



# United Nations Inter-Agency Cluster on Trade and Productive Capacity

*UNCTAD presentation for the  
WTO dedicated session of the Council for Trade in Services*

*Facilitating the increasing participation of LDCs in trade and services  
Enhancing LDCs Services export performance. What have we learnt?*

*World Trade Organization - WTO,  
Geneva, Switzerland, 29 October 2019*





## *UN Trade Cluster funded by the SECO: Tanzania*

- **The SECO project in Tanzania** aimed at “opening the tourism sector opportunities for food products and skills”. It created the conditions for optimized business linkages between large and local suppliers along identified global value-chains for increased market access (national, regional and international.)
- Business linkages increased the competitiveness of Tanzania as it helped to capture the opportunities for increased trade and investment brought about by globalisation and economic liberalization.
- **The SECO project in Tanzania** offered a comprehensive approach to the promotion of sustainable business linkages with a combination of advisory (policy-oriented) and technical assistance (action-oriented) services in the field of enterprise development and foreign direct investment (FDI).



## *UN Trade Cluster funded by the SECO: Tanzania*

### **Key results     Productive Capacity and Exports**

**UNCTAD** supported more than 800 farmers (dairy, passion fruit and tomato) with tailored entrepreneurship training; UNCTAD “Empretec Programme” and “Farming as a Business trainees” reported **an increase in their business turnover** on average 78 per cent in 2018 compared to 2017.

**UNCTAD** and **ITC** supported farm level training while **UNIDO** worked with processors on ISO certification and, packaging and **business linkages along the same value chain which led to boost in exports regionally and beyond.**

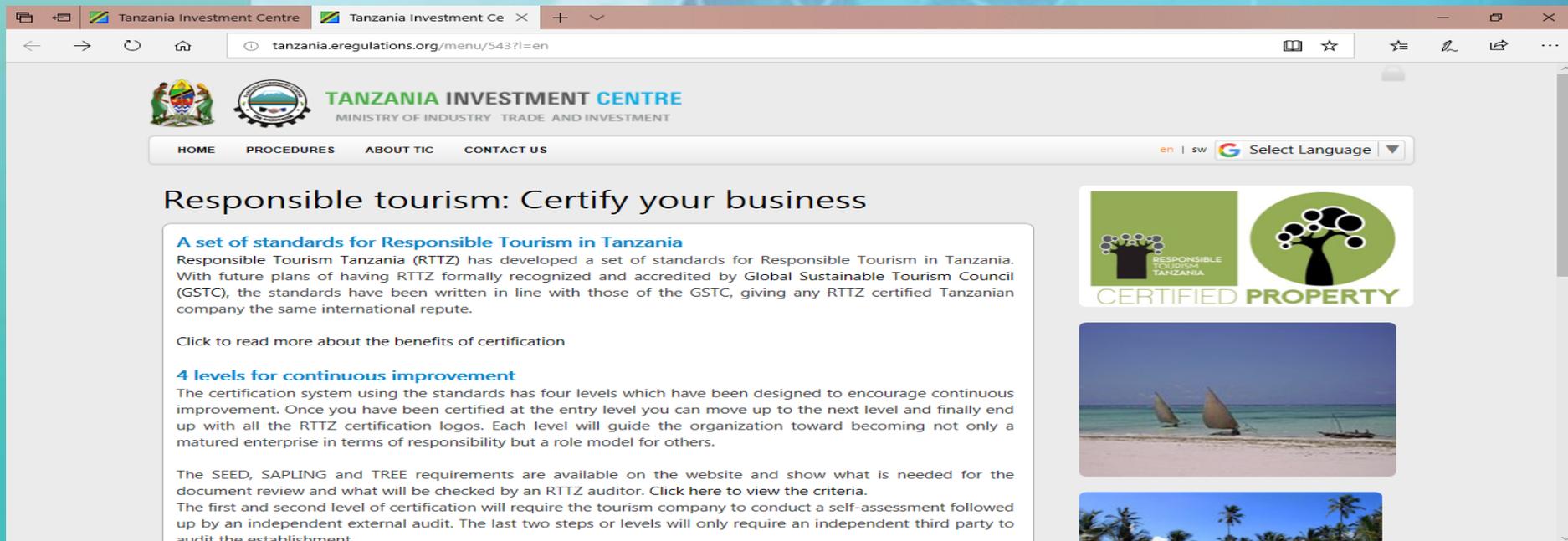
*Darsh Industries have signed supply contracts with 19 supermarkets and 12 hotels; ISO certification for processors catalyst that **led to exports to Kenya of tomato paste** and further overseas contracts; Natureripe Kilimajaro Limited **exporting dried fruits to Oman.***

# UN Trade Cluster funded by the SECO: Tanzania

## Key results Investment Promotion

With the original support of UNCTAD, the **Tanzania Investment Centre (TIC) website** now provides for activity-by-activity step-by-step guidance in investing into the tourism sector. The service reports an average of 2,100 visitors a month.

*Responsible Tourism criteria and opportunities for certification are now detailed on the TIC website <http://tanzania.eregulations.org/>*

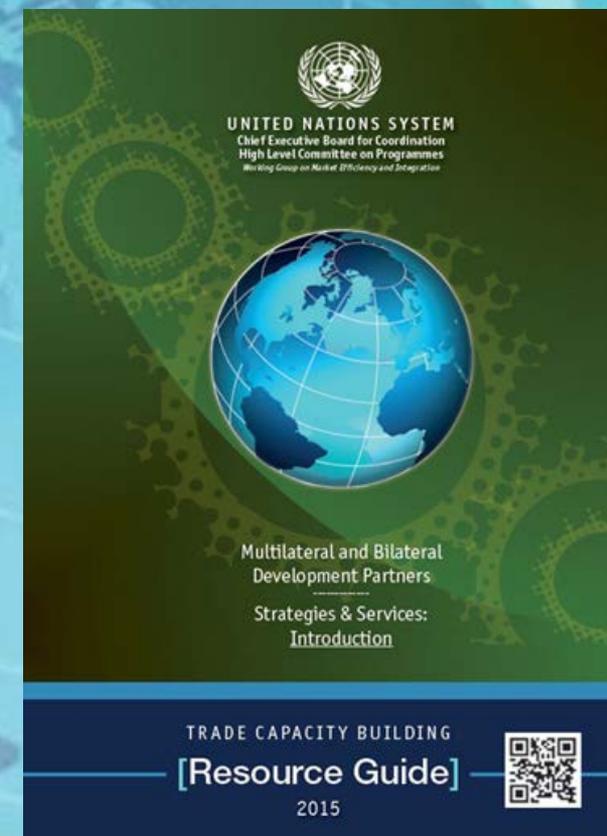
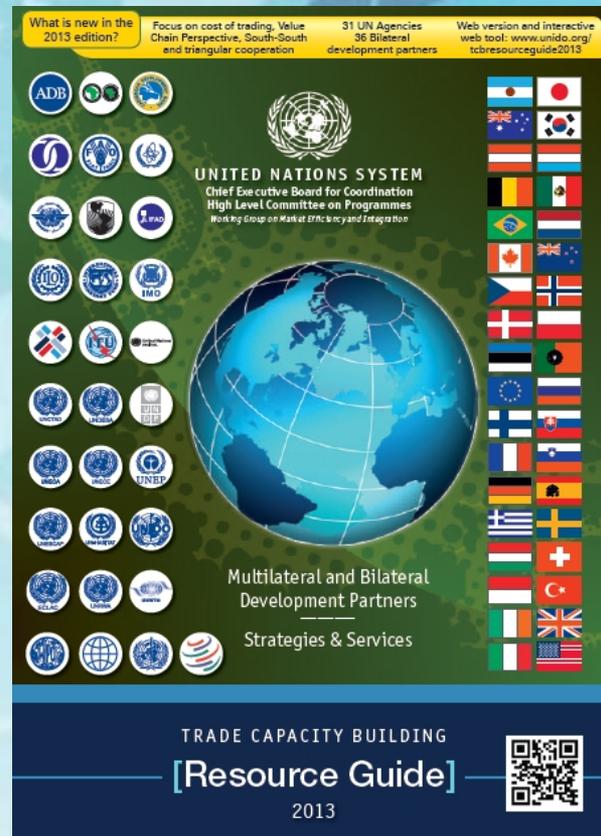
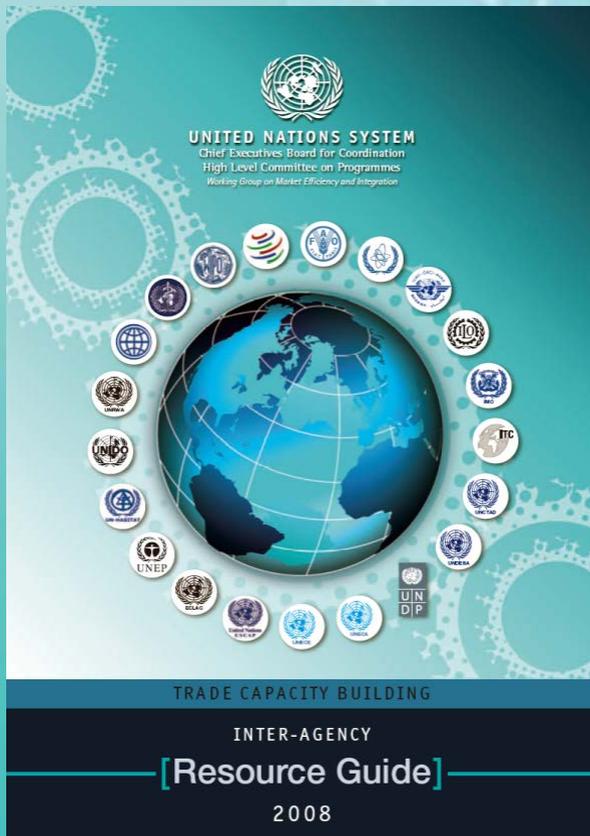


The screenshot displays the Tanzania Investment Centre website. The header includes the national coat of arms, the TIC logo, and the text 'TANZANIA INVESTMENT CENTRE MINISTRY OF INDUSTRY TRADE AND INVESTMENT'. A navigation menu contains 'HOME', 'PROCEDURES', 'ABOUT TIC', and 'CONTACT US'. A language selector is set to 'en | sw'. The main content area features the heading 'Responsible tourism: Certify your business' and a text block stating: 'A set of standards for Responsible Tourism in Tanzania. Responsible Tourism Tanzania (RTTZ) has developed a set of standards for Responsible Tourism in Tanzania. With future plans of having RTTZ formally recognized and accredited by Global Sustainable Tourism Council (GSTC), the standards have been written in line with those of the GSTC, giving any RTTZ certified Tanzanian company the same international repute.' Below this is a link to 'Click to read more about the benefits of certification' and a section titled '4 levels for continuous improvement' which describes the certification system's levels. The right sidebar contains two logos: 'RESPONSIBLE TOURISM TANZANIA' and 'CERTIFIED PROPERTY', along with two images of coastal scenes.

# Lessons learnt - key message: Policy Coherence

Reference: *United Nations System CEB Trade Capacity Resource Guide (led by UNIDO)*

<https://www.unido.org/news/press/unido-releases-trade.html>



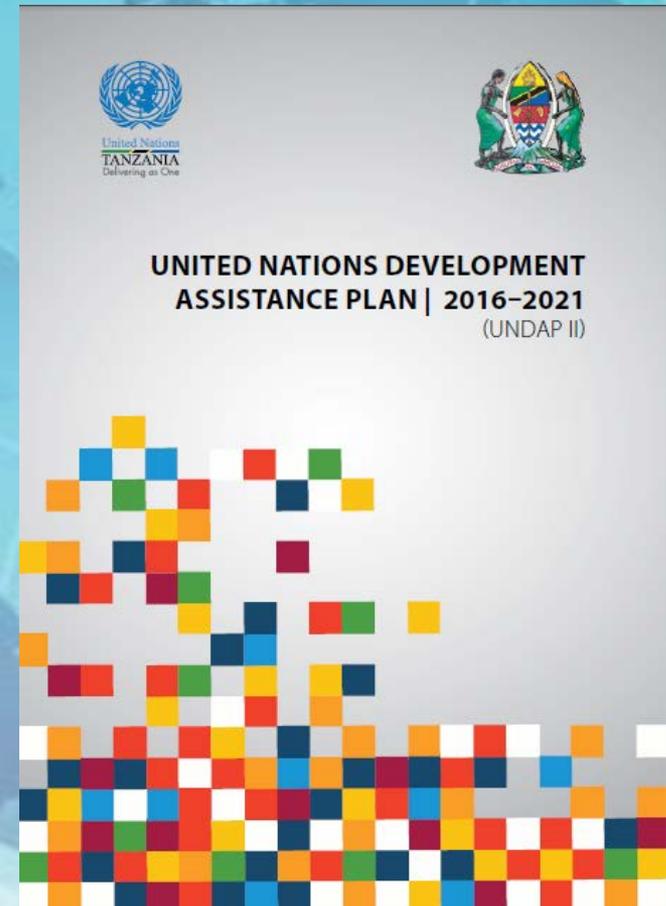
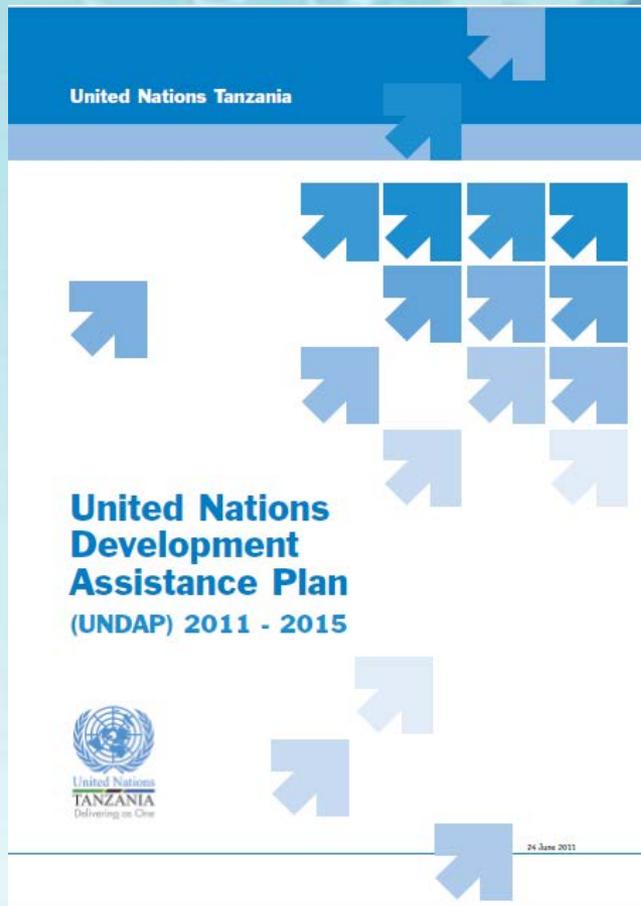


# Key message: Impact through Partnerships

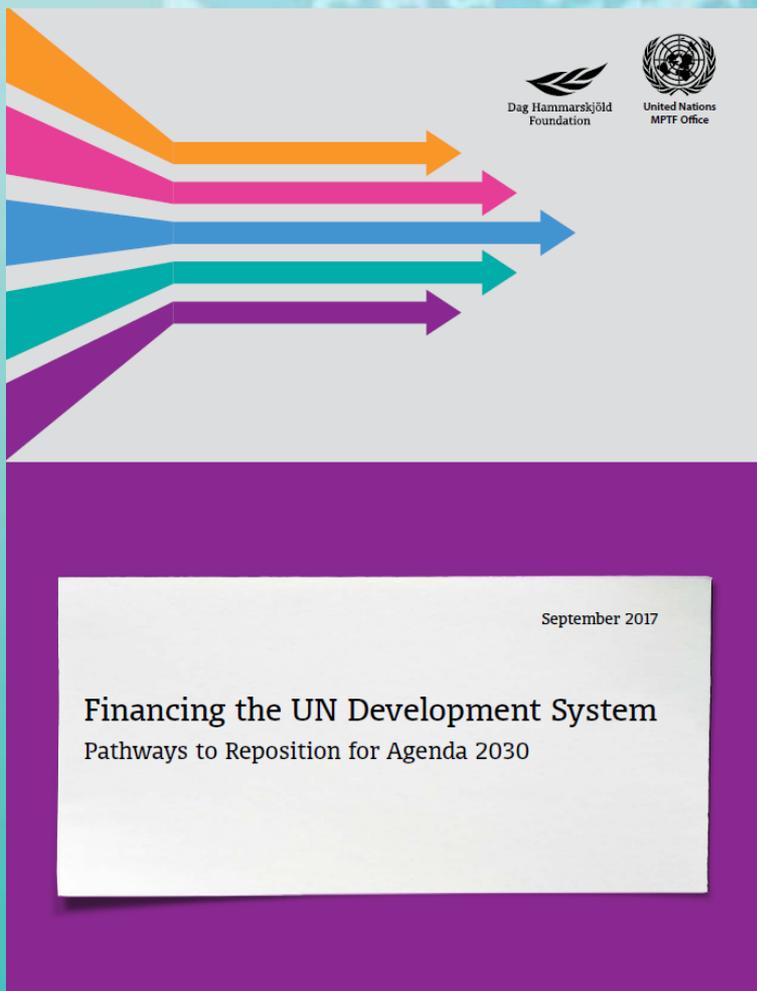
Farmers income per month increased (e.g. by USD 174-218 or 20%)

Private sector partner processors have continued to pay for and expand training.

## Partnership at the Country level: *Delivering as One*



# Key message: Appropriate Donor support





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**For more information on the SECO funded UN Trade Cluster initiatives, see:**

- **Webpages** dedicated to the SECO funded projects posted on UNCTAD website:

**<https://unctad.org/en/Pages/TC/UN-Inter-Agency-Cluster/UN-CEB-SECO-Country-Projects.aspx>**

- **Official Video** on UN Trade Cluster project in Tanzania:  
**<https://www.youtube.com/watch?v=nBPwu8L1X5Q>**

**Thank you**



## *How to contact us:*

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***For further information about the CEB Inter-Agency Cluster***

**See: <http://www.unctad.org>**

**See: [http://unctad.org/en/Pages/TC/TC\\_United-Nations-Inter-Agency-Cluster.aspx](http://unctad.org/en/Pages/TC/TC_United-Nations-Inter-Agency-Cluster.aspx)**



UNITED NATIONS

**United Nations Inter-Agency  
Cluster on Trade and  
Productive Capacity**

UNCTAD, UNIDO, FAO, ILO, ITC, WTO, UNDP,  
the 5 UN Regional Commissions, UNEP, UNOPS, UNCITRAL