



Trade Policy and Trade Promotion Fund

Themes and activities

Themes	Implementation/Key activities	Responsible
<p>Trade Promotion in the Textile Sector in Bangladesh 06/2009 – 05/2011</p>	<p>The project aims to improve framework conditions for the exploration of new external markets for SME in the ready-made garment industry. It includes three main intervention areas:</p> <ul style="list-style-type: none"> • Support to stakeholders from the public and private sector to develop a coherent and coordinated ready-made garment trade strategy. • Support to associations and chambers to enable them to regularly generate, disseminate and update information relevant for export diversification requested by their members. • Support to strengthen marketing and promotional capacity of relevant institutions to raise awareness on the range of services provided by the apparel industry in Bangladesh, especially in new markets with export potential. 	<p>Bianca Untied Ute Böttcher</p>
<p>Implementation of Voluntary Social Standards in China 02/2009 – 09/2011</p>	<p>The project develops a new approach for the systematic implementation of voluntary labour and social standards. The project comprises of three components:</p> <ul style="list-style-type: none"> • Support the harmonisation and alignment between national and international initiatives on social standards, as well as initiatives of different enterprises. • Strengthen a transparent and efficient market for the supply of standard related advisory and auditing services. • Support of knowledge transfer and national and international networking (scaling up) on the basis of the experiences made in the project. 	<p>Rolf Dietmar Silke Trumm</p>

<p>Capacity Development for “BioTrade” (Biodiversity-based Businesses)</p> <p>01/2009 – 12/2010</p>	<p>The project aims to strengthen biotrade related capacities in three pilot countries (Namibia, Peru, Nepal). It includes three components and is implemented at both national and intentional level to foster exchange of experience and allow taking into account the specific situation of each country:</p> <ul style="list-style-type: none"> • Strengthening of negotiation and implementation capacities for SPS/TBT, GI and ABS; • inclusion of biodiversity aspects in national trade policies and strategies, • connect the relevant actors within and between the three pilot countries via discussion fora, task forces, case studies and training workshops. <p>At international level activities are implemented by the Capacity Building Task Force on Trade, Environment and Development (CBTF).</p>	<p>Doris Günther Birgit Gbaguidi</p>
<p>Strengthening International Lawyers and Economists against Poverty (ILEAP)</p> <p>05/2010 – 12/2012</p>	<p>The project is being implemented by International Lawyers and Economists against Poverty (ILEAP). It supports ILEAP to provide trade-policy advisory services and capacity development specifically in Africa and the Caribbean.</p> <ul style="list-style-type: none"> • ILEAP provides advisory services in the form of analyses and studies, short-term consultancy missions, seminars and workshops. The advisory services focus on trade in services, trade promotion and aid for trade. • Particular priority is given to processing applications from partner countries and regions, for advice about positioning themselves for EPA and WTO negotiations, and in bilateral and regional trade agreements. 	<p>Silke Woltermann Bianca Untied</p>
<p>Pharmaceuticals Moshi/Tanzania</p> <p>09/2007 – 11/2011</p>	<p>The project supports the development of an adequate framework for building up local and regional pharmaceutical production in Tanzania and Eastern Africa. The project includes:</p> <ul style="list-style-type: none"> • Facilitate workshops to exchange experiences and create new initiatives. • Financial contribution for construction and materials, grants to the partner of implementation Saint Luke’s Foundation for financing services in kind and training courses. 	<p>Rainer Engels Bianca Untied</p>
<p>WTO accession for Nepal and EIF</p> <p>04/2010 – 12/2012</p>	<p>This project develops the capacities of the Nepalese Government and the private sector to meet WTO commitments and to improve the economic framework.</p> <p>The project embraces three main fields of intervention:</p> <ul style="list-style-type: none"> • Strengthening the Planning and International Trade Cooperation Division (ITCD) of Ministry of Commerce and Supply for coordinating the implementation of WTO commitments in the fields of TBT and TRIPS and the EIF process. • Enabling private-sector representatives and service providers in selected sectors to understand the pros and cons of various product diversification strategies and to develop sector-specific strategies for product differentiation. • Institutionalisation of dialogue and cooperation mechanisms in order to ensure a regular exchange between the private sector and the government on these issues, and to raise awareness of the need for collective measures. 	<p>Philipp Kruschel Birgit Gbaguidi</p>

<p>Supporting the Lao Government in its integration into regional and sub-regional markets 02/2011 – 04/2013</p>	<p>The project aims to enable the Lao Government and private businesses to use the opportunities arising from increasing regional integration more effectively.</p> <p>It comprises three fields of intervention:</p> <ul style="list-style-type: none"> • Strengthening the Ministry of Commerce to help it better grasp the opportunities and implications of increased regional and sub-regional integration. • Support for the private sector to improve understanding of the commercial opportunities and risks arising from increasing integration. • Implementing selected packages of measures identified in the action matrix of the Diagnostic Trade Integration Study elaborated under the Enhanced Integrated Framework (EIF) through payments into the multi-donor Trade Development Facility (TDF). 	<p>Franziska Jerosch Bianca Untied</p>
<p>Promoting socially and environmentally sustainable trade integration with SIECA (Secretaría de Integración Económica Centroamericana) 01/2011 – 12/2012</p>	<p>The aim of this project is to adopt a regional agenda for the promotion of socially, economically and environmentally sustainable trade integration.</p> <p>The measure is divided into two sections.</p> <ul style="list-style-type: none"> • Capacity development for the SIECA secretariat, adopting a regional trade integration agenda that is socially, economically and environmentally sustainable. • Elaboration and realisation of strategies to implement individual priority areas for support (including monitoring the impacts of existing trade agreements and developing regional strategies on intellectual property rights). 	<p>Peter Richter Bianca Untied</p>
<p>Capacity Development for marketing sustainably produced cotton 11/2010 – 10/2013</p>	<p>The project aims to improve the conditions in place for broad-based marketing of sustainably produced African cotton. The approach includes strengthening the marketing potential of ‘Cotton made in Africa’ all the way along the value chain, by improving value addition in African partner countries.</p> <p>The project comprises the following areas:</p> <ul style="list-style-type: none"> • Improving information, communication, capacities and transparency within the Cotton made in Africa value chain. • Implementing projects to promote social infrastructure. 	<p>Bianca Untied Silke Woltermann</p>
<p>Promoting communication and cooperation in the sustainable cotton sector 07/2011 – 07/2013</p>	<p>The project aims to improve conditions that encourage increased sales of sustainably produced cotton in Germany.</p> <p>Fields of intervention include:</p> <ul style="list-style-type: none"> • Awareness-raising for consumers and textile companies in the German markets, using PR events. • Study to measure the effects that the sustainability initiatives in the cotton sector are having on poverty reduction in selected cotton-producing states. • Activities to harmonise proofs of compliance with standards in the sustainable cotton sector. 	<p>Bianca Untied Silke Woltermann</p>



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