

COUNTRY FACTSHEET 2017

SWISS IMPORT PROMOTION PROGRAMME SIPPO

SOUTH AFRICA

NATURAL INGREDIENTS PROCESSED FOODS



2017: Introduction of the new SIPPO mandate

Market potential of selected sectors

SIPPO expects the natural ingredients (NI) and processed foods (PF) sector in South Africa (SA) to be a strong performer within the new mandate from 2017-2020 (for the details of the mandate see reverse side). In-depth analysis of NI and PF has shown big market potential both on the demand and supply side and for the creation of job opportunities.

SIPPO Activities

SIPPO aims to provide its services to South African partner Business Support Organizations (BSOs) in four intervention areas of the mandate, building up on existing national and local export structures and potentials: **networking, matchmaking, market intelligence and capacity building.**

SIPPO assists BSOs in identifying the right market for the right products and can further increase BSOs **awareness for market trends** by means of knowledge exchange and study tours.

In the mandate's introduction year 2017, SIPPO's main focus is on **identifying BSOs for cooperation and assessing further export market potentials** to implement targeted activities through these partner BSOs.

Exploring opportunities

In July 2017 SIPPO provides BSOs with the opportunity to identify their strengths to be built on and opportunities for improvements by carrying out a "BSO assessment" through the International Trade Centre (ITC). This involves interviews related to BSO's **export promotion services, organizational structures, quality management, performance measurement, communication** as well as **export and sector strategies**. It furthermore includes exchanges with related companies and members.

The results together with additional market information provide a basis to identify fields of cooperation including **activities, workplans and cooperation agreements from 2018 to 2020** to be agreed on by end of 2017. Thereby, SIPPO endeavors building on existing sector strategies and to synergize activities with other stakeholders supporting the two selected sectors.

Need more information?

For more information, please contact our SIPPO Country Representative in South Africa as indicated below.

SIPPO South Africa
225 Veale Street, Parc Nouveau
New Muckleneuk 0181, Pretoria, South Africa

SIPPO Country Representative
Anna G. Reyneke
anna.reyneke@sippo.ch, +27 83 269 65 58

PROGRAMME FACTSHEET

SWISS IMPORT PROMOTION PROGRAMME SIPPO

Phase 2017-2020

Donor: Swiss State Secretariat for Economic Affairs SECO
SECO Contribution: 19,4 mio. CHF
Total Budget: 22,8 mio. CHF
Contract Partner: Swisscontact

Mandate and Partners

The Swiss Import Promotion Programme (SIPPO) is a well-established mandate of the Swiss State Secretariat for Economic Affairs (SECO) within the framework of its economic development cooperation. As for the new investment phase (2017-2020), SIPPO is carried out by Swisscontact, a business-oriented Swiss foundation for international development cooperation.

Swisscontact collaborates with sub-contracting (BHP Brugger & Partner, HELVETAS Swiss Intercooperation) and collaboration partners (IPD, CBI, IHA) to strengthen its worldwide service delivery and capacity building.

11 countries: Colombia, Peru; South Africa; Indonesia, Vietnam; Tunisia, Morocco; Albania, Bosnia & Hercegovina, Macedonia, Serbia.

6 Sectors: Fish & Seafood, Processed Foods, Natural Ingredients, Technical Wood, Value-added Textiles, Sustainable Tourism.

Approach and Objectives

SIPPO promotes sustainable and inclusive trade thereby building on its core values respect, partnership-based cooperation and integrity as established by its code of conduct.

The overall objective is to integrate developing and transition countries into world trade. Targeted export promotion services delivered through Business Support Organizations BSOs strengthen the competitive position and facilitate market access and exports of companies in partner countries to Switzerland, the EU and regional markets.

SIPPO shifts to a more systemic market approach by putting BSOs (instead of individual companies) in partner countries into the centre of the programme to provide professional 'last mile services' for exporting companies.

Accordingly, SIPPO enhances the performance of selected BSOs in order to enable them to provide

The implementation of the approach will be decentralized, utilizing local knowledge and developing high commitment of local actors. In addition, it shall create synergies by delivering export promotion services to other trade related Swiss development initiatives.

Expected Results / Outcomes

- ✓ Exporters and Importers establish trade contracts
- ✓ Exporters have the capacity to complete the last mile
- ✓ Potential Exporters access services of BSOs

Indicators of the SIPPO Phase 2017-2020

- ✓ Jobs created and retained (BSOs and companies)
- ✓ Increase in export turnover (companies)
- ✓ Increased number of binding offers (companies)
- ✓ Strengthened BSOs

Facilitation of Market Intelligence & Matchmaking

For Importers related to

- ✓ market intelligence, e.g. sector analysis & market research
- ✓ facilitation for trade fair participation & buyer missions
- ✓ market development (importer forum, exporter databases)

For BSOs and exporters related to

- ✓ market intelligence, e.g. sector analysis, assessments and market research
- ✓ capacity building of potential exporters through training or e-learning tools
- ✓ facilitation for trade fair participation & selling missions

Collaboration Platform

A web-based SIPPO Collaboration Platform on country level and worldwide is established to bundle and making relevant information for BSOs & potential

SIPPO Head Office
Gutenbergstrasse 14, CH-3011 Bern
+41 31 555 99 60, www.sippo.ch

State Secretariat for Economic Affairs SECO
Holzikofenweg 36, CH-3003 Bern
+41 58 462 56 56, www.seco.admin.ch