Using trade as a motor for SGD achievement
Eric Beantanana, New-York, 13th July 2018
Facts and figures

1 600 km
From North to South

10h30
Flight from Paris

4.800 km
Coastline

NYC + 7
CLIMATE

Seasons

• Hot and dry: April to October
• Cold and wet: November to March
MADAGASCAR
Much more than just Baobab and lemurs
Culture

18 Ethnic groups
Architecture, handicrafts and traditional clothing

Besides, Malagasy people are known for their hospitality
NGER

Morally and ethically right

Market for green goods and services

Linkages with new standards

Hollistic approach of friction mitigation

SDG

NDP

Climate

Economically and socially pertinent
• Rapid assessment of all impediments along the value chain

• Business opportunities

• Identification of production and market failure

• Strong motivation to aim for higher value products
Uniqueness

- A standardised approach in all 10 countries
- High financial leverage ratio
- A value chain analysis and an export strategy
- Inclusiveness, academia, producers, TSE
‘Smiley Face’ - conceptual model

Source: Business Week International online extra, May 18, 2005, Shift Shift on Chinese Taipei and China
• Better position in the value chain

• A common view of the long term development

• A new project called green value chain development

• We now know where to hit!!!!!!!!!!
1. Cost of doing business and all other trade costs
2. Capacity to trade (negociate, enforce, retaliate, stimulate)
3. Productive capacity of MSME (electricity, technology and innovation)
4. Convergence of trade and industrial policy trajectories
5. Public Governance coherence (malaria and locust campaign)

And...what happened?
Thank you for your kind attention