



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

# TRADE, ECONOMIC DIVERSIFICATION & SUSTAINABLE DEVELOPMENT

## IMPACT STORIES

## TRADE, ECONOMIC DIVERSIFICATION & SUSTAINABLE DEVELOPMENT

The United Nations Industrial Development Organization (UNIDO) is determined to carve its niche in contributing to the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs) by promoting and accelerating Inclusive and Sustainable Industrial Development (ISID) to achieve shared prosperity and environmental sustainability around the world.

UNIDO is a key player in the fight to end poverty. While its activities contribute to numerous goals relating to people, prosperity, planet, peace and partnerships, its mandate is uniquely embedded in Sustainable Development Goal 9: build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

Global trade is increasingly embedded within value chains and governed by multilateral trade rules, such as the World Trade Organization (WTO) agreements on Technical Barriers to Trade (TBT) and Sanitary and Phytosanitary (SPS) measures. UNIDO strategically combines its own range of services in order to help developing countries enhance the quality of their products, meet standards and technical regulations while simultaneously proving compliance, and connect them to regional and international markets.

UNIDO contributes to all aspects of aid for trade; from gender integration into value chains and increasing women's participation, to developing agribusiness and enhancing food safety. In this folder, you will find a selection of project stories, detailing UNIDO interventions and their wide-ranging impacts for women, small-scale farmers, small and medium-sized enterprises (SMEs), value chains and industries.

Together with partners from the public and private sector, academia, national and international organizations, UNIDO promotes good practices, capacity-building and training, export diversification and global cooperation along value chains, by providing services to promote quality and standards, facilitate trade, improve the business environment, and advance economic competitiveness. By fostering trade, investment and innovation, inclusive and sustainable development is amplified for continued economic growth, transformation and economic diversification.



“The fishery industry in Chabahar has the potential to positively impact the livelihood of many men, women and youth working in different sectors of this industry.”

Tomoyoshi Koume, Project Manager, UNIDO

## Promoting regional market access of the fishery industry in Chabahar, Iran

The Islamic Republic of Iran is the largest fish producer in the region; in Chabahar, the economy has developed around fishery which includes fishing, fish and marine canning, processing industries, manufacturing of fishing vessels and components as well as manufacturing of fishing equipment. At the same time, Chabahar is characterized by high unemployment and criminal activities including drug trafficking; increasing employment as well as income generation, particularly for youth, is therefore of utmost importance.

### UNIDO'S APPROACH

The project promoted the integration of MSMEs and local businesses from Chabahar in global/regional markets. Based on the technical assessment of enterprises, upgrading measures were implemented through capacity-building of different sectors involved in the fishery value chain, together with the provision of additional and updated equipment for the veterinary laboratory. Study tours were delivered based on the assessment and needs of each sector; for example, the participants of the food processing study tour were exposed to a broad range of subjects related to aquatic processing techniques, quality control requirements, HACCP, packaging and the effect on marketing, diversity of products, aquatics handling in the ports and have been familiarized with state-

of-the-art technologies and practices employed in Japan. The study tour on quality control informed participants about quality standards in Japan, analyzing methods, laboratory structures and equipment used there.

### IMPACT

- Three trainings provided capacity building support for local institutions, with 50 participants in attendance to: the Tuna Processing Study Tour, the Longline fishing Study Tour, and the Aquatics Quality Control Study Tour.
- Japanese private sector representatives involved in the fishery industry visited Chabahar
- Thirteen SMEs in the fishery industry in Chabahar were assessed in terms

of quality control regulations/ skill levels/ processes.

### WAY FORWARD

Tuna and shrimp have been identified as the potential VCs most suited to contributing to economic growth in the fishery sector in Chabahar. Opportunities for potential Japanese investment in the Iranian fisheries industry were addressed.

Core areas for improvement were detected, such as investing in long-term human resource development for cage culturing; product branding; knowledge sharing and close cooperation between industry stakeholders; Priority culturing of indigenous species; Development of plans which match the policy of aquatic food consumption.

### AT A GLANCE

<b>Project title</b>	<b>Promoting integration of industries in Chabahar into global/regional markets through upgrading and market access promotion</b>
<b>Thematic area</b>	Advancing Economic Competitiveness
<b>Donor</b>	Ministry of Foreign Affairs, Government of Japan
<b>Project counterpart</b>	Ministry of Agriculture Jihad, Islamic Republic of Iran
<b>Budget</b>	500,000 USD (Incl. 13% programme support cost)
<b>Duration</b>	18 months (April 2017 – September 2018)





**“I would like to express my appreciation for truly worthy production in the future. Also expressing our thanks to the factory for fine quality tailoring.”**

Evgenia Ivanova, Director of Development,  
Dimanche S.r.l.

## Improving competitiveness of export-oriented industries in Armenia through modernization and market access

Launched in 2014, the project focused on the textile and garment sectors before expanding its coverage to wider macroeconomic gains and addressing the needs of the footwear sector. With ongoing support from UNIDO, the Armenian Ministry of Economic Development and Investments, Business Armenia and the financial support from the Russian Federation, the project seeks to foster rapid development of productivity, market competitiveness and export links to improve local livelihoods.

### UNIDO'S APPROACH

The project aims to maintain and increase the local textile, clothing, leather and footwear enterprises' domestic market share and to contribute to Armenia's integration into regional and international markets. In particular, the project aims at building local capacity to support the development and modernization of small- and medium-sized enterprises (SMEs) and to position Armenian products as high-end designer goods.

Throughout the project, UNIDO supported 23 pilot beneficiary companies on a wide range of technical and business issues, including product design and development, quality management, production planning systems, legal matters, human resources, finance, marketing and networking.

More than 440 individuals from the eight selected Armenian garment producers were trained extensively and a collective brand, "5900BC", was created for marketing activities and the presentation of unique and innovative garment collections. Eight garment and two footwear 5900BC fashion collections were produced and showcased at national, regional and international exhibitions. The "Atex-Burgo" Fashion

School was established in Yerevan in conjunction with a leading fashion school based in Milan, "Istituto de Moda Burgo".

### IMPACT

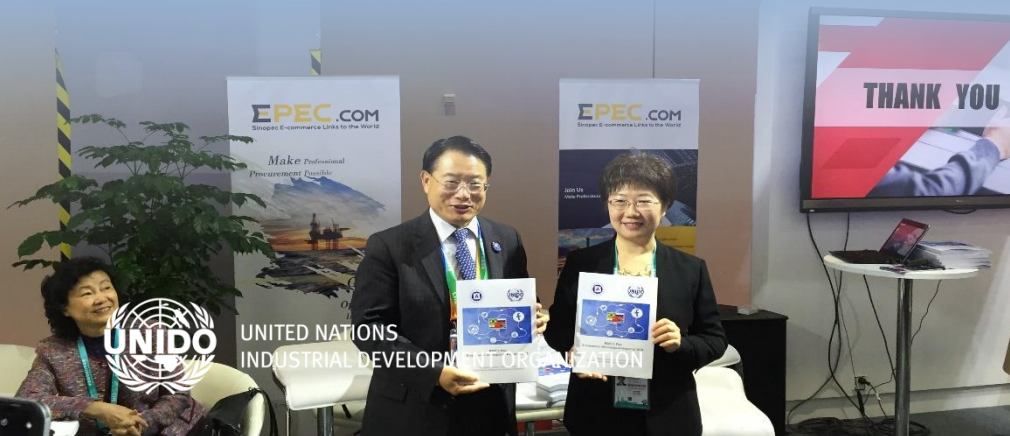
Since its launch in 2014, UNIDO conducted a thorough diagnosis of manufacturers' performance and jointly implemented tailor made upgrading plans, thereby improving the products' quality, as well as facilitating the establishment of business networking and business partnerships. As a result, garment and footwear manufacturing enterprises' turnover increased by 92 per cent, exports of goods nearly tripled (+196%), whilst employment at the beneficiary SMEs almost doubled (+91%).

### WAY FORWARD

UNIDO facilitated a public-private partnership with the Ministry of Economic Development and Investments of Armenia, which envisions the establishment of a Light Industry Support Centre. This public-private partnership aims to enhance the competitiveness of the garment and footwear sectors, allow the local SMEs to find qualified specialists, innovative methodologies and high quality technical services, and jointly create products that are competitive. At the same time, this Centre will serve as a regional hub of technical high quality support services for national and international manufacturers and SMEs, which will enable the sustainability and the improvement of Armenia's position in the light manufacturing sector internationally.

### AT A GLANCE

<b>Project title</b>	<b>Improving competitiveness of export-oriented industries in Armenia through modernization and market access</b>
<b>Thematic area</b>	Advancing economic competitiveness
<b>Donor</b>	Russian Federation
<b>Project counterpart</b>	Ministry of Economic Development and Investments of Armenia, Business Armenia
<b>Budget</b>	USD 1,000,000 (Phase I) USD 1,977,500 (Phase II)
<b>Duration</b>	01.07.2014-01.07.2016 (Phase I) 01.07.2016-31.06.2019 (Phase II)



“E-commerce greatly contributes to a transition towards the fourth industrial revolution as it promotes increasing enterprise participation in global value chains; offers faster and wider market access; provides employment opportunities for women & youth; increases operational efficiencies; and reduces transaction costs.”

Li Yong, Director General, UNIDO

## UNIDO’s e-commerce engagement in BRICS has led to the organization’s recognition as a key contributor in supporting the global e-commerce development agenda

The global e-commerce revolution has brought about transformative changes and gains in promoting sustainable development. It is forecasted that global retail sales and cross border trade will reach US\$3.4 trillion and US\$1 trillion in 2020, respectively. BRICS countries are significant drivers of this revolution: collectively, they had US\$876.1 billion in online retail transaction volume in 2016 (accounting for 47% of global retail sales) and US\$92 billion in cross-border network retail transaction (accounting for 23% of the global value). BRICS can serve as role models for other countries to start engaging in e-commerce.

### UNIDO’S APPROACH

In recognition of the tremendous e-commerce potential in BRICS; UNIDO and China initiated a pilot e-commerce project to develop knowledge products, platforms and recommendations in order to improve SME cooperation on e-commerce. The project also aimed at facilitating the exchange of best practices.

Between 2016 and 2018, UNIDO organized several workshops and forums to bring together e-commerce stakeholders across BRICS to share their experiences, establish new partnerships and find innovative solutions to their challenges. UNIDO and its partners published a report on the latest e-commerce trends with policy recommendation for BRICS and selected additional countries.

UNIDO also created a global e-commerce index to measure the impact of e-commerce on global industrial development. UNIDO developed an online training course (available on the TII Knowledge Hub) to catalyze e-commerce skills development.

A “Good Governance Framework” to guide firms on how to engage as a digital business has also been drafted. A strong partnership network was also built with various e-commerce stakeholders in the BRICS.

### IMPACT

UNIDO has gained experience in facilitating e-commerce development in its Member States and has built an effective network of BRICS partners to support future e-commerce interventions. UNIDO has also gained acceptance into UNCTAD’s “E-trade for All Initiative” – an exclusive group dedicated to supporting global e-

commerce development. A MoU was signed with Alibaba to support the adoption of e-commerce in developing countries. UNIDO also prepared the e-commerce chapter for Cambodia’s updated Trade Strategy. A key achievement of this project was the inclusion and recognition of e-commerce in UNIDO’s PCP initiatives (Morocco and Cambodia).

### WAY FORWARD

UNIDO will continue its e-commerce interventions through the PCPs and is currently developing project concepts to explore the synergies between Industry 4.0 and E-commerce in Member States.

### AT A GLANCE

<b>Project title</b>	<b>Promote the development and co-operation of SMEs between China and other BRICS countries through e-commerce development</b>
<b>Thematic area</b>	Advancing Economic Competitiveness
<b>Donor</b>	China
<b>Project counterpart</b>	China Ministry of Commerce and the Shanghai Academy of Social Science
<b>Budget</b>	US\$ 691,122
<b>Duration</b>	2 years (2016-2018)



“Typical products can become a source of pride for producers, thus contributing to local economic development, reducing poverty and keeping populations in their towns and villages of origin.”

Abdelmoumen Toukabri, Director of Partnership and Quality, Tunisian Agricultural Investment Promotion Agency (APIA)

## Promoting market access for typical agro-food products in Tunisia

More and more consumers are searching for authenticity and are willing to pay higher prices for typical food products that are deeply rooted in their territories of origin. For small and medium producers, this new trend signifies a major opportunity. It frees them from having to compete on price with standardized products in commodity markets and rewards them for maintaining biodiversity and cultural heritage. In recent years, Tunisia has been setting up a legal framework to promote and protect origin-linked products. In 2013, UNIDO launched the PAMPAT project to support Tunisian institutions and the private sector with the practical implementation of quality label schemes and the promotion of market access for typical agro-food products.

### UNIDO's APPROACH

The PAMPAT project aims at improving the performance, market access and socioeconomic conditions of producers in three selected value chains in Tunisia, namely the fig of Djebba with a protected geographical indication (GI), the spicy chili-pepper harissa with the Food Quality Label Tunisia, as well as the organic-certified cactus and prickly pear products. UNIDO strengthened the organization of selected value chains, improved the productivity, quality compliance and product development of small and medium producers, and enhanced their position in both domestic and export markets. UNIDO has also supported the Tunisian Ministries of Agriculture, Industry and Tourism to set-up the first nation-wide inventory of typical food products and to organize the biannual competition of Tunisian agro-food products.

### IMPACT

Following the set-up of the GI, the fig of Djebba producers have seen prices double, while 40% of GI figs are being exported to Canada and the Gulf countries. As a result, the scenic mountain village Djebba is becoming increasingly famous. The number

of visitors has doubled in three years. The newly-introduced Food Quality Label for the spicy harissa paste has become the pillar of an international public-private marketing campaign for the Tunisian flagship product. The number of export markets of the six Food Quality Label companies has quintupled. Small suppliers of high-quality chilies used in labelled harissa production are rewarded with a 17-25% price premium. In the organic cactus value chain the number of companies operating in the cosmetic and agro-food sector has gone up from 5 to 25, resulting in investments of over EUR3 million and the creation of over 800 temporary and permanent jobs. Furthermore, the 76 medal-winning agro-food products at the competition for typical Tunisian products have recorded sales' increases of 30-50%. Retail chains like Carrefour and Géant have

promoted the winners following the set-up of public-private partnerships.

### WAY FORWARD

Tunisian institutions are now convinced of the market potential of typical food products and the value-added of origin-linked quality label schemes. The preparations for the second edition of the nation-wide competition for typical agro-food products are underway, while an increasing number of GI producers are being supported to implement the labelling scheme. While the cactus value chain continues its rapid expansion process, the Ministry of Industry is already collaborating with UNIDO's support with the Ministry of Culture to protect typical harissa production techniques as intangible world cultural heritage. Tunisian ministries are increasingly mainstreaming the valorization of typical products, thus setting the ground for a striving sector.

### AT A GLANCE

<b>Project title</b>	<b>Market access project for agro-food and typical products PAMPAT TUNISIA</b>
<b>Thematic area</b>	Creating shared prosperity
<b>Donor</b>	SECO Switzerland
<b>Project counterpart</b>	Ministry of Agriculture, Ministry of Industry
<b>Budget</b>	4 972 000 CHF
<b>Duration</b>	6 years 2013-2019





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**“Thanks to UNIDO’s delegate programme and business matching facilitation, we could attract the UNIQLO brand to Bangladesh.”**

Mr. Jalalul Hai, Foreign Investment Director (former), BOI Bangladesh

## Japanese clothing manufacturer contributes to women’s empowerment in Bangladesh

Japanese clothing manufacturer Fast Retailing Co. (UNIQLO) initially started their business in Bangladesh by sourcing garments and apparels for exports, however after meeting with the Board of Investment under UNIDO ITPO Tokyo’s delegate programme, the company also started production and sales of low-priced apparels catering to the domestic market in collaboration with the Grameen Bank Group in 2013. Currently UNIQLO runs 15 shops in Bangladesh.

### UNIDO’S APPROACH

UNIDO’s Investment and Technology Promotion Offices (ITPOs) promote quality and high impact private sector investment to developing countries. UNIDO ITPO Tokyo cooperated with the Government of Bangladesh under the delegate programme. Mr. Jalalul Hai, Foreign Investment Director at the Board of Investment (BOI) of Bangladesh visited Japan under UNIDO’s programme since the year 2000, actively promoting his country to Japanese investors. In 2008 Mr. Hai met with Mr. Tadashi Yanai, Chairman, President & CEO of FAST RETAILING Co., Ltd. (owner of the UNIQLO Brand) in Tokyo through UNIDO’s programme. Mr. Hai provided Mr. Yanai with consultations on various aspects in doing business in Bangladesh. With extensive support from BOI, the

company established a liaison office in the country in the same year.

### IMPACT

After establishment of their office, Fast Retailing Co. first engaged in sourcing garments and apparels for export from Bangladesh, which helped in creating jobs in the textile sector, especially benefitting women, as the industry typically relies on female labor force. In 2013, the company also started production and sales of low-priced apparels catering to the domestic market in collaboration with the Grameen Bank Group in 2013. All the profits of Grameen UNIQLO are reinvested for social business and solving social issues. Currently they run 15 shops in Bangladesh. All in all the company’s business had large effects on employment, commerce, skills training, women’s empowerment, and

indirectly benefitting also health and education.

### WAY FORWARD

UNIQLO’s investment encouraged many other Japanese companies related to textiles and garments as well as other sectors such as logistics, transportation, and so on to establish their businesses in Bangladesh. Building on this success, UNIDO continues to facilitate business matching activities for the private and public sector of Bangladesh to meet with Japanese companies, with the aim to promote more impact investments in the country to benefit inclusive and sustainable industrial development and wealth generation in Bangladesh, creating shared prosperity.

### AT A GLANCE

<b>Project title</b>	<b>Establishment of textile production base in Bangladesh</b>
<b>Thematic area</b>	Creating shared prosperity
<b>Donor</b>	Japan
<b>Project counterpart</b>	Government of Bangladesh
<b>Budget</b>	n/a
<b>Duration</b>	2008-2013



“Mayekawa’s technology will help cool our products with less energy consumption and reduced use of GHGs, which is more efficient and harmless to the environment.”

Ms. Katinka Condes, Head of Quality, Sir Fruit Co., Ltd., South Africa

## Japanese low carbon technologies contribute to energy savings in Africa

Japanese low carbon technologies were identified to help companies in Egypt, Kenya, Senegal and South Africa upgrade their manufacturing technologies and processes, with a view of contributing to energy-efficient production and reduced emissions. One of the technologies, an efficient cooling system with heat recovery function from Mayekawa Mfg. Co., Ltd., helped SirFruit Co., Ltd. of South Africa reduce energy consumption in juice processing.

### UNIDO’S APPROACH

The UNIDO project ‘low carbon and climate resilient industrial development in Africa’ (Egypt, Kenya, Senegal and South Africa), funded by the Government of Japan, sought climate resilient technologies from Japan and organized a study tour from the four countries to Japan in 2017.

During this visit, African companies met Japanese technology providers, facilitated by UNIDO ITPO Tokyo’s environmental technology database (currently Sustainable Technology Promotion Platform).

Through the project, technologies for climate change adaptation in mainly food processing industries were evaluated. As a result, several projects were successfully promoted, including a cooling system with heat recovery

function by Mayekawa Co. used in processing of fresh fruit juice by SirFruit Co., Ltd. of South Africa (one of the selected companies in Africa).

### IMPACT

Mayekawa Mfg. Co., Ltd. met with all project partner companies, including SirFruit Co., Ltd., during the study tour and presented how their technology could help improve the efficiency of the cooling systems. After an open competitive bidding, Mayekawa Mfg. Co., was selected to provide its technology.

As a direct result of using the efficient chillers with heat recovery system, SirFruit Co. is saving roughly 40% energy. The company plans to invest those savings in solar panels, with envisaged total savings of 50%.

### WAY FORWARD

Having established initial business partnerships through UNIDO, the African companies have the opportunity to expand the adoption of energy efficient climate resilient technologies from Japan on a commercial basis. Energy efficiency is not only a commercial necessity, but also a social one.

Building on the longstanding experience in safeguarding the environment, UNIDO takes a holistic approach to facilitate the transformation of industries in developing countries and economies towards a low carbon and climate resilient future.

预览已结束，完整报告链接和二维码如下：

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