



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

Q1: TITLE OF CASE STORY

Trade Capacity Building Programme (PRCC) (*autotranslation)

Q2: CASE STORY ABSTRACT

The Trade Capacity Building Program is part of the support provided by the France in the Aid for Trade framework.

Technical cooperation related to trade capacity building has become one of the challenges changes in the global trading system. In 2002, a French plan for capacity building assistance Trade was set up in parallel to multilateral contributions. A bilateral program specific has been created, the PRCC form of an envelope through which projects are funded Specific technical assistance, expertise and capacity building. It is financed jointly by the French Ministry of Economy and Foreign Affairs and International Development. He is implemented by AFD.

The PRCC, established in 2003 as a three-year program was renewed in 2006, then in 2009 2013, 2013-2015, amounting to € 30 million.

Q3: LONG DESCRIPTION OF THE CASE STORY

Most AFT part is operated by the French Development Agency (AFD) through sectoral development projects: agriculture, tourism, banking, infrastructure and PRCC, only specific tool for technical assistance to trade. It is supplemented by contributions Dedicated multilateral funds.

The support of the PRCC covers both the capacity of recipient countries to better assimilate the rules govern international trade and on the effective improvement in their export performance. He falls within the framework of national trade development support policies. It meets a specific need identified by the economic missions and AFD agencies, closely with partner states and representatives of the private sector in these states.

The actions implemented in the form of technical assistance projects, training and awareness, sectoral studies, expertise, and funding of equipment and small equipment. The PRCC may be associated with other structuring AFD financing or other donors.

The PRCC's approach is both formative and innovative. The PRCC's aim to increase on the qualitatively and quantitatively, the added value in exports of partner countries.

To do this, the projects support different types of actors (State services, regional institutions, intermediate and membership organizations, the private and business sector) with actions tailored to their specific needs (technical assistance, training, equipment, etc ...). Projects innovators are selected considering their potential spillover effects on the private dynamics and demonstrative effect.

The targeted areas are mainly in Africa, the Mediterranean (country Deauville Partnership in particular) and other ACP countries (South-East Asia, Caribbean).

As part of PRCC 4, during the engagement, projects revolve around four major themes of intervention:

- The structure of the business fabric which is a prerequisite for the development of trade. In this context, the PRCC supports capacity building and professional organizations intermediate representative of the productive sector, structuring and development support channels carriers and export promotion schemes.
- The quality approach, which allows to increase the added value of exports. The PRCC contends particularly the development of protected geographical indications, effective business tool positioning exports in niche markets (or greater) value added, valuing heritage and diversified agro-industrial traditions.
- The removal of non-tariff barriers to trade (technical standards, sanitary and phytosanitary, certifications) that may constitute a serious obstacle to the development of trade of countries development.
- Fair trade, which allows the creation of economic opportunities for the most producers vulnerable. The PRCC supports this approach to the collective organization of new circuits production and distribution for the international market, based on social norms, economic and environmental. On this point, the "CSR", and the wider social compliance and environmental, regardless of the beneficiary of the project is a constant concern and transverse taken into account in all projects funded by the PRCC (as in all projects funded by AFD in general, regardless of the employed funding resource).

For an overview of PRCC: http://www.afd.fr/home/projets_afd/pour-un-projet/les-etapes-clesd-a-project/building-of-capabilities-commercial/PRCC_Presentation

The PRCC in Madagascar <http://www.afd.fr/base-projets/consulterProjet.action?idProjet=CMG1290>

An agricultural support project in Tunisia <http://www.afd.fr/base-projets/consulterProjet.action?idProjet=CTN1139>

Q4: Please add here web links to project/programme materials.

Respondent skipped this question

PUBLIC SECTOR CASE STORY TEMPLATE

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| Q5: YOUR CONTACT DETAILS | |
| Name: | Daphné PRIOUZEAU |
| Ministry/Institution/Organization: | Ministère de l'Economie et des finances - |
| Country: | France |
| Email Address: | daphne.priouzeau@dgtresor.gouv.fr |
| Q6: FUNCTION | Public sector |
| Q7: FUNDING PARTNER Tick the appropriate box(es) | Bilateral donor |
| Q8: Additional information | <i>Respondent skipped this question</i> |
| Q9: START DATE OF PROJECT/PROGRAMME | 2013 pour le PRCC 4 (2013-2015) |
| Q10: STATUS OF PROJECT/PROGRAMME | <i>Respondent skipped this question</i> |
| Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME | 3-5 years |
| Q12: COST OF PROJECT/PROGRAMME | More than US\$20 million |
| Q13: Additional information | <i>Respondent skipped this question</i> |
| Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME | Grant |

PAGE 6: C.2) ABOUT THE CASE STORY

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| Q15: PROJECT/PROGRAMME TYPE | Multi-country (i.e. 2 or more countries) |
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PAGE 7: C.2) ABOUT THE CASE STORY

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| Q16: SINGLE COUNTRY/CUSTOMS TERRITORY | <i>Respondent skipped this question</i> |
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PAGE 8: C.2) ABOUT THE CASE STORY

PUBLIC SECTOR CASE STORY TEMPLATE

Q17: REGION(If the region does not appear in the drop down menu, please enter manually.)

Respondent skipped this question

PAGE 9: C.2) ABOUT THE CASE STORY

Q18: MULTI-COUNTRY(Enter all countries or customs territories)

Sub-Saharan Africa, the Mediterranean countries, Southeast Asia, Caribbean, Benin, Cambodia, Multi-Saharan Africa, Tunisia etc.

PAGE 10: C.4) ABOUT THE CASE STORY

Q19: CASE STORY FOCUSTick the appropriate box(es)

Support for compliance with non-tariff measures (including standards)

,

Improving access to trade finance,

Improving the regulatory environment for services

,

Improving skills levels in service sectors,

Other (please specify)

Support for professional organization and consular organizations. Setting up support exports for business. support / structuring export sectors. support for certifications.

PAGE 11: C.5) ABOUT THE CASE STORY

Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box(es)

On-going project

PAGE 12: C.6) ABOUT THE CASE STORY

PUBLIC SECTOR CASE STORY TEMPLATE

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| Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es) | Officials trained, Other border agency law updated, New or updated electronic single window, New plant health measures or processes, New food safety measures or processes, New quality assurance procedures or processes, New laws, rules or regulations on services, Services sector skills |
| Q22: Additional information(maximum 300 words) | <i>Respondent skipped this question</i> |

PAGE 13: C.7) ABOUT THE CASE STORY

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| Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME Tick the appropriate box(es) | Reduction in road haulier waiting times, Reduction in storage costs, Reduction in informal payments, Increase in merchandise exports, New company registrations, Increase in service exports, Other (please specify) increasing the quality of exported products |
| Q24: Additional information(maximum 300 words) | <i>Respondent skipped this question</i> |

PAGE 14: C.8) ABOUT THE CASE STORY

PUBLIC SECTOR CASE STORY TEMPLATE

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| <p>Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)</p> | <p>Increase in employment, Increase in women's employment, Export market diversification, Increase in consumer welfare, Increase in per capita income, Reduction in incidence of absolute poverty</p> |
| <p>Q26: Additional information(maximum 300 words)</p> | <p><i>Respondent skipped this question</i></p> |

PAGE 15: C.9) ABOUT THE CASE STORY

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| <p>Q27: LESSONS LEARNT Tick the appropriate box(es)</p> | <p>Importance of good project design, Importance of alignment with national priorities, Importance of alignment between different development partners in programming , Importance of engagement by private sector, Importance of agreeing clear project implementation responsibilities , Importance of agreeing clear project monitoring and evaluation process and procedures , Importance of agreed accountability frameworks, Importance of attention to long-term sustainability , Importance of political will and commitment by project partner</p> |
| <p>Q28: Additional information(maximum 300 words)</p> | <p><i>Respondent skipped this question</i></p> |
| <p>Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)</p> | <p>M&E framework used, Ex post evaluation, Joint ex post evaluation conducted with partner</p> |