

TradeCom II Support to Tanzania

PRESS RELEASE

Title of Project: “Targeted Support to REPOA and the Zanzibar Ministry of Trade, Industry and Marketing to Increase the Competitiveness of Primary Producers and Diversify the Export Base in light of the Trading Opportunities with the EU”.

Location: Activities will be managed in in Tanzania and Zanzibar.

Date: Intended implementation starting date – March/April 2017

Duration: 8 months

Web: www.tradecom-acpeu.org

Background

TradeCom II is a Programme financed by the EU at the request of ACP Group. It is designed to facilitate the integration of ACP Countries in the global economy and value chains by improving, *inter alia*, their capacity:

- to formulate and implement suitable trade policies,
- to participate effectively in multilateral trade negotiations under the WTO and to implement the trade agreements to their benefit, and
- to strengthen their competitiveness.

TradeCom II Programme has translated the needs of ACP beneficiaries into a number of relevant and implementable projects.

Support to Tanzania

“Targeted Support to REPOA and the Zanzibar Ministry of Trade, Industry and Marketing to Increase the Competitiveness of Primary Producers and Diversify the Export Base in light of the Trading Opportunities with the EU” is a project designed by TradeCom II Programme in collaboration with REPOA, an independent trade-related research and think-tank institution, and the Zanzibar Ministry of Trade, Industry and Marketing .

Trade and agriculture are inseparable in Tanzania, the latter is the largest sector in terms of exports. An examination of the major sources of imports and destination of exports reveals that the EU is Tanzania’s largest single trading partner.

However, Tanzania ranks in the bottom quintile of the World Economic Forum’s Global Competitiveness Index, at 120th out of 140 countries. Poor and unreliable infrastructure, weak education and training and limited access and absorption of technology undermines the realisation of recent gains in labour market efficiency, institutional and macroeconomic environment to improve the competitiveness of productive sectors, including agriculture.

In the context of this Project, the contracted team of experts will provide a range of specialized technical and research oriented services to REPOA and to the Ministry of Trade, Industries and Marketing of Zanzibar. These services involve:

- Research on agricultural competitiveness, diversification and quality;
- The provision of legal and advisory services for quality institutions and key stakeholders;
- The provision of research capacity building to REPOA and to the Ministry of Trade, Industries and Marketing of Zanzibar on these subjects;
- Preparation of technical reports and policy briefs in areas covered by this project.

Project outputs

The Project contributes to:

- strengthening the competitiveness of Tanzanian exporters; and
- enhancing REPOA's and subsequently Tanzania's research capacity on trade policy, competitiveness and elimination of NTBs.

Intervention areas

To support the teams of experts of REPOA and the Zanzibar Ministry of Trade, Industry and Marketing, the areas of intervention contemplated under this project are three-fold:

- The first support area is to identify bottlenecks that limits competitiveness and export diversification in the agriculture value chain and the trade policy framework to address them. Under this support area the activities foreseen are:
 - data collection, classification and processing;
 - preparation of the Technical Report and policy briefs proposing, *inter alia*, new and modern solutions for addressing weaknesses in the country's export competitiveness, diversification and value chains, and the plausible contribution to the attainment of key SDGs targets and reducing NTBs;
 - review of the current trade policy on the basis of the results of the data analysis;
 - development of the framework for trade policy to foster the competitiveness of agro-exports and diversification.
- The second area of support is to enhance the competitiveness of exporters ensuring quality of goods and efficient services with regard to quality, quantity, potency, composition and price. Activities related to this area will be carried out in Zanzibar and will be developed through:
 - gap assessment of policy, legislative, and institutional regulatory framework such as legislation on SPS measures;
 - preparation of the Quality Policy framework as well as a guide on "Managing Quality" to sensitize stakeholders on quality, standards and technical regulations, SPS and the related-services available in Zanzibar;
 - organisation of a one-day training on the Guide and training on standards and conformity assessment procedures.
- The third support area is to enhance REPOA's and subsequently Tanzania's research capacity on trade policy, competitiveness and elimination of NTBs in the context of enhancing the country's trading capacity with the EU. This will also entail organising a training and policy-dialogue workshop.