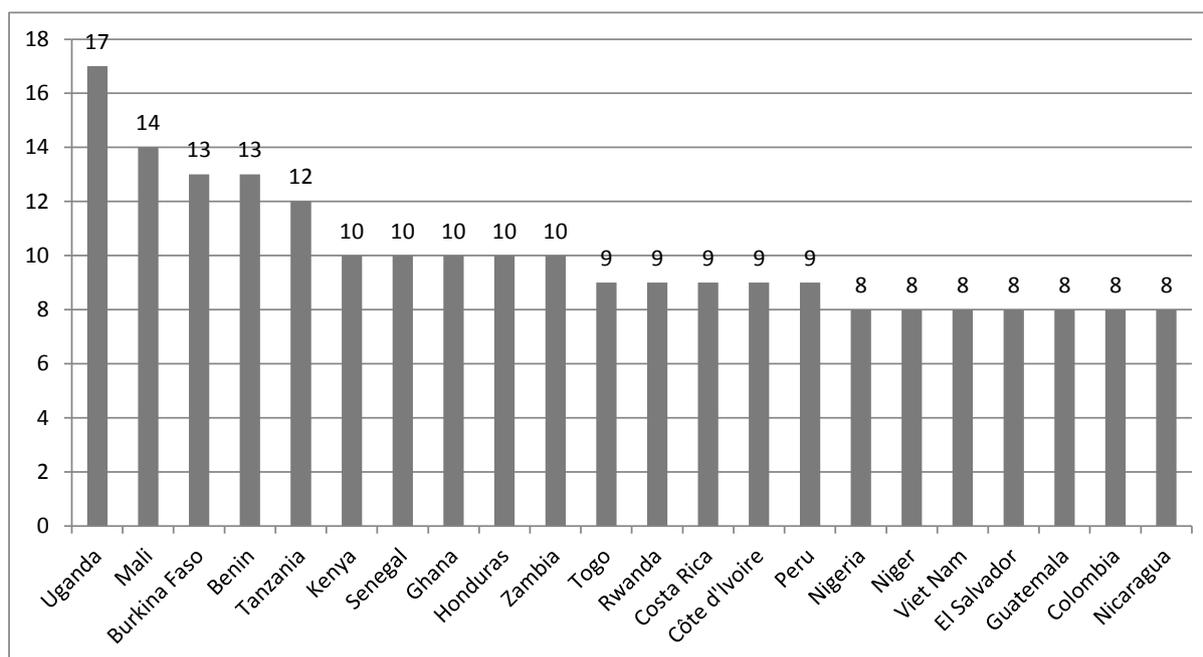


Who did respondents write about?

11. While partner countries and regional organizations wrote about the Aid-for-Trade support they received, donors and South-South partners described the Aid-for-Trade assistance they offered. Other organizations typically analysed the Aid for Trade offered at global, regional or national level. The result is that the number of case stories about particular partner countries often greatly exceeds the number of their own submissions. Two examples are Benin and Burkina Faso, both of which submitted two case stories, but which were cited in a total of 13 case stories - four times as the direct beneficiary of assistance, and nine times as part of a larger group of beneficiaries (e.g. in a regional or global project or programme).

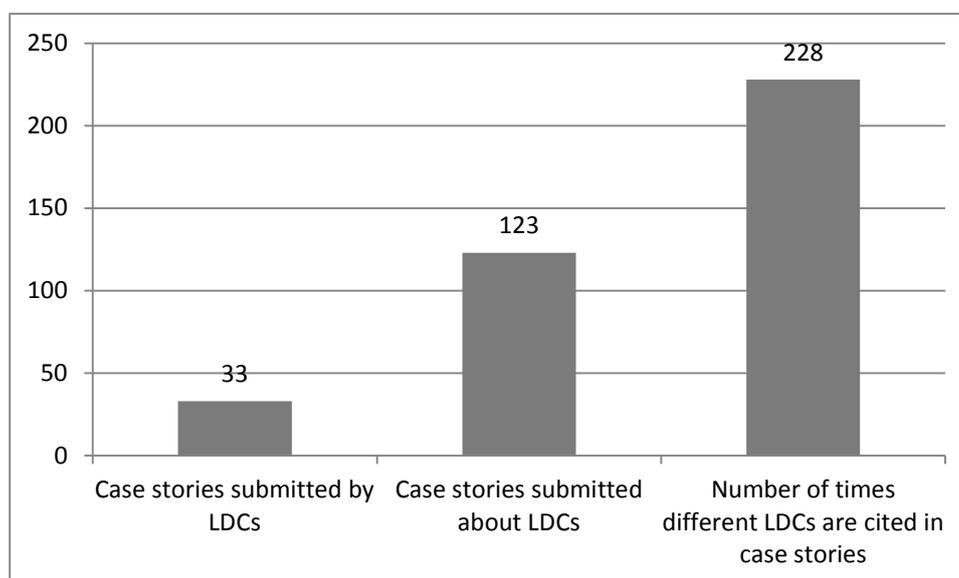
12. Out of the 269 submissions, Uganda was cited in the highest number of case stories (17) followed by Mali (14), Benin and Burkina Faso (13) and Tanzania (12). Among the top ten most cited countries, only Honduras is outside the African region.

Chart 3: Most frequently cited Countries in Case Story Submissions



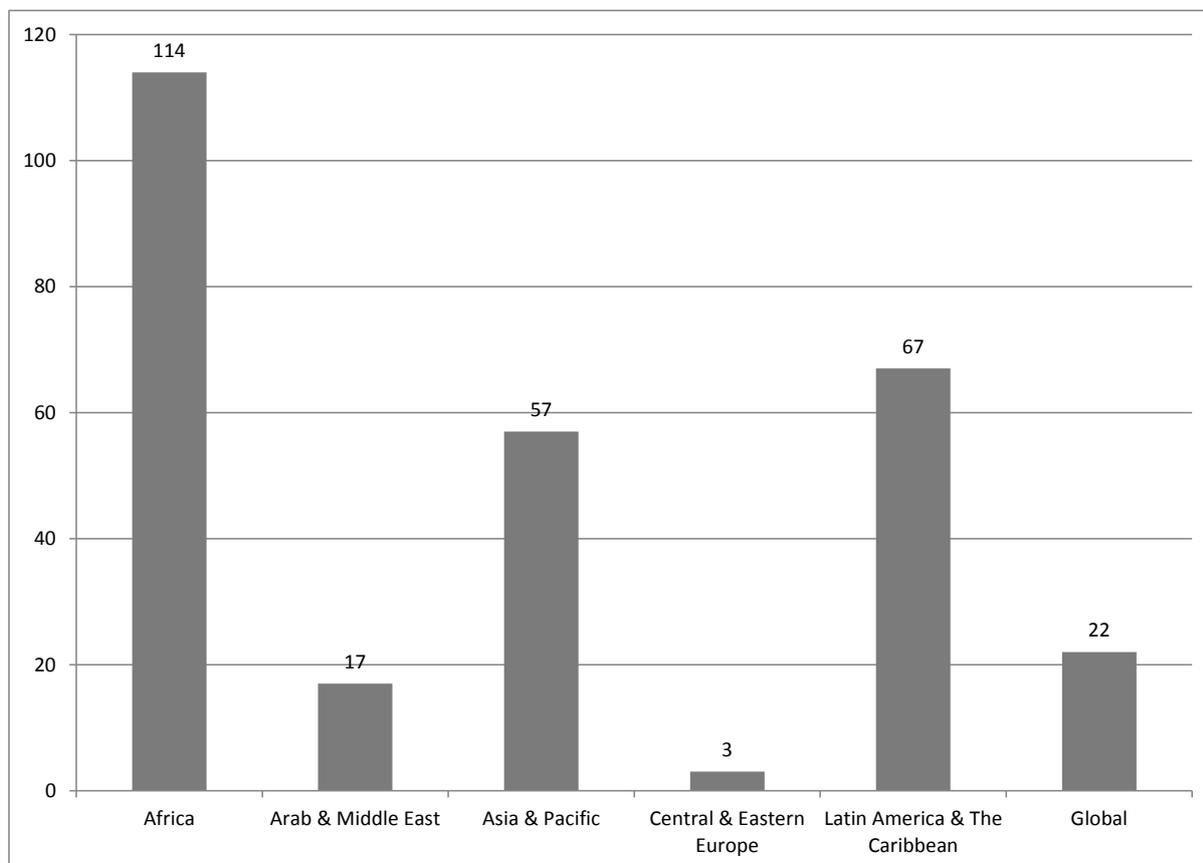
13. Of the most cited countries, the top five are all Least-Developed Countries (LDCs). Chart 4 shows the number of case stories submitted by LDCs, the total number of case stories submitted specifically about LDCs and the number of times LDCs are cited in the case stories. Overall, approximately 45 per cent of the case stories are about Aid for Trade in LDCs.

Chart 4: Case Stories by, about and citing LDCs



14. A regional breakdown of the submissions reveals that the majority of case stories were submitted about Aid-for-Trade interventions in the African region (114), followed by the Latin American and Caribbean region (67), and Asia and Pacific region (57). The Central and Eastern European region was the least covered with three case stories.

Chart 5: Case Story Submissions by Region



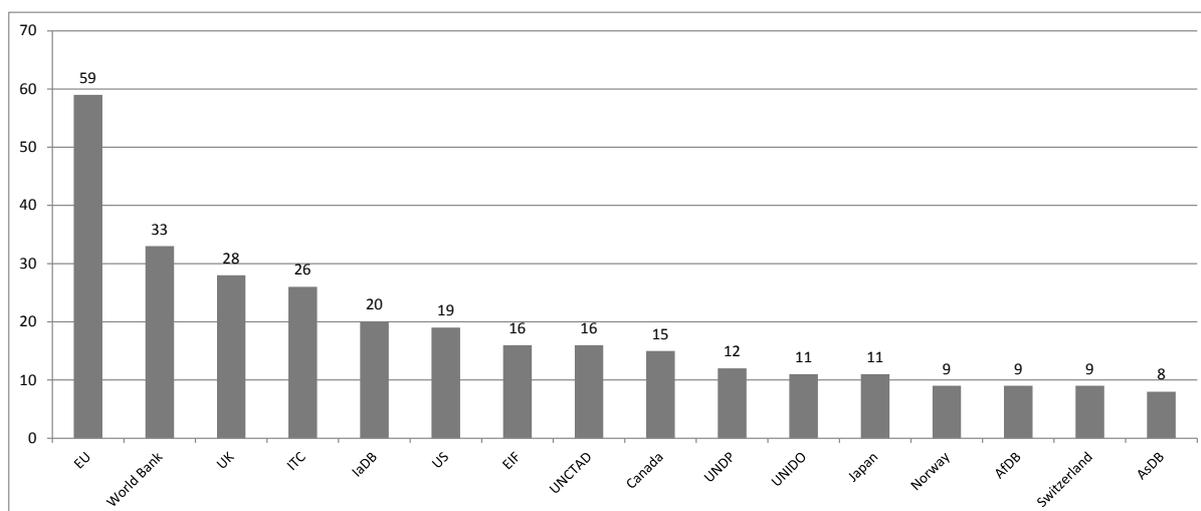
Note: Algeria, Egypt, Libya, Morocco, Sudan, Tunisia, Djibouti appear in both Africa and North Africa and the Middle East regions, hence the total is higher than 269.

15. In the same way that partner countries are the subject of multiple case stories, the same is also true of donors. The table below shows the top ten donors cited in the case stories.² The European Union is cited as a donor in the highest number of case stories (59), followed by the World Bank (33), the United Kingdom (28), and the International Trade Centre (26).³

² A case story citation does not necessarily imply that assistance provided by the cited donor is the subject of the case story. For example, some case stories, notably those of partner countries, cite multiple donors when referring to national processes.

³ The high number of references to the International Trade Centre (ITC) is in part attributable to the joint ITC-WTO Expert Roundtable on the Gender Dimension of Aid for Trade held on 25 October 2010. Sixteen case stories presented at the October 2010 event were also submitted in response to the call for case stories.

Chart 6: Donors cited in Case Stories



16. The rest of this document provides an overview of the case stories under various headings, mostly regional. In some instances, case stories are repeated under more than one heading. Where case stories have been repeated, footnotes alert the reader to the section in which the case story is repeated.

III. CASE STORIES ABOUT RESEARCH

17. Fifteen case stories were submitted about research on Aid for Trade and its effectiveness at global, regional and national level.

18. The **Commonwealth Secretariat** presented the findings of a series of studies it sponsored to gather quantitative and empirical evidence of the effectiveness of Aid for Trade. The case story provided a summary of key findings, with a specific focus on small and vulnerable economies (SVEs) and Sub-Saharan countries. The case story highlighted certain areas where Aid-for-Trade flows have had significant positive effects for recipient countries, notably the effects of aid to trade facilitation in reducing trading costs. The studies found that a 100 per cent increase in aid to trade facilitation had been associated with a fall in the cost of importing by 5 per cent. Furthermore, there is also evidence of a significant impact of Aid for Trade on export performance, where each additional 100 per cent of Aid for Trade is associated on average with a 3.5 per cent increase in merchandise exports, driven mainly by aid to economic infrastructure. Case Story (CS) Ref. no. 34.

19. The **Economic Community of West African States (ECOWAS)** partnered with the USAID West Africa Trade Hub to jointly present the results of a gap analysis conducted on the ECOWAS Trade Liberalization Scheme (ETLS). The case story describes the methodology used for the analysis, the problems encountered and the main conclusions. The study found that, while the visa-waiver programme for the free movement of persons is being implemented, tariff and non-tariff barriers remain which inhibit the free movement of goods in the region.⁴ CS Ref. no. 42.

20. The **German Development Institute's (DIE)** case story discussed the conclusions of a study on the European Union's Joint Aid-for-Trade Strategy, focusing in particular on the case of Zambia and COMESA. The DIE's analysis of national and regional aid coordination, both by donors and partners at national and regional level, shows the difficulties and challenges faced by all actors and stakeholders in reconciling national and regional priorities in the design of their strategies. The study

⁴ Repeated in the section on case stories about West Africa.

concludes with a series of recommendations including: the establishment of an Aid-for-Trade coordinator to facilitate communication, awareness-raising and coordination across all sectors; the mainstreaming of trade and regional integration in the institutional set-up of European development policies; greater efforts to ensure ownership and alignment of programmes; and the coordination of monitoring and reporting instruments between donors, partner countries and regions to improve the qualitative aspect of Aid for Trade.⁵ [CS Ref. no. 106](#).

21. The **International Trade Centre** (ITC) presented the results of a survey conducted amongst trade associations and enterprises in Uganda, in partnership with the Uganda Export Promotion Board. The survey helped identify the problems that the private sector faced in its export activities, the quality of trade support services and the perceived effectiveness of the Aid-for-Trade initiatives. The survey found that although obstacles to trade still remain, the private sector perceived a substantial improvement in factors such as economic and physical infrastructure and information and communications technology (ICT) over the last five years. Positive performance was also registered for the services sectors, where export values and the capacity of Ugandan exporters have improved. The case story concludes that impact of Aid-for-Trade initiatives in Uganda can be further improved through the dissemination of information across the business sector and greater dialogue between development agencies and the private sector on Aid-for-Trade strategies.⁶ [CS Ref. no. 77](#).

22. The **United States** reported on an evaluation study of the US Agency for International Development's (USAID) trade capacity building assistance. The study, entitled "From Aid to Trade: Delivering Results: a cross-country evaluation of USAID trade capacity building", looked at USAID's trade capacity building projects since 2002 and found that they have had a positive impact on developing countries' ability to export. A regression analysis of the impact of USAID TCB indicated that each additional US\$1 invested by USAID was associated with a US\$42 increase in the value of developing country exports two years later. A direct positive link was also found with economic growth indicators such as employment, household incomes and private sector revenues. [CS Ref. no. 201](#).

23. The **Standards and Trade Development Facility** (STDF) submitted a case story on its work to establish the role of multi-stakeholder partnerships in promoting compliance with international SPS. The case story summarizes the main findings and conclusion of this work that included research and a workshop organized in cooperation with the Dutch Ministry of Agriculture, Nature and Food Quality (LNV) and the World Bank. It concludes that establishing multi-stakeholder partnerships to address sanitary and phytosanitary (SPS) capacity constraints and compliance is an effective approach that could be developed further in the context of the Aid-for-Trade Initiative. [CS Ref. no. 162](#).

24. A further case story produced by the **Standards and Trade Development Facility** (STDF) focused on the ongoing STDF/OECD work to identify indicators to measure the performance of national SPS systems. The case story highlights preliminary conclusions and the potential for establishing indicators for result-based management frameworks as policy tools to estimate impacts and support SPS decision-making. [CS Ref. no. 250](#).

25. Additionally, the **Standards and Trade Development Facility** (STDF) submitted a case story on the use of economic analysis methodologies to inform SPS decision-making. The STDF has been working to develop a decision-support tool through the application of multi-criteria decision analysis (MCDA) to enhance the quality and effectiveness of decision-making on the allocation of resources for SPS capacity building in developing countries. The MCDA will be also accompanied by a training package to equip experts in developing countries with the knowledge and skills to apply this tool. [CS Ref. no. 268](#).

⁵ Repeated in the sections on case stories about Africa-wide, East Africa and Southern Africa.

⁶ Repeated in the section on case stories about East Africa.

26. The **United Nations Economic Commission for Africa** (UNECA) presented the results of an econometric study on the effects of Aid-for-Trade flows to Africa on the region's most binding trade constraints. The analysis demonstrates empirically that increases in Aid for Trade have helped address Africa's most binding trade constraints. It was found that a 1 per cent increase in Aid for Trade improved Africa's diversification index (which ranges between 1 and 0) by 0.04 per cent, a result that was attributed to investments in economic infrastructure and productive capacity building. Additionally, Aid-for-Trade flows were found to have a positive impact on the region's competitiveness. The econometric study suggests that a one per cent increase in Aid for Trade reduced the cost of exporting a 20-foot container by 0.11 per cent.⁷ CS Ref. no. 104.

27. The **World Bank** submitted a case story on the progress made in the WTO on reducing tariffs on Environmental Goods and Services (EGS). The case story shows that in the five years following the Doha Round, 102 countries, including India and China, have substantially reduced tariffs on EGS with positive impacts on import growth. It is estimated that the size of import increase following a tariff-reduction event, i.e. one where a tariff is reduced by at least 5 per cent, was on average 78.9 per cent. This result has great significance for creating business opportunities and boosting technology transfer. The case story also notes that WTO Members have encountered some problems in defining and selecting EGS for negotiations of further tariff reduction. Nonetheless, the degree of tariff reduction achieved so far has allowed some of the objectives of the environmental tariff reduction scheme to be met. CS Ref. no. 167.

28. The **World Trade Organization** (WTO) presented a case story on the mainstreaming of Aid for Trade into the Trade Policy Review Mechanism. The case story examines the experience gained from six pilot trade policy reviews (TPRs): China, the United States, Belize, Honduras, Malawi, and the joint TPR of Benin, Burkina Faso and Mali. Given the successful experience with the pilot TPRs, Aid-for-Trade analysis in the TPR process has been expanded beyond these pilots. This process has proven especially useful for middle-income developing countries and LDCs, which have used the TPR process to enhance internal coordination on Aid-for-Trade priorities, develop national Aid-for-Trade strategies and collaborate with regional institutions to take forward recommendations made during the TPR process. CS Ref. no. 205.

29. The **Overseas Development Institute** (ODI) submitted a case story on how to blend financial resources for infrastructure development. The case story looks at the conclusions of three ODI-led studies. The first on the econometric study on loans and grants concludes that grants can significantly affect bilateral trade. A gravity model on bilateral exports looks at aid and trade flows between 15 OECD donor countries and 74 recipient countries. The second study looks at the European Union funding schemes and finds that aid grants are likely to leverage substantial amounts of other finance. The third study analyses the use of subsidies by development finance institutions, which can help mobilize additional capital, including private investment in infrastructure. The case story concludes that if developing countries want to attract significant Aid for Trade to meet their infrastructure needs, they need to consider how grants can leverage other resources that could be blended into infrastructure development. CS Ref. no. 85.

30. The **Overseas Development Institute** (ODI) addressed the way that donors respond to trade priorities identified at national and regional levels and how their activities are monitored and evaluated. The case story relates to the provision of Aid for Trade linked to the negotiation of the Economic Partnership Agreements (EPAs) in Western Africa and the short- to long-term trade-adjustment needs of the region. It analyses the total Aid-for-Trade commitments allocated for

⁷ Repeated in the section about Africa-wide case stories.

trade-related adjustments and it identifies limitations to how Aid-for-Trade commitments and disbursements are allocated and monitored.⁸ CS Ref. no. 147.

31. Aid-for-Trade resources and trade-related adjustments in the context of climate change was the subject of another case story submitted by the **Overseas Development Institute** (ODI). The case story identifies the scope for Aid for Trade and new forms of climate change finance to work together and be mutually supportive. But it also indicates the challenges for ensuring compatibility between trade and climate change priorities in the form of governance issues. CS Ref. no. 165.

32. **Consultant** Marilyn Carr presented a case story on building capacities for linking women with export markets. The case story highlights the approaches adopted and the results achieved in initiatives for assisting women take advantage of global trade. It looks at ten case studies commissioned by the Commonwealth Secretariat and supported by the United Kingdom's DFID, which addressed various types of organizing structures ranging from small women's groups to large-scale private companies, targeted all types of markets and have received assistance or support from government, non-governmental organizations and donor/international agencies. Its conclusions show how support for innovative marketing strategies can generate benefits at country, enterprise and workers level, while improving women's livelihoods and bargaining power and environmental impact. CS Ref. no. 48.

IV. CASE STORIES ABOUT GLOBAL AID-FOR-TRADE PROGRAMMES

33. Thirteen case stories were submitted about global Aid-for-Trade programmes. Case stories were categorized global if there was no defined beneficiary or if beneficiaries came from more than one region.

34. The Trade Development Centre of the **Belgian Development Agency** (BTC) produced a case story on its Producer Support Programme, a financial support programme for producer organizations wishing to improve market access for their members. The case story discusses the results achieved in two specific BTC-funded projects: the case of the Bolivian COPATA, which was certified as the world's first Fairtrade/Fairmined mining cooperative, and the case of rice producer unions in Benin for the improvement of the production process and compliance with European Union quality standards for Fairtrade rice. CS Ref. no. 218.

35. The **Commonwealth Secretariat** submitted a case story on a capacity-building project in gender and trade designed by the Secretariat and co-funded by the United Kingdom's DFID. The project worked systematically at national and regional level and produced, *inter alia*, a compendium of gender and trade resources for use by policy makers. The case story underlines that the project benefitted from strong ownership by the Ministry of Trade and the strategic cooperation between the donor, the government and civil society organizations (CSOs). CS Ref. no. 50.

36. The **International Trade Centre** (ITC) submitted a case story on the development of trade analysis tools and their link to capacity building for LDCs and developing countries. The case story describes the ITC's experience in large-scale dissemination of trade information through the launch of two comprehensive, accessible and user-friendly tools: Trade Map and Market Access Map. The ITC experimented with both a user-pay approach and free dissemination and concluded that the latter is superior, although it might pose some long-term financing problems. CS Ref. no. 73.

37. Training programmes developed by the **International Trade Centre** (ITC) are addressed in the ITC's case story on the Modular Learning System – Supply Chain Management (MLS-SCM), which since 2007 is funded by the Swiss State Secretariat for Economic Affairs (SECO). The case

⁸ Repeated in the section on case stories about West Africa.

story describes the design and implementation of the programme that promotes enterprise competitiveness through targeted training to business executives for the development of supply chain management knowledge and skills. The programme is delivered by local training providers who sign licences with ITC. More than 25,000 people have been trained with significant revenues for the institutional network and demonstrated benefits at the enterprise levels. [CS Ref. no. 193](#).

38. The **Netherlands** submitted a case story on the implementation of the Dutch Sustainable Trade Initiative (IDH), which has put a strong emphasis on forging coalitions between governments, companies, trade unions and civil society organizations to ensure social and ecological sustainability of the commodity supplies from emerging economies. The roles carried out by IDH are that of guidance for the design and implementation of programmes, guaranteeing the up-scaling of programmes and providing capacity building for all stakeholders in the coalitions. [CS Ref. no. 256](#).

39. The Singapore Cooperation Programme (SCP) is the subject of a case story by **Singapore**. The programme uses Singapore's experiences in trade and investment programmes to support human resource capacity building in other developing countries. The SCP has trained more than 70,000 government officials from 169 developing countries in the Asia-Pacific, Africa, the Middle East, Eastern Europe, Western Europe, and Latin America and the Caribbean.⁹ [CS Ref. no. 263](#).

40. **Spain** submitted a case story on its capacity building and training activities carried out in support to the Enhanced Integrated Framework (EIF). The training course trained participants who will act as focal points in the development programmes supported by the EIF. [CS Ref. no. 191](#).

41. The **United Nations Industrial Development Organization** (UNIDO) submitted a case story on the organizational changes undergone by the Organization to align its technical assistance towards an enhanced focus on the creation of supply-side capacities. The case story illustrates the phases of UNIDO's changes in its approach to trade capacity building. UNIDO complemented its initial focus on quality infrastructure, initially, with the pursuit of international recognition for the performance of quality infrastructure and, ultimately, with a stronger emphasis on the development of productive supply-side capacities. The new enhanced approach has been formalized with the launch of a 3C approach, Compete, Conform, Connect, which figures prominently in UNIDO's provision of technical assistance. [CS Ref. no. 111](#).

42. In the context of building awareness of private standards, the **United Nations Industrial Development Organization** (UNIDO) submitted a case story on the publication of a guidebook on private standards and good practices required by international buyers in some manufacturing sectors. The publication, entitled "Making Private Standards Work for You: A guide to private standards in the garments, footwear and furniture sectors", was jointly supported by UNIDO, CBI (Netherlands) and Norad (Norway). [CS Ref. no. 112](#).

43. The publication of the second edition of the TCB Inter-Agency Resource Guide was the subject of the third submission by the **United Nations Industrial Development Organization** (UNIDO). The publication focuses on the Aid-for-Trade Initiative and provides information on what assistance is already available. The case story explains how the Guide has facilitated collaboration and coherence amongst agencies and how it has also helped identify areas where more assistance is needed. [CS Ref. no. 113](#).

44. The **International Centre for Trade and Sustainable Development** (ICTSD) shared its experience in undertaking intellectual property needs assessments in LDCs. The case story presents the project as a successful example of trade-related technical assistance resulting in positive engagement by LDCs in the multilateral trading system. The project was successful in assisting

⁹ Repeated in the section on Asia Pacific-wide case stories.

countries in presenting submissions to the TRIPS Council. However, the case story notes that the mobilization of resources to fulfil the identified needs will require more sustained and systematic efforts. CS Ref. no. 249.

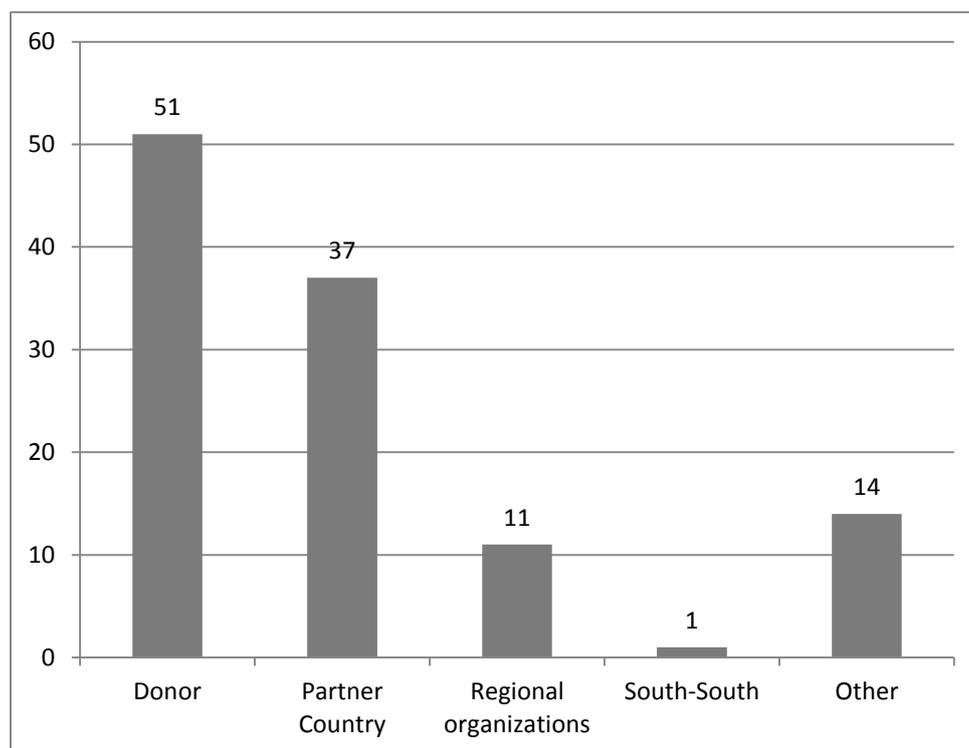
45. **Plan International**, a children's development organization, submitted a case story on the need to empower women through access to ICT. The case story showcases the analysis and findings of the 2009 and 2010 State of the World's Girls Report. It also shows how investment in young women's IT skills would increase their opportunities to enter global value chains, acquire economic independence and ensure better living conditions for them and their families. CS Ref. no. 52.

46. **Pricewaterhousecoopers** submitted a case story on Export Credit Agencies as an engine for growth and development. The case story examines five phases for setting up an Export Credit Agency and identifies financial challenges and lack of expertise as the main obstacles to developing countries in setting up this kind of institution. CS Ref. no. 146.

V. CASE STORIES ABOUT AFRICA

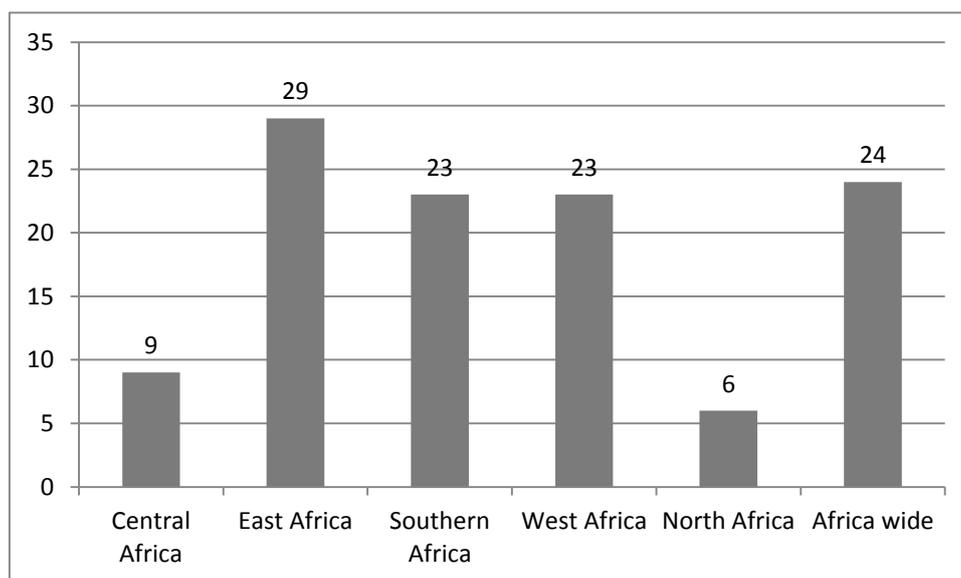
47. A total of 114 case stories were submitted about Aid for Trade in Africa. Fifty-one case stories were submitted by donors and 37 by partner countries (of which 26 came from LDCs). Eleven case stories were presented by regional economic communities. Brazil's submission was the only South-South case story submitted about Africa. A total of 14 other organizations also presented case stories about Africa.

Chart 7: Case Stories about Africa by Category of Respondent



48. The region most profiled in the case stories was East Africa. Case stories dealing with Africa-wide case stories were the second most popular category, followed by case stories about West and Southern Africa.

Chart 8: Case Stories about Africa by Region¹⁰



A. AFRICA-WIDE CASE STORIES¹¹

49. The **Brazilian Cooperation Agency** of the Brazilian Ministry of External Relations presented a case story on its Cotton-4 project. The case story focuses on how Brazil is helping to increase the profitability of the cotton supply chain in the C-4 countries (Benin, Burkina Faso, Chad and Mali). The success of the project can be assessed against the requests for inclusion of Other Countries - namely, Ghana and Uganda - and the perspective of expanding its scope to other areas related to the cotton supply chain.¹² CS Ref. no. 30.

50. **Canada** submitted a case story on the Programme for Building African Capacity to Trade (PACT), jointly implemented by the International Trade Centre (ITC) and the Trade Facilitation Office Canada (TOFC). The programme aimed at expanding and diversifying exports in seven Sub-Saharan countries: Ethiopia, Ghana, Mali, Mozambique, Senegal, South Africa and Tanzania. By offering training, business mentoring and access to exposure missions to small and medium-sized enterprises (SMEs), the programme was able to address countries' trade development priorities, enhance the export capacity of many SMEs and strengthen the institutional infrastructure that supports export-led development. The results achieved benefited directly African businesses. For example, 600 small farmers in Ghana exported 210 tonnes of fresh fruit and vegetables a week to customers in Europe; two South African cosmetics companies (Ikhala and Molo) exported their products to Canada, the Design Africa brand was successfully introduced in the area of home furnishing products, and Design Africa events facilitated significant export commitments to the European Union, United States, and Canadian markets. CS Ref. no. 119.

51. The **Community of Sahel-Saharan State's** CEN-SAD case story analyses the process underpinning the creation of a Free Trade Agreement (FTA) amongst its Members. The process aims

¹⁰ The Africa-wide category includes some case stories which are also counted in the category of North Africa and the Middle East. These refer to case stories referencing Algeria, Djibouti, Egypt, Libya, Mauritania, Morocco, Sudan and Tunisia.

¹¹ Case stories which examine countries in more than one region are also nominated Africa-wide for the purpose of this analysis.

¹² Repeated in the sections about West and Central Africa. This case story has been counted in the total for Africa-wide for the purpose of Chart 8.

at eliminating obstacles through measures that would guarantee the free movement of individuals and capital, freedom of residence, ownership and economic activity, as well as the free movement of national goods, merchandise and services. The CEN-SAD Secretariat examines the possibility of concluding an FTA with Union du Maghreb Arab (UMA) and the Economic Community of West African States (ECOWAS). [CS Ref. no. 224](#).

52. The **German Development Institute's** (DIE) case story discussed the conclusions of a study on the European Union's Joint Aid-for-Trade Strategy, focusing in particular on the case of Zambia and COMESA. The DIE's analysis of national and regional aid coordination, both by donors and partners at national and regional level, shows the difficulties and challenges faced by all actors and stakeholders in reconciling national and regional priorities in the design of their strategies. The study concludes with a series of recommendations.¹³ [CS Ref. no. 106](#).

53. The **International Development Law Organization** (IDLO) submitted a case story on the training and technical-assistance programmes for Ethiopia, Mozambique, Namibia and Zambia in support of Finland's Aid-for-Trade Action Plan 2008-2011. The case story highlights the activities carried out by IDLO on four components of the programme, namely Intellectual Property (IP), Investment, Economic Partnership Agreements and Agriculture. In addition to training and technical-assistance activities, IDLO also offered its expertise in the development of Zambia's National IP Policy, provided recommendations for the implementation of Zambia's new National Investment Policy and created a web-based knowledge-sharing network platform to provide enhanced dialogue between IP professionals. While the project was successful, there remains a need for further development assistance to ensure implementation of appropriate legal and regulatory frameworks.¹⁴ [CS Ref. no. 69](#).

54. The **International Trade Centre** (ITC) submitted a case story on the African Cotton Development Initiative, which aims at making Africa a stronger competitor in the international cotton trade. The case story illustrates ITC's approach to boosting competitiveness and establishing stronger links with cotton importers. The strategy includes activities aimed at capacity building in trade and marketing, capacity building of farmers' and ginners' associations, South-South cooperation and African cotton promotion. The producers have also benefitted from sharing of expertise with cotton experts from China, India and Turkey. In addition, direct sales of African cotton to Asia have increased, with orders of up to US\$10 million recorded. [CS Ref. no. 210](#).

55. The Secretariat of the **Northern Corridor Transit Transport Coordination Authority** (NCTTCA) submitted a case story on the institutional support provided by the African Development Bank (AfDB) to improve the trading environment through the customs union protocol and the strengthening of transport and logistics services along the North Corridor. The case story analyses the starting phase of the programme and the involvement of private and regional stakeholders, including regional economic organizations, with NCTTCA. This cooperation will be important to facilitate the effective harmonization of customs procedures across the region and the effective design and implementation of trade facilitation and transport programmes.¹⁵ [CS Ref. no. 265](#).

56. The **Swedish International Development Cooperation Agency** (Sida) produced a case story on the institutional cooperation project between Eastern and Southern Africa Management Institute (ESAMI) and Lund University. This partnership led to the establishment of a recognized African

¹³ Repeated in the section on case stories about research, East Africa and South Africa. This case story has been counted as Africa-wide for the purpose of Chart 8.

¹⁴ Repeated in the section about East and Southern Africa. This case story has been counted in the total for Africa-wide for the purpose of Chart 8.

¹⁵ Repeated in sections about East and Central Africa. This case story has been counted in the total for Africa-wide and for the purpose of Chart 8.

Trade Policy Training Centre (Trapca) that benefitted from ESAMI's strong and recognized presence in the region and the academic accreditation and international visibility provided by Lund University. The case story discusses the benefits to be drawn from the creation of a high-quality academic programme focussing on capacity building for LDCs in areas of trade policy, trade law, negotiations and development. It also addresses the challenges of sustainable financing for the programme once grant support from Sida is phased out. [CS Ref. no. 95](#).

57. The **Swiss State Secretariat for Economic Affairs** (SECO) supported the development of the competitiveness of the cotton sector in C-4 countries (Benin, Burkina Faso, Chad and Mali). The case story illustrates the comprehensive sector approach undertaken by SECO, which consists of supporting a trade policy initiative, the Cotton Initiative, and a programme targeted to cotton producers' productive capacity and their participation in niche markets for organic and fairtrade cotton. The integrated implementation of the two processes seeks to promote the empowerment of cotton producing countries in international negotiating fora and of cotton producers throughout the whole value chain. Since the start of the Organic Cotton Program, production has exceeded the program's initial target. In Switzerland, organic cotton has attained a 5 per cent market share.¹⁶ [CS Ref. no. 37](#).

58. The **United Kingdom** submitted a case story on the COMESA-EAC-SADC Tripartite process to establish a Free Trade Agreement (FTA), with technical and financial support from TradeMark Southern Africa. The Tripartite FTA is intended to address inconsistencies and challenges arising from the overlapping of membership in COMESA-ECA-SADC between the 26 countries involved. The process includes negotiations on tariff liberalization and the locking-in of the level of tariff liberalization achieved in each regional economic community (REC). The Tripartite FTA is expected to result in the simplification and harmonization of regulatory and policy frameworks in the region and the reduction of implementation costs. [CS Ref. no. 49](#).

59. The **United Kingdom** submitted a case story on a regional non-tariff barrier (NTB) reporting and monitoring mechanism to be implemented jointly by COMESA, EAC and SADC with technical and financial support from TradeMark Southern Africa. In line with the 2008 decision of the Tripartite Summit of COMESA, EAC and SADC, the mechanism will address the need for elimination of NTBs in the establishment of the tripartite FTA. [CS Ref. no. 142](#).

60. The **United Kingdom** provided a case story that analyses the status of the railway system in Eastern and Southern Africa and the possibilities to revamp this system so that it can play a greater role in inter-regional and international trade through a reduction in the costs of cross-border trade and the improvement of transport safety. The case story concludes that despite the high level of investment needed and the many challenges faced, there are significant gains to be achieved from revitalizing the eastern and southern African railway systems. [CS Ref. no. 144](#).

61. The **United Kingdom** submitted a case story on the Comprehensive Tripartite Trade and Transport Facilitation Programme (CTTTFP) implemented by the COMESA-EAC-SADC Tripartite. The case story analyses the objectives pursued by the programme, which is still at the design and early implementation stage, and the potential for increasing intra-regional trade and promoting economic growth. The CTTTFP includes amongst its objectives the harmonization of customs, immigration and transport procedures throughout the region and the creation of a Joint Competition Authority on Air Transport Liberalization. [CS Ref. no. 145](#).

62. The **United Kingdom** presented a case story on the establishment of its regional Aid-for-Trade programme, TradeMark Southern Africa, which supports the regional integration

¹⁶ Repeated in sections about West and Central Africa. This case story has been counted as Africa-wide for the purpose of Chart 8.

efforts by the COMESA-EAC-SADC Tripartite to create an inter-regional free trade area and expand the region's capacity to trade. The case story focuses on the lessons learnt by the establishment and implementation of TradeMark SA and on the importance of delivering Aid for Trade at the regional and inter-regional level. [CS Ref. no. 148](#).

63. The **United Kingdom** submitted a case story on the North-South Corridor programme, a flagship programme of the COMESA-EAC-SADC Tripartite supported by TradeMark Southern Africa. The regional programme aims at assessing the needs for rehabilitation and maintenance of the North South Corridor road network. [CS Ref. no. 149](#).

64. The African Trade Policy Centre (ATPC) of the **United Nations Economic Commission for Africa** (UNECA) submitted a case story which examines the most common areas of gender inequalities and highlights the importance of addressing the links between gender and Aid for Trade as a measure of aid effectiveness. Supported by the Canadian International Development Agency (CIDA), the ATPC is striving to become a centre of excellence for mainstreaming gender into trade policies. Amongst the ATPC's successes are the creation of a Pan-African Alliance for Electronic Commerce and the creation of a trade and gender network. [CS Ref. no. 47](#).

65. The **United Nations Economic Commission for Africa** (UNECA) submitted a case story on the establishment of the African Trade Policy Centre (ATPC) in Ethiopia. The Centre is funded by CIDA and it aims at strengthening the capacity of African governments to formulate, analyse and implement sound trade policies and to participate in international trade negotiations. The case story analyses the internal and external factors that have contributed to the activities of ATPC and the constraining factors that will require additional support. The Centre has demonstrated an effective delivery of its services lines and, overall, it has been able to respond to the capacity constraints of African trade negotiators. [CS Ref. no. 97](#).

66. The **United Nations Economic Commission for Africa** (UNECA) presented the results of an econometric study on the effects of Aid-for-Trade flows to Africa on the region's most binding trade constraints. The analysis was able to demonstrate empirically that increases in Aid for Trade have in fact helped address Africa's most binding trade constraints. It was found that a 1 per cent increase in Aid for Trade would improve Africa's diversification index (which ranges between 1 and 0) by 0.04 per cent, a result that was attributed to investments in economic infrastructure and productive capacity building. Additionally, Aid-for-Trade flows were found to have a positive impact on the region's competitiveness. The econometric evidence suggests that a one per cent increase in Aid for Trade reduces the cost of exporting a 20-foot container by 0.11 per cent.¹⁷ [CS Ref. no. 104](#).

67. The **United Nations Development Fund for Women** (UNIFEM) submitted the results and the recommendations of UNIFEM in relation to the baseline study carried out under the programme to address the challenges faced by women informal cross-border traders (WICBT). The study has highlighted that women's trading activities contribute to poverty reduction, employment and wealth creation in Africa, but WICBT suffer from various physical and verbal abuses, lack of access to adequate services and their needs are not sufficiently captured by mainstream trade policies. [CS Ref. no. 63](#).

68. The **United States** submitted a case story on USAID's Aid-for-Trade Programming on supporting regional trade facilitation. The case story examines the delivery of USAID's regional programming through its African Trade Hubs with a focus on improving the business and regulatory environment. It highlights examples of how the Hubs have applied targeted assistance to improve customs procedures. Through a flexible and responsive demand-driven approach, the Trade Hubs have become delivery mechanisms for technical assistance on regional trade facilitation and customs

¹⁷ Repeated from the section on case stories about research.

procedures. Some of the results achieved include the speeding up of customs clearances in Mozambique using time release studies, improving customs procedures in Southern Africa, improving connectivity between Tanzania and Malawi with improved technology, and supporting the regional economic communities (RECs) in implementing various aspects of the fundamental REC trade protocols. Overall, there has been a general trend in trade expansion in Africa that can be partly attributed to USAID's assistance. Between 2008 and 2009, the East Africa Hub reported a US\$11 million increase in trade under African Growth and Opportunity Act (AGOA), the Southern Africa Hub tallied a total of US\$40 million additional AGOA exports, and the West Africa Trade Hub cites an additional US\$20 million in AGOA exports. CS Ref. no. 175.

69. The **Consultative Group on International Agricultural Research** (CGIAR) presented its Gender and Diversity Programme and its flagship project AWARD (African Women in Agricultural Research and Development), which promotes the inclusion of more African women scientists in research and development (R&D) institutions. The case story reports mixed progress. While the total number of women employed increased significantly, women only hold 16 per cent of management positions and women from developing countries only hold a 6 per cent share. CS Ref. no. 51.

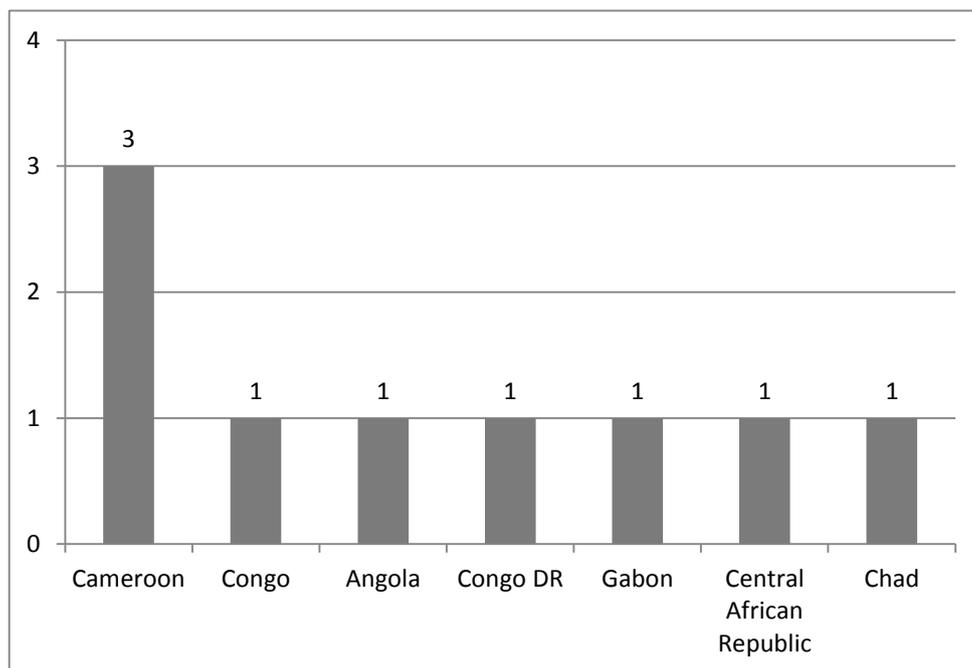
70. **Consultant** Lisa Fancott, Gender and Trade expert, presented a case story on the CIDA-funded Access Programme for Women Entrepreneurs. The programme, implemented in partnership with COMESA, ECOWAS and ECCAS, consists of a modular training programme, a business counselling programme, a market access component and a trade information web portal. These activities are meant to provide women exporters with the skills, the networks and the confidence to take on new markets. The programme also interacts with export promotion agencies, Chambers of Commerce and Women's Business Associations as Focal Points institutions in the countries of operation. In view of the positive results achieved, several countries are taking Access! on board without external funding support. CS Ref. no. 46.

B. CENTRAL AFRICA¹⁸

71. A total of nine case stories were submitted about Central Africa with most submissions being made by partner countries. Case stories about Central Africa accounted for 8 per cent of all case stories about Africa.

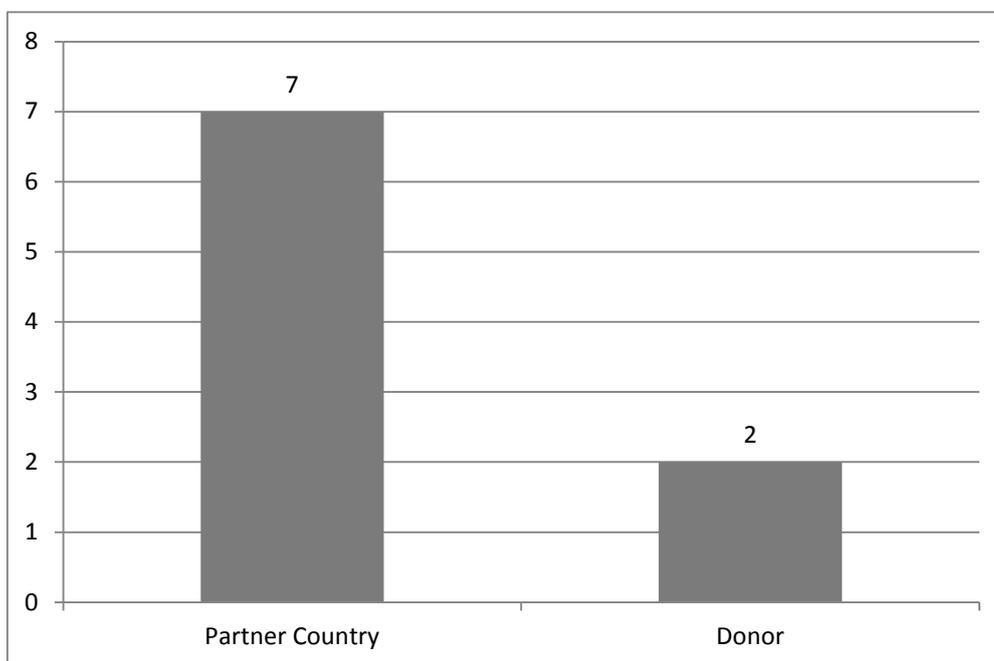
¹⁸ Central Africa: Angola, Cameroon, Central African Republic, Chad, Democratic Republic of Congo, Equatorial Guinea, Gabon, Republic of Congo, and Sao Tome and Principe.

Chart 9: Case Stories about Central Africa by Category of Respondent



72. Two submissions were made by donors, both about Cameroon. Case stories about Cameroon accounted for one-third of the case stories about Central Africa.

Chart 10: Case Stories about Central Africa by Country of Focus



73. The ongoing European Union-funded TrainforTrade project was the subject of a case story presented by **Angola**. The project, implemented by UNCTAD, provides technical assistance and training to develop the necessary human and institutional capacity that will allow the country to better

participate in international trade. The case story highlights the need for trade-related technical assistance (TRTA) to strengthen Angola's trade institutions. [CS Ref. no. 132](#).

74. The **Brazilian Cooperation Agency** of the Brazilian Ministry of External Relations presented a case story on its Cotton-4 project. The case story focuses on how Brazil is helping to increase the profitability of the cotton supply chain in the C-4 countries (Benin, Burkina Faso, Chad and Mali). The success of the project can be assessed against the requests for inclusion of Other Countries - namely, Ghana and Uganda - and the perspective of expanding its scope to other areas related to the cotton supply chain.¹⁹ [CS Ref. no. 30](#).

75. The Ministry of Trade of **Cameroon** submitted a case story on the development of the banana and cassava sectors as drivers of growth for the country. With the objective of doubling the production in the two sectors by 2015, Cameroon joined the Joint Integrated Technical Assistance Programme (JITAP). The International Trade Centre (ITC) provided assistance on the development of training activities for the main stakeholders and the drafting of two strategies that were subsequently incorporated in the Programme National de Développement des Racines et des Tubercules (PNDRT) and the Programme de Reconversion de la filière Banane Plantain (PREBAP). However, as a result of a lack of adequate funding, the implementation activities did not take off. Presently, the two strategies have been updated and their implementation is being supported by the EU-funded All ACP Agricultural Commodities Programme. [CS Ref. no. 19](#).

76. The Ministry of Industry and Trade of the **Central African Republic** submitted a case story on an Integrated Framework (IF) project aiming at strengthening production capacity in the sesame sector and exploring related export opportunities. Implementation of the project led to the provision of training to the sector's stakeholders, increase in the production of sesame, and the opening of new trading opportunities. [CS Ref. no. 21](#).

77. The Integrated Framework (IF) was the subject of a case story by the Ministry of Trade and Industry of **Chad** on the promotion of the leather industry. The case story illustrated how the country was able to relaunch its leather industry through capacity-building activities targeted to all stakeholders in the industry, with the final objective of creating the basic conditions to enhance the sector's competitiveness. The project led to: the drafting of a study on the leather value chain in Chad; training activities for the main actors in the sector; provision and knowledge of tools and skills for higher value-added production; and the use of internet technology for the promotion of Chadian products. Finally, Chad is in the process of concluding partnership agreements with Italy's Institute of Foreign Trade (ICE) and with the Centre for the Development of Enterprise (CDE), an EU/ACP joint institution. Further support will be needed to ensure sustainability. [CS Ref. no. 225](#).

78. The **Democratic Republic of Congo** presented a case story on the implementation of the Enhanced Integrated Framework (EIF). The case story shows the steps taken in the implementation of the recommendation and action matrix contained in the DTIS validated in July 2010. The Government is confident that the EIF programme will have positive results in terms of export promotion, competitiveness and market opening, with positive spill-over effects on wealth creation and poverty reduction. [CS Ref. no. 36](#).

79. The **Republic of the Congo** submitted a case story on the European Union-funded project to enhance trade and entrepreneurial capacity of Congolese small and medium-sized enterprises (SMEs). The case story highlights intermediary results of the project which delivered on training for institutional capacity building and a methodology for the drafting of an Aid-for-Trade programme.

¹⁹ Repeated in sections about Africa-wide and West Africa. This case story has been counted as Africa-wide for the purpose of Chart 8.

Some duplication was found with projects developed by other donors; one conclusion was the need for enhanced donor coordination. CS Ref. no. 26.

80. Within the framework of the EU-funded All ACP Agricultural Commodities Programme, the **European Union** presented the project for the development of the coffee sector in Cameroon. The case story illustrates how the multi-agency approach of the programme has allowed Cameroon to benefit from the expertise of different international organizations in a coherent and coordinated manner. While there are no quantifiable results as of yet, it is possible to identify the potential for sustainable economic growth generated by the ecological pulping and processing technology made available in the small washing stations. CS Ref. no. 209.

81. The Ministry of Economy, Trade, Industry and Commerce of **Gabon** illustrated the government's on-going processes on Aid for Trade. The case story analyses the economic situation of Gabon and the reform process that the Government has initiated to mainstream trade in its national development plan and to support economic diversification, private sector's competitiveness and improved institutional governance. The implementation of the new strategies will require the increased support of Gabon's international partners, accompanied by improved aid management and effectiveness, and increased country ownership. CS Ref. no. 110.

82. The Secretariat of the **Northern Corridor Transit Transport Coordination Authority** (NCTTCA) submitted a case story on the institutional support provided by the African Development Bank (AfDB) to improve the trading environment through the customs union protocol and the strengthening of transport and logistics services along the North Corridor. The case story analyses the starting phase of the programme and the involvement of private and regional stakeholders, including regional economic organizations, with NCTTCA. This cooperation will be important to facilitate the effective harmonization of customs procedures across the region and the effective design and implementation of trade facilitation and transport programmes.²⁰ CS Ref. no. 265.

83. The **Swiss State Secretariat for Economic Affairs** (SECO) supported the development of the competitiveness of the cotton sector in C-4 countries (Benin, Burkina Faso, Chad and Mali). The case story illustrates the comprehensive sector approach undertaken by SECO, which consists of supporting a trade policy initiative, the Cotton Initiative, and a programme targeted to cotton producers' productive capacity and their participation in niche markets for organic and fairtrade cotton. The integrated implementation of the two processes seeks to promote the empowerment of cotton producing countries in international negotiating fora and of cotton producers throughout the whole value chain. Since the start of the Organic Cotton Program, production has exceeded the programme's initial target. In Switzerland, organic cotton has attained a 5 per cent market share.²¹ CS Ref. no. 37.

84. The **World Customs Organization** (WCO) submitted a case story on the project supported by the World Bank, French Customs and the World Customs Organization to modernize and improve the performance of Cameroon Customs. The launch of a new IT customs system in 2007 led to the progressive introduction of performance measurement to fight corruption and bad practices. Results have been achieved in terms of banning bad practices, time gains and increased revenue collection. For example, estimated gains in terms of time are 10 to 14 hours with reduced variance of time-period for customs assessment since April 2010 and more predictability for traders. Additionally, it is estimated that the revenue collection added by the project was 4 per cent of the annual Customs

²⁰ Repeated in the sections about Africa-wide and East African case stories. This case story has been counted as Africa-wide for the purpose of Chart 8.

²¹ Repeated in the sections about Africa-wide and West African case stories. This case story has been counted as Africa-wide for the purpose of Chart 8.

revenue targets for 2010. Started as an experiment, Cameroon's performance measurement policy has now been extended to two new bureaus. CS Ref. no. 164.

C. EAST AFRICA²²

85. A total of 29 case stories were submitted about East Africa. Most case stories were submitted by donors. East Africa was the subject of nearly 25 per cent of case stories submitted about Africa.

Chart 11: Case Stories about East Africa by Country²³

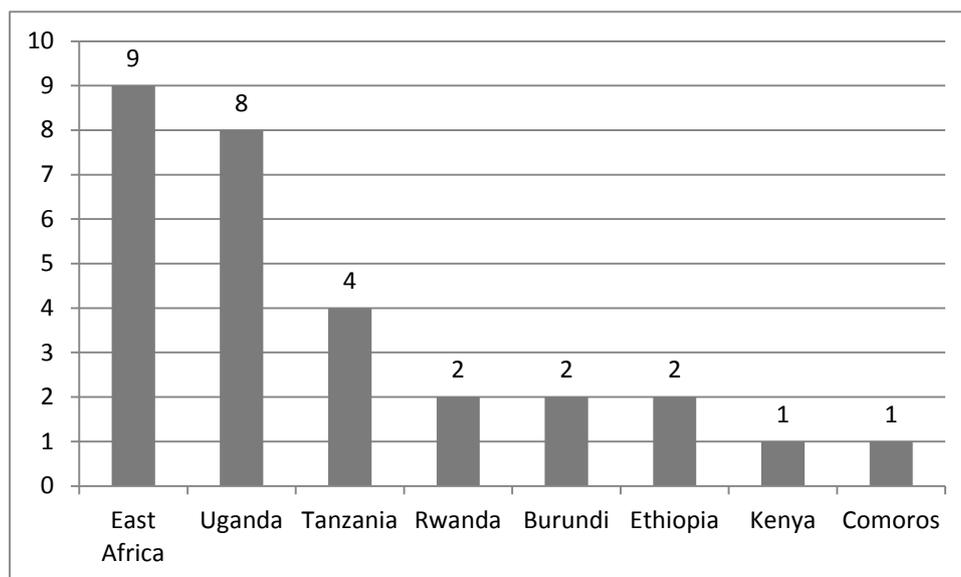
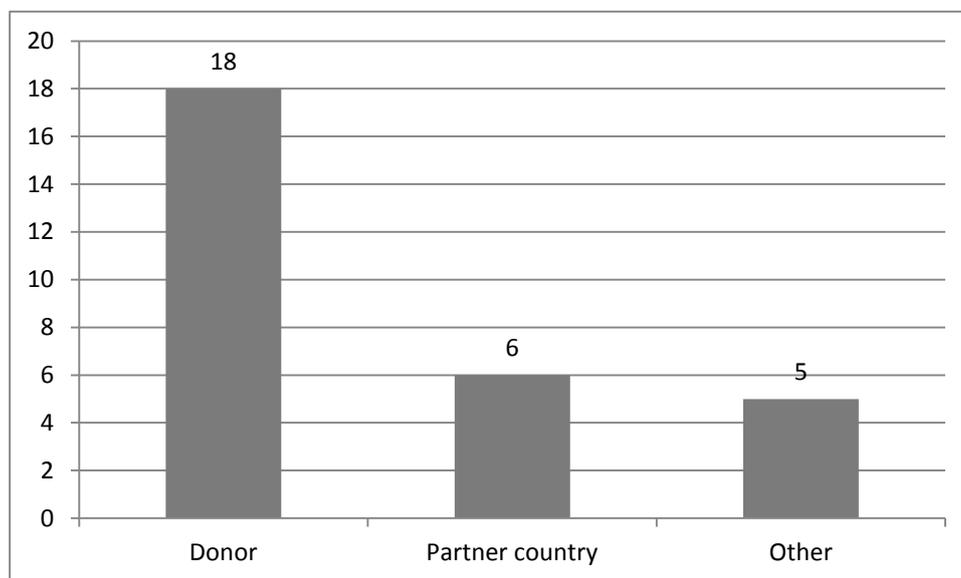


Chart 12: Case Stories about East Africa by Category of Respondent



²² East Africa: Burundi, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Rwanda, Seychelles, Somalia, Tanzania, and Uganda.

²³ Totals in Chart 3 and Chart 11 differ. Figures in Chart 11 refer to where a country is the main subject of a case story. Figures in Chart 3 refer to country citations in the case stories. Hence, while Uganda was the direct subject of eight case stories, it is cited in an additional nine case stories.

86. Members of the East African Community (Burundi, Kenya, Rwanda, Tanzania and Uganda) were the most profiled totalling 17.

87. **Burundi** illustrated the development of its essential oils industry, patchouli and sweet lime, to meet its export diversification priority. The case story analyses the process of creating a non-traditional industry with the involvement of national and international institutions, the private sector, non-governmental organizations and South-South cooperation. The delivery of solid results has been hindered by implementation delays, the lack of a sectoral strategy and the poor engagement of one of the actors involved. Longer-term support from the Enhanced Integrated Framework (EIF) may be required to reach the expected outcomes. CS Ref. no. 18.

88. The case story submitted by the Ministry of Trade and Industry of **Comoros** focused on an Enhanced Integrated Framework-funded project for the strengthening of trade and investment support services and the improvement of the business environment. It includes an analysis of the results achieved in the areas of institutional capacity building, the development of the tourism sector and the improvement of customs procedures. The WTO accession process is also seen as an important step for Comoros to achieve economic growth and development. CS Ref. no. 28.

89. **Denmark** described the functioning of its Business-to-Business project in Uganda. The case story analyses the impact of the three-year partnership between Ugandan African Organic and the Danish company Solhjulet. The partnership has allowed the provision of training and exchange of information. As a result of this partnership, African Organic's production has increased and the company now exports at least 2 tonnes of fruit and vegetables to Denmark every week. Some transport issues still need to be addressed to ensure adequate shipping of fresh fruits and vegetables. CS Ref. no. 214.

90. The Ministry of Trade of **Ethiopia** addressed the difficulties that the country faces in administering, implementing and monitoring development assistance so as to benefit from the Aid-for-Trade Initiative. The case story notes that the Aid-for-Trade programme has not been fully implemented in Ethiopia. Despite a DTIS conducted in 2004, few results have been achieved. CS Ref. no. 190.

91. The **European Union** submitted a case story on the programme for the support of the agricultural sector in Rwanda. The analysis illustrates how the programme contributed to stimulating market-oriented agriculture and local initiatives and how it accompanied the privatization process to ensure added-value exports, especially of coffee, tea and pyrethrum. The programme made use of different kinds of assistance including technical assistance, infrastructure and capacity building. Despite a difficult start due to lack of strategic planning and weak monitoring by the implementing institutions, the pace of the programme's implementation picked up thanks to the better involvement of different institutional bodies. CS Ref. no. 194.

92. The **German Development Cooperation** (GIZ) presented a case story on the project Establishment of a Regional Quality Infrastructure (QI) in the East African Community. The nine-year project aims at improving the regional QI system which is essential for the free movement of goods within the region and for trade with international partners. The case story analyses the progress made on implementation and shows how harmonized quality assurance procedures and increased cooperation between the relevant QI institutions facilitate exports and increase intra-EAC trade. Despite the good results achieved, much remains to be done to raise awareness of the benefits of regional harmonization, increase private sector involvement in QI and ensure that regional decisions are steadily implemented at national level. CS Ref. no. 66.

93. The **German Development Institute's** (DIE) case story discussed the conclusions of a study on the European Union's Joint Aid-for-Trade Strategy, focusing in particular on the case of Zambia

and COMESA. The DIE's analysis of national and regional aid coordination, both by donors and partners at national and regional level, shows the difficulties and challenges faced by all actors and stakeholders in reconciling national and regional priorities in the design of their strategies. The study concludes with a series of recommendations.²⁴ CS Ref. no. 106.

94. The **Global Mechanism of the United Nations Conference on Desertification** (UNCCD) submitted a case story on the need to work towards a common agenda for trade and agriculture to achieve sustainable land management, a measure that requires the coordination of different policies and processes. The case story reports the experience of Uganda in harmonizing its trade priorities across sectors in order to build more coherent policy frameworks and coordinate investment in agriculture in order to promote sustainable land management, address supply-side capacity and facilitate the matching of supply and demand of agricultural products. CS Ref. no. 100.

95. The **International Development Law Organization** (IDLO) submitted a case story on the training and technical-assistance programmes for Ethiopia, Mozambique, Namibia and Zambia in support of Finland's Aid-for-Trade Action Plan 2008-2011. The case story highlights the activities carried out by IDLO on four components of the programme, namely Intellectual Property (IP), Investment, Economic Partnership Agreements and Agriculture. In addition to training and technical-assistance activities, IDLO also offered its expertise in the development of Zambia's National IP Policy, provided recommendations for the implementation of Zambia's new National Investment Policy and created a web-based knowledge-sharing network platform to provide enhanced dialogue between IP professionals. While the project was successful, there remains a need for further development assistance to ensure implementation of appropriate legal and regulatory frameworks.²⁵ CS Ref. no. 69.

96. The **International Trade Centre** (ITC) submitted three case stories on projects carried out in Eastern Africa. One focuses on the Ethiopian Coffee Quality Improvement project and describes the factors that allowed the project to establish seven coffee quality-testing laboratories in rural Ethiopia to improve the provision of quality control services and training to farmers and traders. Strong political support at national level, the involvement of international buyers and the complementary activities of donors were identified as crucial factors in the successful implementation of the project. CS Ref. no. 75.

97. A second case story by the **International Trade Centre** (ITC) describes the implementation of the **Ethical Fashion Programme** in Kenya and Uganda. It illustrates how the programme promotes trade of sustainable fashion products between international companies and micro producers in marginalized communities in LDCs. The programme was able to offer micro producers – especially women – in Kenya and Uganda access to international value chains and the opportunity to improve their living conditions. CS Ref. no. 76.

98. A case story by the **International Trade Centre** (ITC) presents the results of a survey conducted amongst trade associations and enterprises in Uganda, in partnership with the Uganda Export Promotion Board. The survey helped identify the problems that the private sector faced in its export activities, the quality of trade support services and the perceived effectiveness of the Aid-for-Trade initiatives. The survey found that although obstacles to trade still remained, the private sector perceived a substantial improvement in factors such as economic and physical infrastructure and ICT over the last five years. Positive performance was also registered for the services sectors, where export values and the capacities of Ugandan exporters have registered an increase. The case

²⁴ Repeated from the section on case stories about research, Africa-wide and South Africa. This case story has been counted as Africa-wide for the purpose of Chart 8.

²⁵ Repeated in section about Africa-wide and Southern Africa. This case story has been counted as Africa wide for the purpose of Chart 8.

story concludes that impact of Aid-for-Trade initiatives in Uganda can be further improved through the dissemination of information across the business sector and greater dialogue between development agencies and the private sector on Aid-for-Trade strategies.²⁶ CS Ref. no. 77.

99. The Government of **Kenya** submitted a case story on the ongoing Business Regulatory Reform Unit that aims to improve the business and investment climate in Kenya and transform the country into a competitive investment destination, thus achieving broader economic development. The case story illustrates the activities of the reform programme initiated in 2005, its progress and the problems encountered. The ongoing reform process is delivering on its objectives through the simplification of business licences and permits, the creation of an e-registry, the systematic involvement of the private sector, cooperation on the World Bank's Doing Business Report and a continued exercise of monitoring and evaluation. CS Ref. no. 17.

100. The creation of the Centre of Phytosanitary Excellence (COPE) was the subject of a case story submitted by the **COPE Secretariat, Kenya**. The Centre aims to enhance the capacity of national phytosanitary systems to increase the ability of African countries to compete in international markets by meeting international phytosanitary standards while protecting national agriculture and natural resources. The centre is a model for achieving coordinated and effective phytosanitary capacity development at regional level. CS Ref. no. 92.

101. The **Norwegian Agency for Development Cooperation (NORAD)** submitted a case story on the Strengthening Women Entrepreneurs in Uganda project (SWEP) implemented by Enterprise Uganda (EUG) and financed by the Government of Norway. The case story is a detailed end review of the project and it details the project implementation, its effectiveness and sustainability. The conclusions drawn indicate that while almost all targets have been exceeded, the project did not fully achieve the objective of linking women entrepreneurs to markets and finance, thus compromising the project sustainability. CS Ref. no. 116.

102. **Norway** also presented two ongoing projects in Tanzania. The Tanga-Pemba submarine cable connecting the electricity grid on the island of Pemba to the mainland is expected to secure stable and reliable power supply and will stimulate business and development. CS Ref. no. 135.

103. The second case story submitted by **Norway** about Tanzania is the Southern Agricultural Growth Corridor of Tanzania (SAGCOT II) project that aims at boosting agriculture productivity and competitiveness, with positive repercussion on value chain development and regional integration. CS Ref. no. 174.

104. The **Swiss State Secretariat for Economic Affairs (SECO)** also presented the impacts of certification for sustainable production and the results of the application of a harmonized methodology for impact analysis to coffee producers in Tanzania. The case story presents the evaluation system and the preliminary results of a first series of field visits in the Tanzanian coffee sector. It was observed that compliance with private voluntary standards by certified coffee producers in Tanzania has brought about positive impacts on their social and economic situation. The project found that certified farms had 3 per cent more yields, 15 per cent higher prices and received average revenues that were 17 per cent higher than conventional farms. In addition, social conditions, such as access to food, education and training, also improved for producers involved in certification initiatives. CS Ref. no. 212.

105. The Ministry of Industry and Trade of **Tanzania** submitted a case story on the third phase of the Denmark-funded Business Sector Programme Support. The case story addresses the objectives of

²⁶ Repeated from the section on case stories about research.

the programme for the period 2000-2013 and it emphasizes the need for further Aid for Trade for Tanzania to address supply-side constraints. CS Ref. no. 248.

106. The Secretariat of the **Northern Corridor Transit Transport Coordination Authority** (NCTTCA) submitted a case story on the institutional support provided by the African Development Bank (AfDB) to improve the trading environment through the customs union protocol and the strengthening of transport and logistics services along the North Corridor. The case story analyses the starting phase of the programme and the involvement of private and regional stakeholders, including regional economic organizations, with NCTTCA. This cooperation will be important to facilitate the effective harmonization of customs procedures across the region and the effective design and implementation of trade facilitation and transport programmes.²⁷ CS Ref. no. 265.

107. The **United Kingdom** addressed the issue of improving revenue collection and border management in Burundi. The case story shows how Burundi was able to benefit from the support of international and regional actors for training staff, improve customs administration, and the implementation of information technology systems. The project has produced results in terms of increased revenues for the year 2009-2010 – revenues which exceeded the total five-year project investment. CS Ref. no. 211.

108. The **United Nations Conference on Trade and Development** (UNCTAD) submitted a case story on the implementation of the Biotrade Initiative Programme in Uganda. The case story illustrates the growth potential for Uganda of trade in biodiversity-based products and services. Through a value chain approach, the initiative has supported small- and medium-sized enterprises (SMEs) to reach international markets, while promoting and investing in the development of their suppliers in the rural communities. The case story shows that more sustainable results can be achieved through a more comprehensive government-supported, private-sector-oriented project that would consolidate the results achieved for bio-producers. CS Ref. no. 103.

109. A further submission by the **United Nations Conference on Trade and Development** (UNCTAD) addresses UNCTAD-UNEP cooperation to support the production and trade of organic agricultural products in East Africa. The case story illustrates the activities carried out in close cooperation with national, regional and international partners and the development of an East African Organic Products Standard (EAOPS). The efforts of national and international partners, joined in the African Organic Team, have helped the East African organic sector to grow significantly during the project period (2004-2010) and African organic exports to increase rapidly. CS Ref. no. 102.

110. The **United Nations Environment Programme** (UNEP) offered a further analysis of the adoption of the East African Organic Products Standard (EAOPS) as the official standard for organic agricultural products in the region. The case story describes the rationale and the process that led to the adoption of the EAOPS. The development and adoption of the standard has assisted in promoting organic production in East Africa and it has served as a model for the development of other regional standards. CS Ref. no. 61.

111. The **World Customs Organization** (WCO) offered assistance to two countries in Eastern Africa. WCO's two case stories focus on Ethiopia and Uganda. In Ethiopia, WCO received a request from Ethiopia's Ministry of Revenue to review the establishment of the Ethiopian Customs Authority. The case story describes the two phases of WCO support: a first phase on needs assessment; and a second phase on implementation of the Customs Reform Programme. With the creation of the Ethiopian Revenue and Customs Agency, reforms were gradually implemented and higher levels of efficiency and effectiveness were reached. CS Ref. no. 166.

²⁷ Repeated in sections about Africa-wide and Central Africa. This case story has been counted as Africa-wide for the purpose of Chart 8.

112. In Uganda, the **World Customs Organization** (WCO) supported the country in the use of the WCO Time Release Study (TRS) to measure border performance. The case story describes how the TRS was able to identify the constraints to smooth customs procedures and give recommendations to enhance efficiency at Uganda's borders. The availability of further data would be useful to provide a more detailed analysis. CS Ref. no. 239.

113. The regional dimension of aid initiatives was introduced by the **World Bank** with a case story on the East Africa Trade and Transport Facilitation Project, which aims at improving the movement of cargo along the Northern Transport Corridor linking Kenya to Uganda and other landlocked developing countries in the region. The project – supported also by other complementary projects from the European Union, African Development Bank (AfDB), Japan International Cooperation Agency (JICA) and the United Kingdom's DFID – has resulted in shortened transit times at borders with a consequent increase of trade volumes. Northern Transport Corridor transit times at the border have now been reduced from three days to three hours. Additionally, dwell time at the port of Mombasa has also been reduced from 19 to 13 days, and transit time along the Mombasa-Nairobi-Kampala section of the route has dropped from 15 to five days. This overall drop in transit times, eases the movement of cargo along the route, reduces transport costs and increases competitiveness. CS Ref. no. 129.

114. The **Collaborative Centre for Gender and Development** (CCGD) Kenya, a non-governmental organization that cooperates with the East African Community (EAC) gender department, submitted a case story that illustrates how gender issues can be addressed in the EAC integration process. The project's activities included the analysis of the EAC customs protocol to determine its responsiveness to the needs of informal women cross-border traders, two surveys on the situation of informal cross-border women traders on the Tanzania-Kenya, Uganda-Kenya and Rwanda-Burundi Borders, and sensitization and advocacy activities on the findings of the studies, as well as measures to enhance women's participation in trade. The case story discusses possible indicators to measure and evaluate the integration of women into customs protocol for the short, medium and long term. CS Ref. no. 54.

115. **Centre for Socio-Eco-Nomic Development** (CSEND) carried out a study of transport infrastructure and trade facilitation in Uganda, Rwanda and Tanzania to evaluate the effectiveness of aid projects funded under the Aid-for-Trade Initiative. The case story analyses issues of project implementation and sustainability, trade mainstreaming and regional integration. It finds that while projects under Aid for Trade and the Enhanced Integrated Framework (EIF) have achieved positive results at national levels, progress has not always been translated at the regional level into a network of integrated infrastructure or sufficient impact on trade facilitation, especially for landlocked LDCs like Uganda and Rwanda. The study concludes that the next evolution for Aid for Trade should look at engaging meaningfully with regions and foster donor coordination, rather than focusing on individual countries and bilateral aid. CS Ref. no. 229.

116. Ms Rosemary Mutyabule of **Enterprise Uganda** submitted a case story on the integration of gender in the National Export Strategy (NES) of Uganda, supported by the Uganda Export Promotion Board (UEPB) in cooperation with the International Trade Centre (ITC). The case story illustrates the objectives and the key gender elements of Uganda's NES, as well as the results of the NES which have encouraged donors to implement a number of projects and programmes targeting women. CS Ref. no. 60.

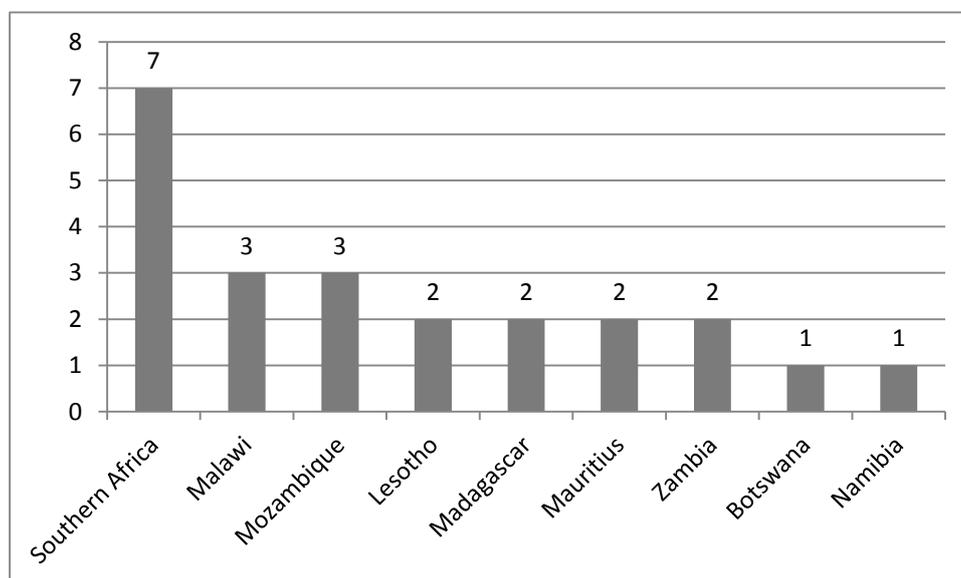
117. Ms Oda Gasinzigwa of the **Gender Monitoring Office of Rwanda** presented a case story which describes the actions taken by the Government of Rwanda within its economic growth and poverty reduction strategy to ensure more gender equality for women in market access and trade opportunities through macro-policies that address both wider socio-economic issues as well as more specific trade-related constraints. CS Ref. no. 57.

118. The case story by **consultant Ms Dorothy M. Tuma** highlights the importance for donors to involve local partners in designing gender-focused programmes. The case story presents three programmes for women empowerment where the Uganda Women Entrepreneurs Association Limited (UWEAL) was involved either directly or indirectly: the CIDA-funded "Access to International Markets for African Businesswomen"; UWEAL's Women Investment Club (WIC); and DFCU Bank's Women in Business (WiB). The main factor for success was identified in the ability of the donors to engage with the local community and partners, and show the necessary flexibility in the implementation phase to accommodate unforeseen needs and priorities. CS Ref. no. 62.

D. SOUTHERN AFRICA²⁸

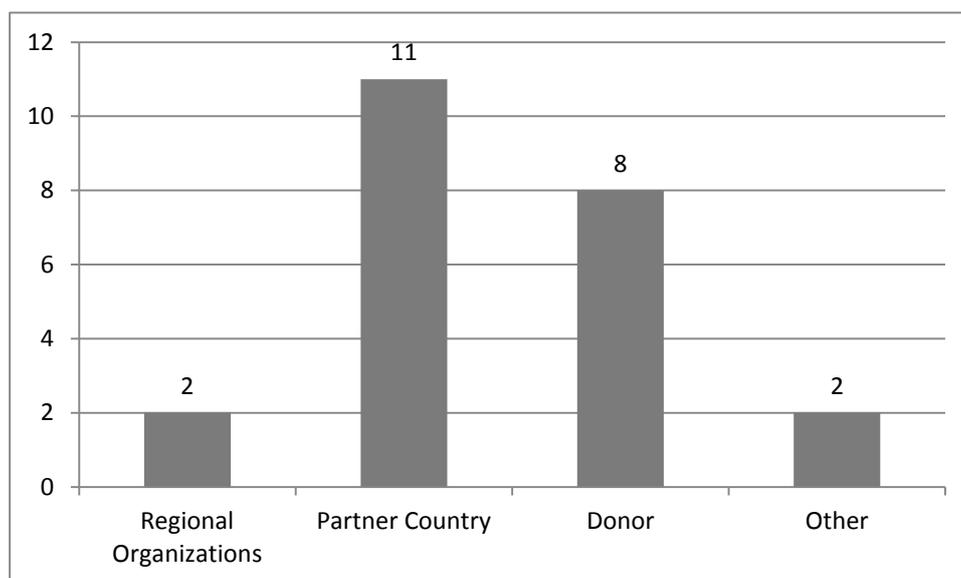
119. A total of 23 case stories were received about Southern Africa. From Chart 13, it is clear that most case stories were submitted about regional processes (i.e. category of Southern Africa).

Chart 13: Case Stories about Southern Africa by Country or Region



²⁸ Southern Africa: Botswana, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Zambia and Zimbabwe.

Chart 14: Case stories about Southern Africa by Category of Respondent



120. **Botswana** submitted a case story on the United Kingdom-funded Trade and Poverty Programme for the enhancement of trade policy formulation, negotiations and implementation, which aimed at building Botswana's capacity for trade policy formulation and implementation and trade negotiations. Whilst the programme has put emphasis on policy formulation and trade negotiations, further technical assistance is needed for trade policy implementation, addressing supply-side bottlenecks and boosting productive capacity. CS Ref. no. 219.

121. The **German Development Institute's** (DIE) case story discussed the conclusions of a study on the European Union's Joint Aid-for-Trade Strategy, focusing in particular on the case of Zambia and COMESA. The DIE's analysis of national and regional aid coordination, both by donors and partners at national and regional level, shows the difficulties and challenges faced by all actors and stakeholders in reconciling national and regional priorities in the design of their strategies. The study concludes with a series of recommendations.²⁹ CS Ref. no. 106.

122. The **International Development Law Organization** (IDLO) submitted a case story on the training and technical-assistance programmes for Ethiopia, Mozambique, Namibia and Zambia in support of Finland's Aid-for-Trade Action Plan 2008-2011. The case story highlights the activities carried out by IDLO on four components of the programme, namely Intellectual Property (IP), Investment, Economic Partnership Agreements and Agriculture. In addition to training and technical-assistance activities, IDLO also offered its expertise in the development of Zambia's National IP Policy, provided recommendations for the implementation of Zambia's new National Investment Policy and created a web-based knowledge-sharing network platform to provide enhanced dialogue between IP professionals. While the project was successful, there remains a need for further development assistance to ensure implementation of appropriate legal and regulatory frameworks.³⁰ CS Ref. no. 69.

123. The Government of **Lesotho** examined the impact of Aid for Trade and the challenges met in the process. The case story examines Official Development Assistance (ODA) flows to Lesotho and

²⁹ Repeated in the section on case stories about research, Africa-wide and East Africa. This case story has been counted as Africa-wide for the purpose of Chart 8.

³⁰ Repeated in sections about Africa-wide and East Africa. This case story has been counted as Africa-wide for the purpose of Chart 8.

compares them to Aid-for-Trade flows, while looking at aid received at both national and regional level. In view of the relative less emphasis on trade and trade capacity building of overall aid assistance and of the high vulnerability of Lesotho's economy, support from the Enhanced Integrated Framework (EIF) is crucial to mainstream trade into the national development strategy and to mobilize further Aid-for-Trade support particularly in the area of building productive capacity. CS Ref. no. 150.

124. The national coordinator for the Integrated Framework (IF) of **Madagascar** submitted two case stories on the implementation of two Window II projects addressing the enhancement of trade capacity and export development. Both projects received the support of the World Bank as donor facilitator and the UNDP as fund manager. The project for export development aimed at enhancing the sustainable export growth, especially towards regional markets. The provision of training activities and training materials is expected to strengthen export capacity of Malagasy small and medium-sized enterprises (SMEs) and generate sustainable export growth for the country's economic actors. CS Ref. no. 254.

125. The second case story by **Madagascar** focused on strengthening the negotiating capacity of Malagasy officials. The project resulted in a more comprehensive trade policy that better reflects Madagascar's interests. Despite initial difficulties in taking ownership of the Enhanced Integrated Framework (EIF) process, Madagascar, with the support of the EIF, has prepared a multi-year Tier 1 project to support the National Implementation Arrangements. CS Ref. no. 255.

126. **Malawi** submitted three case stories analysing the effectiveness of Aid for Trade. The first case story addresses the problems faced in the implementation of the National Development and Trade Policy Forum (NDTPF) project as part of the roadmap for the EPA negotiations with the European Union. Unpredictable, inadequate and delayed disbursement of funding, compiled with poor administration and delays in recruitment of project staff, led to a disbursement rate of 34 per cent rendering the project ineffective. CS Ref. no. 4.

127. **Malawi's** second case story reported the progress made on the Business Environment Strengthening Technical Assistance Project (BESTAP) and the challenges encountered. While there had been some managerial and fund disbursement delay issues, the project so far has contributed to enact new legislation to reduce the cost of doing business, establish a court to settle commercial disputes and take steps to digitize business activities and establish an automated business registry database. CS Ref. no. 160.

128. Finally, **Malawi's** third case story addressed the implementation of two Window II projects under the Enhanced Integrated Framework (EIF): Trade Policy Advisory Services and Capacity Building for Trade Integration, and Standardization, Quality Assurance and Management (SQAM). The case story addressed some ownership issues and the importance of a timely delivery of resources. With a utilization rate of 99 per cent, the Integrated Framework (IF) performance was found satisfactory and was deemed a positive example of Aid for Trade. CS Ref. no. 161.

129. The case story submitted by the Government of **Mauritius** addresses the accessibility of Aid-for-Trade resources and the scope of Aid for Trade itself. The Government laments an excessive focus on trade policy issues away from a wider development agenda and calls for Aid-for-Trade resources to be dedicated and additional. CS Ref. no. 81.

130. The development of Mozambique's oil and gas sector was the subject of a case story by **Norway**. The case story explains how Norwegian assistance has helped in the development of the Pande gas field, and the construction of a pipeline from Pande to Temane are expected to have positive repercussions on the development of Mozambique's oil and gas sector. CS Ref. no. 59.

131. The **Southern African Confederation of Agricultural Unions (SACAU)**, an organization of national farmers unions and regional commodities organizations in Southern Africa, showcased its participation in the ComMark's Regional Standards Programme as a delivery agency for one of the programme's components: developing countries' participation in the work of international standards setting bodies. The case story shows the positive impact that SACAU's activities have had in strengthening the institutional environment for improved SADC participation in international standards setting bodies, focusing on the example of SADC members participating in the annual Commission on Phytosanitary Measures (CPM) of the International Plant Protection Convention (IPPC). CS Ref. no. 204.

132. The **Southern African Development Community (SADC)** submitted a case story on the Customs Modernization and Trade Facilitation towards a SADC Customs Union project, a regional trade-related technical assistance project supported by the European Union. The project aimed at supporting SADC integration into the world economy and to prepare SADC Members to undergo a smooth transition to a SADC Customs Union by 2010. The case story addresses the problems encountered in the implementation phase and some ownership issues that compromised the efficacy of the project. CS Ref. no. 15.

133. Another subject addressed by the **Southern African Development Community (SADC)** was the implementation of its Gender Programme which aims at mainstreaming gender in the economic integration agenda for the region. The case story highlights the results achieved by SADC in the establishment of institutional facilities for gender mainstreaming, the development and adoption of sub-regional policy instruments and guidelines, research studies, the creation of a SADC Gender Mainstreaming Toolkit and the training and capacity building of trade experts. The case story highlights the importance of political will in translating the legal and institutional instruments into concrete actions that benefit women's participation in trade and economic activities. CS Ref. no. 55.

134. The **Swiss State Secretariat for Economic Affairs (SECO)** brought an example of the cashew nut value chain project in Mozambique to illustrate SECO's approach to strengthening the competitiveness of export-oriented agro-value chains. With the overall goal of enhancing employment and income for cashew nuts producers and processing industry, SECO conducted activities directed at the creation of value addition through processing. It also pursued improvements of market access through compliance with international standards. Thanks to the introduction of a quality management system and improved management structures and processing methods, exports of processed cashew nuts increased by 36 per cent between 2002 and 2008, generating a profit of US\$1.3 million, and creating 5,000 new jobs, allowing around one million households in rural regions to increase their incomes by selling cashew nuts. CS Ref. no. 184.

135. The **United Kingdom** submitted a case story about the Beitbridge border post between South Africa and Zimbabwe, an important border on the North-South Corridor. With support from TradeMark Southern Africa, a Beitbridge Efficiency Management System (BBEMS) work programme was designed to alleviate congestion at the border post. Despite the preparation of institutional structures, a draft memorandum of understanding and a work programme, progress in implementing the BBEMS has been slow and the problems of congestion, clearance delays and inefficient service delivery persist at Beitbridge border post, with knock-on effects on the whole North-South Corridor. CS Ref. no. 140.

136. Mozambique was the subject of a case story from the **United Kingdom** on Mozambique's fisheries sector and its compliance with European Union standards for quality and food safety. The case story describes the improvements made to the fisheries sector in terms of food safety regulations enforcement and improved laboratory capacity, following the critical report of an European Union inspection carried out in 2006. The support received by two consecutive United Kingdom

DFID-funded programmes allowed the country to retain its right to export to the European Union and, in addition, to satisfy South African requirements for shrimp exports. CS Ref. no. 141.

137. Within the framework of United Kingdom's DFID's programme, TradeMark Southern Africa, the **United Kingdom** submitted a case story on the one-stop border post at Chirundu between Zambia and Zimbabwe. The case story describes the process that led to the upgrading of Chirundu as a one-stop border post and the benefits in terms of significant time and cost-saving. For example, waiting times for commercial traffic have been reduced from about four to five days to a maximum of two days and often to a few hours, and clearance times for passengers on buses (76-seater) have been reduced from about six hours to less than two hours. What is required now is to streamline cross-border procedures along the whole North-South Corridor to realize widespread cost saving. CS Ref. no. 267.

138. The **World Intellectual Property Organization** (WIPO) presented a case story on the commercialization of marula oil produced in Namibia. The case story explains how the marketing of higher-quality marula oil has brought new opportunities for commercialization and access to new markets to the benefit of rural communities and a relevant number of women in the sector. With the support of PhytoTrade Africa, a research and development project further explored the market potential of marula oil and developed it as an environmentally friendly botanical ingredient for cosmetics. With the development of intellectual property protection of Maruline, the sector has become even more relevant for local communities. CS Ref. no. 134.

139. The **World Bank** submitted a case story on one of the initiatives carried out in Lesotho under the Private Sector Competitiveness and Economic Diversification Project. The programme aimed at increasing the skill levels of the workforce in Lesotho through the establishment of worker training centres to achieve increased competitiveness and higher productivity. So far, the centre has trained 625 workers of which a high percentage were women. CS Ref. no. 127.

140. The **World Bank** submitted a case story on the loan programme implemented in Mauritius which enabled the country to implement a reform programme to improve its trade competitiveness, investment climate, fiscal performance and public sector efficiency. Positive developments were also registered in foreign direct investment (FDI) and gross domestic product (GDP) growth. The World Bank reports that FDI rose five-fold from about 2 billion Mauritius rupees in 2004 to more than 11 billion Mauritius rupees by 2007, and IMF figures show that GDP growth rose from 1.5 per cent in 2005 to 5.4 per cent in 2007 and 5.0 per cent in 2008 before dropping to 2.5 per cent in 2009 as a consequence of the global economic crisis. CS Ref. no. 131.

141. **Zambia** submitted two case stories. The first case story on the Integrated Framework (IF)/Enhanced Integrated Framework (EIF) process in Zambia, illustrates how the EIF has established itself as the main mechanism through which Zambia obtains access to additional Aid-for-Trade resources. With EIF assistance, Zambia has mainstreamed trade into its national development plans and has integrated the IF/EIF into its Private Sector Development programme. A number of activities are contributing to the advancement of the implementation of Zambia's trade agenda, including, for example, the development of trade-related intellectual property legislation, development and diversification of the export sector, and upgrading of private sector capacities. The case story notes the importance of involving key stakeholders at the start of the programme, having a clear understanding of the roles of different players, government ownership, the need to build on existing frameworks, and of putting in place clear guidelines and building capacity to fast-track EIF implementation. Despite achievements made thus far, it is noted that further work is required to engage a wider range of participation in the EIF process, particularly by the private sector. CS Ref. no. 154.

142. The second case story by **Zambia** examines the Chirundu One Stop Border Post (OSBP) and was presented jointly with the Ministry for Foreign Affairs of Finland. It describes the programme to improve the efficiency of border management operations between Zambia and Zimbabwe. The case story illustrates how government ownership of, and commitment to the programme, has ensured technical and financial support from all stakeholders, including cooperating partners at bilateral, regional and international levels, and private business (transporters, importers and agents, civil society). The case story explains how challenges such as sequencing of activities, coordination at both intra- and inter-country levels, as well as delays in the implementation of the Zambia One-Stop Border Post Control Act, were overcome and how the OSBP has resulted in improved traffic circulation and flow, improved border infrastructure, improved efficiency and capacity to handle larger volumes of traffic, increased revenues and reduced costs of doing business in the region. However, despite progress made, human capacity and infrastructure constraints continue to hinder full implementation of the OSBP concept. CS Ref. no. 171.

143. Another case story on the Chirundu One Stop Border Post (OSBP) was submitted by **Zimbabwe**. The DFID-JICA-World Bank funded programme to improve efficiency of and streamline Zimbabwe's border management operations resulted in an important achievement in the region as far as harmonization of border procedures and reduction of processing times are concerned. Regional support, from COMESA and SADC also contributed to the success of the programme. The case story illustrates the importance of commitment from all stakeholders, including national governments as well as public and private sectors, and notes that one of the major challenges in establishing the OSBP was erratic bureaucratic disbursements of funds for the project. The case story also notes that the region needs to mobilize resources under the Aid-for-Trade Initiative to facilitate the establishment of OSBPs planned for other borders. CS Ref. no. 107.

144. **CUTS** submitted a case story on the pilot project, supported by the Finnish Embassy, "Enhanced Integrated Framework for Poverty Reduction" which aims at promoting an inclusive approach to productive capacity building in Zambia. The case story addresses the question of the status and effectiveness of engagement of various stakeholders in the Enhanced Integrated Framework (EIF) process. Through workshops, round table meetings and awareness-raising activities, the project contributed to inform state and non-state actors in the regions on the EIF and the role that trade can play in national development. CS Ref. no. 180.

E. WEST AFRICA³¹

145. A total of 23 case stories were submitted about West Africa. Submissions by partner countries and regional organizations accounted for nearly 74 per cent of case stories about West Africa.

³¹ West Africa: Benin, Burkina Faso, Cape Verde, Côte d'Ivoire, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Níger, Nigeria, Senegal, Sierra Leone and Togo.

Chart 15: Case Stories about West Africa by Country or Region³²

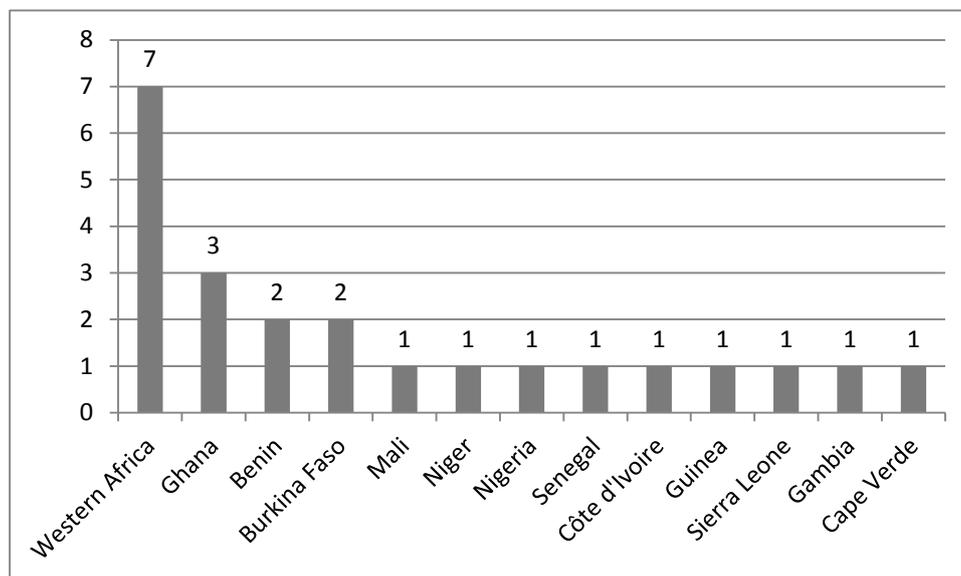
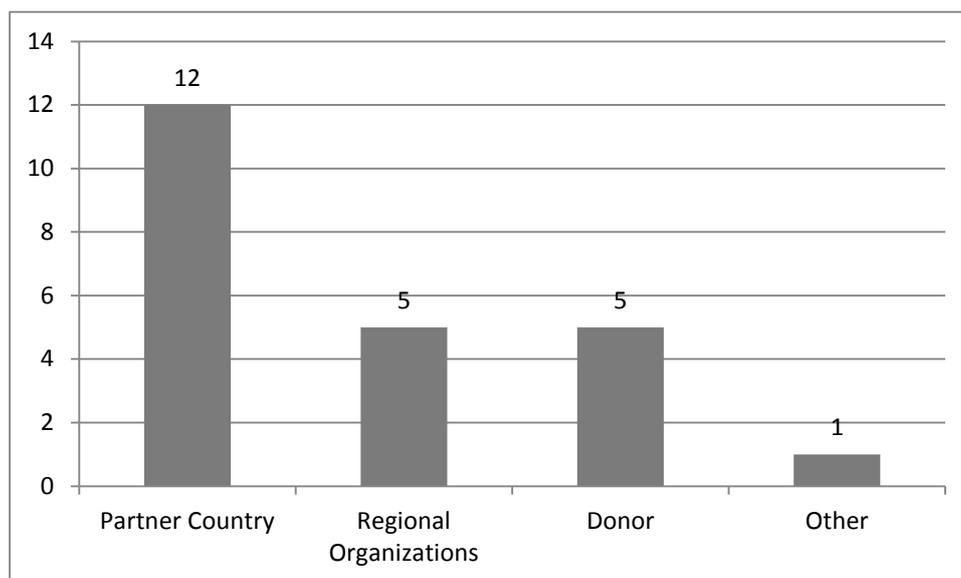


Chart 16: Case Stories about West Africa Category of Respondent³³



³² Totals in Chart 3 and Chart 15 differ. Figures in Chart 15 refer to where a country is the main subject of a case story. Figures in Chart 3 refer to country citations in the case stories. Hence, while Benin and Burkina Faso are the subject of two case stories they submitted, both countries are cited in an additional 11 case stories.

³³ The case stories submitted by Brazil and Switzerland on cotton are counted as Africa-wide or multi-region projects and appear in Chart 8. However, descriptions of both case stories are repeated in this section for ease of reference. Hence, although 23 case stories are referenced here, 25 case story descriptions are included.

146. The Ministry of Agriculture, Livestock and Fisheries of **Benin** presented a case story on the African Development Bank (AfDB)-funded project on the commercialization of NERICA (New Rice for Africa) rice variety in seven West African countries. The case story reports positive impacts on yields, grain quality and commercialization with positive spill-over effects on incomes in rural areas. These positive achievements have spurred Benin and the other countries involved to ask the AfDB for an extension of the project to a second phase. CS Ref. no. 13.

147. The second case story by **Benin** was submitted by the Ministry of Trade and addressed the project to support the fishery sector on lake Aheme. The case story analyses how productive and export capacity were strengthened and how the country upgraded its harvesting and packaging procedures to the European Union requirements in response to the 2002 export ban. The project has achieved important results for the development of the fishery sector through infrastructural improvements, private and public training and institutional strengthening. However, it fell short of addressing some aspects related to export credit and export risk coverage. CS Ref. no. 14.

148. The **African Development Bank** (AfDB) showcased the potential of the NEPA-CEB Interconnection Project aimed at fostering growth and regional integration through facilitating cross-border energy flows. The case story shows how new economic opportunities can be created by the regional integration of energy grids. The AfDB's project delivered benefits to Benin, Nigeria and Togo in terms of energy infrastructure, energy supply and private sector development. The interconnection between the three countries provided increased energy availability, a steady source of income for Nigeria through energy export, and new employment opportunities in Benin as hotels and other business were able to count on more reliable sources of energy. In addition, Nigeria benefitted from the inclusion in the West African Power Pool and further benefits accrued to the wider West African region. CS Ref. no. 1.

149. The **Brazilian Cooperation Agency** of the Brazilian Ministry of External Relations presented a case story on its Cotton-4 project. The case story focuses on how Brazil is helping to increase the profitability of the cotton supply chain in the C-4 countries (Benin, Burkina Faso, Chad and Mali). The success of the project can be assessed against the requests for inclusion of other countries - namely, Ghana and Uganda - and the perspective of expanding its scope to other areas related to the cotton supply chain.³⁴ CS Ref. no. 30.

150. The first case story submitted by the Ministry of Commerce, Enterprise promotion and Craft industry of **Burkina Faso** addressed the outcomes of the Hub & Spokes project for capacity building in trade policy formulation, negotiation and implementation. The case story describes the objectives and the design of the project, which allows Africa Caribbean Pacific (ACP) countries to make use of the technical assistance provided by the WTO, UNCTAD and ITC to tackle the challenges encountered in their integration into the multilateral trading system. With the financial support of the Organisation Internationale de la Francophonie (OIF) and the European Union, Burkina Faso was able to achieve better awareness of trade issues amongst country officials and other stakeholders and to improve its capacity to understand WTO commitments. CS Ref. no. 220.

151. The Ministry of Commerce, Enterprise Promotion and Craft industry of **Burkina Faso** presented a case story on the World Bank-funded Competitiveness & Enterprise Development Project, which aims at supporting private sector development through the improvement of the business climate and the provision of business development services and microfinance. The project led to the creation of a Fund to provide financial support to local firms. Since 2004, the Fund has allowed numerous firms to become competitive internationally, with positive impacts on employment opportunities. CS Ref. no. 21.

³⁴ Repeated in sections about Africa-wide and Central Africa. This case story has been counted as Africa-wide for the purpose of Chart 8.

152. **Cape Verde** submitted a case story on its graduation from LDC status. The case story illustrates how a resource-poor Small Island Developing State was able to make significant progress on social and economic indicators, leveraging only on good governance, sound economic policies and external support. Cape Verde's experience represents a lesson for other Small Islands Developing States. Its economic transformation has highly benefitted from assistance in Aid for Trade and related sectors. The WTO accession process was also a driver for economic reforms and helped the country become more competitive and achieve stable economic stability. CS Ref. no. 222.

153. **Denmark** addressed the improvement of quality standards of palm oil export from **Ghana** under the Private Sector Development Strategy (PSDS I). Through training activities, awareness campaigns and knowledge transfer of modern analytical techniques, it has been possible to raise Ghana's exports of palm oil to meet international standards. CS Ref. no. 215.

154. The Commission of the **Economic Community of West African States (ECOWAS)** addressed the drafting process of the EPA development programme between the Western Africa region and the European Union. The case story identifies the objectives and the challenges faced at national and regional level. The process so far has been successful in involving all major actors at national, regional and European Union level. The next step would be implementation accompanied by the allocation of adequate funding for Aid for Trade in the region. CS Ref. no. 40.

155. The Commission of the **Economic Community of West African States (ECOWAS)** also presented the results of the ExPECT initiative, which was created to consolidate and sustain the impact of the Canada-funded PACT II project. The submission shows the outputs generated by the initiative in 2010 and gives an outline for the scaling-up of the project for the period 2011-2013. The main output has been the formulation of a region-based strategy for export value chain development that is expected to contribute significantly to reinforcing the competitiveness of value chains of lead products with high export potential for the region, and empower small and medium-sized enterprises (SMEs) operating in those value chains. CS Ref. no. 41.

156. The **Economic Community of West African States (ECOWAS)** partnered with the USAID West Africa Trade Hub to jointly present the results of a gap analysis conducted on the ECOWAS Trade Liberalization Scheme (ETLS). The case story describes the methodology used for the analysis, the problems encountered and the main conclusions. The study found that, while the visa-waiver programme for the free movement of persons is being implemented, tariff and non-tariff barriers remain which inhibit the free movement of goods in the region.³⁵ CS Ref. no. 42.

157. The **Gambia** submitted a case story on the European Union-funded West Africa Quality Programme (WAQP). The programme, implemented by UNIDO, aims at achieving compliance with international trade rules and, in particular, with the WTO Agreements on Technical Barriers to Trade (TBT) and Sanitary and Phytosanitary Measures (SPS). The case story assesses the preliminary operational results of the project and its effectiveness. So far, progress has been made in two of the six areas identified, namely testing and standardization. Government involvement in the project design, private sector participation and transparent procedures to access donor funds were identified as areas for improvement. CS Ref. no. 45.

158. The **German Development Cooperation (GIZ)**, acting on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), submitted a case story on the project "Market-oriented Promotion of Certified Sustainable Cocoa Production in Côte d'Ivoire" (PPDC). The project was implemented as a public-private partnership (PPP) between Kraft Foods, the cocoa trader Armajaro, USAID and GIZ. The project successfully allowed cocoa farmers in Côte d'Ivoire to increase their production and create links with cocoa traders and exporters with positive impacts on

³⁵ Repeated from the section on case stories about research.

their livelihoods and improvements in the management of natural resources. GIZ noted that the project sustainability could be improved if it was linked to a wider rural development programme, dealing not only with agricultural production, but also with education, health, and natural resources management. [CS Ref. no. 187](#).

159. The Ministry of Trade and Industry of **Ghana** presented the country's national medium-term Private Sector Development Strategy (PSDS) that aimed at creating a policy framework to stimulate private sector-led growth. The strategy received the support of the United Kingdom's DFID, the World Bank and Denmark through DANIDA that agreed to establish a single pooled fund managed by the Ghanaian Government. The process described how the mainstreaming of Aid for Trade into the country's growth agenda made monitoring and coordination less burdensome. This allowed for the policies and reforms undertaken under the PSDS to record marked achievements in creating opportunities for the private sector to contribute to policy and legislative processes. This led the Government to design a successor programme, PSDS-II, to build on these achievements and correct some of the shortcomings of PSDS-I. [CS Ref. no. 65](#).

160. The **Global Mechanism of the UNCCD** addressed the issue of sustainable land management in Mali in a case story that stresses the importance of cross-sectoral coordination to achieve development objectives. The case story describes the process of harmonization between the priorities identified in the Action Matrix of the DTIS and the national priorities contained in Mali's strategy for growth and poverty reduction framework for investment to address growing concerns of sustainable land management. The main purpose is to harmonize policies and funding in those sectors that have an impact on sustainable land management and foster sustainable agricultural production. This harmonization process would help identify development needs and coordinated channelling of Aid-for-Trade funds. In this effort, the Enhanced Integrated Framework (EIF) can play an important role in supporting the process and sensitizing donors on the importance of creating links across sectors. [CS Ref. no. 80](#).

161. **Guinea** presented the outcomes of a project for trade capacity building funded by France. The first phase of the project was able to increase the production of potatoes from 6,000 tonnes before the implementation of the project to 18,000 tonnes in 2010, thanks to the improvement of production techniques. More than 60 per cent of production is now exported to countries in the sub-region, a fact that has called for further support to develop the transport infrastructure both nationally and regionally. The implementation of the second phase of the project will continue to build trade capacity in Guinea, but it will also focus on building Guinean capacity to engage in trade negotiations and implement effective trade policies. [CS Ref. no. 27](#).

162. The Ministry of Trade and Industry of **Niger** submitted a case story analysing the effectiveness of Aid-for-Trade projects in promoting trade integration of LDCs. The case story analyses a number of projects implemented in Niger since 2001 in the areas of export promotion, trade capacity building and gender empowerment. The country's participation in the Enhanced Integrated Framework (EIF) is also addressed. The case story concludes by noting that despite the numerous initiatives carried out in Niger, the expected results have not always been achieved. [CS Ref. no. 83](#).

163. The Ministry of Commerce and Industry of **Nigeria** illustrated the main components of the national Trade Facilitation Action Plan 2010-2013. The case story analyses the setting up of the programme and the establishment of a Trade Facilitation Task Force composed of ministries, departments, agencies and private sector organizations, which interacts with development partners. This has allowed Nigeria to secure donors' trust and promote better understanding of national priorities. [CS Ref. no. 7](#).

164. The Ministry of Trade of **Senegal** submitted a case story on the implementation of the project funded by France to support the competitiveness and the sustainability of the agricultural sector. The activities included: the launch of the Senegalese agency for export promotion; the improvement of the quality of the Senegalese agro-industry and compliance to international standards; financial support for enterprise participation to numerous trade fairs and market access missions; and institutional support in trade negotiations. With an export increase of 79 per cent between 2005 and 2009 and the installation of 85 new companies devoted to horticulture, the project is considered a positive example of Aid for Trade. CS Ref. no. 87.

165. Support to the agricultural sector is the subject of a case story by the Ministry of Trade and Industry of **Sierra Leone** on the European Union-funded project Support to Cash Crop (Cocoa/Coffee) Production in the District of Kenema, Kailahun and Kono, in support of the Sierra Leone Agenda for Change 2008-2012. The case story addresses the process adopted for the development of a strategic plan to build the country's productive capacity and the successful use of Aid-for-Trade resources to achieve important development objectives and enhance competitiveness. The ongoing project has already brought improvements in the quality of produce through better processing. The case story also notes that improved tree crops management, agro-forestry practices for out-planting and organizational development of the cooperatives require a longer time-frame to show sustainable impact. CS Ref. no. 88.

166. The **Swiss State Secretariat for Economic Affairs (SECO)** supported the development of the competitiveness of the cotton sector in C-4 countries (Benin, Burkina Faso, Chad and Mali). The case story illustrates the comprehensive sector approach undertaken by SECO, which consists of supporting a trade policy initiative, the Cotton Initiative, and a programme targeted to cotton producers' productive capacity and their participation in niche markets for organic and fairtrade cotton. The integrated implementation of the two processes seeks to promote the empowerment of cotton producing countries in international negotiating fora and of cotton producers throughout the whole value chain. Since the start of the Organic Cotton Program, production of cotton has increased above the programme's initial target. For Switzerland, in only a few years organic cotton reached 5 per cent market share.³⁶ CS Ref. no. 37.

167. The Commission of the **West African Economic and Monetary Union (WAEMU)** submitted two case stories. The first one illustrated a case story on a European Union-funded trade capacity-building project, Hub and Spokes aimed at strengthening WAEMU member states' capacity in trade policy formulation, negotiations and implementation. As a result of the project, the WAEMU Commission has established a Regional Advisory Committee for Trade Negotiations which has formalized policy issues and trade negotiations at the regional and national levels. Further involvement of the private sector is needed. The WAEMU Commission has included funding in its 2011 budget to allow for the continuation and further development of the project. CS Ref. no. 33.

168. The second case story by the Commission of the **West African Economic and Monetary Union (WAEMU)** addresses its adoption of a regional strategy for the implementation of an Aid-for-Trade programme with the objective of promoting trade and regional integration between its member states. The case story gives an overview of the policies implemented to facilitate regional and international trade relations. A first evaluation in 2006 of the common trade policy of WAEMU showed an increase of both intra-regional and extra-regional trade for the Union, with intra-regional exports growing faster than extra-regional ones. For example, between 1996 and 2004, the average intra-regional export growth reached 4.80 per cent against an average 2.42 per cent growth for international exports. The case story also gives an outline of the capacity-building programmes implemented at national level in the countries of the region. CS Ref. no. 266.

³⁶ Repeated in sections about Africa-wide and Central Africa. This case story has been counted as Africa-wide for the purpose of Chart 8.

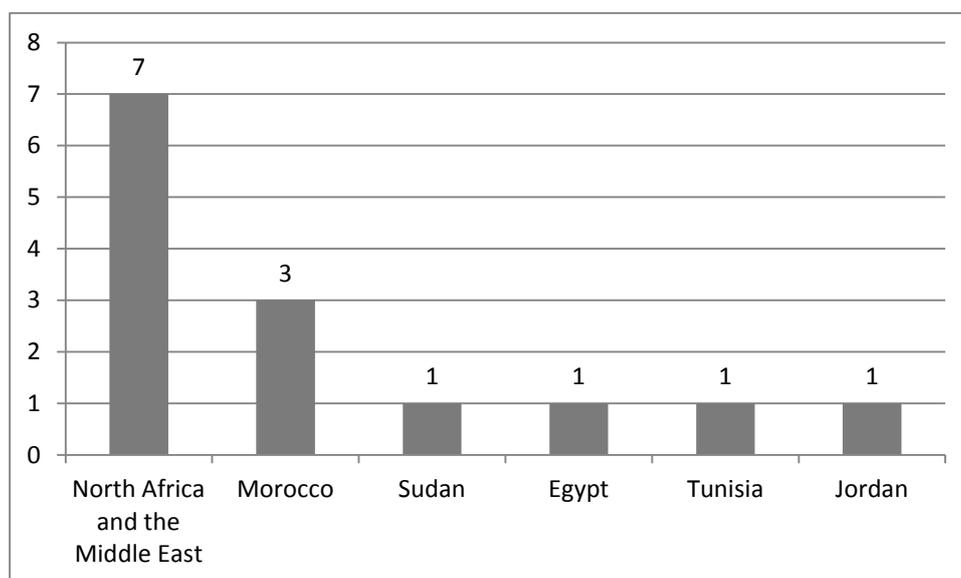
169. The **World Bank** submitted a case story on the revitalization of Ghana's Free Zone. The case story illustrates the World Bank's support to the Ghana Free Zone Board to modify and improve the original free-zone programme through the development of a cluster-based approach. The zone has proven effective in attracting FDI, creating employment and facilitating competitiveness and it now accounts for almost 45 per cent of Ghana's exports. The World Bank assessed that, from June 2008 to June 2009, the free-zone companies in the Tema zone accounted for 2,085 jobs and US\$281 million in exports. CS Ref. no. 128.

170. The **Overseas Development Institute** (ODI) addressed the way that donors respond to trade priorities identified at national and regional levels and how their activities are monitored and evaluated. The case story relates to the provision of Aid for Trade linked to the negotiation of the EPAs in Western Africa and the short- to long-term trade-adjustment needs of the region. It analyses the total Aid-for-Trade commitments allocated for trade-related adjustments and it identifies limitations to how Aid-for-Trade commitments and disbursements are allocated and monitored.³⁷ CS Ref. no. 147.

F. NORTH AFRICA AND MIDDLE EAST

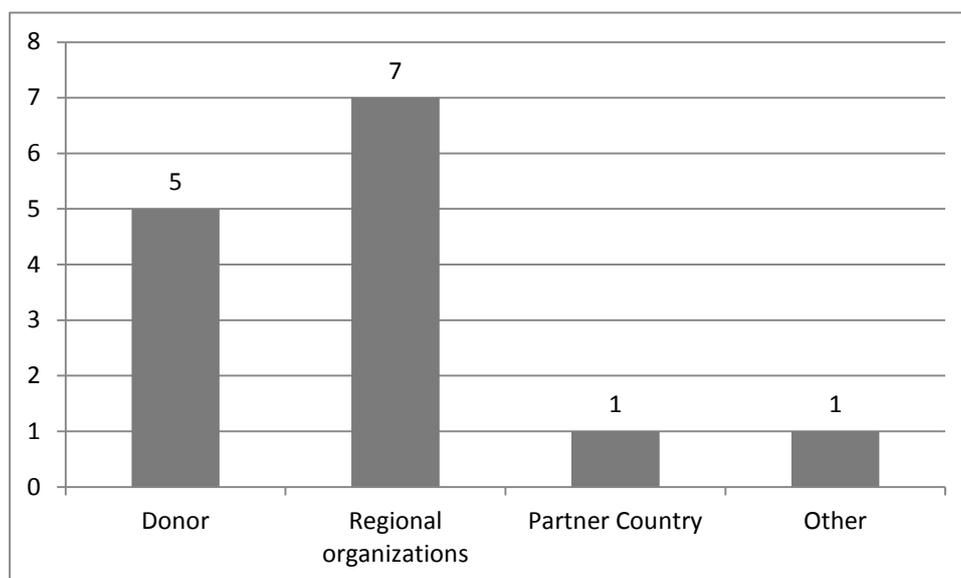
171. In total, 14 case stories were submitted about the Middle East (8) and North Africa (6). Most case stories were submitted by UNESCWA (7). Morocco was the subject of three of the case stories submitted.

Chart 17: Case Stories about North Africa and the Middle East by Country



³⁷ Repeated from the section on case stories about research.

Chart 18: Case Stories about North Africa and the Middle East by Category of Respondent



G. NORTH AFRICA³⁸

172. **Spain** submitted a case story on a project to support Technical Industrial Centres of the industrial complex of Sidi Maarouf in Morocco. The project included two stages. The first stage offered support to the competitiveness of small- and medium-sized enterprises (SMEs) through the diffusion of standardization measures, quality certification of laboratories and the development of new business services. The second stage was requested by the Moroccan Ministry to strengthen centres in other sectors which had not been included in the previous phase. The envisaged activities for this second stage include training courses, advice, technical assistance, equipment and sectorial partnership meetings. CS Ref. no. 179.

173. The Government of **Sudan** presented a case story on the European Union-funded Sudan EPA Negotiation and Implementation Support (SENIS) for the development of Sudan's trade negotiating capacity. The case story discusses the implementation issues, the successes achieved and the elements that would ensure a sustainable impact. Although there was inconsistency between the EPA negotiations and the provision of technical assistance, it was concluded that the project's effectiveness could be measured in the context of a wider capacity-building process. Its sustainability would depend on the willingness of the Government and Ministry to make use of the tools and skills developed. CS Ref. no. 93.

174. The **United Nations Industrial Development Organization (UNIDO)** submitted a case story on the establishment of export consortia in Morocco as an example of the impact that small- and medium-sized enterprise (SME) networks can have on enhancing SMEs' competitiveness in developing countries. The case story illustrates how in the case of Morocco, a solid private-public partnership was crucial in ensuring that export consortia deliver their promise for market access. The strong commitment shown by the public and private players in Morocco will ensure the project's sustainability after UNIDO's completion of the project. CS Ref. no. 105.

175. A second case story by the **United Nations Industrial Development Organization (UNIDO)** addressed the development of traceability systems of agro-industrial products in Egypt for the European market. The case story analyses the assistance provided to farmers, food producers and

³⁸ North Africa: Algeria, Egypt, Libya, Morocco, Sudan and Tunisia.

packing houses under the Traceability of Agro-Industrial Products for the European Market project, supported by UNIDO, the Egyptian Ministry of Trade and Industry and the Italian Cooperation. The four-year project trained over 1,500 people for the implementation of traceability schemes to conform to international food quality and safety standards. The Egyptian Traceability Centre for Agro-Industrial Exports (ETRACE) was also established as a centre of excellence on traceability, supply chain management and supplier development. The Centre had a positive impact on the development of the agro-industrial sector and continues to attract FDI and foreign funds for the expansion of its activities. [CS Ref. no. 159](#).

176. The **World Bank** presented a case story on the implementation of an export development project in Tunisia. The case story describes the main components of the project which aims at removing important obstacles to Tunisia's export capacity. The three main components are an export market fund to help Tunisian firms increase their competitiveness, an export finance guarantee facility to encourage financial institutions to provide pre-shipment financing and an effort to improve customs efficiency. The implementation of these components has already generated significant export increases by more than US\$400 million from 2005 to 2009 and by US\$319 million as at the end of May 2010. Additionally, the project has recorded reduced time for cross-border procedures bringing the average stay for cargo down by two-thirds – from about 10.1 days in 2003-2004 to 3.3 days in April 2010. Further efforts will be directed to strengthening Tunisia's National Institute of standards and intellectual property and automation of customs procedures. [CS Ref. no. 130](#).

177. **Professor Ghoufrane, WTO Academic Chair** at the Mohammed V-Soussi University in Rabat submitted a case story on Morocco's national programme for the development of transport infrastructure in rural areas. The case story examines the mobilization of resources from the African Development Bank (AfDB), Agence Française de Développement (AFD), the Arab Fund for Economic and Social Development, the European Investment Bank, Japan Bank for International Cooperation, the World Bank and the Kuwait Fund for Arab Economic Development to support the realization of rural roads. Despite some problems due to unforeseen costs and institutional coordination, works have proceeded smoothly, allowing the project to benefit a larger share of the local population than initially forecast. [CS Ref. no. 82](#).

H. MIDDLE EAST³⁹

178. The **United Nations Economic and Social Commission for Western Asia** (UNESCWA) submitted a case story on a project to strengthen the capacities of ESCWA Members to negotiate bilateral investment treaties (BITs).⁴⁰ The case story looks at the current situation and how the ability to negotiate more favourable BITs can bring economic growth. [CS Ref. no. 234](#).

179. A case story by the **United Nations Economic and Social Commission for Western Asia** (UNESCWA) discusses a project to develop expertise on foreign direct investment (FDI) for ESCWA Member countries. The case story describes the activities aimed at establishing a database for FDI statistics in ESCWA countries through the development of specific software. This activity was complemented by training events to enhance the capacity of government agencies to compile, disseminate and analyse the data. [CS Ref. no. 235](#).

180. A case story by the **United Nations Economic and Social Commission for Western Asia** (UNESCWA) concerns the United Nations Development Account's project for improving global road safety. The project was implemented at regional level through the UN regional commissions. The

³⁹ Middle East: Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Mauritania, Palestine, Oman, Qatar, Saudi Arabia, Syria, United Arab Emirates, and Yemen.

⁴⁰ ESCWA members are Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syrian Arab Republic, United Arab Emirates, and Yemen.

case story shows how the support provided by UNESCWA to its members represented a positive incentive for considering road safety policies and disseminating good practices. CS Ref. no. 236.

181. A case story submitted by the **United Nations Economic and Social Commission for Western Asia** (UNESCWA) reports on various meeting held by UNESCWA on trade and WTO issues. The first is a report on the 6th session of the technical committee on liberalization of foreign trade, economic globalization and financing for development in the countries of the ESCWA region. The report includes recommendations issued by the Committee referring in particular to the efforts directed to trade liberalization and financing for development, and data exchange on trade legislation of the countries in the region. CS Ref. no. 237.

182. **The United Nations Economic and Social Commission for Western Asia** (UNESCWA) also submitted the reports of the 10th and 11th session of the Committee on transport as case stories. The discussions focused on the harmonization of institutional frameworks and legislation in the transport sector. CS Ref. no. 238.

183. The **United Nations Economic and Social Commission for Western Asia** (UNESCWA) also presented the report of the expert group meeting on transport and trade facilitation in the ESCWA region. Recommendations included on the development and activation of the role of national committees for transport and trade facilitation, and other recommendations related to the implementation of the Integrated Transport System in the Arab Mashreq. CS Ref. no. 241.

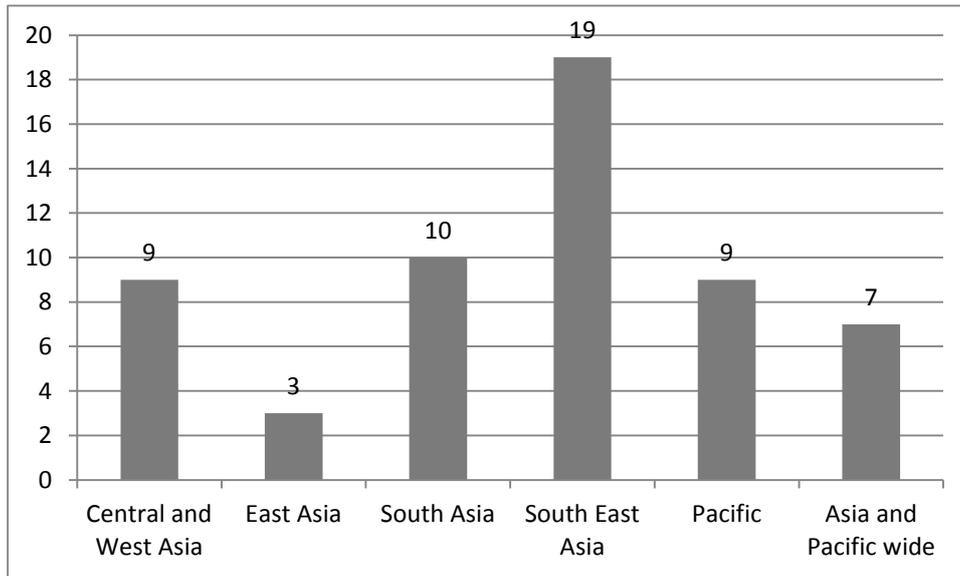
184. Finally, the **United Nations Economic and Social Commission for Western Asia** (UNESCWA) submitted the report on the preparation of the member countries for the 7th Ministerial Conference of the WTO. CS Ref. no. 242.

185. **The World Intellectual Property Organization** (WIPO) submitted a case story on **Jordan's new IP system**. The case story describes how the strengthening of the IP system has stimulated investments and innovation in Jordan's pharmaceutical industry, which took advantage of the country's increased level of IP protection. CS Ref. no. 173.

VI. ASIA AND THE PACIFIC

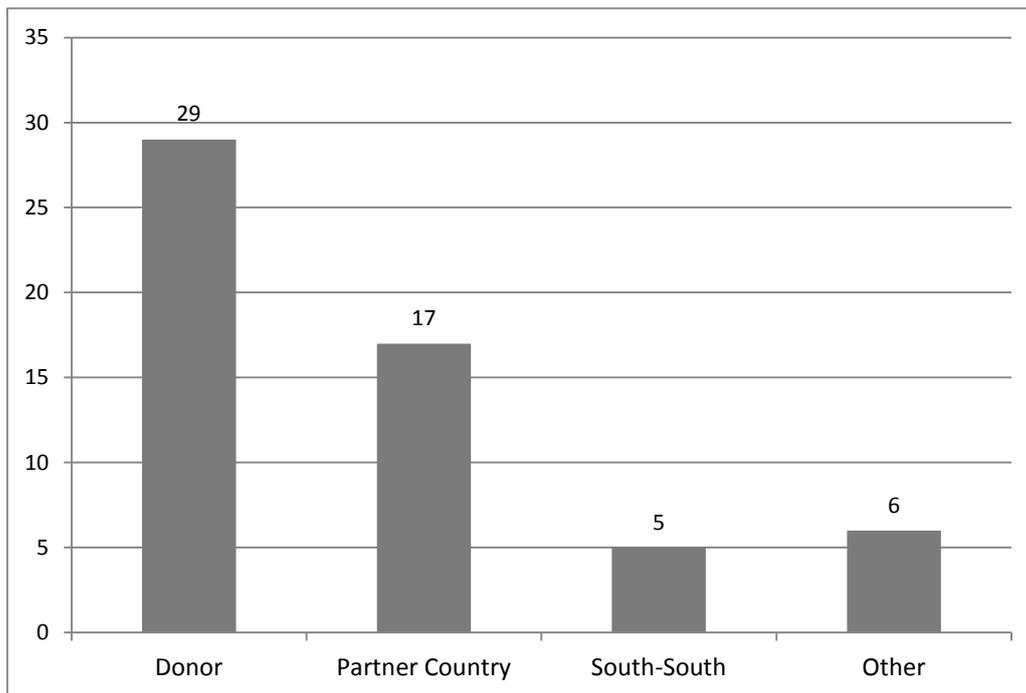
186. In total, 57 case stories were submitted about Aid for Trade in the Asia-Pacific region (21 per cent of all case stories received). Most case stories were submitted about South-East Asia (19) followed by South Asia (10).

Chart 19: Case Stories about Asia and the Pacific by Region



187. Donors submitted most case stories about Asia and the Pacific (51 per cent). Submissions of partner country case stories came mainly from the South-East Asia (4), South Asia (5) and the Pacific (5). No submissions were made by regional organizations from Asia and the Pacific.

Chart 20: Case Stories about Asia and the Pacific by Category of Respondent



A. ASIA-PACIFIC WIDE CASE STORIES

188. **Australia** submitted a case story on the Australia Fumigation Accreditation Scheme which discussed the assistance provided to India, Indonesia, Malaysia, Papua New Guinea, the Philippines and Thailand in addressing quarantine risks at source. Viet Nam and China are in the final stages of implementation of the project and implementation is pending in Sri Lanka, Peru and New Zealand. The project led to a significant reduction in failed fumigations and facilitated cost reduction through increased surety of border clearance. It estimates that US\$4.6 million has been saved in re-treatment costs. CS Ref. no. 151.

189. **Singapore's** three submissions focused on training and capacity-building activities to increase developing countries' participation in the multilateral trading system. The first submission describes the activities of the International Monetary Fund-Singapore Regional Training Institute which is a joint venture that provides training to officials in the region on macroeconomic and financial management and related legal and statistical issues. It aims to build the capacity of policy makers in developing countries and since its establishment in 1998 has conducted over 200 courses for more than 8000 officials from the Asia-Pacific region. CS Ref. no. 261.

190. **Singapore's** second case story describes its Regional Trade Policy Courses, carried out in collaboration with the WTO. The courses aim to equip developing countries with the skills to participate effectively in the multilateral trading system. They have provided training to more than 100 participants from over 25 countries and led to the creation of a network of officials with skills and knowledge on WTO-related matters. CS Ref. no. 262.

191. The Singapore Cooperation Programme (SCP) is the subject of the third case story by **Singapore**. The programme uses Singapore's experiences in trade and investment programmes to support human resource capacity building in other developing countries. The SCP has trained more than 70,000 government officials from 169 developing countries in the Asia-Pacific, Africa, the Middle East, Eastern Europe, Western Europe, and Latin America and the Caribbean.⁴¹ CS Ref. no. 263.

192. The **Asian Development Bank's** (AsDB) Private Sector Operations Department submitted a case story on the AsDB's Trade Finance Programme (TFP). The TFP operates in 14 countries with 200 participating banks and addresses the lack of access to trade finance of developing countries. It provides loans and guarantees to commercial bank partners to support trade by providing reliable access to trade finance, provision of liquidity and reducing risks to importers and exporters. From January 2008 to October 2010, the TFP supported US\$4.3 billion in trade and 1,517 separate transactions. In 2010, the TFP supported US\$2.8 billion in trade and 783 transactions, of which 270 were by small and medium-sized enterprise (SMEs). Of these transactions, 440 support intra-regional trade and 386 support trade between developing countries members. Approximately 50 per cent of the TFP's portfolio supports intra-regional trade. CS Ref. no. 8.

193. The second region-wide case story by the **Asian Development Bank** (AsDB) addresses the AsDB's Technical Assistance to Build Trade Policy Capacity. Its objective is to strengthen the technical and analytical skills of officials from Asia-Pacific developing countries to design, negotiate and implement effective trade agreements. Training consists of four components: information and transparency; capacity building; research; and advocacy. Although over 600 officials have been trained, the case story recognises the challenge in measuring the actual impact of the technical-assistance interventions given that the quantification and attribution of the direct impact of training courses on performance of trade officials is difficult to monitor and measure. CS Ref. no. 11.

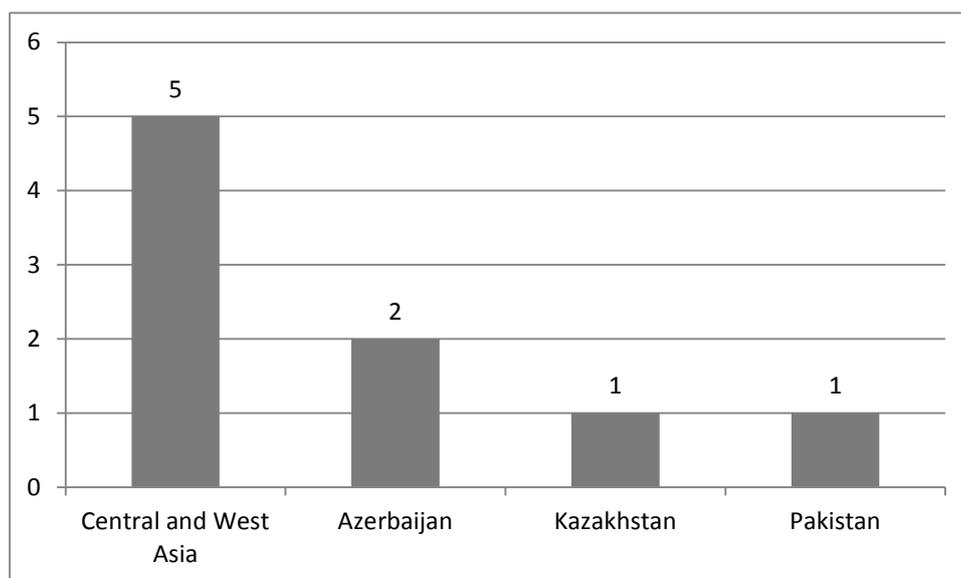
⁴¹ Repeated in the section on global programmes.

194. The **United Nations Industrial Development Organization (UNIDO)** submitted a case story on its project in Sri Lanka and Pakistan on How Laboratory Business and Exports can grow Hand in Hand – Easing trade through trusted local Conformity Assessment. The Norway-funded project seeks to support testing laboratories attain international accreditation. The accreditation of the laboratories in Sri Lanka and Pakistan led to an increase in testing services, higher revenues for the laboratories and higher number of potential exporters through reducing costs and time for testing. In Sri Lanka, between 2002 and 2008, there was a 79 per cent increase in customers using the laboratories with 325 new customers satisfying global requirements. The quantity of exports to the European Union increased from 13,532 metric tonnes in 2002 to 20,594 metric tonnes in 2008. In Pakistan, the services provided to exporters increased by 185 per cent from 2002 to 2008 and fishery exports to the European Union increased from 84,693 metric tonnes in 2002 to 135,000 metric tonnes in 2008.⁴² CS Ref. no. 115.

B. CENTRAL AND WEST ASIA⁴³

195. A total of nine case stories were submitted about Central and West Asia. Two-thirds of the case story submissions were made by donors. Among partner countries, Azerbaijan, Kazakhstan and Pakistan replied.

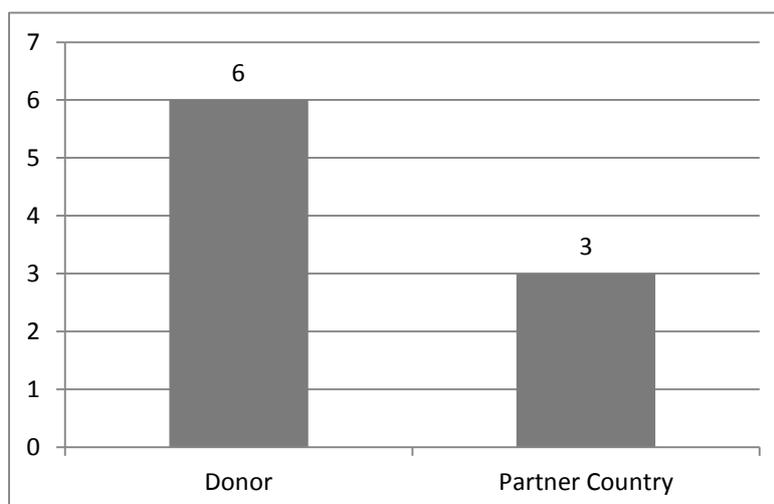
Chart 21: Case Stories about Central And West Asia by Country



⁴² Repeated in sections about Central and West Asia and South Asia. This case story is counted as Asia-Pacific wide only for the purpose of Chart 19.

⁴³ Central and West Asia: Afghanistan, Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyz Republic, Pakistan, Tajikistan, Turkmenistan, and Uzbekistan.

Chart 22: Case Stories about Central And West Asia by Category of Respondent



196. The **Asian Development Bank (AsDB)** submitted a case story on the "Almaty-Bishkek Regional Road Rehabilitation Project" in Kyrgyz Republic and Kazakhstan. The project aims to improve the efficiency of the Almaty-Bishkek Road through structural rehabilitation, improvement of customs facilities and technical assistance to implement the Cross Border Agreement. The project contributed to improved physical connectivity, which is vital to trade-led growth in the region, through forging a key transport link between the two commercial centres. The project resulted in increased exports of 38 per cent annually from 2002-2007, increased traffic volumes of 25 per cent and an increase in exports from Kyrgyz Republic to Kazakhstan by 165 per cent. CS Ref. no. 10.

197. **Azerbaijan's** case story addressed the need to increase awareness of exporters on the opportunities available to them under the European Union Generalized System of Preferences (GSP) scheme. Through training activities and workshops, the project led to 2,154 certificates of origin being issued on goods exported within the first quarter of 2010, including 233 for products included in European Union's GSP scheme. CS Ref. no. 12.

198. The **European Bank for Reconstruction and Development (EBRD)** submitted a case story on the "EBRD Business Advisory Services Programme" which provides technical assistance to help micro and small- and medium-sized enterprises (MSMEs) build knowledge and capacity in the areas of market performance and branding, management effectiveness, cost reduction, quality management and environmental management. Since 2008, 20 per cent of the 995 companies benefiting from the programme reported improvement in exports. CS Ref. no. 38.

199. The **European Bank for Reconstruction and Development (EBRD)** presented the results of the survey of the banks participating in the EBRD Trade Facilitation Programme (TFP). The TFP provides credit facilities to banks in partner countries to facilitate access to finance for import/export, especially for small and medium-sized enterprises (SMEs). The results of the survey showed that the TFP had been an effective facilitator of trade in the region with its main impact being felt through technical assistance and training of staff of partner banks, enabling partner banks to develop specialized trade finance programmes and allowing them to leverage additional funds on the EBRD investment. By 2008, the TFP was active in 18 countries, an increase from six countries in 1999; the number of participating banks increased from ten to 56; confirming banks increased from 18 to 119 and business volume increased from €51 million to €900 million. CS Ref. no. 39.

200. **Germany** submitted a case story on three-party South-South cooperation which illustrated how expertise from Senegal had been used to implement a single window system in Central Asian

countries. This system led to a reduction in the number of forms for export in some countries by 60 per cent, and between 2008 and 2011 the Kyrgyz Republic improved its rating in the World Bank's Doing Business by 25 places in the Foreign Trade category, becoming one of the top ten reforming countries. The case story illustrates that for landlocked countries, improvements in trade logistics performance depends on parallel trade facilitation measures in neighbouring countries. Based on the success of the project, the Central Asian Regional Economic Cooperation (CAREC) is considering the concept of a regional network of single windows in Central Asia. El Salvador and Afghanistan have also expressed an interest in benefiting from the expertise gained in Senegal and in the Central Asian region. CS Ref. no. 186.

201. One of two case stories by the **Islamic Development Bank** (IsDB) dealt with the "Silk Road Project" in Azerbaijan which sought to provide a direct land transport service by rehabilitating and reconstructing the Silk Road section of the Transport Corridor Europe-Caucasus-Asia Programme (TRACECA). Improving the regional transportation infrastructure aimed to facilitating movement of people and goods. CS Ref. no. 74.

202. A second case story was submitted by the **Islamic Development Bank's** (IsDB) International Islamic Trade Finance Corporation (ITFC) and addressed the Aid-for-Trade Roadmap for the United Nations Special Programme for the Economies of Central Asia (SPECA). The case story discusses support for the development of a regional Aid-for-Trade strategy for SPECA. CS Ref. no. 192.

203. The **Republic of Kazakhstan** submitted a case story on the implementation of the Aid-for-Trade Initiative "Road Map for the SPECA countries". The case story focused on how the development of an Aid-for-Trade roadmap could assist the regional integration initiatives of the countries through improving competitiveness and diversification. CS Ref. no. 206.

204. A case story received from **Pakistan** described the design and implementation of the "Community Empowerment through Livestock Development and Credit Project" (CELDAC) which focused on the value added of the Public-Private Partnership model in the development of the dairy sector in Pakistan. The project linked the private sector to a community development programme, ensuring integration of the local community in the dairy value chain. This resulted in improved employment and income of rural women in the dairy sector and enhanced linkages to markets for farmers. CS Ref. no. 158.

205. The **United Nations Industrial Development Organization** (UNIDO) submitted a case story on its project in Sri Lanka and Pakistan on How Laboratory Business and Exports can grow Hand in Hand – Easing trade through trusted local Conformity Assessment. The Norway-funded project seeks to support testing laboratories attain international accreditation. The accreditation of the laboratories in Sri Lanka and Pakistan led to an increase in testing services, higher revenues for the laboratories and higher number of potential exporters through reducing costs and time for testing. In Sri Lanka, between 2002 and 2008, there was a 79 per cent increase in customers using the laboratories with 325 new customers satisfying global requirements. The quantity of exports to the European Union increased from 13,532 metric tonnes in 2002 to 20,594 metric tonnes in 2008. In Pakistan, the services provided to exporters increased by 185 per cent from 2002 to 2008 and fishery exports to the European Union increased from 84,693 metric tonnes in 2002 to 135,000 metric tonnes in 2008.⁴⁴ CS Ref. no. 115.

⁴⁴ Repeated in sections about Asia-Pacific and South Asia. This case story is counted as Asia-Pacific wide only for the purpose of Chart 19.

C. EAST ASIA⁴⁵

206. A total of three case stories were submitted about East Asia, two of which were on Mongolia.

Chart 23: Case Stories about East Asia by Country

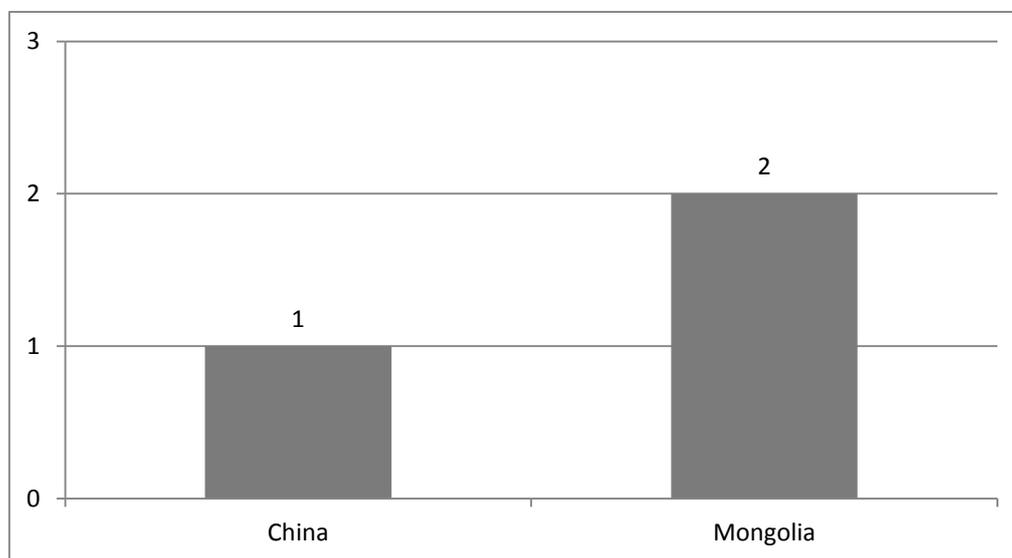
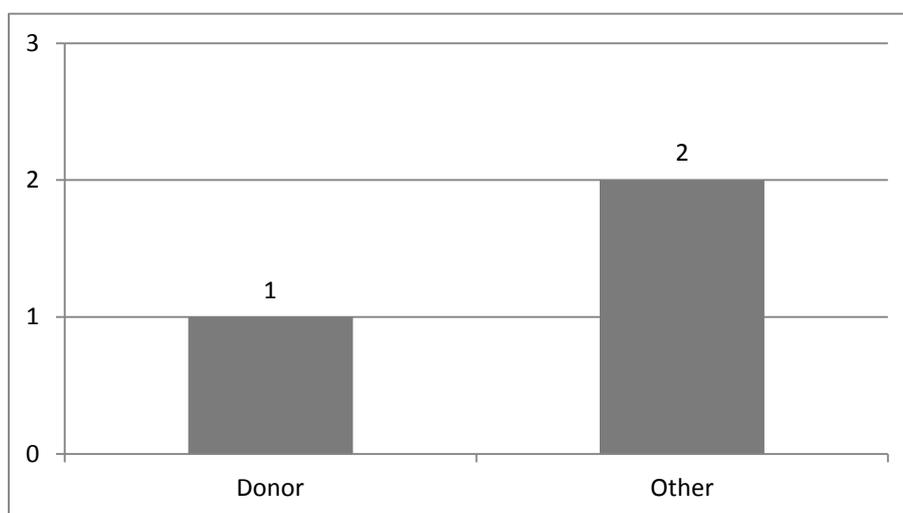


Chart 24: Case Stories about East Asia by Category of Respondent



207. The **Asian Development Bank** (AsDB) submitted a case story on "Mongolia Customs Modernization Project" which sought to address out-dated data processing systems, inadequate customs procedures, and poor governance. The focus was on increasing and facilitating trade flows, enhancing duty and tax revenue collection, lowering the incidence of corruption, reducing trade barriers, improving the investment environment, and providing an ICT platform. The project resulted in an increase and upgrading of supply-side capacity in hard and soft infrastructure, modernization of customs procedures and implementation of an ICT platform allowing 100 per cent online submissions

⁴⁵ East Asia: China; Hong Kong, China; Japan; Korea; Korea DPR; Mongolia; and Chinese Taipei.

for export and import clearance. There was a dramatic decrease in import clearance time from 3 hours 6 minutes to 23 minutes, in export clearance from 2 hours 20 minutes to 13 minutes and a reduction in administrative offices by 3 per cent. CS Ref. no. 260.

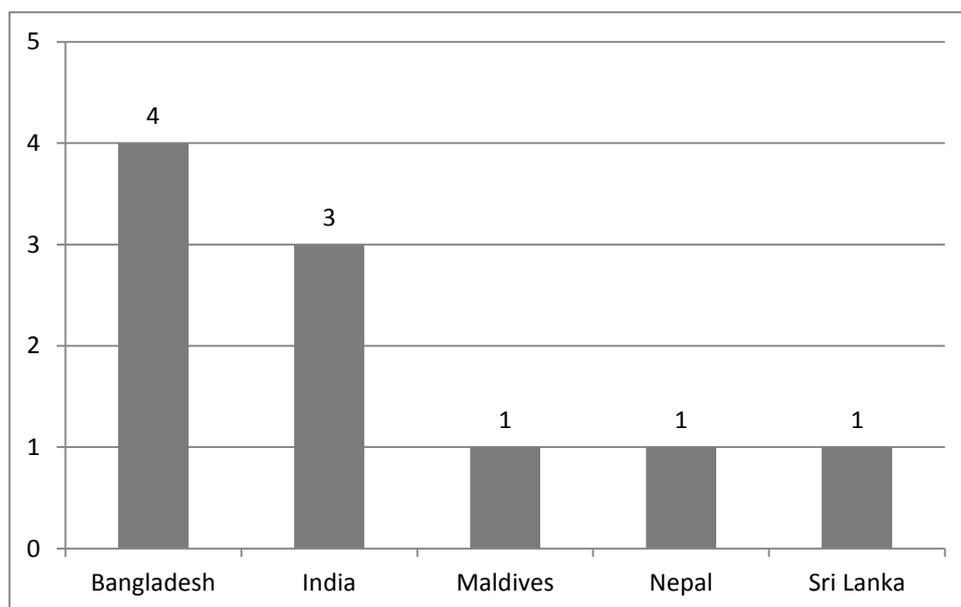
208. Trade facilitation was also the subject of a case story by the Chamber of Commerce and Industry of **Mongolia** on How to Facilitate Trade Facilitation. The case story profiled the efforts of the private sector to identify, promote and lobby for the development of more business-friendly trade facilitation procedures. CS Ref. no. 6.

209. The **Shanghai Institute of Foreign Trade** presented a case story on China-Canada Small Farmers in Global Markets. The project aimed to assist small farmers adapt to new market conditions and focuses on relieving infrastructure constraints, supporting trade reforms and promoting exports and mobilizing the private sector. By the end of 2007, 20,000 farmers were trained, there was better understanding and greater conformity with the WTO SPS Agreement, an increase in the development of local agricultural product supply chains, and increased farmers' income and promotion of exportation by first time exporting farmers. CS Ref. no. 89.

D. SOUTH ASIA⁴⁶

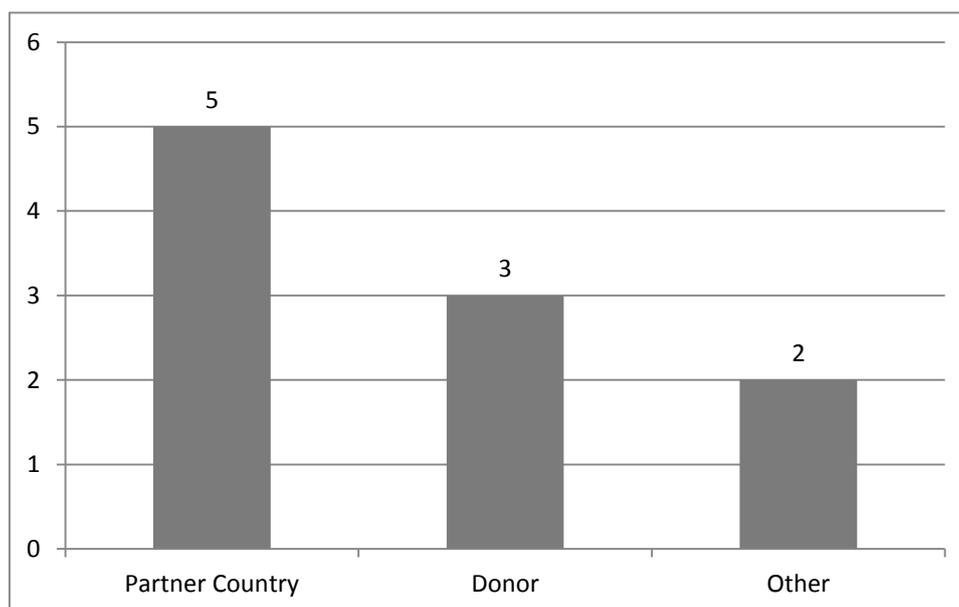
210. A total of ten case stories were submitted about South Asia, with half of the submissions coming from partner countries. Bangladesh was responsible for three of the five partner country submissions.

Chart 25: Case Stories about South Asia by Country



⁴⁶ South Asia: Bangladesh, Bhutan, India, Maldives, Nepal, and Sri Lanka.

Chart 26: Case Stories about South Asia by Category of Respondent



211. A case story submitted by **Bangladesh** discussed support offered through the Bangladesh Trade Support Programme (BTSP) to support the readymade garment sector to transition the end of the Multi-Fibre Agreement. The Programme, supported by the European Union, assisted Bangladesh pursue a trade and economic reform agenda consistent with WTO agreements and to create an enabling economic environment. Strengthening human resources and the institutional capacity of government agencies and private sector to introduce reforms and remove technical barriers to trade was a primary aim of the Programme. The Programme delivered training and twinning programmes for 600 persons, the establishment of a Bangladesh Foreign Trade Institute website, translation of laws into Bangla, completion of studies on various issues including on bilateral FTAs and value chains, and the development of anti-dumping software. CS Ref. no. 202.

212. The need to diversify away from the readymade garment sector was the subject of a further case story by **Bangladesh**. The case story describes the implementation of the Quality Support Export Diversification Programme funded by the European Union, which aimed to increase awareness of exporters, especially small and medium-sized enterprises (SMEs), on opportunities for diversification away from dependence on Readymade Garments. It included increasing awareness on standards and conformity assessments for export markets in line with the WTO SPS and TBT Agreements, assistance with packing requirements, use of the value chain approach to develop sector strategies for diversification and export market knowledge on the horticulture sector. The programme resulted in training, the formation of a Packaging Working Group, the identification of five priority sectors, and development of sector strategy papers. CS Ref. no. 208.

213. **Bangladesh** also submitted a case story on the project to develop Bangladesh's readymade garment sector. The project aimed to promote exports through product and market diversification, improve competitiveness and promote private-public partnerships. It sought to develop knowledge and skill transfer, strengthen facilities for testing and quality control and create facilities for developing fabrics and fashion design. CS Ref. no. 216.

214. A case story from the **Maldives** addressed assistance offered by the Integrated Framework (IF) to improve business support services by automating the system used by the Government to register business entities. The aim of the project was to reduce the transaction costs of doing business.

It was a component of the Government's aim to provide 24/7 business support services by 2012. CS Ref. no. 240.

215. **Nepal's** case story on "EIF and Trade Mainstreaming in Nepal" focused on how trade mainstreaming had led to increased national coordination, including with the private sector and with external donors. The role of the Enhanced Integrated Framework (EIF) in supporting this mainstreaming was emphasized as was the importance of inter- and intra-agency cooperation. Better mainstreaming led to greater ownership, the prioritization of areas for export focus and the identification of potential export markets. CS Ref. no. 269.

216. **Sweden** submitted a case story on Quality Infrastructure Development in Sri Lanka, a project aimed at aligning the regulatory and quality infrastructure in Sri Lanka with WTO and European Union requirements. Thanks to close collaboration with the Swedish International Development Cooperation Agency (Sida), the Sri Lanka Accreditation Board for Conformity Assessment (SLAB) gained international recognition for its accreditation schemes, and accreditation processes of a number of local laboratories were improved. This assisted the Government in reviewing its National Quality Policy. CS Ref. no. 91.

217. The **United Nations Conference on Trade and Development (UNCTAD)**, submitted a case story on the project "Strategies and Preparedness for Trade and Globalization in India". This joint UNCTAD and United Kingdom's DFID project sought to enhance the understanding and participation of negotiators in bilateral and multilateral trade negotiations, including supporting submissions to the WTO Doha Development Agenda negotiations. It also sought to strengthen stakeholders' understanding of trade and globalization through supporting institutional dialogue and stakeholder inputs to trade policy. The project helped to build productive capacity and increase competitiveness in the areas of intellectual property, agriculture, services, fisheries and manufacturing. Outcomes and impacts included increased intellectual property registration, market knowledge and training. CS Ref. no. 53.

218. A further case story by the **United Nations Conference on Trade and Development (UNCTAD)** examined the Gender Sensitisation of Trade Policy in India, one part of the larger the project "Strategies and Preparedness for Trade and Globalization in India" (CS Ref. no.53). The project sought to promote gender sensitive trade policy by identifying gender sensitive export-oriented sectors, and estimating the impact of trade on gender. CS Ref. no. 56.

219. The **United Nations Industrial Development Organization (UNIDO)** submitted a case story on its project in Sri Lanka and Pakistan on How Laboratory Business and Exports can grow Hand in Hand – Easing trade through trusted local Conformity Assessment. The Norway-funded project seeks to support testing laboratories attain international accreditation. The accreditation of the laboratories in Sri Lanka and Pakistan led to an increase in testing services, higher revenues for the laboratories and higher number of potential exporters through reducing costs and time for testing. In Sri Lanka, between 2002 and 2008, there was a 79 per cent increase in customers using the laboratories with 325 new customers satisfying global requirements. The quantity of exports to the European Union increased from 13,532 metric tonnes in 2002 to 20,594 metric tonnes in 2008. In Pakistan, the services provided to exporters increased by 185 per cent from 2002 to 2008 and fishery exports to the European Union increased from 84,693 metric tonnes in 2002 to 135,000 metric tonnes in 2008.⁴⁷ CS Ref. no. 115.

220. The gender dimension of Aid for Trade was also addressed by the **TeleConsult Group**. The case story analysed the gender dimension of Aid for Trade on women's economic empowerment

⁴⁷ Repeated in sections about Asia-Pacific wide and Central and West Asia. This case story is counted as Asia-wide only for the purpose of Chart 19.

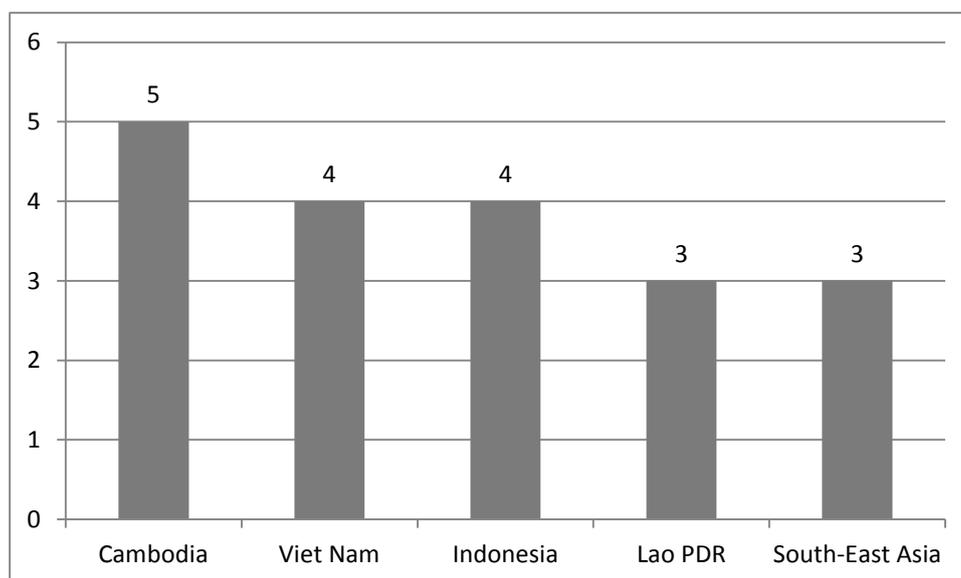
through technology, capacity building and access to information through the story of village phone women in Bangladesh. The case story illustrated the impact which the provision of mobile technology had on increasing market connectivity and income for the 20,000 women associated with the programme. CS Ref. no. 64.

221. **Consultant, Ms Benita Sharma**, submitted a case story on Special Export Zones and its Impact on Women Workers in the Garment Manufacturing Industry in Andhra Pradesh, India. The case story focused on the need to mainstream gender in policies establishing special export zones. The development of gender indicators to measure gaps and achievements is seen as important in ensuring that trade policies are more gender sensitive. CS Ref. no. 58.

E. SOUTH-EAST ASIA⁴⁸

222. A total of 19 case stories were submitted about South-East Asia. Most submissions were made by donors or South-South partners (68 per cent). Indonesia submitted three of the four case stories received from partner countries - and was the subject of two other case stories.

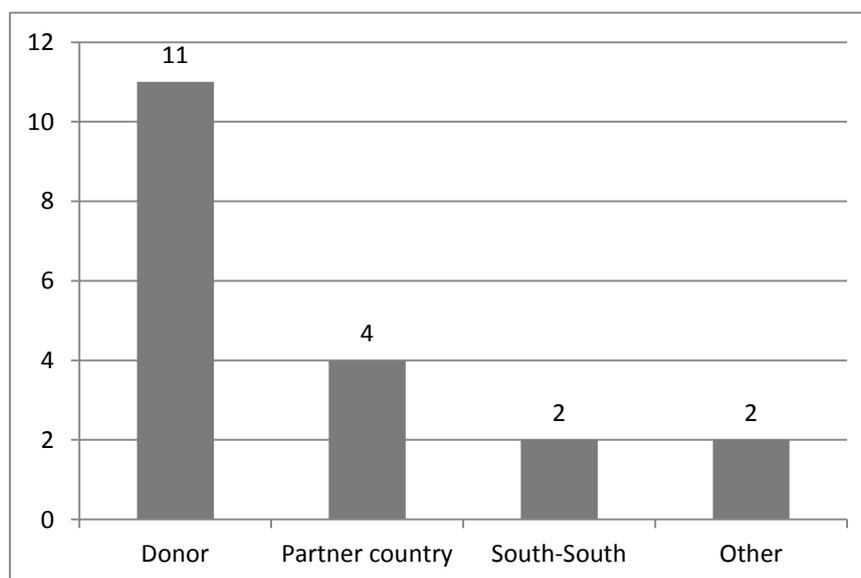
Chart 27: Case Stories about South-East Asia by Country or Region⁴⁹



⁴⁸ South-East Asia: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam.

⁴⁹ Totals in Chart 3 and Chart 27 differ. Figures in Chart 27 refer to where a country is the main subject of a case story. Figures in Chart 3 refer to country citations in the case stories. Hence, while Viet Nam was the direct subject of four case stories, it is cited in an additional four case stories.

Chart 28: Case Stories about South-East Asia by Category of Respondent



223. The **Asian Development Bank** (AsDB) submitted a case story on its Greater Mekong Subregion (GMS) East West Corridor Project in Viet Nam, Lao PDR and Thailand. The project aims to increase economic cooperation and facilitation of trade among the three countries by improving transport infrastructure in the East-West Corridor and by lowering non-physical barriers to movements of goods and people. This is a flagship initiative of the GMS Economic Cooperation Programme that aims at promoting development through closer economic linkages. Benefits from the road projects include increases in the average number of vehicles crossing, shorter travel time and growth in the average value of traded goods passing through the project roads. CS Ref. no. 9.

224. **Australia (AUSAid)** submitted a case story on the development of the cocoa supply chain in Indonesia. The Smallholder Agri-business Development Initiative (SADI) aimed to address the high fragmentation of the supply chain, the lack of access to crop storage facilities and the lack of price predictability in the cocoa sector. The project facilitated links between buyers and smallholder cocoa farmers through establishing buying centres. This linking of famers and buyers led to an increase in productivity and market information leading to a 6 per cent increase in cocoa production in one of the two districts the project focused on. Indonesia experienced an 8 per cent average annual growth rate in volume of cocoa beans exported and reduced shell and waste during the time of the project. It was, however, deemed difficult to attribute these results solely to the improved value chain linkages. CS Ref. no. 152.

225. The **Belgian Investment Company for Developing Countries** described the implementation of the expansion project of a private company in Viet Nam. The Grand-Place chocolate company in Viet Nam received assistance to build a new plant, diversify and expand its product range for export, and implement quality standards. The objective was to diversify production, integrate cocoa into the value chain, reduce importation of raw materials and increase exports. It resulted in the marketing of the first Belgian chocolate manufactured entirely in Viet Nam, increased exports, employment opportunities including for women, and a first example of vertical integration of the cocoa sector in Viet Nam. CS Ref. no. 217.

226. **China** submitted a case story on its assistance to Lao PDR in supporting the preparation of an Overall Plan for Comprehensive Development of the Northern Area in Laos. The plan resulted in the production of seven development documents in the areas of: industrial development; agriculture and

forestry; industry and handcraft; infrastructure; and trade, investment and foreign economic cooperation. These provided a basis for seeking international aid and attracting domestic and foreign investment. [CS Ref. no. 109.](#)

227. A case story by the **European Union** discusses the "Multilateral Trade Assistance Project III" in Viet Nam. The project aimed to support Viet Nam's trade and economic integration strategy by strengthening the ability to implement WTO commitments, conduct negotiations, ensure fair competition and consumer protection in domestic markets and improve facilitation in trade in services. The project was deemed a success given its strong alignment with Viet Nam's strategies and plans, strong ownership, built-in flexibility, broad stakeholder participation including the private sector, increased FDI and the stability and predictability of the legal and economic environment. The project has been significant in supporting Viet Nam in its vision to fully integrate into the global trading and economic system. [CS Ref. no. 195.](#)

228. The **German Development Cooperation** (GIZ) submitted a case story on value chain promotion in the rattan furniture sub-sector in Indonesia. The case story showcased a component of the Local and Regional Economic Development (RED) programme and its impact on the rattan furniture cluster. Activities focused on overcoming existing bottlenecks and increasing competitiveness of small and medium-sized enterprises (SMEs) in an industry which was negatively impacted by the global economic crisis. The programme registered positive outcomes, such as offering by companies of new and improved products, signing of private-public partnerships and new services being established in the sector. [CS Ref. no. 185.](#)

229. **Indonesia** submitted a case story on the Third Country Training Programme on Artificial Insemination on Dairy Cattle, which was a South-South cooperation programme offered by Indonesia to Cambodia, Lao PDR, Viet Nam, Philippines, Malaysia, Thailand, Timor Leste, Bangladesh, India, Sri Lanka, Mongolia, Fiji, Papua New Guinea, Kenya, Sudan, Zimbabwe, Afghanistan, Myanmar and Yemen in co-operation with Japan/JICA. It aimed to improve skills in techniques of artificial insemination and management of cattle, assist in setting up and improvement of artificial insemination programmes in developing countries; update current knowledge, increase farmers' incomes and provide a knowledge-sharing forum. By December 2010, 5,984 participants were trained. The project contributed to enhancing the coherence between countries on these issues. [CS Ref. no. 70.](#)

230. **Indonesia** also submitted a case story about the Indonesia Enterprise and Agricultural Development Activity (SENADA), which was a project conducted by USAID to support greater competitiveness of Indonesian light manufacturing industries. The overall objective was to reinvigorate Indonesia's business climate, attract investment and generate economic and employment opportunities. Although a number of positive results were achieved, such as a 9.8 per cent increase in exports of home accessories and increase in number of formalized businesses created, there were concerns raised regarding the duration and limited flexibility of the project. [CS Ref. no. 71.](#)

231. A further case story submitted by **Indonesia** deals with the European Union-funded Trade Support Programme-1 which aimed to upgrade the technical aspects of the bilateral European Union-Indonesia import/export process and facilitate greater integration into the multilateral trading system. The project resulted in training in WTO information, technical assistance in the area of standards and certification and assistance to improve access to the European Union market for Indonesian companies dealing in frozen fish and shrimp by improving the food safety controls. It led to reduced trade barriers, improved trade flows to the European Union and improved market access for fisheries exports to the European Union. [CS Ref. no. 72.](#)

232. **Japan** submitted a case story on the development study on the Institutional Strengthening of Investment Promotion in Cambodia. The project sought to formulate a master plan for the institutional strengthening of investment promotion aimed at enhancing FDI, data collection and

dissemination; and the transfer of knowledge and skills in investment promotion. The result was the preparation of a number of Action Plans and an increase in actual investments. CS Ref. no. 78.

233. **Japan** also submitted a case story on the Truck Movement without Transshipment along the East-West Corridor. The project focused on promoting cross-border transport to increase regional trade and improvement of the investment environment. It supported greater regional integration through greater intra-regional transportation. Experience of the East-West Corridor will also help Mozambique's in its Nacala Corridor initiative linking it to Malawi and Zambia. Case story (CS) Ref. no. 163.

234. **Korea** submitted a case story on "The Project for Capacity Building in Trade in Goods and Services for Cambodia". Assistance provided included joint research on key trade-related topics, training and capacity building and the provision of equipment. CS Ref. no. 79.

235. **Lao PDR's** case story described the Trade Development Facility and the National Integrated Framework Governance Structure which aim to assist in WTO accession and regional and global economic integration. The Trade Development Facility was designed based on the main constraints identified in the Diagnostic Trade Integration Study (DTIS) and Action Matrix and resulted in the establishment of an Aid for Trade Executive Committee to provide advice, coordination and approval for implementation of trade-related projects. CS Ref. no. 155.

236. The **Swiss State Secretariat for Economic Affairs (SECO)** presented a case story on the promotion of the use of Intellectual Property (IP) in Viet Nam. The case story examined how the provision of technical assistance to Viet Nam offered potential for further cooperation with Lao PDR, an LDC. The triangular cooperation broadened the impact of the assistance and showcased the role of effective IP in enhancing the business climate and attracting investment. In Viet Nam, the number of registered Geographical Indications increased and registered trademarks doubled to 100,000 between 2001-2005. The lessons from Viet Nam were shared with Lao PDR. CS Ref. no. 96.

237. The **United States** submitted a case story on how USAID supported Viet Nam's legal and governance transformation through the Support for Trade Acceleration Project (STAR). The project was premised on helping Viet Nam to effectively implement its US-Viet Nam Bilateral Trade Agreement and complete its accession process to the WTO. It helped Viet Nam to transform to a market-driven, rules-based economy and underscored the importance of trade agreements as instruments to transform a country's legal and governance system. The project provided assistance to Viet Nam to revise or develop over 100 laws, increased the level of exports to the United States from US\$1.1 billion in 2001 to US\$8.6 billion in 2006, and increased the level of imports from the United States from US\$460 million to US\$1.1 billion. CS Ref. no. 232.

238. The **World Bank** provided a case story on the Government-Private Sector Forum in Cambodia, which was established to provide a communication channel between Cambodian business and government. The programme focused on sectors in which Cambodia had market potential and, as 70 per cent of the owners in these sectors were women, the programme provided specific benefits to women entrepreneurs by helping them expand their businesses and increase exports. CS Ref. no. 125.

239. The **World Bank** submitted a case story about the Better Factories Programme in Cambodia, a partnership between the International Finance Corporation and the International Labour Office. The Better Factories Cambodia programme received substantial support from the international private sector through its linkages to international markets. It successfully illustrated the compatibility of adhering to international labour standards while increasing the competitive advantage of the garment industry in Cambodia. CS Ref. no. 126.

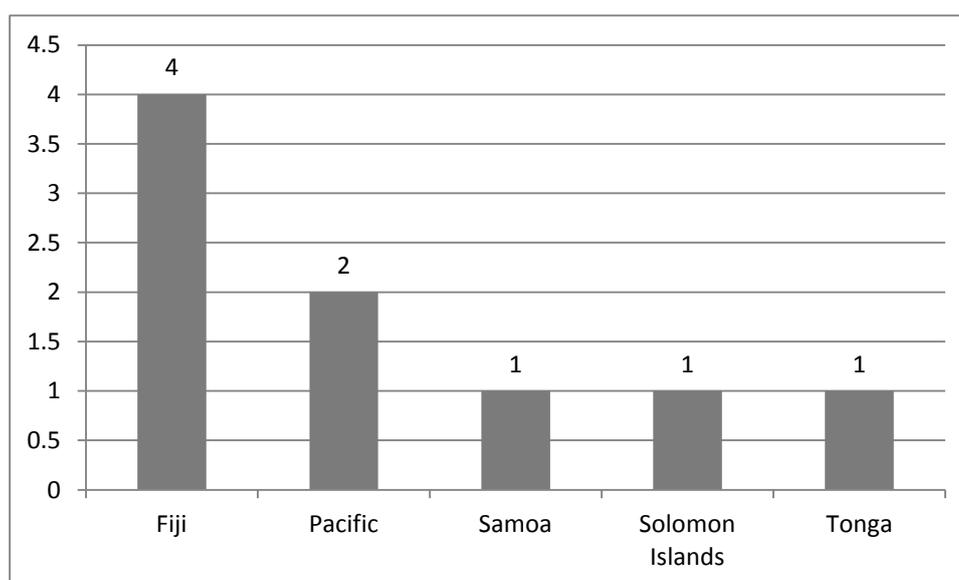
240. The **World Intellectual Property Organization (WIPO)** submitted a case story on the international success of Laotian Beer. The case story profiled the role that the registering of trademarks, and its link with quality management, had on production capacity and sales of Laotian beer. CS Ref. no. 172.

241. The **International Centre for Trade and Sustainable Development (ICTSD)** submitted a case story on the Cambodia Rice Export Policy. The submission provided an overview of multi-donor assistance to the rice sector which aimed at supporting trade diversification. Positive results have been achieved in terms of market access opportunities, the export process, greater efforts to align national and regional development strategies and the further integration of Cambodian rice into regional value chains. The case story illustrated the importance of country ownership and leadership in identifying binding constraints, leading on trilateral partnerships (donor, public and private sector) and harnessing regional integration through developing economies of scale in the supply value chain. CS Ref. no. 139.

F. PACIFIC⁵⁰

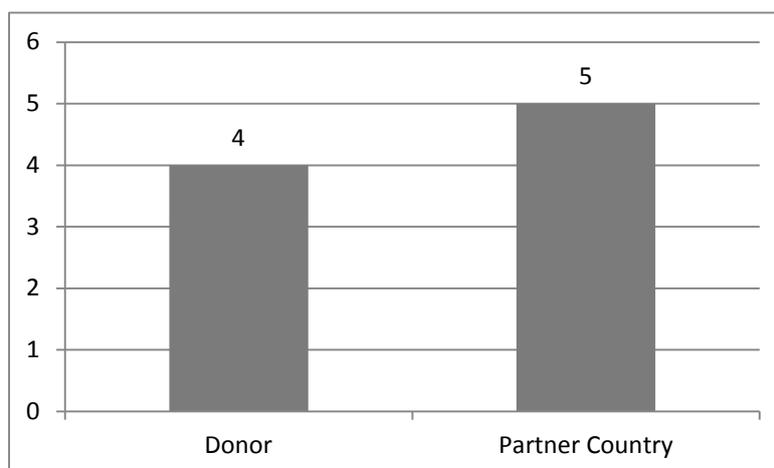
242. A total of nine case stories were submitted about the Pacific. Tonga submitted three case stories and was the subject of another case story submitted by the Asian Development Bank. Submissions by Australia and New Zealand focused on region-wide training programmes.

Chart 29: Case Stories about the Pacific by Country



⁵⁰ Pacific: Cook Islands, Fiji, Kiribati, Marshall Islands, Nauru, Palau, Papua New Guinea, Samoa, Solomon Islands, Timor-Leste, Tonga, Tuvalu, and Vanuatu.

Chart 30: Case Stories about the Pacific by Category of Respondent



243. The **Asian Development Bank** (AsDB) presented its Fiji Ports Development Project as a case story. This project focused on wharf improvements and aimed to: support trade, investment and private sector development; enhance competitiveness; achieve a stable macroeconomic environment through the rehabilitation of ports; and sustain improvement in port productivity. The life of the main wharf at Suva was extended and capacity increased by the physical improvements to King's Wharf. The improved load-bearing capacity allowed for more productive cargo-handling equipment and led to a more rapid turnaround of ships in port, reduced congestion, and lowered freight rates and shipping surcharges. Productivity improved from 5.23 containers per vessel hour in 2008 to eight containers per hour. However, rigorous measurement of productivity gains was impeded by lack of baseline data for key performance indicators. CS Ref. no. 29.

244. **Australia** submitted a case story on the Australia Pacific Technical College (ATPC), a Pacific-wide project to increase the supply of skilled Pacific workers to meet industry needs and provide employment opportunities in five industry sectors: automotive, manufacturing; construction and electrical; tourism and hospitality; and community services. The Project contributed to regional integration, trade in services and labour mobility, and has fulfilled a niche role by providing training not previously available in the region. As of February 2011, 1,386 students were enrolled and 2,424 had graduated. The programme will exceed its target of 3,000 graduates by June 2011. This is seen as a successful regional approach to education and training services. CS Ref. no. 176.

245. **Fiji** presented a case story on the establishment of Fiji's Competent Authority for fishery exports. The project, funded by the European Union in collaboration with the ACP, aimed to address the sanitary and quality issues for Fiji's fish and fishery products after the imposition of an export ban by the European Union. The project covered the inspection and control of seafood exports to the European Union and resulted in a positive evaluation of Fiji's readiness to be placed on the European Union approved list of fish exporters. CS Ref. no. 196.

246. **Fiji** also submitted a case story on its sugar industry and addressed the impact of the decision to suspend financial and technical assistance as a result of political developments in Fiji. The case story elaborates on the negative impact on the industry and livelihoods of this decision and addresses the impact of the required adjustment to the European Union's sugar regime. It illustrates the actions taken by the Government to support the sugar industry including provision of investment for cane development and technical support received from the private sector. CS Ref. no. 243.

247. Another case story from **Fiji** describes Fiji's Trade Policy Framework which was developed with assistance from the European Union under EDF-9. The completion of the project is expected to

provide a comprehensive policy and regulatory guideline on Fiji's trade and economic development policy, aligned to the overall national strategy. The project will help define Fiji's national trade policy in the goods and services sectors, support private sector development and export-led growth, facilitate mainstreaming of international trade into national policy making, and facilitate Fiji's participation in negotiations. [CS Ref. no. 244](#).

248. **New Zealand** submitted a case story on its Recognised Seasonal Employer (RSE) Worker Pilot Training Programme, "Vakameasina-Learning for Pacific Growth". The project provides training for Pacific workers to develop English literacy, numeracy and financial literacy skills and aims to increase opportunities and choices for Pacific RSE workers. The case story argues the view that labour mobility can contribute to achieving sustainable economic development and can be a potential catalyst for increased trade in goods and services. [CS Ref. no. 86](#).

249. The **Solomon Islands** submitted a case story on the AusAid-funded Cocoa Livelihood Rehabilitation Project (CLIP) which aims at increasing productive capacity of cocoa through training, distributing cocoa equipment and tools, and provision of logistical assistance to remote farms. The project resulted in record figures of cocoa export volumes of 5,481 metric tonnes in 2010 - an increase over the 400 metric tonnes annual export volume average of 2003-2009. However, the case story raises questions about the sustainability of these increases. [CS Ref. no. 90](#).

250. **Tonga's** case story compared two agricultural sector technical assistance programmes in the area of standards, specifically on quarantine issues. The two programmes, the Regional Management of Fruit Fly Programme (RMFFP) and the European Union-funded STABEX programme, supported Tonga's stronger agricultural earnings but with varying levels of success. The importance of aligning projects with national priorities and the need to address project-related implementation challenges are highlighted as key conclusions. [CS Ref. no. 99](#).

251. A case story from the not-for-profit organization **Women in Business Development Incorporated** (WIBDI) in Samoa examined how developing relationships between families in Samoa and international private sector organizations, through global private sector partnerships, can facilitate links to global markets for Samoan organic produce. Partnerships with Body Shop International led to an increase in exports of virgin coconut oil from 2 tonnes to 10 tonnes, leading to a premium price. A partnership with C1 espresso in the development of a sustainable Pacific Coffee Industry assisted farmers in production and export of Fair Trade coffee beans. [CS Ref. no. 257](#).

VII. CENTRAL AND EASTERN EUROPE⁵¹

252. A total of three case stories were submitted about Central and Eastern Europe. Two of the cases story submissions were made by donors.

⁵¹ Central and Eastern Europe: Albania, Belarus, Bosnia & Herzegovina, Croatia, Former Yugoslav Republic of Macedonia (FYROM), Moldova, Montenegro, Russian Federation, Serbia, Turkey, and Ukraine.

Chart 31: Case Stories about Central and Eastern Europe by Country

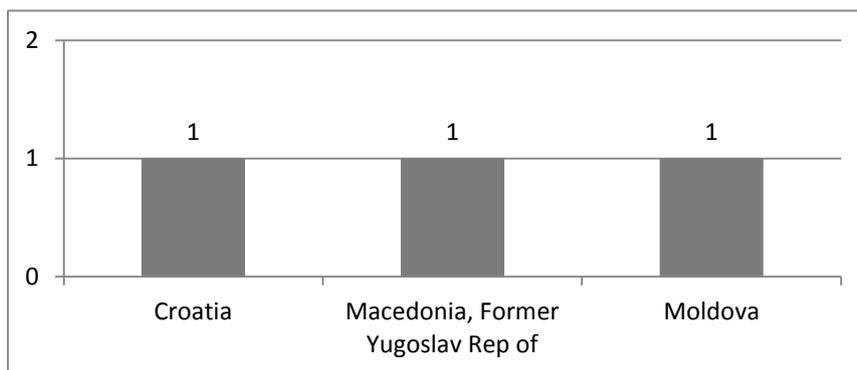
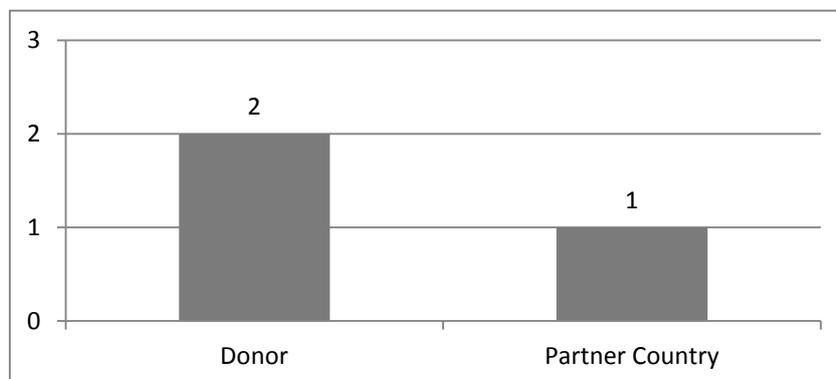


Chart 32: Case Stories about Central and Eastern Europe by Category of Respondent



253. **Croatia** submitted a case story on the construction of the Rijeka-Zagreb Motorway connecting the Croatian capital, Zagreb, with Rijeka, the largest Croatian port, within the framework of a wider road network reconstruction in the country. The motorway is important for economic development as it links Central and Western Europe and will become part of the future Adriatic-Ionic Motorway. CS Ref. no. 228.

254. The Economic Chamber of Commerce and the Ministry of Industry and Trade of the **Czech Republic** submitted a case story on the project "Concrete Instruments Supporting the SME Sector" in the Republic of Moldova. Professional assistance and training was provided by Czech experts to Moldovan partners on policy formulation for small and medium-sized enterprises (SMEs). The project was well-received by the Moldovan authorities who showed interest in establishing further contacts with Czech business entrepreneurs and experts to share their experience with cluster development. CS Ref. no. 35.

255. The **World Customs Organization** (WCO) submitted a case story on the implementation of WCO Single Window solution in the Former Yugoslav Republic of Macedonia. The case story illustrates how technical assistance in the area of data harmonization can be an important element of Aid-for-Trade delivery, by bringing the example of implementation in the Former Yugoslav Republic of Macedonia. The adoption of the Single Window system in the Former Yugoslav Republic of Macedonia led to a general reduction in costs and time for cross-border procedures. CS Ref. no. 189.

VIII. LATIN AMERICAN AND THE CARIBBEAN

256. A total of 67 Aid-for-Trade case stories were submitted about the Latin American and Caribbean region. Most of the case stories submitted were from the Caribbean and Central America. Nearly 60 per cent of cases stories were submitted by partner countries and regional organizations.

Chart 33: Latin American and Caribbean Case Stories by Sub-region

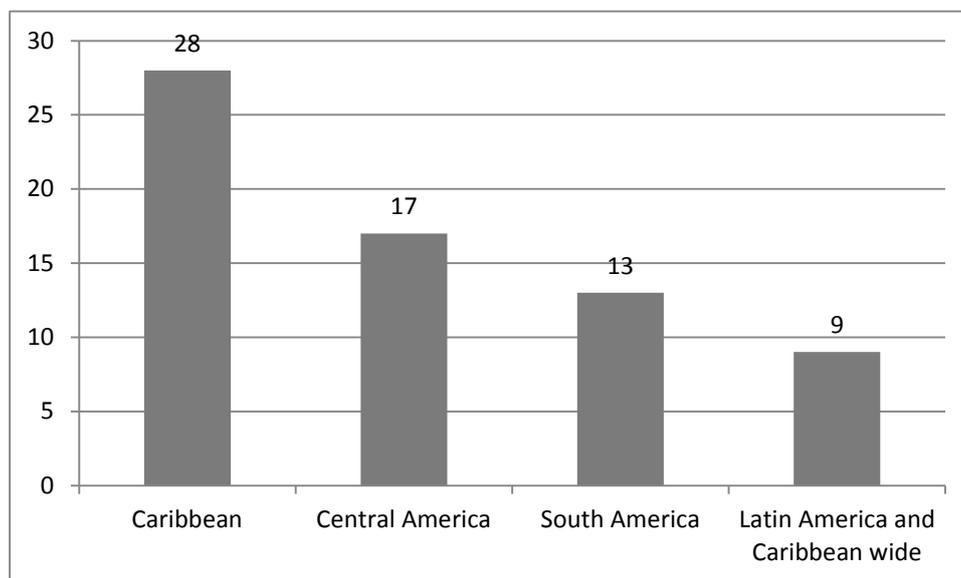
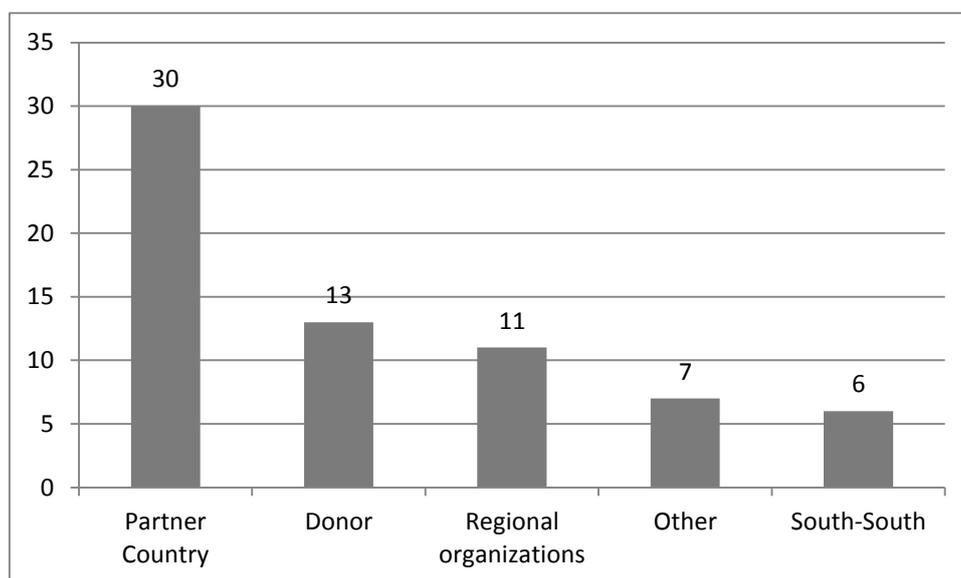


Chart 34: Latin American and Caribbean Case Stories by Category of Respondent



A. LATIN AMERICAN AND CARIBBEAN-WIDE CASE STORIES

257. The **Inter-American Development Bank (IaDB)** submitted a case story on its Trade Finance Reactivation Programme (TFRP), an initiative based on previous work undertaken by the European Bank for Reconstruction and Development (EBRD), to ensure that credit lines remained open in the wake of the 2008 global economic crisis. By the end of 2010, the TFRP had approved more than US\$1.2 billion in credit lines and had issued guarantees worth more than US\$800 million in support

of more than 1,000 individual international trade transactions totalling over US\$1.1 billion. The IaDB built up a network of 72 issuing banks in 19 Latin American and Caribbean (LAC) countries. The programme has since been expanded to include 53 countries with 240 banks belonging to 88 different banking groups. About 10 per cent of the trade guarantees issued by the TFRP support intra-regional trade. IaDB intends to combine financing with training, technical assistance and enhanced networks in the next steps of the project so as to increase capacity, expertise and access to new markets in the Latin American and Caribbean region. CS Ref. no. 117.

258. The **Inter-American Development Bank** (IaDB) submitted a case story on the Mesoamerica Project (MP) which aims to assist Belize, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama and the Dominican Republic with regional integration. The MP aims to foster the development, financing and implementation of regional infrastructure and social development projects. It also aims to reduce transport and trade costs by providing financial and knowledge resources as well as funding for infrastructure. Since 2001, the IaDB has been the main source of funding for the region's further integration, allocating US\$1.5 billion in investment loans for areas such as energy, transportation, natural disaster prevention and relief, environment, trade facilitation, telecommunication services and health. The MP seeks to enhance the region's position in the global marketplace including making investments in road transport systems that by 2015 are to cut average freight travel time from eight down to 2.25 days. Customs procedures are to be accelerated and harmonized and border-crossing times reduced from 60 to eight minutes. Also targeted are improvements to the power grid structure as well as enhancing telecommunication services.⁵² CS Ref. no. 120.

259. The **Inter-American Development Bank** (IaDB) submitted a case story on activities to strengthen the capacity of Latin American and Caribbean (LAC) countries to better understand the issues related to rules of origin and integrate them in the design and implementation of trade policies. These activities focussed on human and institutional capacity building and resulted in training activities for negotiators, awareness raising, data collection and computerization of the certification process with more than 11,000 digital certification of origins issued in Colombia alone. The overall success of the programme will depend on the ability of maintaining a meaningful public-private partnership and the mobilization of resources to establish permanent training programmes for government officials and negotiators. CS Ref. no. 213.

260. The **Organization of American States** (OAS) described the activities carried out under the CIDA-funded Trade Capacity Building Programme for the Implementation and Administration of Trade Agreements. The programme is training 500 government officials in trade policy and is helping to strengthen institutions responsible for trade policy design and management in Latin American and Caribbean countries. Officials from Canada, Chile, Costa Rica, Mexico and the United States have exchanged experiences and lessons learned and have realized the benefits of using horizontal cooperation in institutional capacity building projects. CS Ref. no. 168.

261. **Spain** submitted a case story on a distance learning course and on a workshop on negotiations concerning international investment agreements for Latin American and Caribbean countries. The case story describes the format and the objectives of the UNCTAD-implemented training programme and the results of an evaluation questionnaire completed by participants. CS Ref. no. 203.

262. The **United States** submitted a case story on the Dominican Republic-Central America-United States Free Trade Agreement (CAFTA-DR) Sanitary and Phytosanitary Trade Capacity Building programme funded by USAID and implemented by the US Department of Agriculture. The programme provides technical assistance to the public and private sector in

⁵² Repeated in sections about Central America and the Caribbean. This case story has been counted as Latin-America-Caribbean wide for the purpose of Chart 33.

Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica and the Dominican Republic to expand agricultural trade through compliance with the United States and international standards. The case story emphasizes the importance of trade capacity building to ensure an integrated SPS regulatory framework for the region and within the framework of the CAFTA-DR. The programme implementation has resulted in the training of 4,300 people both in the public and private sector, the involvement of over 1,000 firms, and has generated export revenues to the value of US\$100 million since 2006, with positive impacts on employment creation. The adoption of harmonized regulations, together with the enhancement of testing facilities, certification procedures and institutional support has proved its effects in expanding trade from the region and creating a more level playing field.⁵³ CS Ref. no. 223.

263. The **Inter-American Institute for Cooperation on Agriculture (IICA)** submitted a series of case stories addressing SPS and food safety issues. The first case story discusses the Initiative for the Americas on Sanitary and Phytosanitary Measures. The aim of the project was to help officials learn more about SPS measures and to strengthen national institutional frameworks responsible for SPS at the international level. More than 230 officials from 32 participating countries attended SPS Committee meetings at the WTO in Geneva so that they could participate in the negotiation and approval of international standards, directives and recommendations and more actively defend their interests. Funded by the US Department of Agriculture, the project enabled national specialists to increase their technical capacities and improve inter-institutional cooperation at the national level. One of the lessons learned was that for some countries in the Caribbean region a regional approach and strategy to enhancing SPS-related institutions could help achieve more results. CS Ref. no. 251.

264. Another submission by the **Inter-American Institute for Cooperation on Agriculture (IICA)** focused on sustainable institutional capacity building in the countries of the Americas to consolidate active participation in the SPS Committee and move forward with the implementation of the WTO/SPS Agreement. Twenty-eight of the 34 IICA member countries participated in this project, which focused on preparing national agendas for SPS measures and then implementing four regional sub-projects in the Andean, Caribbean, Central American and South American regions. Institutional priorities were identified which helped provide a guide as to what kind of technical assistance should be provided at the national and/or regional level. Main problems identified related to the development of institutional capabilities in the area of SPS and training on risk assessment of microbiological and chemical hazards in food. The project resulted in numerous training activities at the national and regional level and in the production of operation manuals for national Codex and SPS committees. CS Ref. no. 252.

265. The **Inter-American Institute for Cooperation on Agriculture (IICA)** also submitted a case story on strengthening the national agricultural health and food safety (AHFS) services through the application of the IICA's Performance, Vision and Strategy (PVS) tool. The case story reports on the development of the PVS tool with the cooperation of the World Organisation for Animal Health (OIE) and the Pan American Health Organization (PAHO) and its utilization in various Latin American and Caribbean countries. It was seen that the use of the PVS tool can be crucial in raising awareness of SPS measures. CS Ref. no. 253.

⁵³ Repeated in sections about Central America and the Caribbean. This case story has been counted as Latin-America-Caribbean wide for the purpose of Chart 33.

B. CARIBBEAN⁵⁴

266. A total of 28 case stories were submitted about the Caribbean - 83 per cent being submitted by partner countries or regional organizations. Among donors, only one case story submission was made by the European Union. The Caribbean Community made most submissions (4) followed by Jamaica and the Organization of American States, both of which submitted three case stories.

Chart 35: Caribbean Case Stories by Country or Region

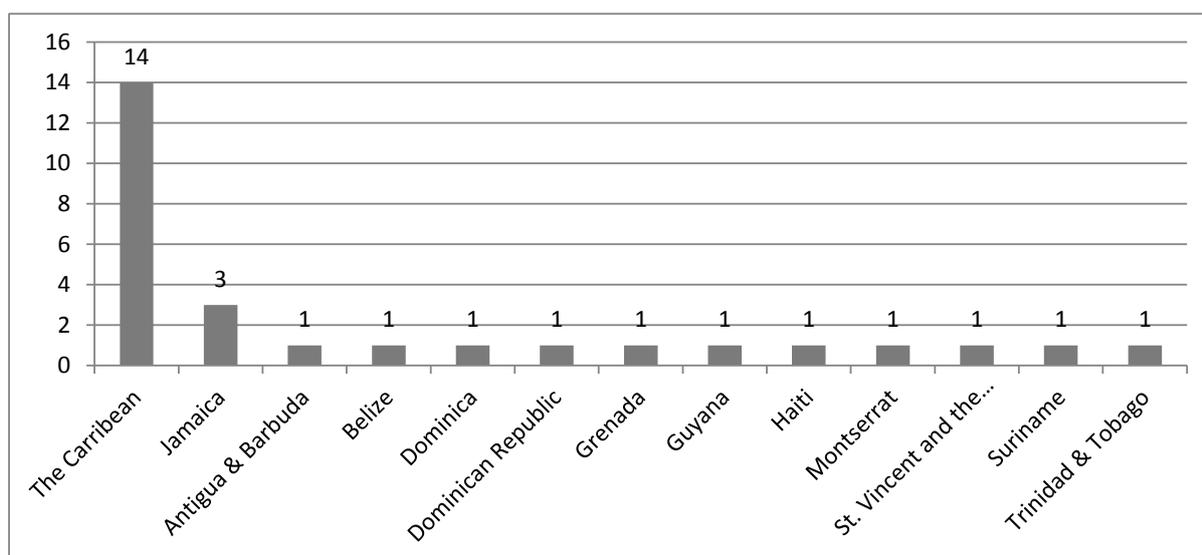
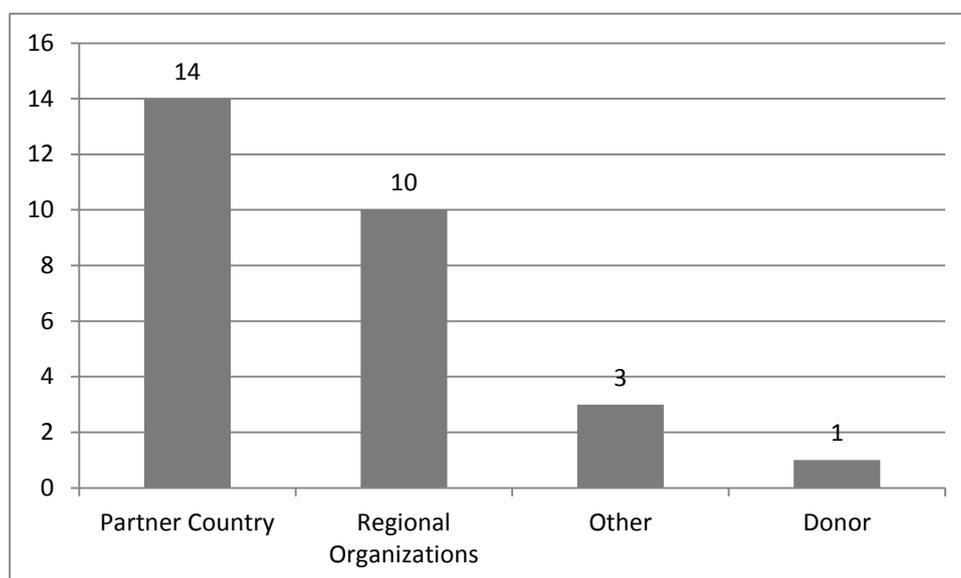


Chart 36: Caribbean Case Stories by Category of Respondent



267. The Ministry of Trade, Industry and Commerce of **Antigua and Barbuda** submitted a case story on the European Union-funded Caribbean Rum Programme which aims at revitalizing the Rum

⁵⁴ Caribbean: Anguilla, Antigua & Barbuda, Aruba, Bahamas, Barbados, Belize, Cuba, Dominica, Dominican Republic, Grenada, Guadeloupe, Guyana, Haiti, Jamaica, Martinique, Montserrat, Puerto Rico, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago.

industry in the Caribbean. The case story focuses on the support given to Antigua Distillery Ltd., a manufacturing company in Antigua and Barbuda, which was concerned by the challenges posed by the European Union/United States agreement for the removal of duties on white spirits. The programme was implemented by the West Indies Rum & Spirits Producers' Association Inc. (WIRSPA). Its support allowed Antigua Distillers Ltd. to undergo plant modernization, training, marketing and promotion, and to launch its products in the United Kingdom market and elsewhere. CS Ref. no. 200.

268. **Belize** presented a case story on developing an Aid-for-Trade strategy. Several donors are involved in this ongoing project, including the Inter-American Development Bank (IaDB), the United Kingdom's DFID, the Organization of American States (OAS) and the CARICOM Aid-for-Trade Fund. The strategy developed by Belize focuses on using trade as a tool for global integration. Meeting international SPS standards is a major objective for Belize with the private sector, the media and civil society all actively taking part. Some of the results achieved include stronger public-private-civil society relationships and more visibility for the country's Trade Ministry. Efforts are underway to monitor aid flows and to better assess and measure the impact of Aid for Trade. CS Ref. no. 177.

269. The four case stories submitted by the **Caribbean Community** (CARICOM) Secretariat touch on different trade-related issues. The first case story describes the activities carried out under a joint European Development Fund and Commonwealth Secretariat project on Trade Policy Formulation, Negotiation and Implementation (Hub and Spokes). The aim of this Aid-for-Trade initiative was to promote the effective participation of ACP countries in international trade negotiations and to strengthen their capacity to formulate, negotiate and implement trade policies, especially as they relate to WTO Agreements or the European Union's Economic Partnership Agreements. The project has trained more than 2,800 officials in CARICOM and OECS states. Almost 50 per cent of those trained were women. CS Ref. no. 22.

270. The **Caribbean Community** (CARICOM) Secretariat highlighted the European Union-funded Caribbean Rum Sector Programme which helped Caribbean rum exporters adapt to the new trading environment after the lifting of quotas and the European Union-United States decision to open markets completely to trade in white spirits. A main focus of the programme was to help producers offer more higher-value, branded products by upgrading existing manufacturing plants as well as through better marketing and branding support activities. The programme resulted in the introduction in the European Union market of 18 new brands from the region. Locally, there was a 140 per cent increase in the number of tourists visiting rum production facilities since 2003. Furthermore, even though employment in the sector remained stable at 6,000 jobs, the number of women employed in rum production rose 20 per cent from 2003 levels. The programme also generated US\$140 million in tax receipts for governments, a 40 per cent increase over 2003. CS Ref. no. 23.

271. The **Caribbean Community** (CARICOM) Secretariat submitted another case story on the establishment of the Caribbean Agricultural Health and Food Safety Agency (CAHFSA) and a regional SPS Regime. Funded by the United States and the European Union, the programme aims to help countries strengthen and coordinate their agricultural health and safety systems. The main aim of the programme was to train officials to learn more about SPS standards thus creating increased opportunities for food shippers and distributors, food suppliers and companies catering to tourists in the hotel and tourism industry. CS Ref. no. 24.

272. The **Caribbean Community** (CARICOM) Secretariat described the functioning of the Regional Integration Trust Fund (CARTFund) in a case story. The CARTFund is a mechanism for delivering Aid-for-Trade support to CARICOM and CARIFORUM. This ongoing project worth US\$13 million is funded by the United Kingdom's DFID. Its aim is to help CARICOM's private

sector benefit from the Economic Partnership Agreement (EPA) which CARIFORUM signed with the European Union. The Caribbean Aid-for-Trade Trust Fund has so far approved 18 projects (five regional and 13 national) which have a direct relevance to improving trade opportunities and regional co-operation and integration. The projects are being implemented by government agencies, regional institutions and private sector entities in Antigua and Barbuda, Barbados, Belize, Dominica, Grenada, Guyana, Jamaica, and Trinidad and Tobago. CS Ref. no. 25.

273. **Dominica** submitted a case story on the implementation of ASYCUDA World. Funded by the European Union and the World Bank, this customs reform project focused on improving Dominica's trade facilitation and customs procedures and updating the ASYCUDA clearance system as well as strengthening the country's Customs and Excise Division. The aim of this project is to achieve faster clearance times for goods in customs, improved services for traders, higher customs revenues for the Government and an improved administrative system for managing risk. CS Ref. no. 230.

274. A case story submitted by the **Dominican Republic** deals with the installation of a digital telecommunications system designed to allow more mobile phone companies and consumers benefit from the country's telecommunications market. With special technical assistance provided by USAID, and as a follow-up to its free trade agreement with the United States (DR-CAFTA), the Dominican Republic faced the challenge of finding a company ready to invest large sums of money into a relatively small market. It also had to pass new legislation which would regulate providers of telecommunications services. The law was designed to meet several objectives, including enhanced competition which would lower costs and increase the value of services on offer. The Government also sought to achieve higher efficiency of telecommunications as a core service and to facilitate the entry of new telecommunication operators and providers in the national market. CS Ref. no. 231.

275. The **European Union** submitted a case story on the implementation of Phase II of the Caribbean Trade and Private Sector Development Programme (CTPSD) implemented by the Caribbean Export Development Agency. The case story illustrates the importance of channelling trade-related support via regional organizations to make use of regional economies of scale and generate greater coherence for development strategies. With funding from the European Union, the Caribbean Export Development Agency provided training and technical assistance for companies to increase their competitiveness, supported the creation of a CARIFORUM strategy for private sector trade and export development and designed direct assistance grant schemes that led to grants to 197 companies and business support organizations amounting to €2.6 million. CS Ref. no. 207.

276. **Grenada's** case story submission focused on improving the quality of fishery products for exports. With this European Union-funded project, Grenada was helped to become more competitive in its fish exports and to adapt to international standards for storing and transporting fish. Assistance focused on establishing quality assurance agencies, testing laboratories, technical institutes and processing companies as well as providing help to small-scale exporters of fishery products. The project encountered difficulties in the form of human capacity constraints and other external factors affecting fish availability. Grenada, however, was able to overcome these difficulties through training in the use of the Hazard Analysis Critical Control Point (HACCP) food safety methods. More than 275 fishermen, vendors, boat owners and market staff received training on this approach to ensure food safety compliance. CS Ref. no. 67.

277. **Guyana** submitted a case story on the launch of its National Competitiveness Strategy. One of the main objectives of the strategy was to strengthen public-private dialogue on competitiveness and to help improve the business environment for private investment and export development. The processing of imports and exports was identified as a major weakness by the private sector, especially as Guyana ranked 113th out of 181 countries in the 2009 World Bank's Doing Business Index. An action plan was developed which identified 83 points, 24 of which related to 'obtaining a licence'. Different sources of funding were provided from the Inter-American Development Bank (IaDB) and

from the United Kingdom's DFID. With DFID's assistance, further bolstered by the Caribbean Development Bank, a Single Window Automated Processing System for Trade Transactions was developed for exporters and importers. This important project has helped raise awareness amongst stakeholders that they need to do more to further boost the competitiveness of Guyana when trading across borders. It has also underlined the need for further assistance from donors to help Guyana improve its capacity to trade. CS Ref. no. 245.

278. **Haiti** showcased the introduction of the Automated System for Customs Data (ASYCUDA) customs clearance system through a project funded by the Inter-American Development Bank (IaDB). This project aimed to reduce clearance times for imports and exports, produce trade statistics in real time and harmonize customs procedures. The new system required Haiti to overhaul its customs code of 1987 and to align it with international customs regulations as well as WTO rules. Customs clearance times have been reduced from four days to two hours for some declarations. Customs officials now also have the ability to pre-clear perishable goods and to exercise control over risk management. More importantly, the ASYCUDA World system encouraged the standardization of customs procedures in as many as ten Haitian customs offices. CS Ref. no. 246.

279. The **Inter-American Development Bank** (IaDB) submitted a case story on the Mesoamerica Project (MP) which aims to assist Belize, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama and the Dominican Republic with regional integration. The MP aims to foster the development, financing and implementation of regional infrastructure and social development projects. It also aims to reduce transport and trade costs by providing financial and knowledge resources as well as funding for infrastructure. Since 2001, the IaDB has been the main source of funding for the region's further integration, allocating US\$1.5 billion in investment loans for areas such as energy, transportation, natural disaster prevention and relief, environment, trade facilitation, telecommunication services and health. The MP seeks to enhance the region's position in the global marketplace including making investments in road transport systems that by 2015 are to cut average freight travel time from eight down to 2.25 days. Customs procedures are to be accelerated and harmonized and border-crossing times reduced from 60 to eight minutes. Also targeted are improvements to the power grid structure as well as enhancing telecommunication services.⁵⁵ CS Ref. no. 120.

280. **Jamaica** submitted a case story on its National Export Strategy. This European Union-funded process was designed to help Jamaica develop a trade strategy which would stimulate exports through public-private partnerships. The strategy aimed to remove some of the impediments to competitiveness in the export sector but faced some problems such as insufficient financing, lack of ownership at the sectoral level and a lack of funding for certain priority projects. The strategy was refined to focus on specific industries such as food and beverages, coffee, education, entertainment services, information technologies, fashion, and minerals and mining rather than trying to address the entire export sector. More funding is required from international development partners to meet the key objectives of the strategy. CS Ref. no. 143.

281. **Jamaica** also submitted a case story on the competitiveness of the craft and agro-processing sub-sectors. This project was funded by the Inter-American Development Bank (IaDB) and aims to help the Jamaican Business Development Corporation assist small- and medium-sized enterprises (SMEs) become more competitive and sell more products abroad. SMEs in Jamaica account for 86 per cent of all businesses and employ 36 per cent of the work force. This project sought to improve product designs and resulted in the creation of three new products which were then marketed and showcased in local trade shows. A main challenge with this project was to convince owners of small businesses to engage in the formal sector. CS Ref. no. 181.

⁵⁵ Repeated in sections about Latin-America and Caribbean-wide and Central America. This case story has been counted as Latin-America-Caribbean wide for the purpose of Chart 33.

282. **Jamaica** presented a further case story on the Commonwealth Hub and Spokes Project for building the capacity of ACP countries in trade policy formulation, negotiations and implementation. A trade policy analyst was made available to help in training and the sensitization of stakeholders on trade policy issues. The analyst also assisted the Ministry of Foreign Affairs and Foreign Trade with negotiations between CARIFORUM and the European Union on the Economic Partnership Agreements and with the Canada/CARIFORUM Trade and Development Agreement. CS Ref. no. 182.

283. ASYCUDA World was the subject of a case story by **Montserrat**. Funded by the European Union, the project supported Montserrat, Anguilla and the Turks and Caicos Islands to migrate to the latest version of UNCTAD's ASYCUDA Automated System for Customs Data. The implementation of the programmes was not without problems, but the smoother and faster trade facilitation procedures offered by ASYCUDA World will benefit the governments and the business community in the long term. CS Ref. no. 5.

284. A total of three case stories were submitted by the **Organization of American States (OAS)**. The first described the Professional Masters Programme in International Trade Policy at the University of the West Indies in Barbados. This project, mainly funded by the Canadian International Development Agency, also included USAID and the European Union as partners. Its objectives focused on strengthening the institutional capacity of the University of the West Indies by delivering training essential for trade policymakers and negotiators. Graduating students (mainly women) have been hired by ministries, government agencies and regional organizations working on trade issues. Since the Masters Programme is also generating income, especially through its shorter training modules, the project is set to continue in the long term. CS Ref. no. 84.

285. A case story by the **Organization of American States (OAS)** addresses the need to strengthen the official sanitary system of agricultural goods for export markets in CARICOM member States. Chile provided funds through the OAS to contribute to strengthening the technical capabilities of officials responsible for the design and management of SPS systems in CARICOM countries. A workshop was held in St. Lucia and three study tours were organized in Chile. CARICOM officials received specialized training from the Chilean officials in this South-South cooperation activity to enhance regional capacity. CS Ref. no. 169.

286. The **Organization of American States (OAS)** submitted a case story on a Caribbean Intellectual Property (IP) Value Capture Export Strategy. The objective of the project was to increase the awareness of Caribbean producers, business leaders and managers of small and medium-sized enterprises (SMEs) in the IP value of their products and services. As many as eight Caribbean products were evaluated in Belize, Grenada, and Jamaica to test their potential and to demonstrate the results of IP Value Capture Strategies. Some of the products identified included Grenadian Nutmeg and West Indian Sea Island Cotton. The products were selected mainly for their potential impact on poverty alleviation and on women empowerment. The project was accompanied by a methodology to help Caribbean governments support their private sector to identify more IP value products for export. CS Ref. no. 170.

287. The **Organisation of Eastern Caribbean States (OECS)** submitted a case story on the implementation of the European Union-funded Hub and Spokes Project aimed at developing the capacity of ACP members and regional organizations to design and implement trade policies and to effectively participate in trade negotiations. The case story analyses the implementation of activities, results achieved, setbacks encountered, as well as good practices and lessons learnt. Lessons learnt include the importance of taking a flexible approach, having demand-driven design and obtaining stakeholders' engagement in the design and implementation of capacity-building programmes. CS Ref. no. 258.

288. The **Organisation of Eastern Caribbean States (OECS)** also provided a case story about a Canadian International Development Agency (CIDA) funded programme for institutional capacity building for trade policy. The case story looks at the activities undertaken by the Trade Policy Project (TPP) that led to the creation of a regional coordinating mechanism, a dedicated Trade Policy Unit and a technical mission in Geneva, the latter with funds from the Commonwealth Secretariat and the European Union. The implementation of the new institutional structure allowed the development of an OECS trade policy framework, enhanced participation in the WTO negotiations and improvements in the way the OECS countries meet their multilateral trade commitments. What contributed to the success and sustainability of the new institutional structure was the strong political endorsement and the ability to attract support from donors for trade policy related activities. CS Ref. no. 259.

289. **Trinidad and Tobago** submitted a case story on its Services Trade Mission to Guadeloupe and Martinique. Reimbursed in part by a European Union Development Fund for CARIFORUM, the €37,000 project focused on strengthening business ties and government relations in the services sector between Trinidad and Tobago and Guatemala and Martinique. CS Ref. no. 188.

290. Tourism was the subject of a case story by **St. Vincent and the Grenadines** on the country's Tourism Development Project (TDP). The TDP was developed to implement a clear policy targeting the development of productive capacities in the tourism sector and the expansion of trade in those services. The project addressed – and sought solutions – to constraints identified as being critical to the further development of St. Vincent and the Grenadine's tourism sector. It also aimed at attracting local investments as well as foreign direct investments in the accommodation sub-sector. Job opportunities have been created which are impacting on poverty reduction; the quality of the country's tourism product has been improved through the upgrading of tourist attractions and recreational sites; greater linkages between tourism and other economic sectors have been created; and a National Parks Authority and National Parks Management System have been established and operationalized. CS Ref. no. 264.

291. The case story submitted by **Suriname** on improving the trade facilitation environment illustrates how a project driven by the private sector to speed up trade facilitation by, *inter alia*, expanding physical infrastructure, modernizing cargo handling and storage, upgrading procedures and processes, and enhancing certification and legislation processes, has attracted investments to the amount of US\$612.7 million. Despite the positive impacts that have resulted from the improvements made thus far – i.e. time and cost reduction – it would be essential to establish a formal body for drafting, managing and coordinating trade facilitation policies if basic standards are to be met and full advantage taken of the investments made so far. High on the list of further achievements to be made include the acquisition of Automated System for Customs Data (ASYCUDA) World, becoming a member of the World Customs Organization (WCO), the establishment of an Electronic Single Window, and further investment in physical infrastructure to make Suriname's main port more accessible. CS Ref. no. 94.

292. The **United States** submitted a case story on the Dominican Republic-Central America-United States Free Trade Agreement (CAFTA-DR) Sanitary and Phytosanitary Trade Capacity Building programme funded by USAID and implemented by the US Department of Agriculture. The programme provides technical assistance to the public and private sector in Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica and the Dominican Republic to expand agricultural trade through compliance with the United States and international standards. The case story emphasizes the importance of trade capacity building to ensure an integrated SPS regulatory framework for the region and within the framework of the CAFTA-DR. The programme implementation has resulted in the training of 4,300 people both in the public and private sector, the involvement of over 1,000 firms, and has generated export revenues to the value of US\$100 million since 2006, with positive impacts on employment creation. The adoption of harmonized regulations, together with the enhancement of testing facilities, certification procedures and institutional support

has proved its effects in expanding trade from the region and creating a more level playing field.⁵⁶ CS Ref. no. 223.

293. A case story by the **Caribbean Export Development Agency** focuses on enhancing competitiveness and promoting trade and export development for CARIFORUM. Funds from a variety of donors including the European Union, the United Kingdom's DFID, Canadian International Development Agency (CIDA), German Technical Co-operation (GTZ) and the World Bank helped to realize activities in the area of tourism services, the speciality food sector and an export marketing training programme for small- and medium-sized enterprises (SMEs). CS Ref. no. 20.

294. A joint submission by the **European Centre for Development Policy Management** (ECDPM) and the Technical Centre for Agriculture and Rural Co-operation (CTA) aims at analysing and learning from the experience of the Integrated Development Programme for the ACP Caribbean Rum Sector. The objective of this European Union-funded programme was to help rum exporters in the West Indies become more competitive by creating high quality/high-value brands supported by international marketing campaigns. Twenty companies received assistance for modernization and investment and many reported cost and operation savings of between 15 and 20 per cent because of improved management and/or production techniques. The programme featured a cost-sharing grant scheme which allowed the programme to use the European Union's €46.6 million contribution and raise it to more than €150 million with additional private sector financing and non-reported associated private investment. CS Ref. no. 2.

295. The **European Centre for Developing Policy Management** carried out an analysis of the lessons learnt from the Sugar Protocol Adjustment Measures Programme in the Caribbean. The European Union funded this programme to help private sector sugar producers in ACP countries adjust to changes in the European sugar import regime. The main aim of the programme is to have the private sector take the lead in enhancing the competitiveness of the sugar and sugar cane sectors and to promote the economic diversification of sugar. This proved problematic and it was deemed necessary to continue supporting market-led, private-sector based trade with more public funding. It was also seen as important to support any market-led production efforts with more emphasis on addressing existing human resource constraints, the limited physical infrastructure and the shortcomings of sales and marketing techniques to promote existing or new sugar products. An overall outcome was the realization that considerable support must be provided to strengthening agricultural producer organizations. CS Ref. no. 31.

296. The **International Centre for Trade and Sustainable Development** (ICTSD) submitted a case story on the Caribbean Aid for Trade and Regional Integration Trust Fund (CARTFund). The £5 million fund is financed by the United Kingdom's DFID and is to assist CARIFORUM countries boost their economic growth and reduce poverty through increased trade and regional integration. A key aspect of the United Kingdom's Regional Development Strategy is to help the Caribbean signatories benefit from the Economic Partnership Agreements (EPAs) they signed in 2008 with the European Union. As many as 18 of 26 projects had been implemented by March 2011. Projects focused on the creation of national EPA implementation units, establishing a regional unit housed in the CARICOM Secretariat, and the creation of services coalitions and tourism-related projects by both regional and national authorities. CS Ref. no. 153.

⁵⁶ Repeated in sections about Latin-America-Caribbean wide and Central America. This case story has been counted as Latin-America-Caribbean wide for the purpose of Chart 33.

C. CENTRAL AMERICA⁵⁷

297. A total of 17 case stories were submitted about Central America. Most case stories were submitted by partner countries (7), donors (5) and South-South partners (4). Chinese Taipei submitted two case stories on its South-South cooperation with Honduras and Guatemala.

Chart 37: Central American Case Stories by Country or Region⁵⁸

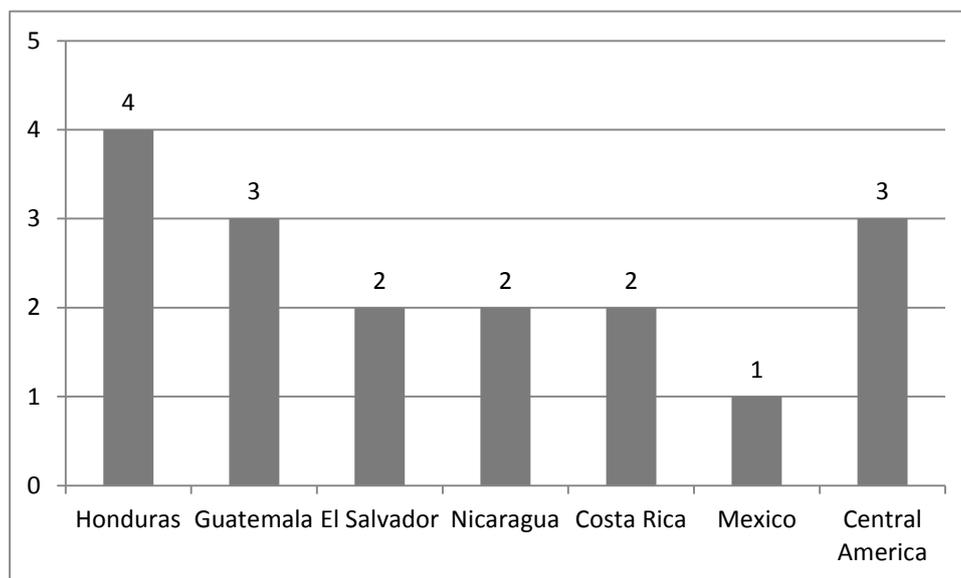
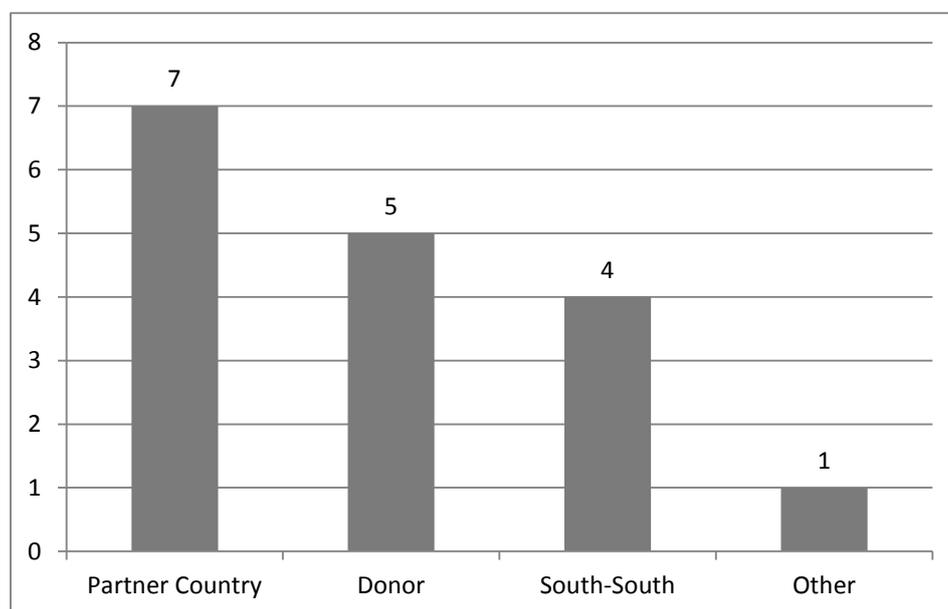


Chart 38: Central American Case Stories by Category of Respondent



⁵⁷ Central America: Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, and Panama.

⁵⁸ Totals in Chart 3 and Chart 37 differ. Figures in Chart 37 refer to where a country is the main subject of a case story. Figures in Chart 3 refer to country citations in the case stories. Hence, while El Salvador and Nicaragua were the subjects of two case stories, both are cited in an additional six case stories.

298. **Argentina** provided technical assistance to fishermen in Nicaragua to improve their sustainable fishing techniques. Fishermen were trained in the use of SPS measures and in the use of fish production techniques with the aim that Nicaragua would improve its overall competitiveness in fish production and export. CS Ref. no. 199.

299. **Chile** presented a programme to strengthen the commercial and institutional management of EXPORTA in El Salvador. This programme was funded by the Inter-American Development Bank (IaDB) and consisted of providing El Salvador with training in export promotion. Activities focused on developing needs assessments, identifying best practices for the implementation of export strategies and analysing market information. El Salvadoran officials were provided with training in the Chilean export offices for Central America located in Costa Rica and were offered internships in Chile. Results included strengthening El Salvador's capacity to promote exports with officials gaining a better understanding of what an "export culture" represents for their country. Inroads were also made to finding coordinated approaches between El Salvador's private sector and its public institutions involved in economic development. Moreover, an export promotion and sales office was established at the El Salvadoran Embassy in Washington D.C. CS Ref. no. 124.

300. **Chinese Taipei** submitted a case story about the implementation of an Oriental Vegetable Project in Honduras. The project introduced Honduran farmers to several varieties of oriental vegetables and ensured that measures were taken to ensure a higher yield of these vegetables. In 2009, exports of these vegetables generated foreign exchange earnings for Honduras of US\$28.6 million. CS Ref. no. 68.

301. **Chinese Taipei** also presented a case story about cooperation with the Guatemalan Ministry of Agriculture, Livestock and Food (MAGA) to establish and operate a demonstration farm for the production of papaya. The case story details the development of the papaya export project, the installation of the demonstration farm and the training activities for Guatemalan small-scale farmers. The project has resulted in positive production process changes, greater employment, more awareness of international standards and an increase of export to the United States and Canada. Exports in 2010 reached a total of 56,622 cartons of papaya worth US\$202,604. CS Ref. no. 133.

302. **Costa Rica** describes combining a process of gradual trade liberalization and reform with a sustained policy of attracting foreign direct investment. A key objective for Costa Rica has been to have its business sector benefit from more targeted FDI in order to secure more participation in Global Value Chains. Costa Rica's strategy to boost FDI is based on further improving economic infrastructure, simplifying bureaucratic regulations and increasing investment in research and development activities. Results achieved so far have been fruitful and Costa Rica enjoys a steady stream of new investment. Costa Rican officials saw the need to back domestic reform in regulations with an outward trade liberalization effort and to forge ahead with multilateral and bilateral trade agreements. The Inter-American Development Bank (IaDB) assisted Costa Rica with its efforts to develop capabilities among small- and medium-sized businesses to become domestic suppliers to high technology multinational firms. The result is that Costa Rican business is present in five major global value chains: electronics; medical devices; automotive; aeronautic/aerospace; and film/broadcasting devices. CS Ref. no. 156.

303. A second case story by **Costa Rica** identifies trade opening as a key element of the development agenda. This contribution is based on Costa Rica's experience since the early 1980s of using trade liberalization as a principle focus for its development strategy. The country combined multilateral (WTO) and preferential trade agreements with gradual trade liberalization to create a robust export platform that has been able to reduce the country's poverty levels by more than a third. With funding from the Inter-American Development Bank (IaDB) and technical assistance from the WTO, the Costa Rican Ministry of Foreign Trade (COMEX) has been able to train its negotiators in

services, market access and agricultural negotiations as well as on rules of origin, customs procedures, trade defence measures and intellectual property rights. CS Ref. no. 157.

304. **El Salvador** presented its experience with the United States Millennium Challenge Corporation-funded programme FOMILENIO (Fondos del Milenio para la Zona Norte), a five-year programme to reduce poverty and promote economic growth through an integrated strategy that addresses issues of social and human development, productive capacity building and infrastructure creation. The majority of the US\$461 million allocated for the programme has been invested in the construction of the Carretera Longitudinal del Norte that is expected to improve the links between cities and rural communities. Further to activities in the agricultural and livestock sector and the improvement of network infrastructures and social services, important results have been registered in employment creation, the adoption of technology and the mobilization of investments. CS Ref. no. 233.

305. **Guatemala** submitted a case story on the Entrepreneurial Development of Cooperative Federations in Guatemala. This project was funded by Canada and focused on providing technical assistance and expertise to two producer organizations to increase exports of cardamom from Guatemala. From having no cardamom exports in 2002, Guatemala exported 40 tons worth of the product in 2006 and 400 tons in 2009. Family incomes for the producers involved have increased between 24 and 35 per cent, with significant benefits going to the many women involved in every aspect of the production cycle. Guatemala is now a major cardamom exporter with values of exports increasing from US\$93 million in 2002 to more than US\$304 million in 2009. A key finding of the project showed the important roles played by both venture capital and close mentoring in building productive capacity. Another was the involvement of women in the decision-making process. The latter was seen as being an important contributory factor to the long-term sustainability of the project. CS Ref. no. 118.

306. **Honduras's** case story presents the launch and implementation of its National Competitiveness Programme "Honduras Compite" that aims at improving business productivity and international competitiveness. The case story illustrates Honduras's efforts to translate the success of its textiles and apparel industry to other sectors of the economy. With the joint support of the World Bank and the Inter-American Development Bank (IaDB), Honduras was able to develop a national competitiveness strategy to develop a more robust export capacity, improve the climate for business and support Honduras's effective participation in the negotiations of the United States Dominican Republic-Central America Free Trade Agreement (CAFTA-DR). CS Ref no. 247.

307. The **Inter-American Development Bank** (IaDB) submitted a case story on the Mesoamerica Project (MP) which aims to assist Belize, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama and the Dominican Republic with regional integration. The MP aims to foster the development, financing and implementation of regional infrastructure and social development projects. It also aims to reduce transport and trade costs by providing financial and knowledge resources as well as funding for infrastructure. Since 2001, the IaDB has been the main source of funding for the region's further integration, allocating US\$1.5 billion in investment loans for areas such as energy, transportation, natural disaster prevention and relief, environment, trade facilitation, telecommunication services and health. The MP seeks to enhance the region's position in the global marketplace including making investments in road transport systems that by 2015 are to cut average freight travel time from eight down to 2.25 days. Customs procedures are to be accelerated and harmonized and border-crossing times reduced from 60 to eight minutes. Also targeted are

improvements to the power grid structure as well as enhancing telecommunication services.⁵⁹
CS Ref. no. 120.

308. **The Inter-American Investment Corporation**, a partner of the Inter-American Development Bank (IaDB), submitted a case story on FINPYME ExportPlus, an initiative which seeks to assist small- and medium-sized enterprises (SMEs) improve their access to export markets and to ensure better compliance with international standards. A pilot programme in Guatemala focused on increasing the competitiveness and the export market diversification opportunities of SMEs – mainly those in the agribusiness sector - through a focus on certification procedures and operational and management processes. Preliminary monitoring and evaluation surveys show that more than 85 per cent of the operators of SMEs put into practice the knowledge they gained. This resulted in a 50 per cent increase in export capacity. The project has been extended to other countries in Central America and the Caribbean including, El Salvador, Costa Rica, Nicaragua, Dominican Republic, Haiti, Bahamas, Guyana, and Suriname. CS Ref. no. 121.

309. **The Inter-American Development Bank** (IaDB) submitted a case story on the international transit of goods through the El Amatillo border crossing between El Salvador and Honduras, a border with one of the highest volumes of trade-related transactions in Central America. The IaDB supported the US\$2 million project to improve border clearance times and procedures through an electronic system (TIM in Spanish) for managing the flow of goods in transit by harmonizing procedures and consolidating information and certificates into a single electronic document. Clearance times were reduced from 62 minutes to an average of eight minutes. The project's success has stimulated interest in neighbouring countries and with another US\$950,000 the IaDB helped to extend the TIM procedures to Mexico, Guatemala, Nicaragua, Costa Rica, and Panama. The customs clearance procedures will help with the realization of the Mesoamerica Project. CS Ref. no. 122.

310. The **International Solidarity Foundation of Finland** submitted a case story on the Nicaraguan Tierra Nueva cooperative of small farmers for the export of organic coffee and honey. The cooperative, formed in 1997, envisioned the realization of international market access opportunities for coffee producers and beekeepers in Nicaragua through the improvement of knowledge of quality standards, the enhancement of the value chain and increased productivity. Tierra Nueva, which has a membership of 620 producers, conducted training activities, consolidated a model of certified organic agriculture, created a large network of customers, and grew to become the largest exporter of honey in Nicaragua. CS Ref. no. 98.

311. Regional integration of Central American countries is the focus of a case story by the Ministry of Economy of **Mexico**. The submission addresses the ongoing negotiating process to converge the trade agreements in force between Mexico and five other Central American countries (Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua) into a single free trade agreement. The negotiating process has received the technical support of IaDB. Despite delays in the start-up of the negotiations, the high level of commitment of the partner countries to deeper integration and the full and early engagement of the private sector have ensured the establishment of a clear road map. The negotiations are scheduled to conclude by the end of 2011. CS Ref. no. 108.

312. The Ministry of Economy of **Mexico** submitted a case story on its National Development Plan for 2007-2012 that aims to spur competitiveness through the implementation of reforms and procedures aimed at improving the country's business climate. The case story addresses areas where reforms are being implemented and the progress made so far. The main areas of action have involved a programme of trade facilitation that includes tariff reductions on the import of industrial goods, customs reforms, regulatory simplification to reduce the cost of setting up a business and further

⁵⁹ Repeated in sections about Latin-America-Caribbean wide and The Caribbean. This case story has been counted as Latin-America-Caribbean wide for the purpose of Chart 33.

simplification of procedures to facilitate the access to new technology by Mexican enterprises. The suggested reforms are already producing more market openness and a more business-friendly environment. It is expected that these results will lead to more competitiveness, increased productivity, further market access opportunities and job creation. CS Ref. no. 114.

313. **Spain** submitted a case story about the development of sustainable fishing capacities in Southern Honduras. The project sought to improve the commercialization of fishing products and was able to establish better procedures and develop 20 alternative products to traditional fishing activities. It also resulted in a more sustainable trade of these fishing products. CS Ref. no. 178.

314. The **United Nations Conference on Trade and Development** (UNCTAD) presented the example of Honduras to illustrate the assistance it provides for capacity building and improved participation in WTO negotiations. The case story illustrates the support given to Honduras within the framework of the UNCTAD multi-donor trust fund to strengthen the Honduran national task force on trade facilitation. Through organization of regional and national activities, Honduran officials attended seminars and round tables aimed at institutional capacity building and enhanced dialogue amongst stakeholders. The main outcome was the marked improvement in Honduras's participation in the trade facilitation negotiations. CS Ref. no. 101.

315. The **United States** submitted a case story on the Dominican Republic-Central America-United States Free Trade Agreement (CAFTA-DR) Sanitary and Phytosanitary Trade Capacity Building programme funded by USAID and implemented by the US Department of Agriculture. The programme provides technical assistance to the public and private sector in Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica and the Dominican Republic to expand agricultural trade through compliance with the United States and international standards. The case story emphasises the importance of trade capacity building to ensure an integrated SPS regulatory framework for the region and within the framework of the CAFTA-DR. The programme implementation has resulted in the training of 4,300 people both in the public and private sector, the involvement of over 1,000 firms, and has generated export revenues to the value of US\$100 million since 2006, with positive impacts on employment creation. The adoption of harmonized regulations, together with the enhancement of testing facilities, certification procedures and institutional support has proved its effects in expanding trade from the region and creating a more level playing field.⁶⁰ CS Ref. no. 223.

316. The research centre **Centro de Derecho Económico Internacional** (CDEI) presented the case of the International Network of Mesoamerican Highways (RICAM) to address the issue of managing unintended consequences in regional Aid-for-Trade infrastructure projects. This multi-donor funded project (Japan, Mexico, Norway, Chinese Taipei, the United States, the Inter-American Development Bank (IaDB) and the World Bank) has already completed 80 per cent of the transport projects destined for the Mesoamerican region. There has been a strong focus on trade facilitation and infrastructure as well as on addressing social health concerns such as the spread of HIV/AIDS. CS Ref. no. 3.

D. SOUTH AMERICA⁶¹

317. A total of 13 case stories were submitted about South America, with nine case stories being made by partner countries. Peru was the subject of most case stories (4), followed by Colombia (3) and Chile (2).

⁶⁰ Repeated in sections about Latin-America-Caribbean wide and The Caribbean. This case story has been counted as Latin-America-Caribbean wide for the purpose of Chart 33.

⁶¹ South America: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, French Guyana, Paraguay, Peru, Uruguay, and Venezuela.

Chart 39: South American Case Stories by Country or Region⁶²

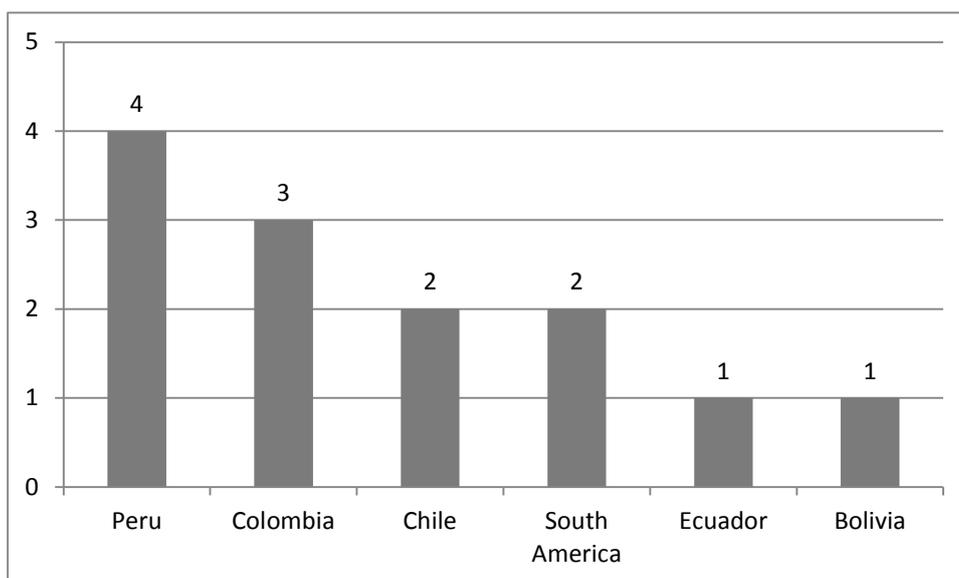
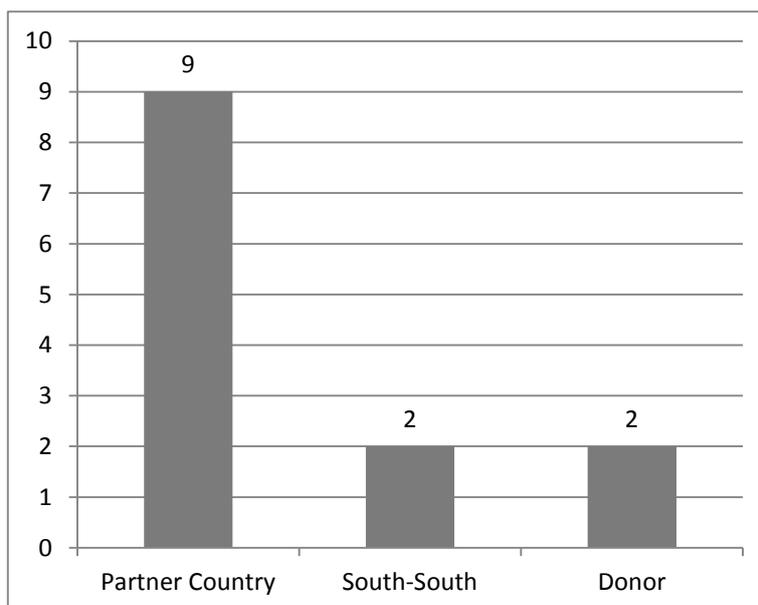


Chart 40: South American Case Stories by Category of Respondent



318. **Argentina** submitted two examples of South-South cooperation in the region. The first project consisted of providing technical assistance to Bolivian meat producers and addresses sanitary controls, warehousing, transportation and commercialization of meat. A main objective of this South-South cooperation effort was to help officials learn more about SPS standards, especially those related to meat storage and the use of modern sanitary facilities. CS Ref. no. 197.

⁶² Totals in Chart 3 and Chart 39 differ. Figures in Chart 39 refer to where a country is the main subject of a case story. Figures in Chart 3 refer to country citations in the case stories. Hence, while Peru was the direct subject of four case stories, it is cited in an additional five case stories.

319. A second example of **Argentina's** South-South cooperation is the technical assistance provided to dairy companies operating in Peru's Arequipa/Puno region. The case story focused on assisting milk producers with training in the area of standards and in improving production processes. Dairy farmers were also given instruction on how to add more value to dairy products through cheese production. CS Ref. no. 198.

320. **Chile** submitted a case story on its Program Pymexporta which seeks to help the country's 7,000 small- and medium-sized-business (SMEs) exporters take advantage of Chile's new trade agreements. The Government tested the export potential of SMEs across Chile and identified 400 as possible contenders from which 102 participated in the programme. These companies were then provided with advice on regulatory compliance for export markets, advice on product suitability and distribution and marketing advice. They also received technical assistance and participated in training sessions and in trade fairs. CS Ref. no. 123.

321. **Colombia** submitted a case study on Digitalized Certificates of Origin. With the assistance of the Inter-American Development Bank (IaDB), new procedures were put in place for issuing and receiving digital, electronic certificates of origin. The new system helped reduce clearance times from an average of two to three days to 10 minutes, thereby generating significant financial savings in both staff and administrative costs. The project was deemed to be highly successful and survey results show that the Unique Trade Export Window is making a solid contribution to trade facilitation, to transparency and to product traceability. CS Ref. no. 226.

322. A second case story submitted by **Colombia** described a Technical Assistance Project for Foreign Trade. Funded by the European Union, the project aims to strengthen the trade capacities of Colombia and to make more use of trade as a way to reduce the country's poverty rate. The project focuses on the private sector and small and medium-sized enterprises (SMEs) and on providing training in areas still considered as weak in terms of SMEs being able to meet international requirements for exports, especially in regard to SPS standards and other non-tariff barriers. CS Ref. no. 227.

323. **Ecuador** presented the establishment of the National Policy for Logistics as an instrument for Trade Facilitation. The case story analyses the process that led to the design of a strategy to strengthen logistics and trade facilitation with the financial support of the CAF (Corporación Andina de Fomento) and technical support from the Inter-American Development Bank (IaDB). The strategy provides the basis for the National Policy for Logistics adopted by the Ecuadorian Government and was integrated in the national agenda for export development. CS Ref. no. 43.

324. **Ecuador** submitted a case story on "Facilitating Technical Assistance and Trade". This ongoing project concerns the implementation of an agreement on Andean norms on cargo transported over land and a proposal for facilitating logistics at border crossings between Ecuador, Colombia and Peru. Funded mainly by the European Union, this project aims to strengthen the capacity of public and private institutions. The project is led by the Ecuadorian Federation of Exporters (FEDEXPOR), the Colombian National Association of Foreign Trade and the Lima Chamber of Commerce. The project involved training government officials on the specific rules to be followed under the Andean Agreement for the flow of persons, baggage, cargo and vehicles. This required training officials on both national and regional integration regulations. CS Ref. no. 44.

325. The Ministry of Foreign Trade and Tourism of **Peru** submitted three case stories. The first, entitled Public-Private Partnership and Biodiversity: The range of Maca in Peru, illustrates that public-private partnerships are an essential tool for development that can be used as instruments to promote the use of value chains. The case story explains how technology transfer, development of an organic product certification, training, and technological innovation have enabled rural producers to improve and develop the cultivation of Maca to address increasing demand for biodiversity products.

As a result, the market price per kilo of Maca has increased by approximately 60 per cent, from US\$1.90/kilo in 2008 to US\$3.440/kilo in 2010. CS Ref. no. 136.

326. **Peru's** second case story illustrates how the mainstreaming of trade in national development strategies can be used as an engine for sustainable economic growth and development. With support from bilateral partners and development institutions – including the Inter-American Development Bank (IaDB), the World Bank, the Corporación Andina de Fomento (CAF), USAID, Switzerland and the Canadian International Development Agency (CIDA) – Peru designed a National Strategy for Trade Capacity Building (ENFCC). As a result, a number of trade policy reforms were implemented to strengthen its competitiveness, its position as an exporter of goods and services, its connections to supply chains, and its ability to attract private investment. As a result of the trade policy reforms, tariffs were lowered from an average of 66 per cent to the current level of 3.4 per cent and all forms of para-tariff restrictions on imports of goods were eliminated. Customs procedures were simplified and the state monopoly on food imports was removed. A number of bilateral trade agreements have been negotiated, including with the United States, Canada, Chile, China and Singapore, the European Union, European Free Trade Association (EFTA), Japan and Korea. Peru now holds first place out of the Americas in the World Bank Doing Business Report 2011, ranking 36 in 2010 as compared to 56 in 2009. CS Ref. no. 137.

327. **Peru's** third case story concerns an Inter-American Development Bank (IaDB) and United Kingdom/DFID-funded programme to develop skills and business management in a remote region of Peru. The project focused on training artisans (mainly women) in the Cuzco region of Peru in the areas of production processes, marketing, planning, financial and quality controls, product certifications, design, fashion, and technical innovation. The overall aim of the programme, Development of Cuzco Artisanal Textile Export Associations: Gender Equality in Entrepreneurship and Business Development, was to promote local economic development processes in low-income areas in the Cuzco region to enable integration into the domestic and international market. Despite geographical and language difficulties, the programme has been successful resulting in the innovation of handicraft products and improvement in process and manufacturing techniques as well as the creation of the registered company "KAMAQ". National and international demand for the artisanal products has increased. CS Ref. no. 138.

328. The **Swiss State Secretariat for Economic Affairs (SECO)** submitted a case story on the establishment of a national Cleaner Production (CP) Centre in Colombia for the provision of business development services to build up small- and medium-sized enterprises (SME's) ability to meet international standards, strengthen their competitiveness and benefit from resource efficient sustainable production. The case story explains the setting-up of the centre and its service portfolio which includes public advocacy and awareness raising, capacity building, technical assistance, training and an information clearing-house function with the purpose of improving both the quality of, and the demand for, CP and related services. The success of the Colombian Centre can be measured by its continuous compliance with its objectives, even after the end of the donor's financial support. Although it is hard to assess the economic impact, the environmental assessment shows a more eco-efficient use of natural resources with cost-saving consequences for companies. CS Ref. no. 183.

329. A submission by the **University of Chile** related to PYMEXPORTA, an activity led by Pro-Chile and the Chilean Chamber of Commerce with administrative support from the Inter-American Development Bank (IaDB). The project involves assisting small- and medium-sized enterprises (SMEs) to benefit more from the increased market access opportunities resulting from Chile's recently concluded regional trade agreements. The project benefitted from training activities and strong private sector participation and provided counselling on regulatory compliance, product suitability and distribution and marketing advice. More than 400 SMEs throughout Chile were tested for their export potential. CS Ref. no. 32.

330. The **Universal Postal Union** (UPU) presented the "Exporta Fácil" project, a postal export project for micro, small- and medium-sized enterprises (MSMEs) in South America. The case story explains the rationale beyond the initiative and shows the results achieved in the countries where it has been implemented. The project, based on Brazil's public postal operator initiative, has benefitted from the expertise of the Initiative for the Integration of Regional Infrastructure in South America (IIRSA) and the technical cooperation provided by the Ministry of Communication of Brazil. Exporta Fácil was able to enhance the competitiveness of MSMEs and facilitate their access to international markets, with a significant increase in export volumes in Peru and Brazil. The results achieved point to the importance the postal sector can play in enhancing a country's capacity to trade. CS Ref. no. 16.

**Committee on Trade and Development
Aid for Trade**

COMPENDIUM OF AID FOR TRADE CASE STORIES

Joint Communication from the OECD and WTO Secretariats¹

Addendum

1. This addendum contains six additional case stories submitted in June 2011. One case story was submitted by the World Trade Organization (WTO) Secretariat and the remaining five case stories were presented by Cambodia.
2. The following paragraph should be added at the end of "Section IV - Case Stories about Global Aid-For-Trade Programmes":

The **World Trade Organization** (WTO) submitted a case story showcasing the results achieved by its trade-related technical assistance activities in key areas necessary to equip developing countries and particularly least-developed countries to effectively participate in the multilateral trading system and reap its benefits. This has been done through the application of a monitoring and evaluation tools inherent in the Results Based Management (RBM) methodology. The immediate (output level) to medium term (outcome level) effects of selected WTO technical assistance activities have been tracked and highlighted via the use of qualitative and quantitative trade performance indicators. The case story highlights several areas where WTO's technical assistance has strengthened the capacity of many partner countries. For example, many delegations have acknowledged the high degree of attribution between the WTO's training received as having put them in a much better position to actively engage in the Committee work, negotiations as well as wider participation in trade-related activities. In continued efforts to ensure that WTO's trade capacity building programmes are results oriented and accommodating the trade-related needs of developing countries at various levels, this case story highlights the importance of design, management and delivery of these programmes being governed by the RBM approach and complemented by WTO's Progressive Learning Strategy (PLS).² The PLS is woven into the technical assistance activities and is managed by the sequencing principle, geared essentially to strengthen the absorption capacity for the training at the next tier to be more efficient and effective. Thus, the dual application of PLS and RBM in WTO's technical assistance plans act to safeguard further growth and eventual sustainability of human and institutional capacities to deal with WTO-related work and in the long-run achieve the wider goal of supporting poverty reduction. Case Story (CS) Ref. no. 275.

¹ This document has been prepared under the responsibility of the OECD and WTO Secretariats and without prejudice to the positions of Members and to their rights and obligations under the OECD or WTO.

² The Progressive Learning Strategy is a tiered approach operating at levels 1, 2 and 3 with a two-track methodology, i.e. the generalist and the specialist paths.

3. The following paragraphs should be added under "Section VI - Asia and The Pacific" at the end of "Sub-Section E - South-East Asia"³:

Cambodia submitted five case stories that illustrate the country's experience with Aid for Trade. The first case story addresses the implementation of Cambodia's Work Programme of legal reforms and commitments resulting from WTO accession. It describes how the WTO accession process spurred the Government of Cambodia to take action and improve its legal and regulatory framework to strengthen the country's business and trade environment. Coordination of assistance and resource mobilization were some of the challenges that the introduction of the Trade Sector-Wide Approach (Trade SWAp) in early 2008 helped overcome. As a result, the Government of Cambodia was able to make significant progress in the area of trade facilitation, intellectual property protection and foreign investment. On trade facilitation, the number of days required to clear import and export containers through customs has declined by nearly half since the mid-2000s. In the area of intellectual property, over 36,000 trademarks were registered by the end of 2010, including 100 patent applications and 130 applications for industrial design and the establishment of two geographical indications. Foreign investment increased from US\$80 million in 2003 to US\$533 million in 2009. The Government of Cambodia is also seeking to make further progress in other areas, such as sanitary and phytosanitary (SPS) issues, and human and institutional capacity building. CS Ref. no. 270.

The second case story by **Cambodia** describes the reforms implemented in the area of trade facilitation. The case story notes that trade facilitation has received the most coordinated technical assistance from multiple development partners in the area of trade development. This has led to the successful simplification of customs procedures through the introduction of the Single Administrative Document (SAD), the implementation of a risk-based inspection strategy and the adoption of the Automated System for Customs Data (ASYCUDA). The World Bank's Doing Business 2011 reports that time to export has been reduced from an average of 37 days in 2007 to 22 days in 2010 and the time to import from an average of 45 days in 2007 to 26 days in 2010. The case story concludes that further progress in the area of trade facilitation will be determined by improvements in SPS controls. CS Ref. no. 271.

The third case story by **Cambodia** illustrates the expansion and diversification of Cambodia's exports of milled rice. It was the initiative and leadership of the private sector that initiated the move away from paddy rice to milled rice exports. In order to support the efforts of Cambodian rice millers and to reduce remaining bottlenecks to export, the Government issued a Policy Paper on the Promotion of Paddy Rice Production and Rice Export in 2010. The Policy sets out a target of 1 million metric tonnes of milled rice exports by 2015-2016. Exports of milled rice have gone from being insignificant to 20,000 metric tonnes in 2009-2010, and are expected to reach 50,000 to 60,000 metric tonnes in 2010-2011. In this sector, the Agriculture SWAp, the Trade SWAp and the Rice Export Policy are proving effective tools for the Government to effect stronger Aid for Trade coordination. CS Ref. no. 272.

Capacity building for export value chains and trade information was the subject **Cambodia's** fourth case story, submitted by its Ministry of Commerce. The need for capacity development in value chains was identified in the Cambodia Trade Integration Strategy 2007 and has led to the creation of a Value Chain Unit within the Ministry of Commerce with initial support from the United Nations Development Programme (UNDP) Trade-Related Assistance for Development and Equity (TRADE) project. While it is too early to identify measurable impacts, the case story recognises that in the medium- and long-term the creation of strong value chain and trade information capacity could support the Government's capacity to plan and coordinate additional Aid for Trade with development

³ South-East Asia: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam.

partners for selected export value chains. At the same time, it would be crucial in supporting the private sector in its efforts to reach international markets. CS Ref. no. 273.

The fifth case story from **Cambodia**, also submitted by its Ministry of Commerce, addresses the expansion and diversification efforts of Cambodian silk production. Since the 1990s, the sector has received the support of various development partners. Initial assistance from the Agence Française de Développement (AFD) was taken over in 2006 by the International Trade Centre (ITC) multi-donor support with the financing of the New Zealand Agency for International Development (NZAID), the Swiss State Secretariat for Economic Affairs (SECO) and UNDP Trade-Related Assistance for Development and Equity (TRADE) project. More recently, the Food and Agriculture Organization (FAO) has started providing support on sericulture. The support received has helped revitalize the silk sector, but early assistance was mostly donor-driven and private-sector focussed. The case story highlights the importance of involving the Government to consolidate progress and formulate a sector-wide strategy for the Cambodian silk, through targeted policies and the creation of a business enabling environment for the sector. It also makes the case for the significance of the silk sector to the Cambodian economy. The estimated value added of the silk sector is about US\$25 million and 2009 estimates suggest that export of silk products were around US\$3.5 to 4 million. This indicates that a substitution of domestic production from current imports of yarn could create an additional 20,000 to 25,000 jobs, which would benefit mainly women in relatively poorer regions. CS Ref. no. 274.
