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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 Project Southeast Asia (Vietnam, Lao PDR, Myanmar)



Introduction to Regional Biotrade Project



- Project covers Vietnam, Laos and Myanmar
- Targets both poverty and biodiversity preservation through increased productivity, exports of sustainably/ethically produced natural ingredients products
- Works with companies on sustainable & efficient supply chains of NI and sector associations on export promotion



Introduction to Regional Biotrade Project



- Outcome 1: Effective trade intermediation efficiently links buyers and sellers of Biotrade products
- **Outcome 2: Biotrade companies have the business processes and management capacities needed to export and grow**
- **Outcome 3: Supply chains of Biotrade companies are managed in ways that contribute to biodiversity, and to social and economic equality**
- Outcome 4: Increased awareness of Biotrade enables stronger regional and national enabling environments for Biotrade and biodiversity through better sustainable sourcing practices and enhanced trade



Criterion 6: Respect for the rights of actors



- HR and gender are respected
- Intellectual property rights respected
- Local and indigenous/local communities respected
- Maintain and revive traditional knowledge
- Labour security and proper work conditions

Covered by outcomes 2 and 3 of the project

- **Outcome 2: Biotrade companies have the business processes and management capacities needed to export and grow**
- **Outcome 3: Supply chains of Biotrade companies are managed in ways that contribute to biodiversity, and to social and economic equality**



Practical application – the Jujube case MM



Partner Company: Salay Shae Saung – typical SME, family owned and well anchored local business

Natural Ingredient: Jujube - *Zizphus mauritiana*

- *High biodiversity (project study)*
- *Livelihood resilience*
- *Women empowerment*

Processed Products: Jujube syrup, Jujube fruit jam, Jujube toffee – snacks with nutritious value

Company revenue: 2018 \$512.00 / 2019: \$625.000

Size of the company: 56 staff – 51 female

Sourcing area: 20 communities in a perimeter of less than 50 km – short value chains



Women are collecting Jujube fruits

Practical application – the Jujube case MM



BioTrade Measures:

- *Invest in value adding of high value indigenous biodiversity crop (Jujube/Tamarind)*
- *Product development based on indigenous and market based and scientific knowhow*
- *Quality based premium payment (+20%)*

Related to Criterion 6:

- ***Secure and safe jobs and income – mainly for women (90%)***
- ***COVID special measures and protocol to maintain operation and income for workers***
- ***Female dominated supply chain (farmer, collector, processor)***
- ***Women empowerment – family income contribution***
- ***Standard operation procedures: GMP and H&S***
- ***Employees benefit from capacity building on health and safety measures***
- ***Safe and comfortable work environment***



Conclusion

- *BioTrade is not only a concept – it is reality*
- *Biotrade business models are viable – but require initial investments in standard operation procures for multiple compliance to standards (e.g. BT, ABS, GMP, ...)*
- *BioTrade policy frameworks and incentives contribute to the multiple dimensions of SDGs - but deserves better recognition*
- *Biotrade companies and the sector showed high resilience to COVID effects*

