



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

Q1: TITLE OF CASE STORY

Connecting Central and Western Africa to Mekong countries to bolster trade

Q2: CASE STORY ABSTRACT

A South-South trade promotion project by International Trade Centre and Organisation Internationale de la Francophonie (OIF) has contributed to a sharp rise in trade between 14 African nations and three Mekong countries. Recent data show that contracts facilitated by ITC over the last six years have amounted to trade deals worth an estimated \$160million in the cashew nut, rice and cotton sectors. Headline numbers may be just the start of a thriving South-South partnership. Achievements include the conclusion of technology-transfer agreements in the cashew nut sector from Viet Nam to Burkina Faso which will significantly reduce transaction time and costs, and the establishment of direct cooperation between banks in the Republic of Congo, Guinea-Bissau, Togo and Viet Nam, amongst others.

Q3: LONG DESCRIPTION OF THE CASE STORY

A South-South trade promotion project by the International Trade Centre (ITC) and the Organisation internationale de la Francophonie (OIF) contributed to a sharp rise in trade between 14 African nations and three Mekong countries, recent trade data show.

Data provided by Viet Nam's Ministry of Industry and Trade indicate that trade between the eight countries of the West African Economic and Monetary Union (UEMOA) and Viet Nam rose fivefold to US\$ 935.2 million in 2013, compared with US\$ 180 million in 2007.

Trade between the six countries of the Economic and Monetary Community of Central Africa (CEMAC) and Viet Nam increased more than fourfold to US\$ 309.5 million in 2012, compared with US\$ 65 million in 2007.

Contracts that ITC has facilitated over the last six years have amounted to at least US\$ 160 million in the cashew nut, rice and cotton sectors. ITC has also facilitated the transfer of cashew processing machinery from Viet Nam to Côte d'Ivoire.

Headline numbers may be just the start of a thriving South-South partnership. ITC's trade flow analysis indicates the potential business partnership between the regions may be closer to US\$ 5 billion.

'Businesses of Viet Nam and of the CEMAC and UEMOA countries participated actively in numerous activities organized by ITC and OIF,' said Le Duong Quang, Viet Nam's Vice-Minister of Industry and Trade. 'The cooperation between Viet Nam and CEMAC and UEMOA is developing not just in trade, but also in investment.'

'Achievements in 2013 include the conclusion of technology-transfer agreements in the cashew nut sector from Viet Nam to Burkina Faso, and the establishment of direct cooperation between banks in the two regions, which will significantly reduce transaction time and costs.' said Ben Mohamed Imamo. Senior Programme

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Officer at ITC.

OIF approached ITC in 2007 to set up a project to expand intra- and interregional trade between CEMAC, UEMOA and the three francophone countries of the Mekong – Cambodia, the Lao People’s Democratic Republic and Viet Nam. The project began in 2008 and concluded with an agribusiness forum in Ho Chi Minh City, Viet Nam, in January 2014 and an interbank partnership meeting in June 2014.

Based on surveys by ITC, stakeholders prioritized agribusiness, textiles and clothing, and wood as sectors with the highest potential. Cotton is an export product for eight of the 14 African countries that comprise the two regional economic communities, while Viet Nam is one of South-East Asia’s major exporters of wood furniture.

Results of the project were very quickly tangible:

In 2008, the trade mission of Vietnamese importers of cashew nuts to Guinea-Bissau resulted in a letter of intent for Viet Nam to import 35,000 tons of raw cashew nuts over three to four years.

In 2008, a rice buyer-seller meeting held in Ho Chi Minh City resulted in US\$ 29 million of Vietnamese rice being imported by companies in CEMAC and UEMOA.

In 2009, US\$ 110 million in business deals and medium-term contracts for cotton was generated from Benin, Burkina Faso, Senegal and Togo to Viet Nam.

In 2012, US\$ 4.95 million in trade in cashew nuts was generated between Guinea-Bissau and Viet Nam.

In 2012, US\$ 5.5 million in business deals and US\$ 16.1 million in short- and medium-term export orders were generated for Cameroon, the Republic of the Congo and Gabon. In Benin, 80% of the cashew-processing machinery now comes from Viet Nam.

In 2014, an agribusiness forum organized in Ho Chi Minh City resulted in business deals worth US\$ 9 million to export raw cashew nuts from Benin to Viet Nam. Furthermore, two companies in the two countries have signed a joint-venture agreement to facilitate the transfer of cashew-processing technology from Viet Nam to Benin with an investment of €12.9 million.

Business links, investment and banking

‘Five years ago, Viet Nam was not a known country for Africans. Since 2008, OIF and ITC have facilitated business links between Viet Nam and Africa. This will pick up and this will be for the long term,’ said Guillaume Razack Ishola Kinninnon, General Manager of SWCM, a food processing and manufacturing company in Benin.

Kinninnon said that one problem often encountered by exporters from both regions is that letters of credit have to be confirmed by a European bank, which causes delays and additional costs. As part of ITC’s methodology to promote South-South trade, it facilitated the establishment of direct interbank cooperation between the Vietnam Joint Stock Commercial Bank for Industry and Trade and banks in the Republic of the Congo, Guinea-Bissau and Togo in 2013.

‘[We hope] that our Viet Nam-ITC cooperation develops even more in the future,’ said Tran Quang Huy, Director of the African, West and South Asian Market Department of the Ministry of Industry and Trade, Viet Nam.

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

Respondent skipped this question

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Q5: YOUR CONTACT DETAILS

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Q6: FUNCTION

Public sector

Q7: FUNDING PARTNER Tick the appropriate box(es)

Multilateral organization

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Q8: Additional information

This case is submitted jointly with the Organisation Internationale de la Francophonie (OIF)

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6.1. Function: Public Sector

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6.2. Function: Public Sector

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6.3. Function: Public Sector

5.4. - Benin

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6.4. Function: Public Sector

PUBLIC SECTOR CASE STORY TEMPLATE

Q9: START DATE OF PROJECT/PROGRAMME	January 2008
Q10: STATUS OF PROJECT/PROGRAMME	Fully implemented
Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME	<i>Respondent skipped this question</i>
Q12: COST OF PROJECT/PROGRAMME	Between US\$1 million and US\$5 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

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

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

Q17: REGION(If the region does not appear in the drop down menu, please enter manually.)	<i>Respondent skipped this question</i>
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PAGE 9: C.2) ABOUT THE CASE STORY

Q18: MULTI-COUNTRY(Enter all countries or customs territories) Union Economique et Monetaire Ouest-Africaine (UEMOA): Benin / Burkina Faso / Cote d'Ivoire / Mali / Niger / Guinee Bissau / Senegal / Togo Communaute Economique et Monetaire de l'Afrique Centrale (CEMAC): Cameroun / Republique Centre Afrique/ Tchad / Guinee Equatoriale / Gabon / Republique du Congo Mekong Francophone Countries: Cambodge / Lao PDR / Viet Nam
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PUBLIC SECTOR CASE STORY TEMPLATE

PAGE 10: C.4) ABOUT THE CASE STORY

Q19: CASE STORY FOCUS Tick the appropriate box(es)	Other (please specify) Increasing intra and inter regional trade including South-South trade and cooperation Trade Promotion: Business to Business meetings
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PAGE 11: C.5) ABOUT THE CASE STORY

Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box(es)	Successful
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PAGE 12: C.6) ABOUT THE CASE STORY

Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)	Other (please specify) Business contracts and partnership agreements
Q22: Additional information(maximum 300 words) 1. Inter-bank partnerships established 2. Dispute resolution agreement signed (arbitration and mediation services for exporting / importing SMEs) 3. Joint ventures signed and created (Benin and Viet Nam) 4. Transfer of technology and intellectual property agreement signed	

PAGE 13: C.7) ABOUT THE CASE STORY

Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME Tick the appropriate box(es)	Increase in merchandise imports, Increase in merchandise exports, Increase in shipping volumes, Other (please specify) South-South Trade; Trade Promotion
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

<p>Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)</p>	<p>Export market diversification, Import market diversification</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

<p>Q27: LESSONS LEARNT Tick the appropriate box(es)</p>	<p>Importance of alignment with national priorities, 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 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, Project baselines set, Joint ex post evaluation conducted with partner</p>