

## Project Synopsis

<b>Title</b>	Enhance trade capacities of Pacific Agribusiness and improve access to international markets.	<b>Beneficiary</b>	PIPSO – Pacific Island Private Sector Organisation
<b>Country</b>	<b>Pacific Region</b>	<b>Duration</b>	<b>8 months</b>
<b>Experts</b>		<b>Working Days</b>	<b>Budget Line</b>
	<b>Team Leader:</b> Export Quality Management Expert	65	<b>Tender to be launched under the PE 2</b> Activity 1.2 “Compliance issues of productive sectors”
	<b>Key Expert 2:</b> Market access and trade expert	25	
<b>Project Genesis and Rationale</b>	<p>Pacific island countries’ economies suffer from diseconomies of scale in production and exchange of goods and services, high vulnerability to natural disasters and remoteness from export markets. Most Pacific island countries have experienced low average growth in output during the past decade while their growth rates have shown large fluctuations. Trade deficits have been on the rise due to declining exports and increasing imports. The challenge of the global economy is particularly high for those countries with limited human resources and technology and poor management skills. To reduce dependence on large imports and increase revenue, the private sector is encouraged to produce more local products and export to New Zealand and Australia, the closest international markets. The project will be implemented by a combination of training for trainers, coaching, mentoring and consultancy and it will contribute to improve the capacities of selected agribusiness in the Pacific region to overcome barriers to trade in regional and international markets and take advantage of existing exporting opportunities.</p>		
<b>Internal Analysis</b>	<p>The PMU has judged the proposal highly relevant and in line with Programme Priority 1.2 – Compliance issues of productive sectors. The project will be implemented in the field with two Key Experts. The purpose of the project is: build the capacity of PIPSO and selected service providers in the field of Export Quality Management Systems and promote the adoption of international standards among export ready regional agribusinesses. The project structure will be articulated on the basis of different phases. In the first stages of the project, selected trainees will be trained on certification for agro-food products (HACCP, Global GAP, ISO 22000). PIPSO in collaboration with the project team will then select a list of motivated companies that will go through a series of training and consulting. The phase of SMEs selection is crucial. The actual implementation will include a number of visits from experts in which they check the progress, discuss problems and help companies to find their own specific solutions. In that manner the companies will be able to apply the content of the training on their situation; the role of the expert will be in principle limited to providing guidance and coaching. A sensitisation seminar will be organised with the objective of promoting the adoption of quality systems and certification schemes among key exporters and concretely assess their interest in acquiring and maintaining the certification.</p>		
<b>External Analysis</b>	<p>The beneficiary has been actively involved in project design and formulation and has agreed on the final version of the ToRs. The EU Delegation for the Pacific was consulted during the drafting process and expressed its favour to the intervention.</p>		