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# Regional BioTrade Achievements and Way Forward

Jos van der Zanden



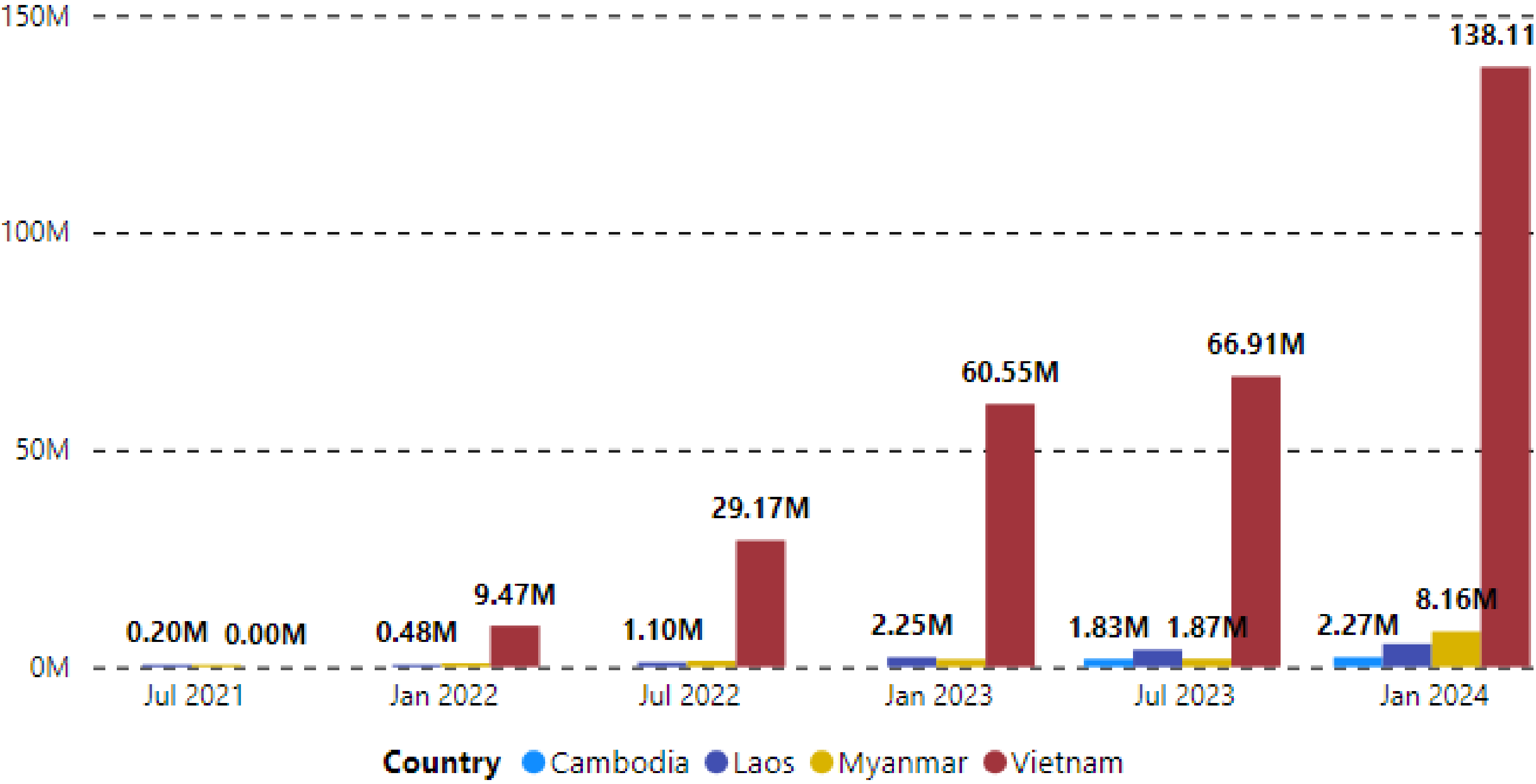
VIETNAM  
LAOS  
MYANMAR  
CAMBODIA

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
  
Swiss Confederation  
  
Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Economic Affairs SECO



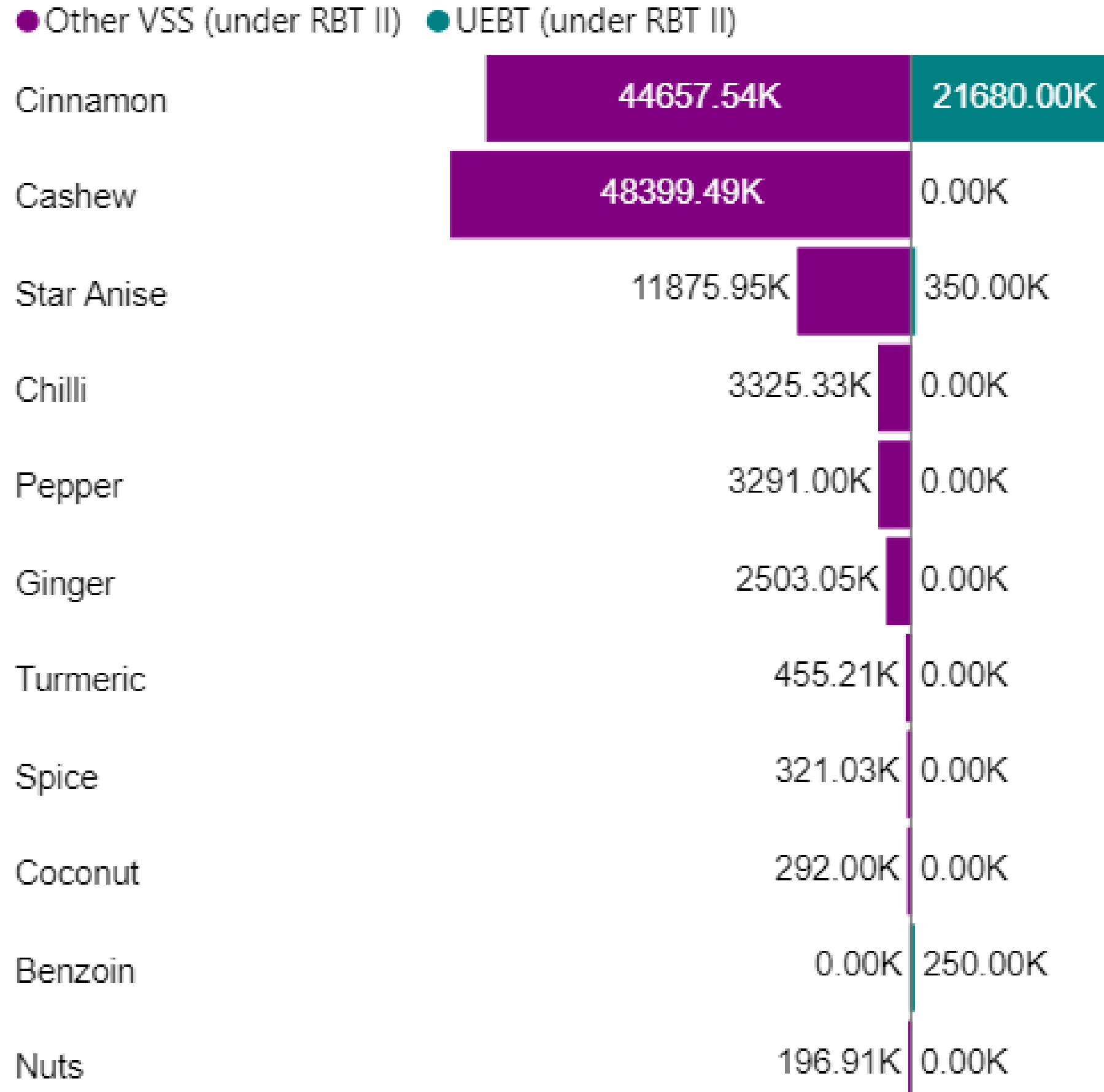
- Second four-year phase of a program from the Swiss State Secretariat for Economic Affairs (SECO), implemented by HELVETAS
- Total SECO contribution CHF 4,460,000
- Goal: to promote growth of sustainable trade that benefits people and the environment through **Biotrade**
- Activities in Vietnam, Laos, Myanmar & Cambodia
- Deals with 25 different VCs and 48 export companies.

# Cumulative Export Turnover Certified Products



25 and 26 March, 2024  
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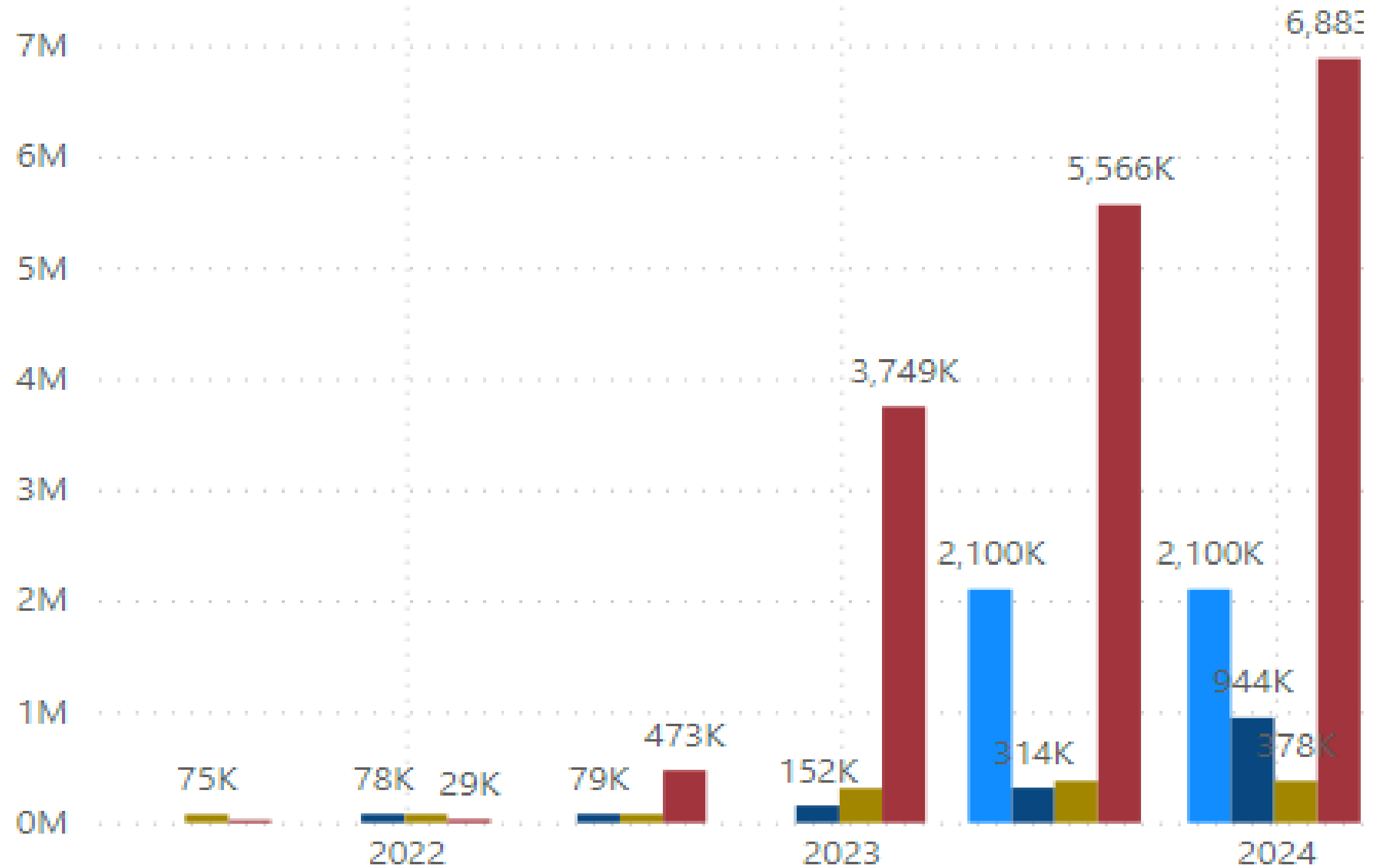
# Export turnover of UEBT versus other VSS certified crops



25 and 26 March, 2024  
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# Investment of Local companies in BioTrade

Related Country ● Cambodia ● Laos ● Myanmar ● Vietnam



# Change in Business Service providers from June 2021

**Country**

- Laos
- Myanmar
- Vietnam

**Type of service**

- Business process i...
- Sustainable value ...
- Trade intermediati...

**12**  
Service providers

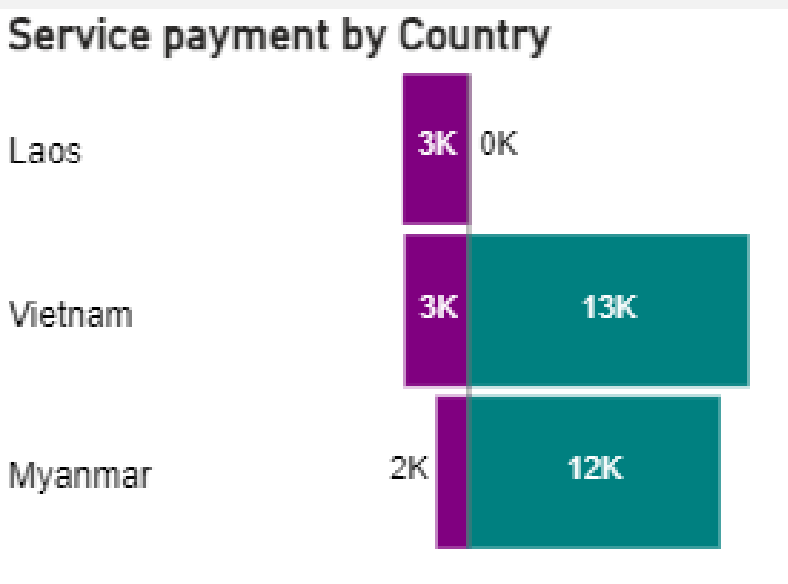
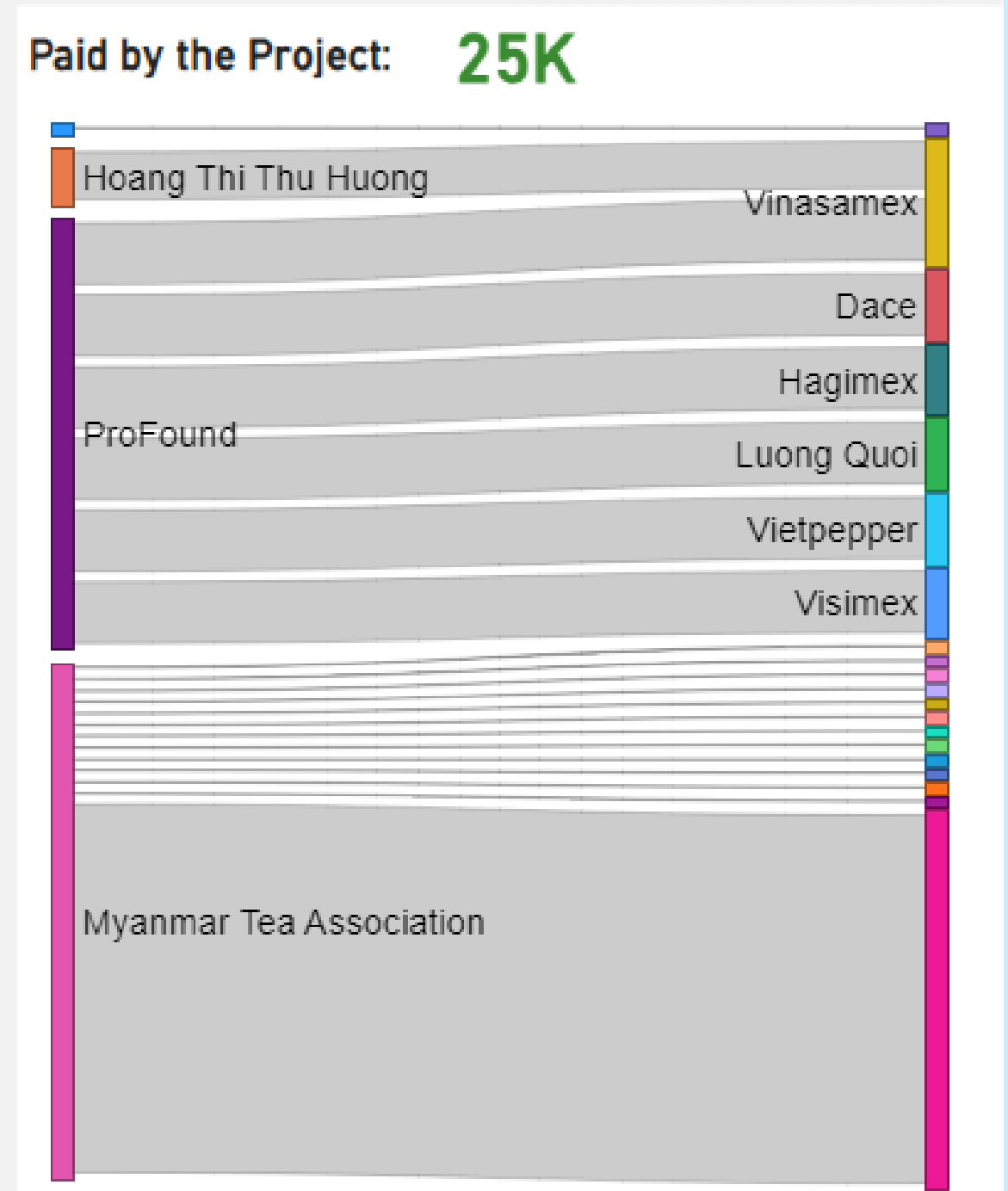
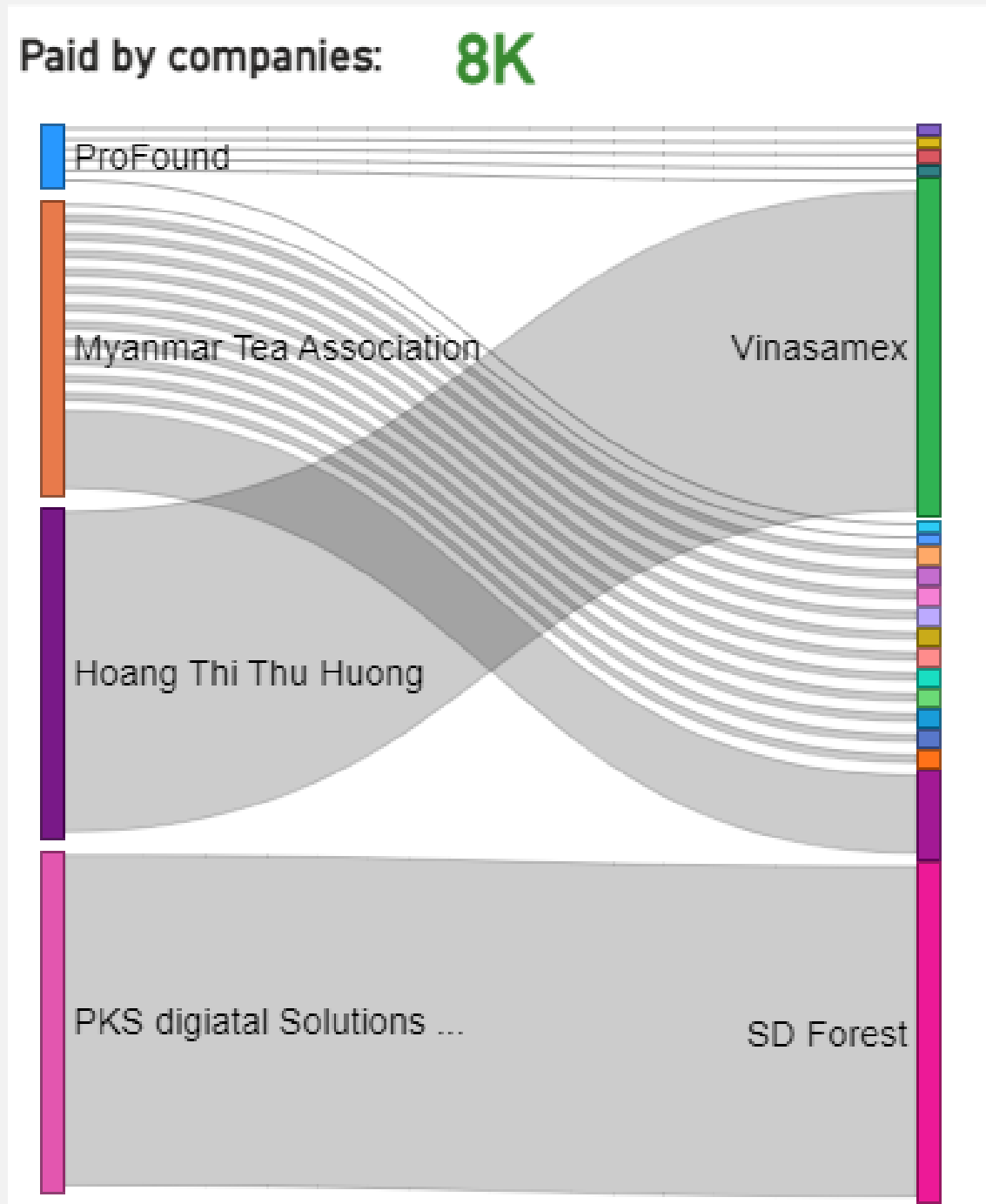
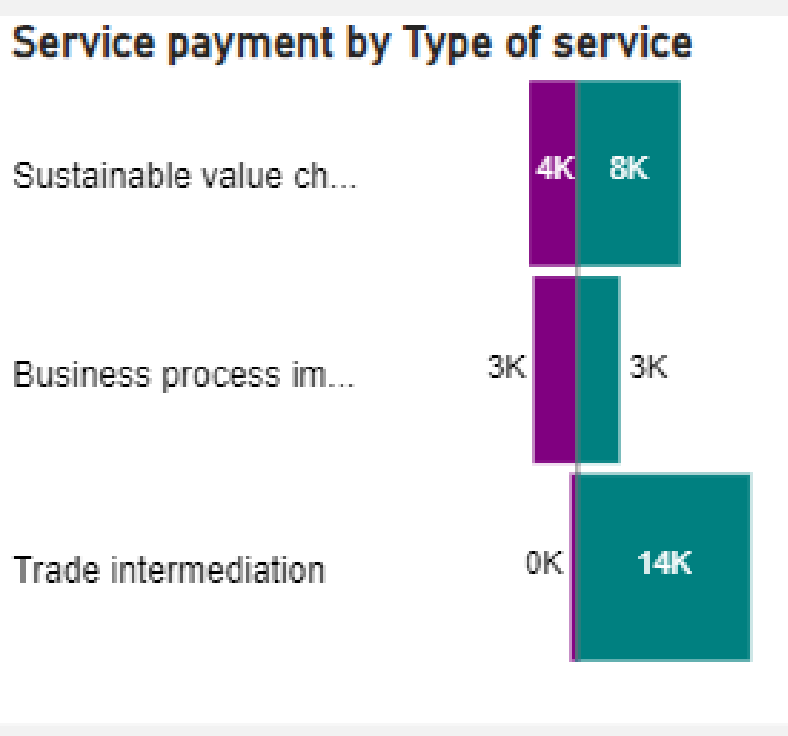
**8**  
Used service providers

**Service provider**

- UEBT
- Safeco
- ProFound

**Country**

- Vietnam Trade intermediation
- Vietnam Sustainable value chain



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# Change in Business Service providers until December 2024



**Country**

- Laos
- Myanmar
- Vietnam

**Type of service**

- Business process i...
- Media
- Sustainable value c...
- Trade intermediati...

**77** Service providers

**72** Used service providers

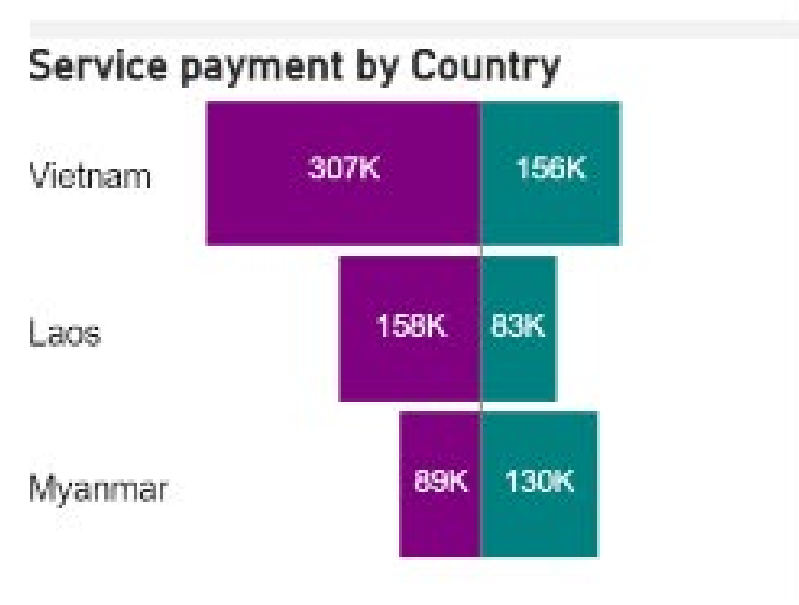
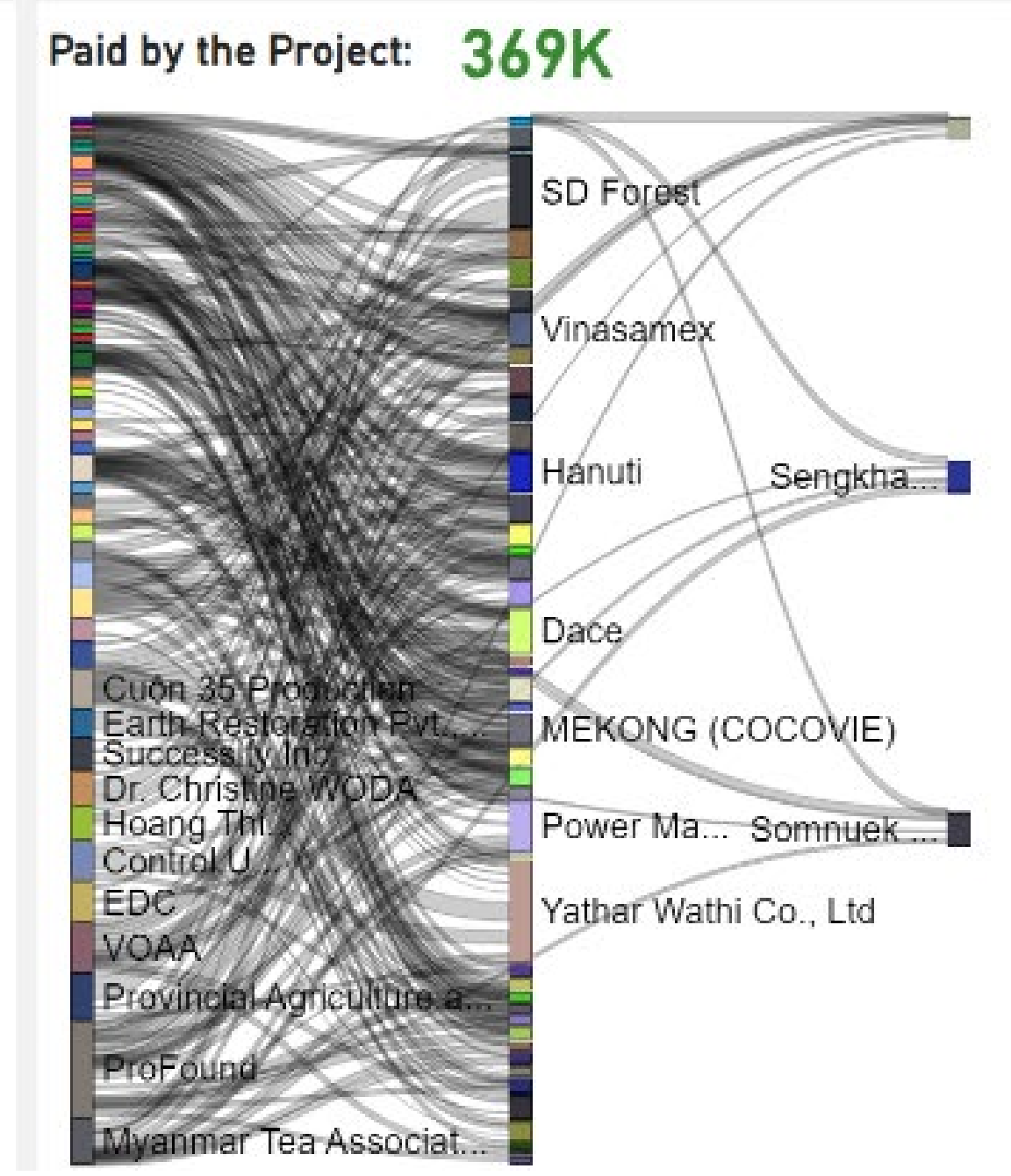
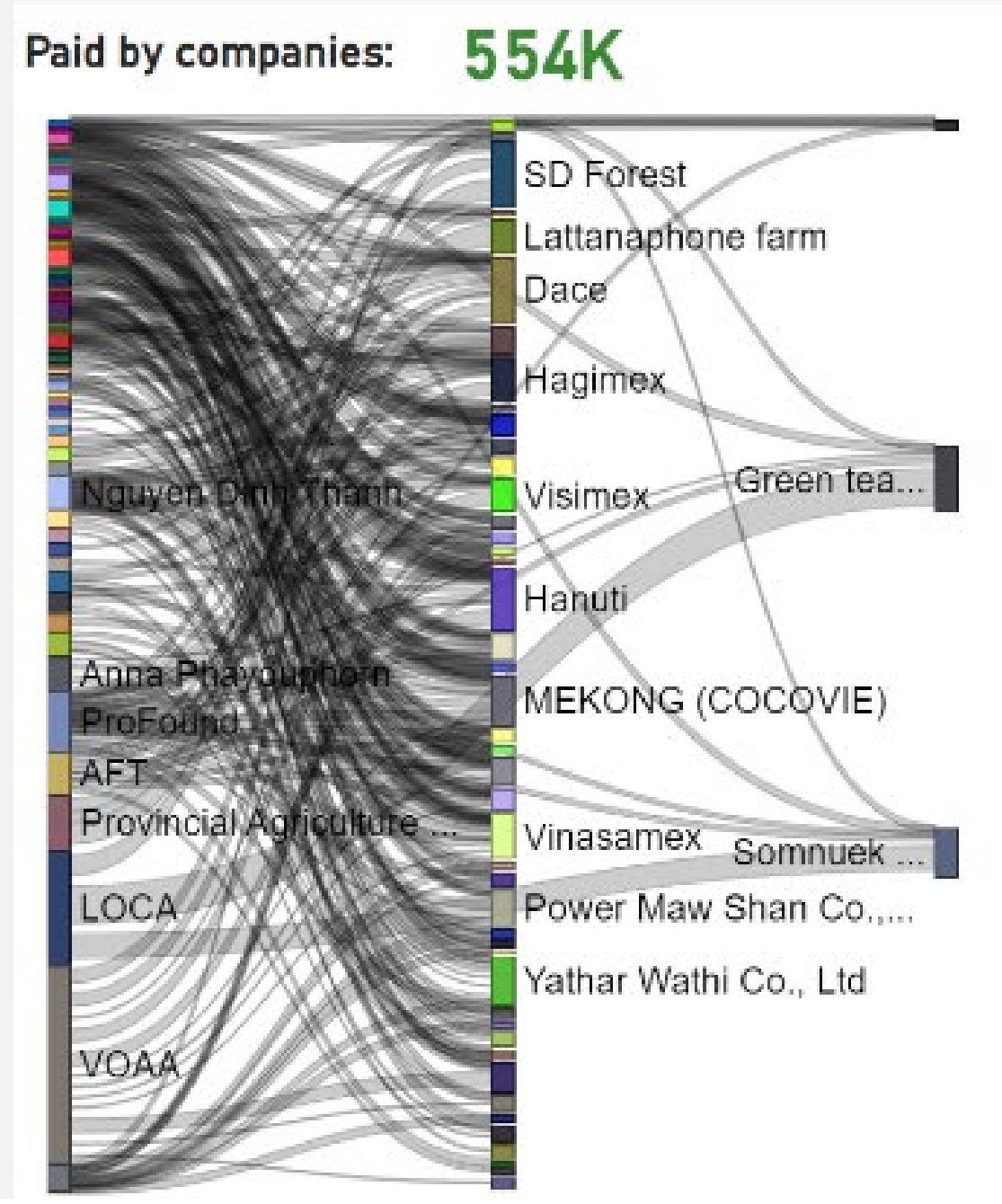
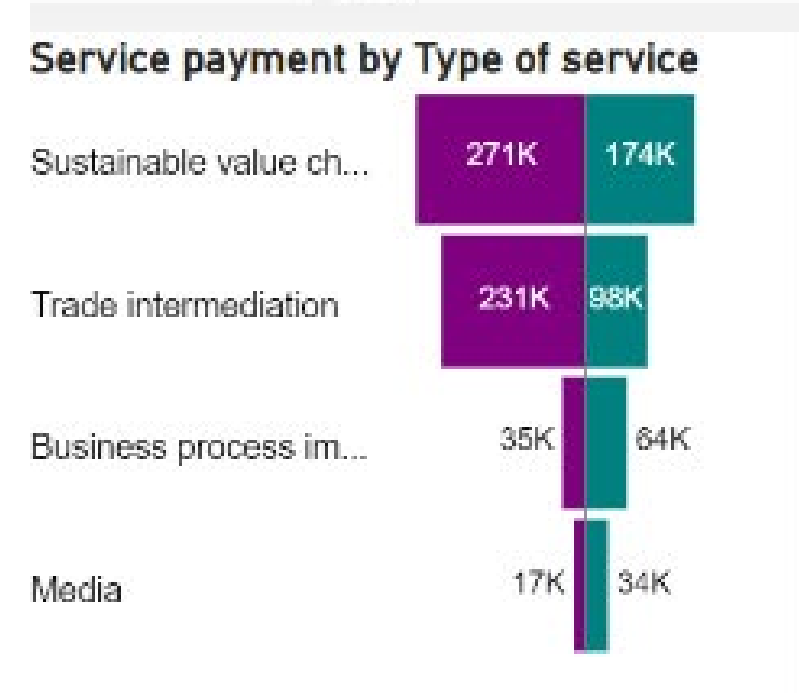
**Service provider**

Search

- Zin Bo Lwin & Ye Win ...
- VOAA

**Country** **Type of service**

Laos Trade intermediation



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# Conclusions & ways forward

- **BioTrade** showed tremendous increase during Phase II of the RBT.
- Awareness on importance on **Biodiversity** increased, but monoculture (especially for Cinnamon cassia) is a risk.
- Clear **Behavior change** of companies in awareness on BioTrade and willingness to pay for services and invest in Biodiversity friendly models.
- How can we convince farmers/companies to **transform** to biodiversity friendly models
- Adapt the **sustainable landscape approach** in multi-cropping systems.
- Identify financing mechanisms to realize this transformation

