



Opening Words

In order to achieve maximum aid effectiveness the Swedish Chambers have always striven to coordinate their efforts with other relevant organisations. Natural collaboration partners have been the other Scandinavian countries. By working with DIPP in Denmark and HSH in Norway, the Swedish Chambers have been able to offer added value to the exporters, as well as use resources more effectively.

Exporters from developing countries tend to regard Scandinavia as one market, with similar customer demands, consumer habits and business culture. It is true that there are a lot of similarities but sometimes we forget that there are also differences, in culture for example. It is a general understanding that Norwegians are quick in decision making and that Swedes are slow. Be patient and you will find a happy medium!

During 2008, contacts were initiated with the newly formed Finnpartnership programme in Finland, which aims at increasing commercial cooperation and promoting business partnerships between companies in Finland and in developing countries. Finnpartnership and the Ministry for Foreign Affairs of Finland now participate for the first time in Trade Promotion Today and we are very pleased to welcome them into our collaboration. Together, our organisations will continue the struggle for reduced poverty and sustainable development - as effectively as possible.

*Lina Nertby, Director
Trade Promotion Programme
of the Swedish Chambers*

Making Trade Happen

How do we make trade happen? How can aid strengthen business in developing countries?

These questions were the basis for a seminar held at the Stockholm Chamber of Commerce on 3 December.

Representatives for the Swedish Government, Sida, Swedish companies and the National Board of Trade and first and foremost Fray Shibabaw and James Kibera, cooperation partners in the Trade Promotion Programme, were gathered to share experiences and visions for the future.

Speakers and audience agreed upon the relevance of trade development for economic growth and sustainable poverty alleviation in developing countries. The independent role of the private sector, companies and business organisations, as an offset to government and driver for development, was strongly underlined. Nothing will be traded without producers, exporters and their partners.



The seminar Making Trade Happen took place at the Stockholm Chamber of Commerce.

Recommendations made for future trade development:

- Cooperation with the private sector should be integrated in trade development.
- Allow the private sector to take ownership in development cooperation.
- Seed money over time has the possibility to generate a more sustainable impact than short-term, large scale programmes with private sector.
- Facilitate the exchange of knowledge, experience and practical know-how between private sector players in developing and donor countries.
- Commercial viability is vital for successful outcome in trade development.

Wooden Home Accessories Workshop in Ghana

DIPP organised a two-day workshop in Accra end-January in cooperation with ATAG (Aid to Artisans Ghana) and two Danish designers from Fairtrade Designers. 18 Ghanaian producers of wooden home accessories participated in the workshop. ATAG, DIPP and Fairtrade Designers made presentations about quality assurance, marketing, market information, product development, design, trends, pricing, Incoterms, payment, etc.

After the workshop DIPP, ATAG and Fairtrade Designers visited five of the participating companies with a view to select the company to work with in the Targeted Marketing Campaign project. The purpose of the project is to help the selected com-

pany with design assistance with a view to market their products in Denmark/Scandinavia.



Aid for Trade Seminar in Lusaka

Experience has shown that poverty can best be alleviated by stimulating viable economic growth. Aid for Trade is an initiative to strengthen the trade capacity of developing countries to allow them to better participate in and benefit from international trade.

A concrete example of implementing the Finnish Aid for Trade action plan was the conference organised in Lusaka, Zambia on 9-10 December. The aim of this seminar was to increase understanding of the Aid for Trade concept and key processes and provide specific tools to design and carry out Aid for Trade projects and programmes. Another aim was to identify ownership-driven prioritised Aid for Trade opportunities in Zambia.

The seminar was a success and several concrete proposals were made and are now under further work. For example, a proposal is being drawn up for country-

wide information on trade promotion. Under the topic women entrepreneurship several ideas were put forward, one of them being the idea of utilising the upcoming Women Leadership Meeting in Liberia for promoting Aid for Trade related issues

Finland's "Aid for Trade Action Plan (2008–2011)", introduced in September 2008, outlines the country's contribution towards the implementation of the common EU Aid for Trade strategy. In line with the EU strategy and by cooperating with other Nordic countries Finland seeks to reduce poverty, particularly in the least developed countries, by increasing Aid for Trade and enhancing its effectiveness in the context of environmentally and socially sustainable development. The Action Plan is complemented by Finland's Import Policy Strategy, which was also launched last September.

Targeted Marketing Campaign in Mozambique

DIPP has just launched its fourth Targeted Marketing Campaign. Within the framework of the campaign, a team of Danish designers will develop a furnishing item or functional object of interior decoration, to be manufactured from FSC certified wood by a selected Mozambican producer and subsequently marketed in Denmark by DIPP. The campaign is carried out in cooperation with the design group "Grounded" and the Danish "Development Centre for Furniture and Wood". A fact finding trip to Maputo and Sofala province has just been completed with the purpose of appraising selected producers, visiting an FSC forest concession, and collecting samples of available FSC certified species of wood. The project is to be completed by the end of 2009.

Visit to Mexico

In March, the Norwegian Crown Prince and Princess will make an official visit to Mexico. They will be accompanied by a delegation of companies who are interested in developing their trade relations with Mexico. HSH has arranged similar delegation trips to Vietnam, India and Chile, where the Norwegian companies have been very pleased with the arrangements. During the visit, seminars will be held in Mexico City and Veracruz. In Mexico City, the themes are entrepreneurship, market access, Norwegian import and tourism, while in Veracruz the seminar will deal with coffee.



The Norwegian Crown Prince and Princess will visit Mexico. Photo: Jo Michael, Norwegian Royal Court.

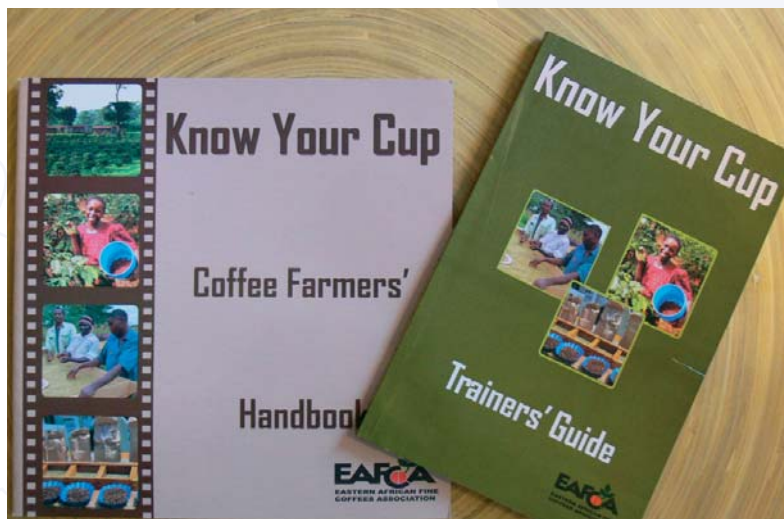
Know Your Cup Handbook

The workshops with coffee farmers in East Africa have been highly successful in enhancing the capacity of the smallholder coffee grower to produce high quality coffee in high quantity and make more money. The Know Your Cup concept is the first that includes the whole value chain in coffee production: from crop to cup. Throughout the workshops the participating farmers have asked for material in order to pass on the information and knowledge given in the workshops to others. Therefore two handbooks have been developed and published – the “Coffee Farmers Handbook” and the “Trainers Guide”. The first focuses on the coffee farmers in the field, explaining the different steps in growing coffee and aiming at coffee producers that want to improve

their quality and productivity. The “Trainers guide” is directed towards the trainers and includes elements such as facilitation and training skills as well as the different elements of coffee production and coffee as a business.

The books have been brought forward by request of the coffee farmers and within the cooperation between East African Fine Coffees Association (EAFCA) and the Swedish Chambers together with the Know Your Cup Experts Guild.

With the handbooks EAFCA will be able to pass on the Know Your Cup knowledge to more farmers, include key players and in the long run enhance the capacity of the East African Coffee farmers.



Handbooks have been developed to give coffee farmers and trainers more information on coffee production and coffee as a business.

Danish-Bolivian Partnership



Words as Open Source Software and Process Management Software are for many people terms that belong to an unknown world. However, in La Paz those words are turned into a successful business by the company Colosa in a joint venture with the Danish Xcompetence.

The flourishing Bolivian-based IT company Colosa is, together with the Danish IT company Xcompetence, part of the Business-to-Business Programme funded by Danida. The overall goal of the collaboration is to transform Colosa from a locally bound company to an Open Source enterprise with global reach. According to Colosa's General Manager the success of the company's flagship product, Process Maker, is mainly due to the beneficial collaboration with the Danish company:

“With Xcompetence we are going to develop very high quality consulting, training and support practices.”

Seeing Bolivia as a country only offering raw materials is a misperception – the country's growing IT sector and the success of Colosa is just one example.

Rikke S. Riemer

Start-up for African Women Entrepreneurs

The Women Entrepreneurs Development Programme (WED) in East Africa began in February with a start-up activity in Kampala, Uganda. Norwegian HSH is collaborating with the women entrepreneur organisations AWAN, NAWOU and UWEAL within the programme. The aim is to empower women through training, increasing their capacity to bring their products to the market.

Women Changing the World

A delegation of Ethiopian women visited the conference "Women Changing the World" in St. Petersburg to learn from Russian women entrepreneurs and their experience. The Ethiopian visitors found it inspiring to share the findings and lessons learnt of women who have already made an impact upon their society. The concept of men for gender equality, brought up during the conference, was something the group considered particularly interesting. They returned home with many new ideas for how to take the National Women Business Network (NWBN) in Ethiopia to the next level.

The conference took place in November. The delegation consisted of representatives from Amhara Women Entrepreneurs As-

sociation (AWEA), the National Women Business Network and the Ethiopian Ministry of Trade and Industry. Two representatives from the Swedish Chambers also participated.



Ethiopian women visited the conference in St. Petersburg.

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Calendar

MARCH

8-13 March

Fact-finding mission to Bangladesh within the Targeted Marketing Campaign (DIPP)

23 March

Information about tourism project, Stockholm, Sweden (SCC)

23-27 March

Addis Ababa Chamber of Commerce Sectorial Associations visits Sweden for benchmarking with the Chamber of Commerce of East Sweden and the Stockholm Chamber of Commerce (SCC)

New Fact Sheet for Processed Food

DIPP has published a new fact sheet on requirements for processed food in the EU, which outlines the kind of legislation companies must take into account when exporting processed foodstuffs to the EU. The fact sheet can be downloaded from DIPP's website: www.dipp.eu.

