



UNCTAD

Using trade as a motor for SGD achievement



National Green Export Review

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





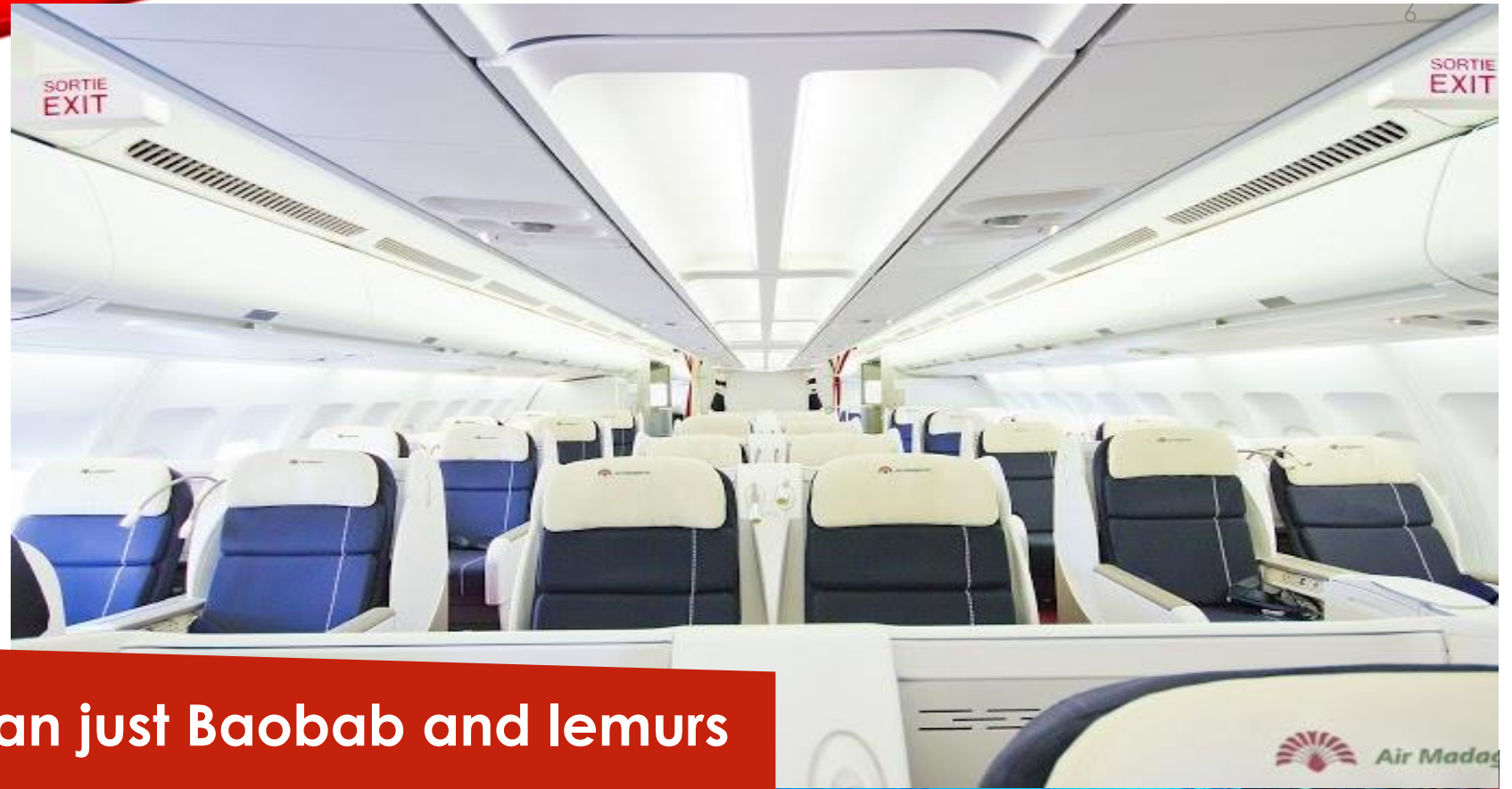
CLIMATE

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

SDG
NDP
Climate

Market for green goods and services

Linkages with new standards

Hollistic approach of friction mitigation

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

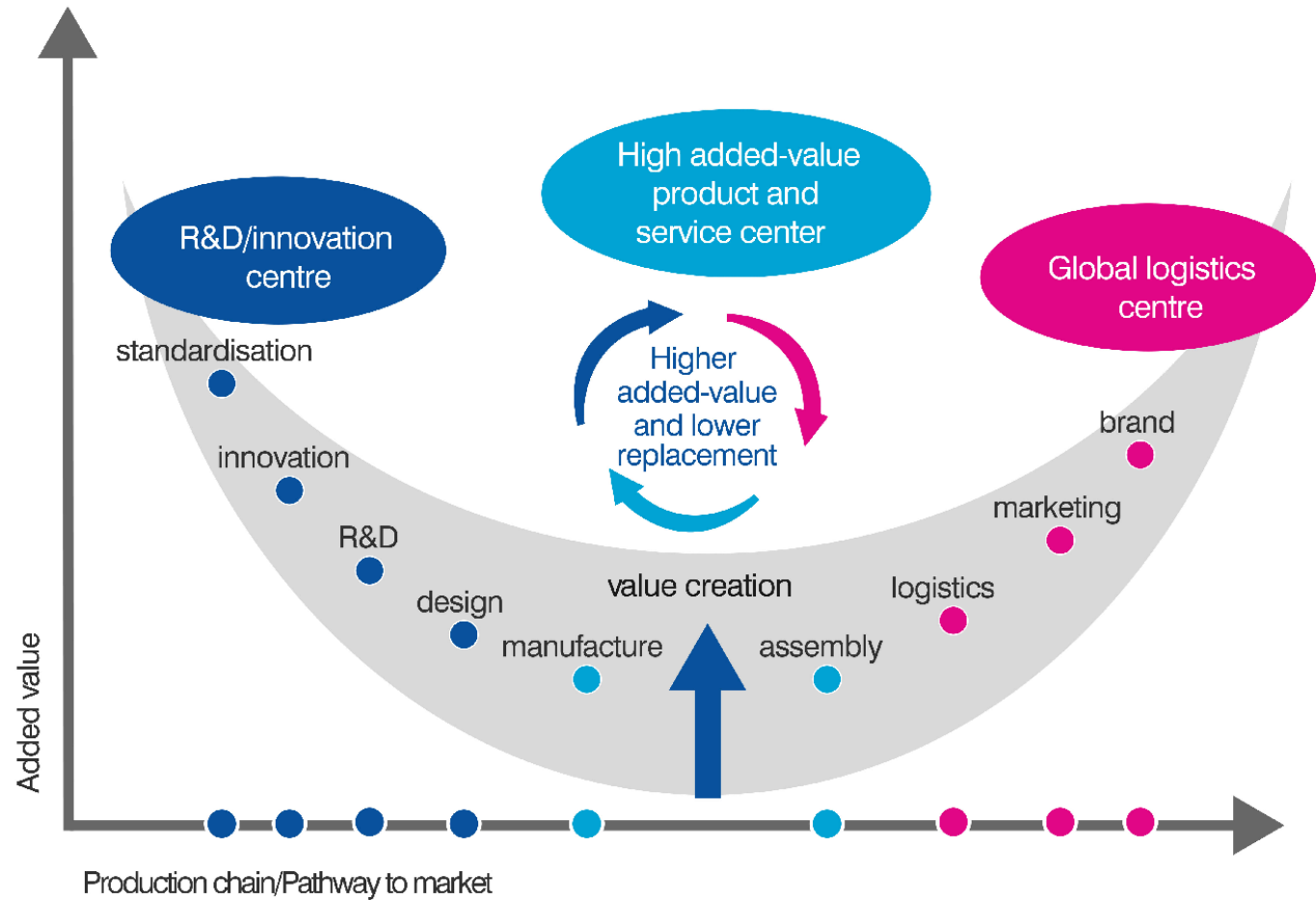
IMPACT

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 16, 2005, Stan Shih on Chinese Taipei and China



Usefulness

- 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!!!!!!!!!!!!!!

And...what happened?

1. **Cost of doing business and all other trade costs**
2. **Capacity to trade (negotiate, 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)**

Thank you for
your kind
attention

Examen National de l'Export Vert
de la République de Madagascar
Niébé (lojy), lingot blanc et café



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