



HELVETAS

**VIETNAM
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Schweizerische Eidgenossenschaft
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Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

REGIONAL BIOTRADE II IN CAMBODIA



Regional Biotrade I and II



- Second four year phase of a program funded by the Swiss State Secretariat for Economic Affairs (SECO)
- Goal is to promote growth of sustainable trade that benefits people and the environment through Biotrade
- Previous phase covered Vietnam, Laos and Myanmar, while the new phase adds Cambodia
- Dealt with 15 different products and 35 companies, now planning to expand

Working Through Systems Actors



- Partnerships are changing in the new phase
- No longer partnering directly with exporting companies, will retain a few partnerships with key importers
- New partnerships are with organizations that will permanently support Biotrade producers and exporters to grow
- A mix of private, public and civil society partnerships
- Must have the interests and incentives to stay involved in the Biotrade sector long-term.

Priorities for Regional Biotrade II



- The final phase of the program, so sustainability and scale are key
- Sustainability = “***making systemic changes that permanently increase the growth of Biotrade exports***”
- Need solutions to four key problems
 1. Improved trade intermediation
 2. Appropriate business consulting
 3. Better services supporting sustainable supply chains
 4. Increased awareness of Biotrade to influence upscaling and policy

Improved Trade Intermediation



- Trade remains a key driver for the sector
- Reconceived for this phase as *trade facilitation*, including the supply/export and demand/import perspectives
- For export promotion, continue to engage with export promotion organizations
- Will work with some importing companies and increasingly through organizations representing and linking with importing companies
- Strong connections to ITC, SIPPO, and other export-oriented initiatives
- Regional and country level implementation

Targeted Business Services



- Exporting SMEs need world-class operations and business processes to compete
- Disconnect between these SMEs and the services available, especially for companies based in rural and remote areas
- Will work with business consultants to help them see Biotrade companies as an opportunity
- Will also work to help Biotrade companies understand the benefits of business consulting services
- Led by country programs

Sustainable Supply Chain Services



- The outcome at the heart of the project
- Increased sustainability motivates buyers and generates the benefits we seek for people and the environment
- Will engage with organizations, companies and individuals that support producers and companies to implement sustainable supply chains
- Certification bodies, sustainability and value chain consultants and biodiversity NGOs are partners
- Includes support for advocacy on policy issues impacting specific value chains
- Led by country programs

Increased Awareness of Biotrade



- Despite potential and progress, few business owners, consumers or policy makers know about Biotrade
- Will build increased awareness to trigger more companies to “crowd-in” to the Biotrade business model and to interest policy makers in the concept
- Media is a key partner, with strong links to UNCTAD and ACB
- Will also encourage motivated stakeholders to engage in existing policy dialogue platforms
- Implemented at the country and regional level

M&E, Learning and Adaptation



- M&E given more attention in the new phase, and is more difficult
- Have a logical framework, but will use results chains for management
- Project will hold review and learning meetings twice annually, adjusting results chains and activities as needed
- Adaptation proposals to be presented annually at SCM
- Critical to use the M&E system for learning and adaptation, not only for reporting



Regional & International Component



- The Regional and International component operates from Hanoi
- Responsible for relationships with international buyers interested to invest in improved supply chains and with international buyer organizations such as Union for Ethical Biotrade
- Works with international organizations on communications and policy issues at regional and global level
- Also managing the Cambodia intervention remotely, originally intended to be “light-touch”

