

6 July 2022

Innovations Session N°10

Successes in export markets from SMEs and entrepreneurs



INNOVATIONS
SERIES



Supporting MSME's Integration in Cross-border Trade

The role of CUTS International, Geneva

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SESSION INNOVATIONS n°10: Successes in export markets from SMEs and entrepreneurs - COLEACP

July 6, 2022, at 12:00 PM, UTC

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CUTS International

A Southern pro-development NGO voice in Geneva

Research and analysis - Advocacy and awareness-raising - Networking and partnerships - Training and capacity building

- A **bottom-up approach** that promotes the engagement of key stakeholders in designing and implementing economic development policies, from the national to the international level.
- Consultative Status at **UNCTAD** and **WTO**
- Accredited NGO at **UNFCCC**
- **Sister organizations** in India, Kenya, Zambia, Vietnam, and Ghana



Trade
Development
Economic Policy
Environment
People



CUTS Work Programmes



Trading System

- WTO Leadership and Reform
- WTO Negotiations
- WTO Regular Work
- WTO New Issues
- Regional Agreements



Functioning Markets

- Trade Facilitation
- Regulation and Services
- Competition Policy
- Consumer Protection
- Industries and Private Sector
- E-Commerce and Digital Economy
- Women and Trade



Climate and Environment

- Climate Talks
- Climate Adaptation
- Climate Mitigation
- Environmental Frameworks
- Circular Economy



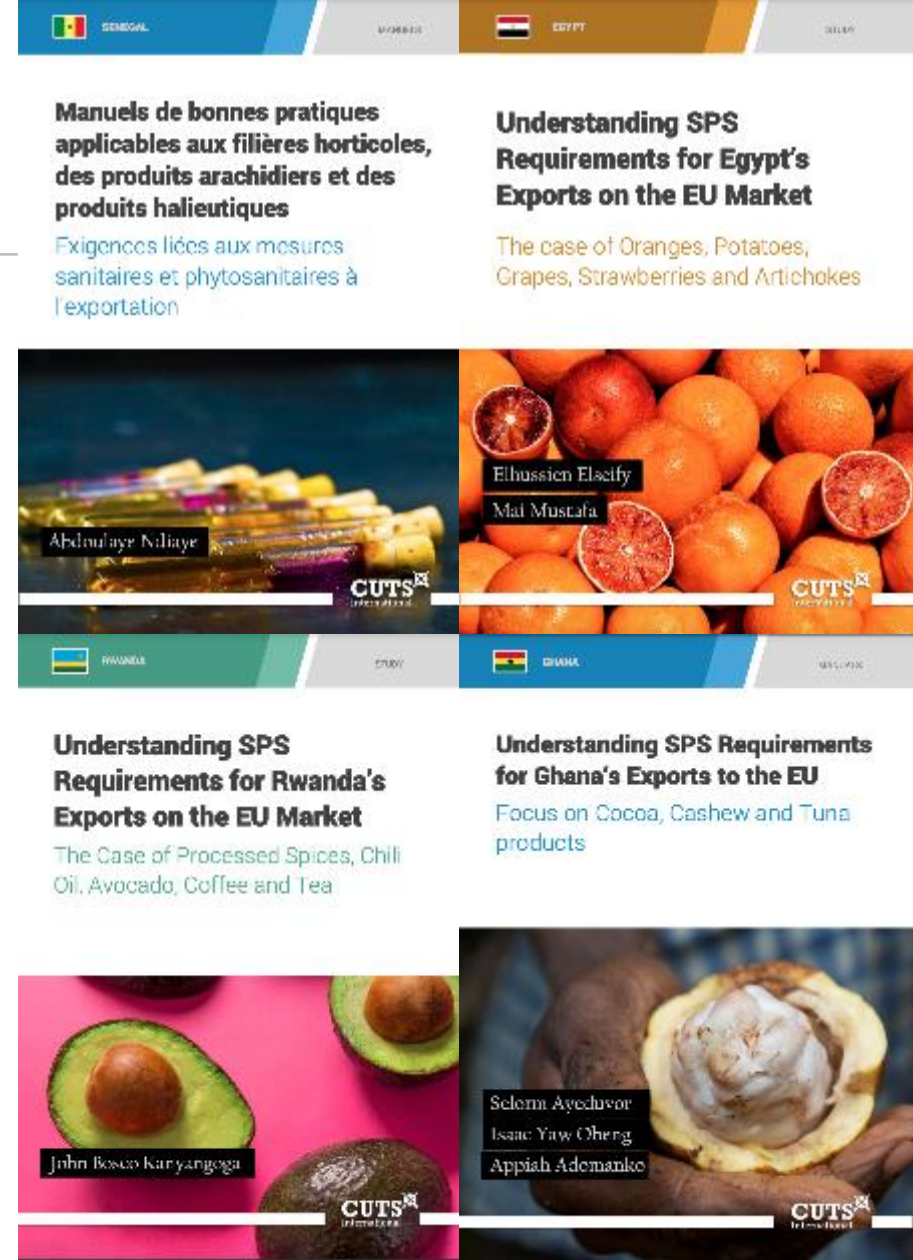
Food and Agriculture

- Agriculture Value Chains
- SPS Measures and Standards
- Food Security
- Rural Livelihoods
- Climate-resilient Agriculture



Understanding Sanitary and Phytosanitary (SPS) Requirements for Export (2019-2020)

- **Objective:** Support exporters, including MSMEs, from eight African countries in meeting SPS requirements and quality standards
- **Countries:** Côte d'Ivoire, Egypt, Ethiopia, Ghana, Morocco, Rwanda, Senegal, Tunisia
- **8 national studies on SPS and standards export requirements to the EU**
- **8 national SME manuals for compliance with EU SPS and standard requirements (5 select products per country)**



PACT EAC2: Promoting Agriculture, Climate, and Trade Linkages in the East African Community (EAC)

- 2 phases PACT EAC program from 2011-2019
- **Objective:** build capacities of individuals, networks, and institutions to identify and promote appropriate policies for climate-aware, trade-oriented, food security-enhancing agro-value-addition in the EAC region
- **Countries:** Burundi, Kenya, Rwanda, Tanzania, and Uganda
- **Publication Highlights:** Studies, action alerts, briefing papers and advocacy notes on issues of interest to MSMEs in EAC, not forgetting gender and youth dimensions.



Briefing Paper

Transforming Gender Roles in Value Chains: Towards More Sustainable Growth

By Sarunge Fadhil Agat

Summary

Increasingly, businesses and governments are recognizing the huge potential of integrating women traders into global value chains. Investing in women traders can unlock new market opportunities, create powerful consumer demographics and business opportunities. This briefing paper examines the risks and challenges of women from developing countries in agri-processing and retail value chains, and provides recommendations to overcome some of these challenges.



Action Alert

MSME International Day: What Sustainable Way Forward for EAC Agro-Food MSMEs?

Agricultural small, small and medium enterprises (MSMEs) in the East African Community (EAC) face the adverse consequences of climate change and at the same time may negatively impact the environment. An environmental challenge has been thoroughly addressed in the Sustainable Development Goals (SDGs), their achievement could bring substantial benefits to MSMEs, who can also contribute towards their success. However, environmental constraints that MSMEs face in attaining some of these goals need to be addressed and can be tackled with the technical support of governments, development partners, and large public-private partnerships.

Connections Between MSMEs' Business Development and the Environment

There is a clear feedback loop between agricultural MSMEs and environmental degradation where the MSMEs are suffering because of and while they are contributing to climate change. Of course, they are not

the main contributors to the current state of the environment which negatively impacts them, but by mitigating their contributions to climate change, they could potentially increase output quantity and quality in the long run.

New materials, upon which MSMEs heavily depend as inputs, are susceptible to climate change which makes the output's quantity and quality of agro-food MSMEs unpredictable, causing uncertainty in the market, the business development, and can ultimately lead to job loss and negatively impacting the communities in the region.

But, MSMEs in the EAC can also face an uncertainty in the quantity and quality of outputs because of their inadequate experience of natural resources where decreases the amount of raw materials available for agri-processing and contributes to environmental degradation. This can also be the result of natural disasters which cause infrastructure destruction, energy shortages, and temperature disruptions, increased agricultural production on the part of

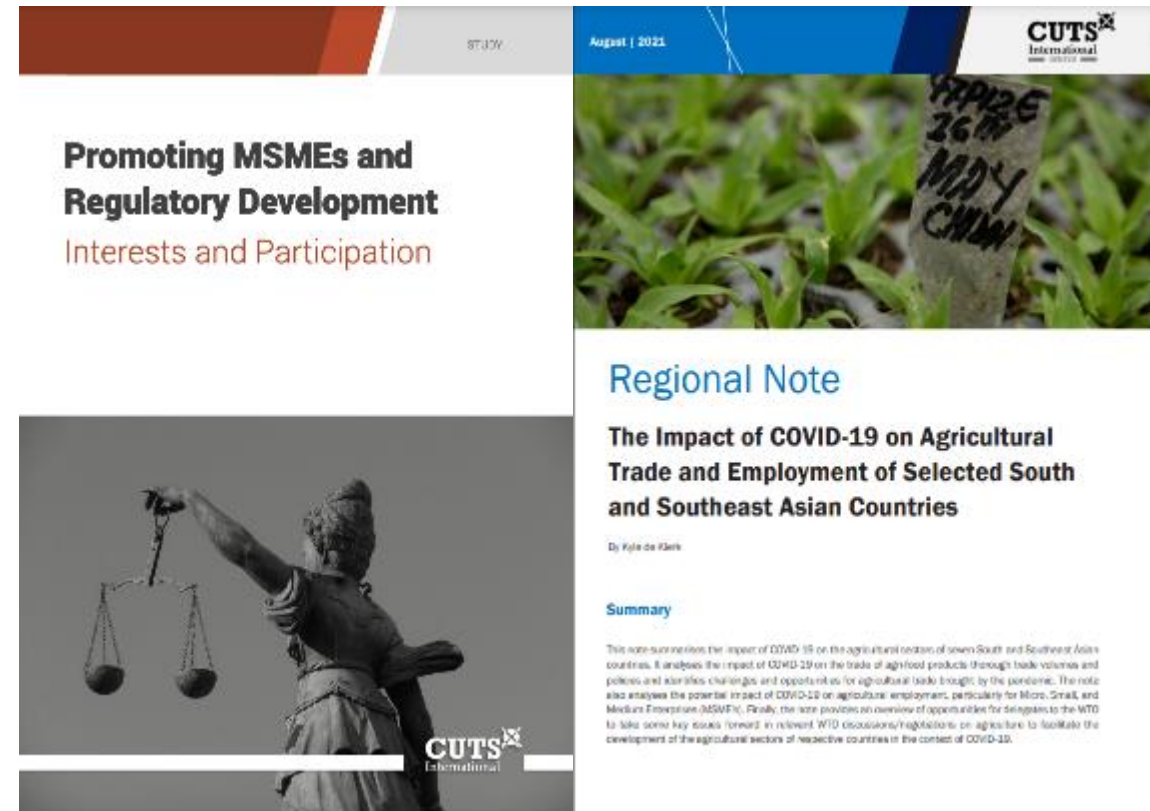


Geneva-MSME Connection: South and Southeast Asia (S&SEA) 2019-2021

Objective: enhance Geneva delegates' and their capital counterparts' alignment with on-the-ground challenges and opportunities faced by their MSMEs

Publication Highlights:

- Promoting MSMEs and Regulatory Development: Interests and Participation (2021)
- The Impact of COVID-19 on Agricultural Trade and Employment of Selected South and Southeast Asian Countries (2021)



Keeping Pace with Trade Developments 2020-2021



Objective: enable developing and least developed country (LDC) WTO delegates to better take advantage of international trade for their development

Publication highlights:

- Initiative to Enhance MSME Participation in International Trade: Challenges and Opportunities in the Context of the WTO (2019)
- Barriers for MSMEs to Export at Regional and International Level: Views of MSMEs from Africa and Asia (2019)
- Whitepaper on Enhancing MSME Participation in Trade: Considerations for the WTO Informal Work Programme for MSMEs (2018)

Note

Barriers for MSMEs to Export at Regional and International Level: Views of MSMEs from Africa and Asia

By Leslie Debornes

Summary

Micro, Small and Medium sized Enterprises (MSMEs) play very important role in economic development, sustainable livelihoods, industrialisation and employment creation. They employ a wide range of people including the most vulnerable such as women and youth. Based on stakeholder interviews conducted in various developing and least developed countries in Asia and Africa, this paper reflects on the challenges faced by the MSME exporters in those parts of the world.

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KEEPING PACE WITH TRADE DEVELOPMENTS
The Working Paper on Trade Developmental programme enables
LDC and Networ Development Country (NETS) delegates to better
take advantage of international trade for their development.



Other (WTO focus)

Regional Workshops bringing MSMEs, policy makers and Geneva negotiators (Asia, Latin America and the Caribbean, and Africa)

- **Objectives:** gain a better understanding of on-the-ground realities and challenges facing MSMEs and inform national stakeholders of developments in the WTO Joint Initiative on MSMEs.

WTO related Publications:

- Micro, Small, and Medium-Sized Enterprises: Key developments and updates in the Informal Working Group discussions among WTO members (2021)
- Joint Statement on Micro, Small, and Medium-Sized Enterprises: History and latest developments in the Informal Working Group (2020)



Thank You!

More on this

[Understanding Sanitary and Phytosanitary \(SPS\) Requirements for Export](#)

[PACT EAC2](#)

[Geneva-MSME Connection: South and Southeast Asia 2021](#)

[Keeping Pace with Trade Developments 2021](#)

[Regional Workshop on Micro, Small and Medium-Sized Enterprises \(MSMEs\): Asia, Latin America and the Caribbean, and Africa](#)



Get in touch

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The PAFO-COLEACP Innovations Series focuses on innovations and successes of African farmer-led businesses and SMEs. These activities are supported by the Fit For Market SPS programme, implemented by COLEACP within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.



Thank you

