

Activities 2005



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Editorial

Our activities focused on two important areas in 2005: implementing the various programmes and projects in accordance with our mandate and raising the levels of professionalism among our staff. Special attention was paid to providing more intensive advisory and coaching services for the companies we support, with the aim of increasing the international competitiveness of selected emerging markets and markets in transition, and to marketing their export products by means of various business matchmaking programmes. A number of different instruments were used, such as trade and market information on the European market, product and sector overviews from our partner countries for Swiss importers, mailshots, direct contact, business forums, selling and buying missions and trade fair appearances. Exhibiting at trade fairs is one of the most important platforms for making business contacts and has three main goals:

- Presenting products, making new contacts, opportunities to submit bids and samples and to conclude business deals
- Gaining an overview of the competition, discovering how trends in Europe are developing and in what direction, finding out about price, design, quality expectations, European norms and standards
- Learning how business talks are carried out in a foreign environment and culture, building trust, the importance of reliability, developing partnerships

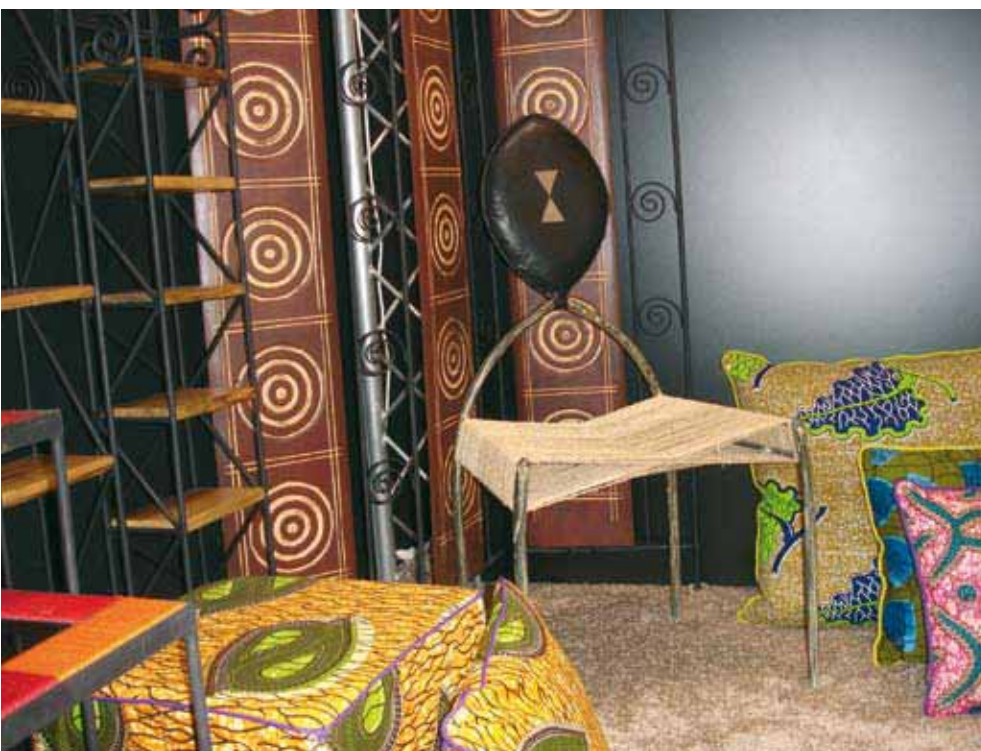
SIPPO brand awareness improved in all the partner countries and cooperation with different alliance partners was strengthened. SIPPO is now well known in the partner countries for its expertise in the field of economic development. This is chiefly the result of excellent cooperation with local export promotion agencies, local industry associations and the Swiss institutions already active in those countries. The introduction of the

Balanced ScoreCard system – which involves setting goals in a variety of areas, such as key performance indicators (KPI), project implementation, partner firms and organizations, and at staff level – proved its worth. All SIPPO staff received training in project management, to help them implement programmes and projects more efficiently and effectively. A policy of lean management allowed further cuts in administration costs, so more resources could be allocated to promoting trade in emerging markets and markets in transition.

SIPPO pledged itself and all its partner firms and organizations to abide by the Global Compact's ten principles in the areas of human rights, labour, the environment and anti-corruption (source: www.unglobalcompact.org). In the spring of 2005, SGS (Société Générale de Surveillance) audited SIPPO against the Non-Profit Agency benchmark in the areas of programme implementation and management excellence, awarding an «AAA» rating. In the autumn of 2005, the Swiss Federal Audit Office audited SIPPO's administrative procedures and checked whether it was using its financial resources properly, while a firm of auditors examined five of our programmes in detail. SIPPO came out of both investigations extremely well. SIPPO's highest priority is to promote trade with selected emerging markets and markets in transition on behalf of SECO in an efficient, effective and transparent manner.

We are delighted at the success of our partner countries and partner companies, and hope you will enjoy reading more about this for yourself.

Yours truly
Markus Stern, CEO





SIPPO at a glance

Vision

Our aim is to reduce poverty and to strengthen civil society in emerging markets and markets in transition through economic growth. The emerging markets and markets in transition, their trade institutions and industry associations in general as well as the industries and sectors involved in SIPPO projects especially have competitive products and the marketing knowledge required to export these products. Thanks to provision of the best possible information about new products, new suppliers and new sourcing markets, as well as access to optimal trading contacts, the CH/EU import sector is able to forge new and successful trading partnerships that promote economic development in emerging markets and markets in transition by creating new or additional export opportunities in these countries.

Mission

As one of the economic development instruments of the State Secretariat for Economic Affairs (SECO), SIPPO sustainably and effectively promotes the competitiveness of emerging markets and markets in transition. By using trade promotion programmes and the associated matchmaking instruments, SIPPO helps small and medium-sized enterprises in emerging markets and markets in transition to enter the Swiss and European Union market, and provides Swiss importers with assistance in finding new products, new suppliers and new sourcing markets. SIPPO pays close consideration to the environmental compatibility of the products in question, and to the social policies of the manufacturers based on the Global Compact's ten principles in the areas of human rights, labour, the environment and anti-corruption.

Objectives

The main objective of the SIPPO mandate is to provide export-oriented small and medium-sized enterprises in emerging markets and markets in transition with better access to markets in Switzerland and the EU. The objective is subdivided into the following subsidiary objectives:

- Sustainable trade capability: export-oriented SMEs are «ready» for access to the Swiss and EU market. SMEs that already have a product suitable for export are provided with support in developing and exporting quality products, and in selling them successfully and establishing a position on Western European markets. They can meet the quality criteria required and handle the timetables necessary for an export business.

- The selected SMEs have access to western European export markets: even after the SIPPO programme is completed, SMEs that received support can maintain and further expand their export activities and trading contacts in Western Europe. They have become accepted trading partners.

- A growing number of Swiss importers recognizes the potential of markets in the SIPPO target countries: players in the Swiss import sector obtain comprehensive, reliable information about the potential of new sourcing markets in emerging markets and markets in transition, and about the conditions under which such markets operate.

Sustainable trade contacts are established between the SIPPO target countries and Switzerland. The trade contacts created by SIPPO are institutionalized by suitable networking partners, e.g. branch associations, export promotion organizations.

Target groups

In the partner countries

- SMEs and cooperatives with a) sufficient management potential for exporting and a willingness to implement consulting recommendations

- b) sufficient potential (from a business and technical standpoint) to be able to sustain international competitiveness over the medium and long term

- as well as business organizations, chambers of commerce, trade associations

In Switzerland

- Importers, wholesale distributors and manufacturers

- Business organizations, trade associations

- Environmental and development organizations, fair trade organizations

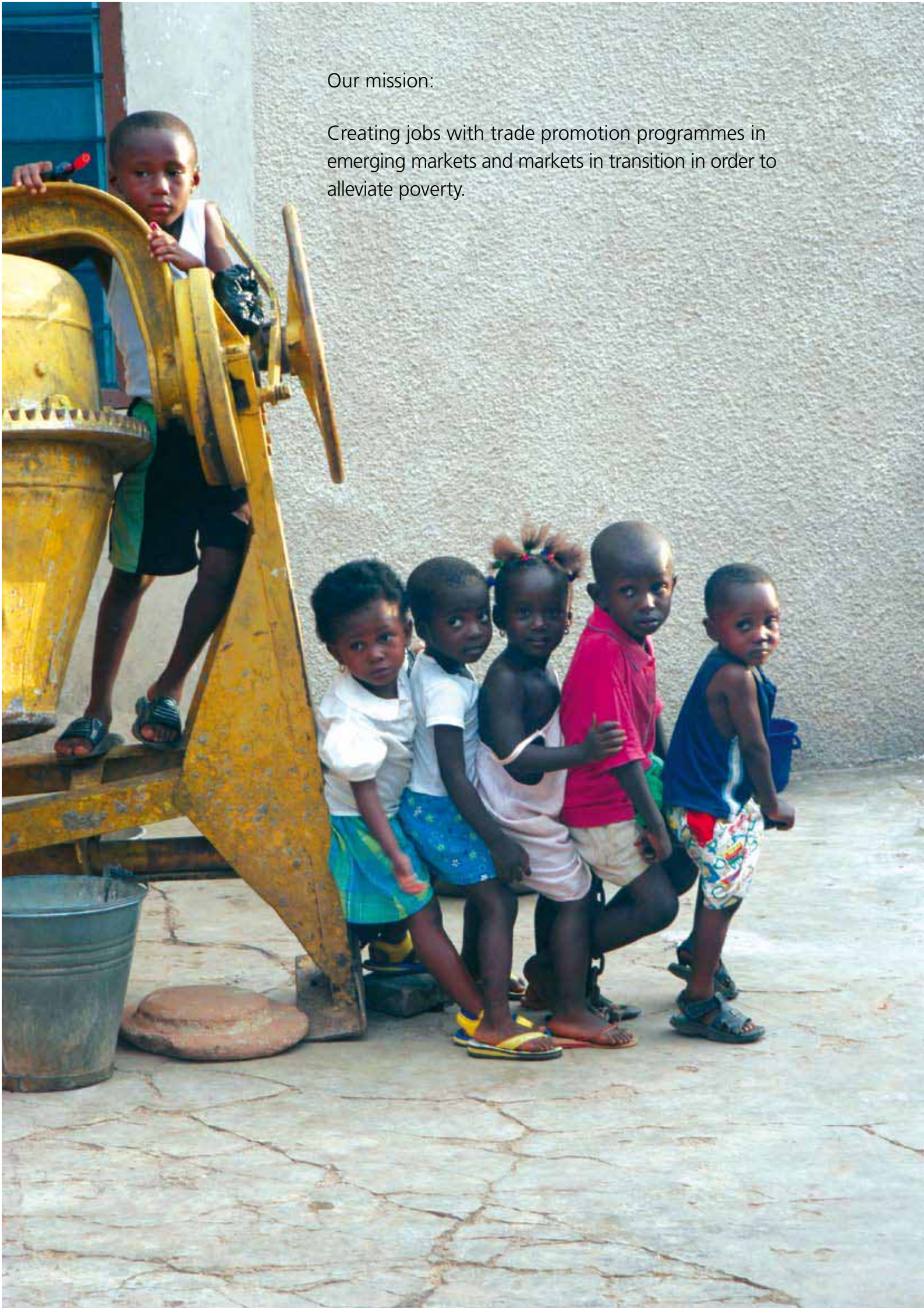
Countries and industrial sectors

The countries in which SIPPO is active are specified by SECO based on the 2006 strategy drawn up by the Economic Development Service Centre. The sectors to be promoted in the individual countries are defined in the objectives drawn up by SIPPO.



Our mission:

Creating jobs with trade promotion programmes in emerging markets and markets in transition in order to alleviate poverty.





Overview country programmes

Region

- Southeast Europe
- Eastern Europe
- Middle East
- Africa
- Central Asia
- Southeast Asia
- South America

Legend sector programmes

Agricultural products and food specialities

- Food specialities, rice, lama meat
- Organic products, dried fruits
- Fruits and vegetables
- Medicinal herbs and essential oils
- Wine
- Fish and seafood

Furniture, home

- Hometextiles
- Garden and office furniture
- Wood for industrial purposes

Garments & textiles

- Alpaca
- Clothing
- Fashion individual programmes

Leather, jute

- Leather accessories
- Jute

Jewellery, handicrafts

- Jewellery
- Handicrafts
- Toys

Technical products, electronics

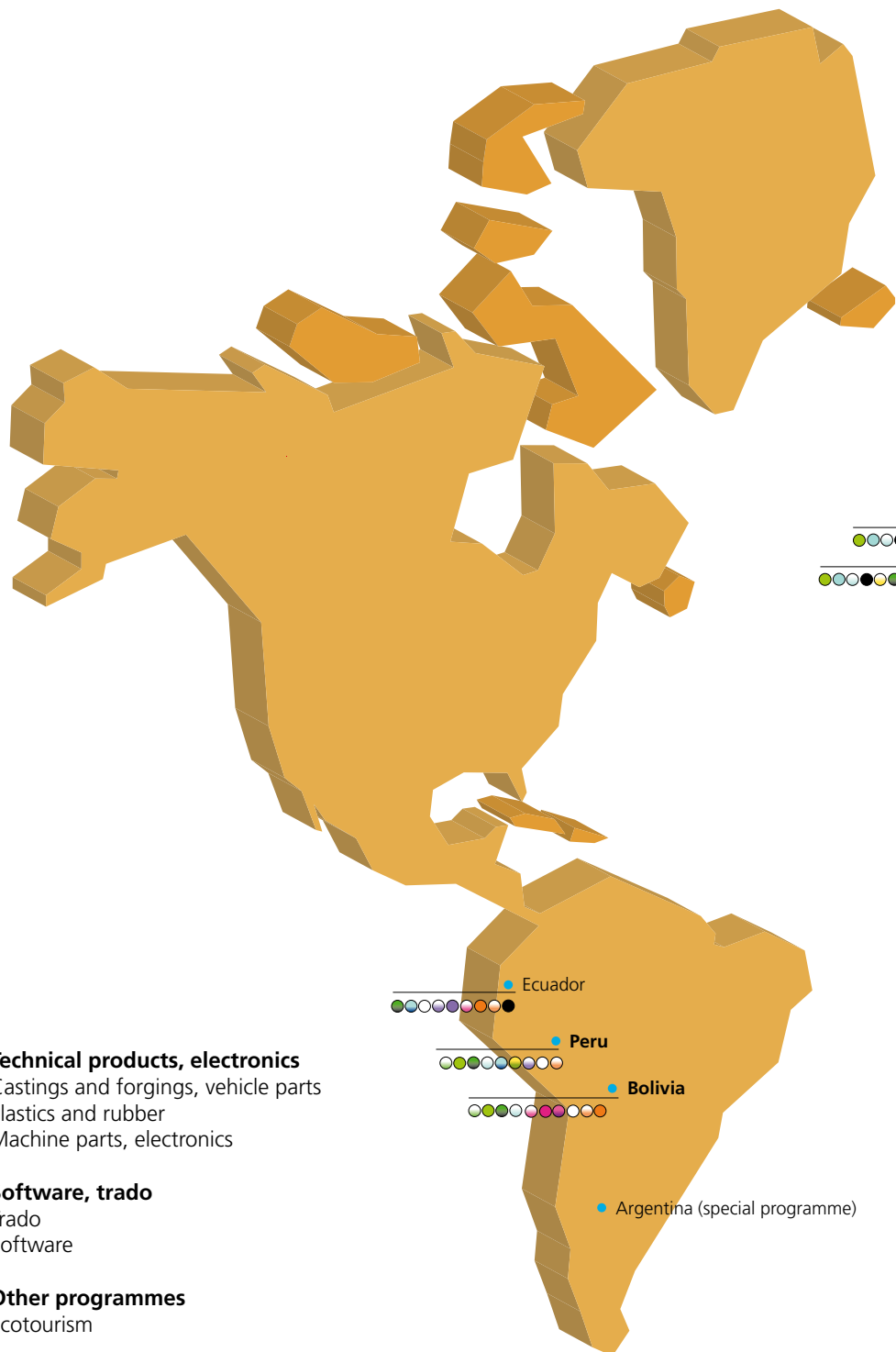
- Castings and forgings, vehicle parts
- Plastics and rubber
- Machine parts, electronics

Software, trade

- Trade
- Software

Other programmes

- Ecotourism







Highlights

Founding industry associations for non-wood forest products in the Balkans

In countries which have a large number of small firms in a particular sector, it is important that they should band together into industry associations to give them more weight with their governments when legal or political decisions or proposals are being made. Such associations are also very useful at regional and international level, since they lead to some degree of self regulation by the member companies, as well as providing a platform for agreements and joint ventures which enable members to supply larger quantities of goods to international firms.

SIPPO therefore believes that founding and supporting industry associations

is a very worthwhile undertaking. In recent years several such associations have been set up in the Balkans in the non-wood forest products sector. Firms in this sector took the initiative to establish a non-wood forest products association in Bosnia-Herzegovina in 2004. This is the first association to be founded at governmental level, and is attached to the Department of Trade of Bosnia-Herzegovina. At present, 37 firms belong to the association. They are drawn from three different ethnic groups which were still fighting one another only a few years ago.

Macedonia was quick to follow this example. During a SIPPO workshop in April 2005, the decision was taken to found a non-wood forest products association. The association currently has about 15 members, a number that will

presumably rise as soon as the teething difficulties have been overcome.

The associations receive special support from SIPPO in the form of trade fair participation, workshops and training courses. They also receive assistance with their production schedules and help in forging links with other international or European associations in the same sector.

Fair tourism in South Africa

In 2005, SIPPO carried out its first eco-tourism activities in South Africa. In the new South Africa's economic plans, tourism was pinpointed as one of the sectors in which the situation of formerly disadvantaged population groups could be improved in particular. SIPPO therefore sought to join forces with the Fair Trade Tourism South Africa (FTTSA) label organization. FTTSA emerged from the World Conservation Union and requires that the 15 tourism companies so far certified should ensure fair working conditions, the inclusion of formerly disadvantaged population groups, ethical company policies and the safeguarding of the local population's right to democracy, representation and participation. Last year, SIPPO helped to conduct seminars for these companies with the objective of improving service quality and promoting an understanding of western tourists' requirements. Together with the



South African Embassy and the Working Group on Tourism and Development, SIPPO organized a study and marketing tour in November 2005 to bring about an awareness of this quality seal among tour operators through various presentations and events. Many Swiss tour operators welcomed this project and are now considering adopting the label and the FTTSA guidelines for their operations in South Africa and including them in their holiday brochures. Some

have even declared their willingness to include a special flyer on the subject in the travel documentation for their customers travelling to South Africa. The purpose of this flyer is to make tourists aware not only that fair trade products can be bought in Europe but that it is also possible to abide by these principles when making holiday arrangements, so that we may show respect for our hosts and their environment and give something back to them as well.



Highlights

Successful market introduction of a Vietnamese biodiversity product

SIPPO and the UNCTAD BioTrade initiative are promoting biodiversity products together in Bolivia, Ecuador and Peru. They launched a new joint project in Vietnam in 2005. Biodiversity products are products for which the raw materials are obtained from ecosystems with rich biodiversity. Biodiversity implies both diversity of species as well as genetic diversity within a species and diversity of ecosystems. It also takes into account the functions of these ecosystems such as, for example, water purification, erosion protection or climatic influences.

The UNCTAD BioTrade initiative was formed at the Convention on Biological Diversity (CBD) with the objective of promoting trade in biodiversity products. To

this end, it adheres to the three principles of the CBD: (1) conservation of biodiversity, (2) sustainable use of biodiversity components and (3) equitable sharing of the benefits derived therefrom.

The sector selected in Vietnam is that of natural ingredients for the food and pharmaceutical industry. A particular product has been brought onto the market: organic and non-standardized essential oil of the cajeput tree (*Melaleuca cajuputi ssp. cumigiana*). This tree species has become rare in Southern Vietnam's Mekong delta. Together with a Vietnam Health Ministry research institute, the Vietnamese company that produces this oil, Natural Pro, manages a reserve in which around 1,000 hectares of this ecologically precious and still pristine cajeput forest is conserved. The forest is home to a large variety of plant and

animal species including the hairy-nosed otter (*Lutra sumatrana*) which is on the IUCN Red List of threatened species. Sustainable management of the forest also helps to secure an ongoing source of income for the local population. The area switched to organic standards in record time and achieved certification according to EU regulations – this was possible thanks to the fact that raw materials were already used in a very sustainable and well-controlled way. Natural Pro has already exhibited with great success in the SIPPO stand at the BioFach fair in Nuremberg early 2006.



Indonesian tricycles and minibikes get things moving at the SIPPO stand

The SIPPO toy programme focused on wooden toys from Eastern Europe for several years, but the SIPPO stand at the Nuremberg Toy Fair 2005 featured firms from Indonesia for the first time. A sizeable company called Jakarta Tunggal Citra, which specializes in the manufacture of children's tricycles and

minibikes, met with particular success at its first appearance in Europe. Information and advice from SIPPO helped the company to prepare for the trade fair very carefully, with due regard to European norms and standards.

During and after the trade fair, Jakarta Tunggal Citra won contracts from ten different firms in several countries, including Italy, Greece and Slovenia. In addition to the three contracts, worth

over CHF 110,000 signed at the trade fair, bids submitted after the fair resulted in further orders to a value of more than CHF 220,000. The company thus boosted its exports to Europe by 20%. It is giving serious consideration to the suggestions it has received regarding product design and improvement, and it plans to implement these in the next twelve months with a view to increasing its market share. Exhibiting at European trade fairs is vital for Indonesian toy manufacturers, given the strong competition from other Asian countries and the huge pricing pressure. Participating at the SIPPO stand enabled the company not only to safeguard several hundred jobs, but also to make plans to take on more staff.



Highlights

Bulgarian-Swiss Chamber of Commerce founded with the support of SIPPO

The Bulgaria-Switzerland Business Club in Sofia which, among other things, served as an interest group for the representatives of Swiss companies in Bulgaria, had already existed for some years and had often been involved in various local promotional activities as a SIPPO partner.

At a joint meeting of representatives of the Business Club, the Swiss Embassy in Sofia and the Switzerland-Central Europe Chamber of Commerce (SEC) at the beginning of 2005, it was suggested that the Business Club should be converted into a chamber of commerce.

The members of the Business Club welcomed this initiative and voted in favour of it last summer, paving the way for the founding of the bilateral Bulgarian-Swiss Chamber of Commerce (BSCC).

The Chamber of Commerce has meanwhile been accepted as a member of the Switzerland-Central Europe Chamber of Commerce and been integrated into its structure. SIPPO supported the new chamber in its start-up phase with practical and technical expertise. During the economic mission to Sofia by Federal Councillor Joseph Deiss in October 2005, the Bulgarian-Swiss Chamber of Commerce made a significant contribution by organizing and running the contact forum for Swiss and Bulgarian companies. At this forum, a service agree-

ment was also signed between SIPPO and the BSCC, according to which the BSCC will represent SIPPO in Bulgaria. After the contact forum, representatives of the BSCC, SEC and SIPPO mounted a plaque bearing the SIPPO logo at the official opening of the new SIPPO office in Sofia.

The BSCC acts as an official partner in Bulgaria assisting SIPPO with the implementation of its programmes in cooperation with other local organizations.

Indonesian software developers inspired by SIPPO workshop

A variety of instruments are used to promote IT technologies from emerging markets and markets in transition, depending on the country and its requirements. In cooperation with the Indonesian export development organization NAFED and the Indonesian software association, a training course on IT management was held in Jakarta in December.

After evaluating the requirements of the Indonesian IT companies, it was decided to focus on Capability Maturity Model Integration (CMMI - process optimization) and IT project management. The aim of the workshop was to convey the basics of the CMMI model and to make CMMI implementation and project management tangible through theoretical and practical training.



During the workshop, the SIPPO expert explained the main contents of CMMI. The presentation also included an introduction to the first practical steps towards implementation of the internal process optimization measures. An overview of important project management functions was also given.

All 25 participants from Indonesia were highly motivated and showed great interest in the various discussions and

exercises. In the course of teamwork on the subject of project management, the project plan for the CMMI project was also developed. As a result of their participation in the workshop, some Indonesian software companies are expected to apply for CMMI certification, which they are likely to achieve in 2006.



Highlights

Arts and crafts business in Ghana creates jobs and training opportunities

EcoCraft, a company based in Samreboi, a small town in Western Ghana surrounded by tropical rainforest, produces interior design products and African arts and crafts with modern influences. It attaches great importance to training its craftspeople as well as protecting the natural forest and its biodiversity. EcoCraft is aiming to become one of the first companies in Ghana to achieve FSC certification. Adhering to EcoCraft's principles, it uses only scrap wood, roots and branches, sometimes with forks and outgrowths (and usually a fantastic grain), as well as other natural rainforest

resources such as seeds, leaves and lianas.

A woodcarving school for local young people is affiliated to this arts and crafts workshop. After a three-year training period, the youngsters can work either at EcoCraft or other wood-processing companies or start supplying the local market independently. EcoCraft helps them to get orders and market the products.

Joining the SIPPO programme was not easy at first: after supplying mainly hotels and the local tourism sector with products, the company was now exposed to the international market for

the first time. The initial steps in the SIPPO project were to assess the market, adapt the products and develop a marketing concept.

The company learnt a huge amount through the SIPPO programme. Exports were increased by 30% after it participated in the SIPPO joint stand at the Ambiente 2005 fair. More importantly, however, the boost in orders permitted the staff count to be raised by 38%. This financial development also enabled the integrated woodcarving school to take on eleven new apprentices. Increasingly, the products are taking on an unmistakable EcoCraft identity, a successful modern «African spirit».

Switzerland – Serbia and Montenegro investment and business forum well attended



In 2004, Serbia and Montenegro were added to SIPPO's partner country list and received priority country status. Many SMEs from Serbia and Montenegro were then included in the sector programme last year. On 26 April, Swiss and Serbian entrepreneurs in the business of frozen fruit and vegetables, processed agricultural products, herbs and oils met in Zurich at a contact forum organized by SIPPO and SOFI.

The aim of the event was to provide Swiss entrepreneurs with an overview of Serbia and Montenegro and to give participants from both countries the opportunity to explore potential business partnerships in bilateral talks.

The Serbian delegation consisted of 27 companies and organizations. Over 70 interested parties from Switzerland attended. Furthermore, there were eight

journalists present (from radio Mladost, Kanal K - Aarau and Forum for South Eastern Europe, Zurich with television crews). During the information session, the Serbian and Swiss participants were given a detailed briefing on business and investment possibilities in both countries and the services provided by SIPPO and SOFI. A lively question and answer session showed the level of interest among Swiss companies regarding business relationships with Serbia and Montenegro.

SIPPO and the three local Serbian partners (SIEPA, SCC, BCE) each took the opportunity to sign a Memorandum of Understanding at the contact forum. This indicates that there is a willingness on all sides to increase the level of collaboration. After the information session, several business discussions were conducted with some concrete results.



Highlights

Garden furniture from Romania finds a new clientele in Europe

Furniture production is an important sector of the Romanian economy. In fact this industry employs 6% of the total workforce, or about 100,000 people. Experience on the global market shows that even when labour-intensive consumer goods such as furniture are produced in low-cost countries, they can only compete internationally if their design and marketing are in line with the demands of the customer.

Since the development of the «Garden Furniture» project in 2005, SIPPO has been focusing on adjusting the design and marketing of selected niche products. When selecting companies to

participate in the scheme, high priority is given to sustainable forest management.

Adisan SC and TAT SC, two promising Romanian garden furniture manufacturers, initially tried to go it alone in an effort to break into the global market, but they came up against a number of basic problems such as a lack of experience on the international stage and insufficient financial resources for effective marketing strategies and trade fair participation. All this changed when the two countries were chosen by SIPPO to take part in the Garden Furniture programme. As the project unfolded, the firms learned how to use corporate presentational materials to highlight their strengths and advantages. They were

also able to adapt their product design to international market requirements and undertake active marketing. Adisan works primarily with FSC-certificated acacia, while TAT uses native beech, pine and oak. Following careful, thorough preparation, both firms exhibited at the SIPPO stand at SPOGA, the leading trade fair for garden furniture, in September 2005. The results are indisputable: nine new customers from Germany and the Netherlands were so interested in the range of products offered by these two firms that they placed orders to the combined value of CHF 2,000,000. We look forward to further successes by Romanian manufacturers.

Mary Super supplied the Olympic village in Athens with home textiles

The Home Textile project was launched as a pilot project in 1999. Increasing demand on the international market as well as the large production potential in the countries promoted by SIPPO led to this programme being extended twice. A total of 40 companies from Eastern Europe benefited from the SIPPO project by exhibiting in the joint stand at the Heimtextil Messe in Frankfurt. A third of the former participants exhibited independently at the Heimtextil Messe 2005 in Frankfurt and have meanwhile established themselves on the European market.

Participating in the SIPPO programme not only gave the Bulgarian company Mary Super the entrance to the European market it had longed for, but its presentation at the SIPPO joint stand also helped the firm to win a particularly



special order. At the international trade fair for home textiles in Frankfurt the owner of the company reinforced the contact she had made the year before with the Olympic Committee for the summer games in Athens. The new collection, the revised prices and the company's level of professionalism served to convince the committee. The order to furnish the Olympic village with home textiles was therefore given and the results won over more than just the ath-

letes: hotel companies from a number of countries approached Mary Super and placed some large orders.

Undoubtedly, the extensive support provided by the SIPPO team helped the company to fulfil this large order to the customer's complete satisfaction with trouble-free delivery at the agreed time.



Highlights

SIPPO acts as matchmaker for the clothing industry

In many developing markets and markets in transition, the clothing sector is of national importance. Low production costs mean that European buyers turn mainly to these countries when looking for new clothing suppliers.

It costs importers time and money to look for new production facilities. They also face the risk that the goods will be delivered late and/or will not be of the required quality. SIPPO is countering these problems through direct introductions to SIPPO-recommended producers who have been tested and trained, and

who are also given individual support by experts in the field. Besides, they receive on a regular basis our fashion newsletter and a fashion forecast twice a year.

The demand for producers in countries close to Switzerland continued to increase in 2005. Since the launch of the new pilot project, more and more buyers have contacted us by telephone or visited us at the CPD in Düsseldorf where we created a new platform. SIPPO introduced producers from Bulgaria, Bosnia-Herzegovina, Serbia and Montenegro, Macedonia, Romania, Peru and Bolivia there. The elimination of quotas caused great insecurity among buyers and the products blocked at EU customs offices

prompted importers to switch to Eastern Europe and even India.

As a result, SIPPO succeeded in brokering two large orders that were placed in India. Thanks to SIPPO, the first order for 125,000 garments went through and has meanwhile been delivered on time. Further orders followed in the same year. The increasing number of requests from importers in the EU indicates that we are on the right lines with this project.

Alpaca – the gold of the Andes

a distinct improvement in design and quality. The support of a SIPPO consultant in producing samples and finished

Another 400 jobs have been created in the Peruvian highlands as a result of this encouraging development. As far back as 2003, about 200 women organized themselves into a cooperative under the guidance of our consultant and a local businesswoman. Orders from retailers, wholesale importers, companies like Agnes B. and Hermes, and designers such as Adam Jones provide some 1,000 women with the chance to knit for four hours a day at home or in other safe surroundings, accompanied by their children. Some 18,000 hand-knitted garments are now exported to Europe each year. In order to ensure the long-term future of this project, SIPPO has also been supporting students at the ITC fashion and clothing college in Lima. Workshops and study trips have shown the young people how alpaca and pima are processed, stimulating their interest in one of their country's traditional industries. It is pleasing to report that ten students have decided to work in this sector and have already found jobs.



On the basis of a positive project analysis carried out in 2003, we decided to extend the regional project to support producers of alpaca and pima knitwear from Bolivia, Ecuador and Peru until 2007. The manufacture of these goods is of national importance in those countries, as it provides many families with a reasonable income. In 2005, SIPPO was able to boost exports to Switzerland and the EU by another 35%, thanks to

goods, together with the knowledge gained at workshops, resulted in 48,000 items of knitwear to a value of nearly CHF 1 million being sold in the EU. The factors contributing to this success included the appointment of an agent, supported by SIPPO, to oversee distribution in France, plus rising demand for hand-knitted goods on the part of European retailers.



Highlights

A sparkling collection of jewellery from all over the world

One of the sectors promoted by SIPPO is the jewellery industry. The SIPPO Jewellery Programme 2004 – 2007 now has a new direction, targeting a different group of buyers and ultimate customers who are located in the trend-driven area of fashion jewellery rather than the exclusive luxury sector. The main emphasis is on silver jewellery, imaginatively combined with semi-precious stones, wood, shells, paper and glass beads.

In 2005, SIPPO invited jewellery manufacturers from Ecuador, Ghana, Indonesia, Jordan, Macedonia and Peru to exhibit their collections for the second time at the international Tendence Life-

style trade fair in Frankfurt. The exhibitors at the SIPPO stand were all provided with the necessary facilities to establish themselves on the European market, particularly in Germany. The companies each presented a unique range of specially designed products.

Four manufacturers from Ghana offered trendy glass bead jewellery with an African touch – a style that has been attracting attention in the international fashion world for some time now. In order to fulfil their first orders from Europe on time, the four companies decided to join forces in developing their export business. A local SIPPO consultant was brought in to advise on how to coordinate this type of joint venture, which is an unusual one in Ghana. Regular repeat

orders allowed two of the four jewellery firms to take on new staff, thus doubling the number of employees.

The products presented by Ecuadorian firms stood out in terms of creativity and high quality. Their silver jewellery was decorated with glass, semi-precious stones and a unique multi-coloured shell which is found only in South America. Two wholesalers from Germany travelled to Quito after the trade fair to visit Byron Ushina's business in person and order handmade, value-added items from his latest jewellery collection.

Leather producers from Indonesia: «Engaging the local workforce»

The leather sector was relaunched by SIPPO in 2005. The analysis of leather products indicated potential for the promotion of leather accessories. SMEs in SIPPO partner countries Egypt, Argentina, Bulgaria, South Africa, Vietnam, Bangladesh and Indonesia are noted for individual collections of small to medium size which are able to satisfy the rapidly changing demand from Switzerland and the EU. At a workshop in Indonesia, a SIPPO consultant used a Leather Forecast to illustrate fashion trends in Europe to a large audience which included representatives of SMEs. He also talked about technical, financial, ecological and social quality standards, stressing their importance to Swiss and EU importers. These themes were received with considerable interest by the audience – and also by the joint organizer of the workshop, the National Agency for Export Development (NAFED). In order to increase its familiarity with SIPPO's leather pro-



gramme and to be able to support its work effectively, NAFED immediately arranged another workshop in Jakarta for its employees in the leather department. Since NAFED is an important counterpart of SIPPO, it made sense to give staff in the leather sector further guidance. Under the theme «Engaging the local workforce», we helped the NAFED team come to grips with topics such as leather production in the global market, European retailers, the unique characteristics

of Indonesian leather products and co-operation between NAFED and SIPPO. The staff of NAFED now understand what is meant by «pricing», «own collection», «unique product», «structural reform» and «quality assurance», and they can see things from both perspectives – that of the leather producer and that of the buyer. The workshop also enabled SIPPO to gain a greater understanding of NAFED's structure and working practices.



Highlights

Wines from South-Eastern Europe gain ground

In 2005 a greater number of promotional events were organized in Switzerland to increase awareness of wines from Bosnia-Herzegovina, Bulgaria, Macedonia, Romania, and Serbia and Montenegro, and to persuade importers and retailers to include them in their product lines. At SIPPO's suggestion, Romania was invited to appear as guest country at the Crissier wine festival, which attracted 60,000 visitors.

The selling mission for wines from South-Eastern Europe held in Zurich from 17 – 18 October last year featured 22 wine

producers from Bosnia-Herzegovina, Bulgaria, Macedonia, Romania, and Serbia and Montenegro. The event was attended by 170 stockists who placed orders to a value of CHF 600,000. The SIPPO stand at the Prowein trade fair in Düsseldorf exhibited produce from 18 wine producers representing all the partner countries. Sales came to over EUR 2.0 million. SIPPO supported the Romanian national stand, providing both organizational and marketing assistance. This gave eight firms from Romania the opportunity to participate in the trade fair.

The workshops placed particular emphasis on food safety (IFS and BRC

standards). Training sessions were held in Bulgaria, Macedonia, and Serbia and Montenegro, and interested wine growers were offered the opportunity to undergo an audit in preparation for certification. Five wineries took advantage of this offer. In Macedonia, a workshop and the production of a strategy document paved the way for the founding of a wine growers' association.

Olive oil from Palestine could find its way to Europe



Palestine is a land with considerable export potential, but it suffers from a significant lack of information about export marketing and the European markets. That is why the Palestinian export promotion organization PALTRADE and the SIPPO office in Jordan jointly held a four-day export marketing seminar in Ramallah. Over 70 companies from a wide variety of sectors took part. The subsequent fact-finding mission to Gaza

showed that several sectors, such as furniture, home textiles, and fruit and vegetables, meet the demanding requirements of European markets.

Olive oil is another product with significant export potential. Several SIPPO consultants used workshops as a platform to demonstrate how olive oil production in one village, Taibeh, which has 44 olive farms, could convert to organic

production while improving quality. The village already has an oil press from Italy which complies with the requirements, and the olive oil is bottled in a brewery. For logistical reasons an investigation is now being carried out to see whether the programme can be expanded to include other organizations. The export of organic olive oil would be of great assistance to rural areas, creating jobs and income.



Highlights

SIPPO timber company wins innovation competition

The Cologne fair bestowed the «interzum award» on a timber company from Ecuador supported by SIPPO. The award-winning product combines lightness with stability and was classified in the highest category, «best of the best», by a prestigious jury of experts.

The beginnings of the SIPPO timber programme

The SIPPO timber programme was launched in 2000 with selected companies from South America, Africa and Eastern Europe and has meanwhile been extended to Serbia and Montenegro and Macedonia. The demand for tropical woods and European hardwoods is steadily growing in Switzerland and neighbouring countries, thereby increasing the importance of sustainable forestry management. All companies promoted by SIPPO today must prove that their production is sustainable. By establishing long-term business contacts, the companies we support have been able to create over 300 additional jobs since 2002.

Innovations at the interzum in Cologne

At the end of May 2005, SIPPO organized a joint stand at the interzum international furniture supply trade fair in Cologne for the first time. The 17 participating companies from 9 different countries exhibited both traditional timber products (such as doors, windows and furniture parts) and new products. Endesa-Botrosa-Cotopaxi from Ecuador, a company supported by SIPPO, exhibited an innovative balsa wood board material on the recommendation of SIPPO experts. This is a lightweight carpentry

board consisting of a balsa wood core, sandwiched between thin layers of plywood. Its properties can be summarized as «light», «stable» and «easy to process». Thanks to its lightness, this material can be used for furniture and boat construction and for caravan fittings and interior doors. The timber (FSC certification in process) originates from plantations in Ecuador. To a large degree, value is added directly in Ecuador, although finishing takes place in Europe.

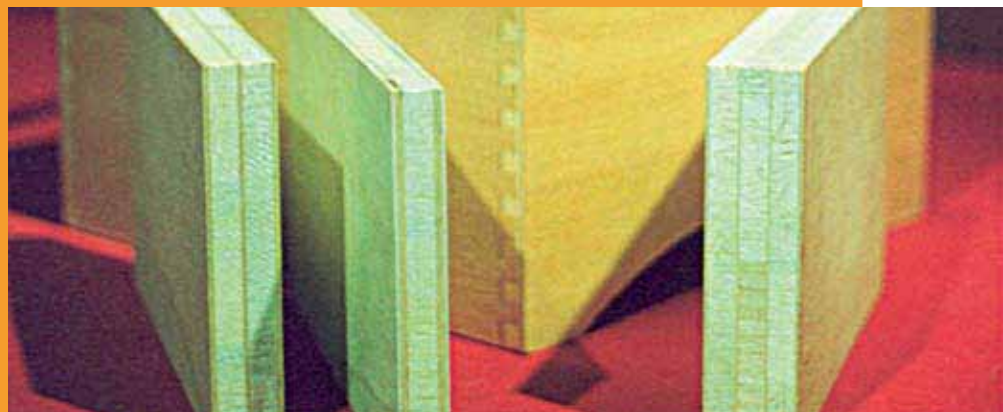
Presentation of the interzum award

And so Endesa-Botrosa-Cotopaxi received the «interzum award: intelligent material & design 2005». The «interzum award» attests to the producer's design competence and innovativeness. At the grand award ceremony in the run-up to the opening of the fair, the Winner's Certificate was presented to the company. The jury's appraisal stated: «This

was considerable media attention and companies from Switzerland and the EU showed interest in importing the product from Ecuador.

Outlook

The design prize has reinforced our resolve to continue promoting innovative products. We are convinced that all SIPPO timber companies will benefit from this success both directly and indirectly.



award by the internationally renowned jury not only confirms the quality and innovativeness of your work, but it is also an excellent press and marketing instrument for your company.»

The winning product was displayed in three special exhibitions on the Cologne fair grounds during the interzum fair and at the SIPPO joint stand. There



Highlights

Ecuadorian company reaps success thanks to trade fairs

For the second time in 2005, a firm called Equinox was represented on the SIPPO joint stand at Fruit Logistica in Berlin, where it also participated in a seminar on EurepGAP. Exhibiting at the trade fair enabled the company to make its first real business contacts with visitors from a number of European countries. This soon produced results: Equinox was able to increase its exotic fruit exports by a significant margin, as the «Kilajaló Fruits®» brand launched by the SME attracted more and more customers.

Today, Equinox Business Ltd., which owns over 30 hectares of land, is one

of Ecuador's leading companies for the production and export of physalis. Its export range has now been extended to include other varieties of fruit. The firm's strategy is customer-oriented and based on IPM (Integrated Pest Management) and GAP (Good Agricultural Practices). Equinox intends to become EurepGAP-certified in 2006. The company started its export activities with just one type of fruit: the physalis. Its very first international delivery, at the end of 2002, amounted to 150 kg. Now, however, the firm and its business partners are negotiating an export volume of some 6,000 kg per week.

Over time, Equinox added other fruits to its export range. At present, European

customers import chiefly pineapples, green bananas, physalis and papayas. The company believes that this success can be attributed to its trade fair presence and the active support given by SIPPO. While sales stood at CHF 70'000 after the trade fair presence organized by SIPPO in 2004, they rose five-fold to CHF 320'000 after the same event in 2005. Only after repeated attendance at trade fairs was the firm able to build up contacts in a carefully-targeted manner. Strong growth over the past five years has enabled the company to create new jobs. Last year, Equinox has taken on 20 new employees in the administrative, packaging and logistics departments. Each of these employees supports a family of four to six people.

Staff canteens in Switzerland feature Bolivian specialities

sliced tomatoes), albondigas con papa y salsa (mincemeat balls with potatoes and sauce) and pescado con palta y qui-

SIPPO also produced a variety of materials from its own stocks for use in decorating the canteens appropriately. The Bolivian Week certainly boosted the country's image. The menus and themed decorations were well received. Another successful outcome is that some chefs are continuing to use Bolivian products, which will give a boost to exports from Bolivia. And finally, here's a quotation from a chef at one of the staff canteens: «The Bolivian Week went down very well. People enjoyed trying something different. The recipes were good, apart from the one for manioc croquettes: we had to add quite a lot of flour to make them bind together. The quinoa side dish was excellent and we shall be incorporating it into our menu plan from time to time. The decorations were great, too. We were pleased that we could borrow the items on a temporary basis. It was a good idea that we may make use of in future promotional events.»



In August 2005, SIPPO put on a Bolivian Week in staff canteens in Bern, Winterthur and Zurich, with the aim of making Bolivia and its products better known in Switzerland. The project was run in collaboration with SV (Switzerland) Ltd. Special Bolivian dishes were featured on the menu each day in addition to the usual fare. Delicacies such as pastel de quinoa (quinoa gratin with

noa (fillet of perch with avocado and quinoa) were served up. Frozen lama meat, which was imported from Bolivia for the first time, was used to make the salteñas (Bolivian pasties) that were specially prepared for this event. SIPPO helped SV (Switzerland) Ltd. prepare the menus and coordinate the import and availability of the ingredients (including lama meat from Bolivia).



Success story

Organic fruit producer from Ghana on road to success

The Ghanaian family business Lartey Associates participated successfully in the SIPPO organic products programme and is now supplying some of Europe's biggest supermarket chains.

Some years ago, Henry Lartey, Managing Director of Lartey Associates, became aware of the potential of organic products in Europe and decided to take advantage of the opportunity they present. When the family-run concern exhibited at Fruit Logistica in Berlin for the first time, with our support, Mr Lartey realized that he would have to make his company stand out from the other suppliers of tropical fruits. He saw that his products had to offer the customer something extra if the firm was to flourish in this highly competitive market. The family therefore decided to switch to organic production methods. After successfully implementing the change-over, the company exhibited on the SIPPO stand at the Biofach trade fair in Nuremberg from 2002 to 2004. The firm was able to continue developing, thanks to a number of different workshops organized by SIPPO in Ghana on the topics of quality, exporting and certification, and it has now set up a professional marketing and quality control system that has been certified by EurepGap.

Organic and EurepGap certification opens doors

All this hard work plus a financial investment of around USD 50,000 brought results. Success soon followed. Several major supermarkets began to take notice of the family business, including the UK chain Waitrose. This major distributor tested Lartey Associates' organic fruits for taste, aroma, colour and consistency, in order to compare them with

products from Brazil and Jamaica. The results were positive: it turned out that the Lartey Associates products were at least as good as the Jamaican ones and significantly better than those from the Brazilian competition. The various awards for quality that the firm had collected at conventions in Geneva, Beirut and New York also inspired confidence. As a result, Waitrose signed the Ghanaian company's first supply agreements. From then on, things got better and better: the largest Norwegian and Swedish supermarket chain with over 1,800 branches suddenly decided to source organic fruit from Lartey Associates. Papayas proved a big hit, seeing sales double over the past five years.

Growth leads to job creation

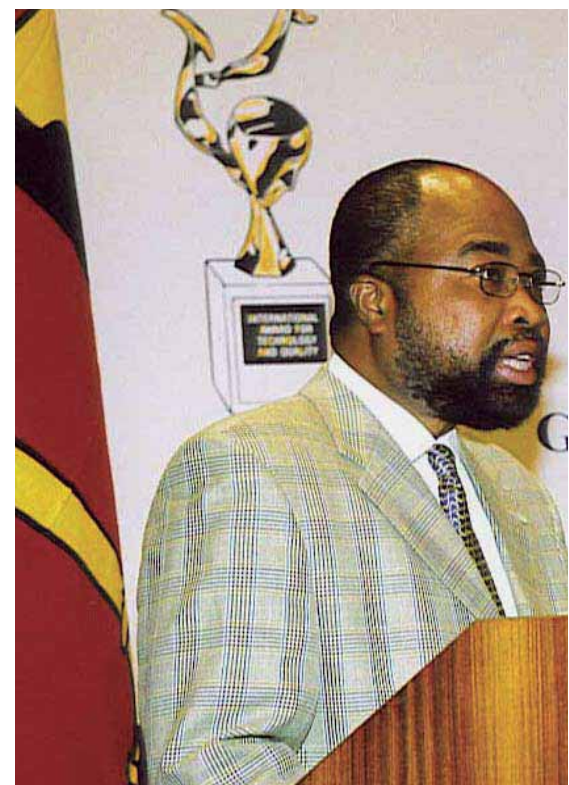
The company has since been able to quadruple production to 14,000 tonnes of certified fruit per year. Mr Lartey is particularly proud that the firm has been able to open a dedicated marketing and distribution office – also family-owned – in Bremen. This means that marketing as well as production remains under the control of the owner, thus ensuring that the products are processed and delivered with no hitches. Many subcontractors are also benefiting from the company's success, as 60% of the organic fruit exported is grown on third-party plantations. The family business has not only created jobs, it also contributes to the cost of health care for the subcontractors and schooling for their children. This shows that Lartey Associates is conscious of its social responsibilities as an employer, which it takes very seriously.

Looking ahead

Despite winning lucrative contracts, Lartey Associates want to expand further rather than rest on its laurels. Next, the firm intends to diversify production

and enter new markets. Recently it exported dried organic papayas to Canada for the first time. Lartey Associates has also set itself the target of bringing the cost of producing organic fruit down to the same level as conventional methods of farming. Market studies show that the majority of consumers would buy organic fruit if it were not so expensive.

We are very pleased that Lartey Associates no longer needs our support, having made a name for itself in Europe. We wish the company every success as it tackles its next challenges.





Matchmaking

Trade fair participations

Trade Fair	Sector	Total companies	Trade Fair	Sector	Total companies
Ambiente	Handicrafts	3	Midest	Subcontracting	21
Biofach	Organic products	20	Prowein	Wine	26
Cebit	IT	14	Interzum	Timber	16
CPD	Garments	60*	Int. Toy Fair Nuremberg	Toys	13
ESE	Fish & seafood	11	Spoga	Garden furniture	8
Fakuma	Plastics	10	Systems	IT, software	5
Fruit Logistica	Fruits & vegetables	19	Tendence Lifestyle	Jewellery	14
Hannover Fair	Castings & forgings	14	Tendence Lifestyle	Handicrafts	12
Heimtextil	Home textiles	11	TTW	Tourism	12

* Contact platform, companies are represented by SIPPO

SIPPO participated collectively with a total of 289 companies in 18 trade fairs. In addition, SIPPO supported 110 companies with an individual participation at 9 special trade fairs.





Matchmaking

Selling missions

Sector	Country	Number of participants
Alpaca	Peru	7 companies represented by a SIPPO consultant
Wine	Bosnia-Herzegovina, Bulgaria, Macedonia, Romania, Serbia and Montenegro	22

Buying missions

Sector	Country	Number of participants
Alpaca	Peru	7
Fruits and vegetables	Jordan	5
Medicinal herbs	Macedonia	70

Business forum, roundtables and B2B meetings

Sector	Country	Number of participants
not sector related	Vietnam	120
not sector related	Jordan	60
Agricultural products, packaging	Serbia and Montenegro	70
Food products	Ecuador	80
Information technologies	Bulgaria, Bangladesh, Jordan, Romania, Serbia and Montenegro, Macedonia	10
Textiles, electronics, consulting, construction trade, hotel industry	Romania	15
Textiles, medicinal herbs, timber for industrial use, information technologies	Macedonia	60
not sector related	Ghana	100



New publications

Trade and market information

Publication	Content	Cooperation partners
Garment & Fashion Forecast Summer 2006 and Winter 2006/2007	Colours, fabrics, cuts, materials	SIPPO consultant
Jewellery Forecast 2005/2006	Colours, shapes, materials	SIPPO consultant
Leather Fashion Forecast	Colours, trends, materials	SIPPO consultant
Handicrafts Trendforecast 2005	Colours, trends	SIPPO consultant
Software, IT services and outsourcing	The economic significance of the independent software sector of Switzerland and the European Union.	CBI, ICT Switzerland
Natural Ingredients for Pharmaceuticals and for the Food Industry	Market overview - EU, Switzerland	CBI

Product and industry overviews

Publication	Content	Cooperation partners
New markets – new opportunities	A short version of the publication «The Textile Industry in the Republic of Macedonia» including 25 selected clothing manufacturers.	SIPPO consultant
The Textile Industry in the Republic of Macedonia	Information about the textile industry, foreign trade, investment opportunities and business relations in the Republic of Macedonia.	SIPPO representative office in Macedonia
Branch Overview on Sustainable Tourism in South Africa	Overview and list of tourism establishments that qualified for the FTSA – Fair Trade in Tourism South Africa.	FTSA
Branch overview «The Bulgarian Machine-Building Industry»	Online export directory featuring over company profiles of over 100 local producers.	Bulgarian Branch Chamber-Machine Building
Branch overview «The Bangladeshi Plastic Sector»	Online export directory featuring over company profiles of over 80 local producers.	Katalyst, Bangladeshi Plastic Association
Branch overview «Ukrainian IT Export Industry»	Online export directory featuring over company profiles of over 100 local producers and market information.	Association «IT Ukraine», PricewaterhouseCoopers
Wine from Southeastern Europe	Information on the wine sector and selected wineries in Southeastern Europe.	SIPPO local office, GTZ, USAID and branch associations
Guide to Seafood Hygiene Management	Focus on the hygiene requirements during processing of seafood.	Eurofish, HIFF, Norwegian Ministry of Fisheries and Coastal Affairs

A complete list of all SIPPO publications can be found at www.sippo.ch.



Training

Sector	Country	Content	Number of participants
Alpaca	Peru	<ul style="list-style-type: none"> – Design – Fashion trends – History of fashion – Processes in the alpaca industry 	20
Ecotourism	South Africa	Capacity increase of sustainable projects in the tourism industry.	17
	Switzerland	Presentation of «Fair Trade in Tourism South Africa»	20
	Jordan	Consulting services provided to RSCN and Wild Jordan regarding quality and services to be provided by tourism localities.	35
Export marketing and administration	Palestine	Marketing for exporters	60
	Vietnam	Doing Business with Switzerland.	80
Fish and seafood	Mozambique	<ul style="list-style-type: none"> – Traceability within the fish industry – HACCP – Market penetration – Retail industry standards 	30
	Romania	<ul style="list-style-type: none"> – Traceability within the fish industry – HACCP 	34
Food specialties (lama meat)	Bolivia	Consulting services provided to SENASAG including: <ul style="list-style-type: none"> – fulfilment of OIE criteria – preparation of workshops – control of mouth and claw disease 	20
	Bolivia	Consulting services provided to SENASAG with regard to their presentation at OIE in Paris.	
Furniture	Ghana	<ul style="list-style-type: none"> – Design trends – Sourcing of companies to exhibit at Spoga and imm trade fairs. 	18
Information technologies	Indonesia	<ul style="list-style-type: none"> – Project management – Process optimization 	25
Jewellery	Indonesia	<ul style="list-style-type: none"> – Design – Marketing – EU norms – Improvement of workmanship 	60
	Ghana	<ul style="list-style-type: none"> – Export marketing – Assistance for the creation of a common export department 	4
	Ghana	<ul style="list-style-type: none"> – Follow-up with trade fair participants – Strategic planning 	4
Leather accessories	Indonesia	<ul style="list-style-type: none"> – World competition in leather goods – Quality systems – European market trends – How to approach the European market – Analysis of critical success factors 	75



Training

Sector	Country	Content	Number of participants
Medicinal herbs	Balkan	How to strengthen the local associations	30
	Ghana	<ul style="list-style-type: none"> – Market overview – Quality management – Export marketing – EU norms and standards 	40
	Vietnam	Sustainable use of biodiversity	35
Technical products	Ukraine	Marketing for exporters	40
	Serbia and Montenegro	<ul style="list-style-type: none"> – Norms – Standards 	17
Timber for industrial use	Bolivia	<ul style="list-style-type: none"> – Total quality management – Export marketing – Classification of timber 	60
	Peru	<ul style="list-style-type: none"> – Market overview – Trends – Technical support 	36
	Peru	<ul style="list-style-type: none"> – Market overview – Trends – Technical support 	82
Wine	Serbia und Montenegro	<ul style="list-style-type: none"> – Food safety – Quality management – Export marketing – Image building – Sourcing of companies for InVino trade fair – Audits for BRC-Certification 	22
	Bosnia-Herzegovina	Organic viniculture	15
	Bulgaria	<ul style="list-style-type: none"> – Food safety – Quality management – Export marketing – Image building – Association building – Audits for BRC-Certification 	20
	Macedonia	<ul style="list-style-type: none"> – Food safety – Quality management – Export marketing – Image building – Audits for BRC-Certification 	25
	Ukraine	<ul style="list-style-type: none"> – Wine market Switzerland – Food safety – Quality management – Sourcing of wineries 	40
	Ukraine	Study tour for companies from Ukraine: How do Swiss wine cellars operate?	10
	Organic Aquaculture	Vietnam	Research and Development programme for organic shrimp reproduction



Results

Sector	Bids (in CHF)	Contracts (in CHF)
Agricultural products (incl. fish and seafood)	30,167,000	39,517,046
Furniture	3,406,200	2'450'000
Clothing, fashion, alpaca	1,821,400	1'166'900
Jewellery, handicrafts, toys	640,928	732,721
Technical products, electronics	19,700,000	11,890,000
Software	2,000,000	1,600,000
Timber for industrial use, leather accessories	12,000 000	8,478, 000
Ecotourism	347,600	
Total	70,083,128	65,834,667





Results

Alpaca knitwear keeps Europeans warm

A total of 48,000 garments were ordered by European agents in 2005. These orders enabled seven knitwear producers to establish themselves in the EU market. The export volume came to CHF 750,000 last year. One firm supported by SIPPO has now boosted its headcount from 50 women in 2002 to 800 today, thus employing an extra 750 knitters.

Model farm for production of organic shrimps

The pilot project for breeding organic shrimps in Bangladesh is being implemented in close cooperation with the Bangladesh Frozen Food Association, which is supporting us locally, particularly with regard to preparing for the missions and providing vehicles and accommodation. The Bangladesh Fisheries Ministry and the Swiss embassy/SDC (coordination office) are also acting as alliance partners. In April 2005 the pilot project in Mushiganji, near Khulna, was assessed by Naturland – the Association for Organic Agriculture. As training farmers on the spot is very time-consuming, SIPPO looked for a local partner who could perform this function. An NGO called Shushilan was found to be suitable, as it is already active in training farmers in Mushiganji and runs a model farm for organic aquaculture. A consultancy contract with Shushilan was signed in September. The first organic certification is due to be carried out in 2006. The project will continue until 2007.

Well attended workshops in Mozambique

Workshops were held in Maputo and Beira from 8 to 14 May in cooperation with the Swiss embassy/SDC (coordination office) as well as the local partners,

IPEX and the Fisheries Ministry. The aim was to familiarize exporters with market requirements, traceability and the standards applied by major distributors, such as BRC and IFS. In all, 30 fish industry representatives took part. Workshop participants were given copies of the SIPPO booklets «Guide to traceability» and «Guide to seafood hygiene management». Additional booklets were delivered to the Fisheries Ministry for further distribution.

Continuing demand boosts imports of organic shrimps from Vietnam

Imports of Black Tiger Shrimps from organic aquaculture destined for the Swiss market increased last year by 36% to a value of CHF 3.65 m.

Ecotourism

SIPPO, Kuoni Travel and the South African embassy are supporting Fair Trade Tourism South Africa in its efforts to raise awareness of responsible tourism in that country. In the travel industry, fair trade refers to ensuring that the people whose country, natural resources, labour, knowledge and culture are being used for tourism purposes should actually benefit from these activities themselves. An increasing number of hotels and lodges are receiving certification and being awarded the Fair Trade Tourism label. This project has resulted in the creation of new jobs.

Fair trade in home textiles

Conytex, a fair trade company from Egypt, joined the Home Textiles programme last year. The firm exhibited its natural cotton products at an international trade fair in Europe for the first time, submitting bids worth a total of CHF 100,000.

Quick off the blocks

The Romanian company Data Invest

overhauled its marketing strategy and improved its qualifications after being accepted onto the SIPPO programme. In mid-2005 it became a Microsoft Certified Partner. New orders enabled the firm to boost its headcount by 20% and treble its export volume.

Fostering young talent

13 students at the ITC fashion and clothing college in Lima were given an insight into how the alpaca industry functions. The aim was to awaken the students' interest in this sector and encourage them to consider working in it later. One student obtained employment in the newly-opened buying office of the hand-knitting cooperative in Puno.

Jordanian vegetables on sale in Switzerland

The Jordanian export promotion agency JEDCO invited importers from the fruits and vegetables sector to attend buying missions in Jordan on two separate occasions last year. One of the Swiss buyers that SIPPO recruited and accompanied to Jordan now regularly orders three tonnes of produce per week (including pomegranates, okra, chilis and onion flowers) equivalent to CHF 8'500.

Successful market entry

Plantaze, a wine producer from Serbia and Montenegro, increased its exports by 20% thanks to the SIPPO programme, while another company, Todorov, found two importers in Switzerland.



The worst sin toward our fellow creatures is not to hate them, but to be indifferent to them: that's the essence of inhumanity.

George Bernard Shaw

Life can only be understood backwards;
but it must be lived forwards.

Søren Kierkegaard



News

In the reporting period, the various programmes and projects were implemented in compliance with the 2005 business plan, factoring in the «lessons learned 2004». Special attention was paid to providing more intensive advisory and coaching services for the companies we support and our counterpart organizations, with the aim of increasing international competitiveness, as well as to marketing export products by means of our business match-making programme. The SIPPO brand was able to embed itself further in our partner countries, Switzerland and the EU, while our network of alliance partners expanded once more. The administrative procedures went smoothly and according to plan. The project management training provided for SIPPO employees was completed in the spring of 2005, and staff have been putting the skills they acquired into practice.

■ Balanced Scorecard BSC

Breaking down our goals according to the «Balanced Scorecard» system proved its worth, and all the objectives were attained. The goals were divided into four main groups: the financial perspective, the customer/partner perspective, the business process perspective, and the learning and growth perspective.

■ SGS certification

SGS (Société Générale de Surveillance, Geneva) audited SIPPO against the Non-Profit Agency benchmark in the following areas: service agreement and governing body, strategic framework, integrity management, communication, advocacy and public image, human resources, finance, resources allocation and financial controls, operations, outcomes and continuous improvement. It also investigated whether our vision and mission are evident in all our projects and whether we embrace them in everything we do. SIPPO scored very well in all areas.

■ Swiss Federal Audit Office

A thorough audit by the Federal Audit Office (SFA) showed that SIPPO has used all federal subsidies properly and in accordance with its mandate. An additional investigation by a firm of auditors also confirmed that all expenditure and income in relation to five randomly chosen programmes and projects had been correctly entered in the accounts.

SIPPO mounted joint stands at 18 international trade fairs, with the participation of 289 companies, of which 163 were from the six priority countries and the other 126 from countries in the normal sector programmes. Targeted support for individual stands enabled a further 110 firms (54 from priority countries and 56 from sector programme countries) to exhibit at 9 trade fairs. A total of 399 companies therefore benefited from the trade fair programme. Expectations were exceeded as regards new contacts made, volume of bids submitted and number of business deals concluded. Precise figures will be announced in spring 2006 (performance review). Exhibiting at trade fairs is one of the most important tools

for business matchmaking, and has three main goals:

■ Network partners

In order to achieve the greatest possible efficiency and sustainability for its programmes, SIPPO works with a number of network partners, including:

- Local export promotion agencies
- Local and Swiss industry associations
- Bilateral chambers of commerce
- Multilateral organizations (ITC, UNCTAD, FAO)
- local NGOs
- Ministries
- SECO agencies
- SDC
- SOFI
- Business Network Switzerland Service Center and others

Local institutions are the driving force behind export promotion.



SIPPO team

Our management



Markus Stern, Director

Coordinator:
Gaza and West Bank, new countries
Sectors:
Trade and market information
Public relations and communication
Strategic projects



Martin Odermatt, Vice Director

Coordinator:
Macedonia, South Africa
Sectors:
Administration
Controlling and finance

Our project managers



Eve Bächtold

Coordinator:
Egypt, Indonesia, Peru

Sectors:
Alpaca
Clothing
Home textiles
Jewellery



Jitka Doytchinov

Coordinator:
Jordan, Romania

Sectors:
Handicrafts
Furniture (garden, home)
Toys



Franziska Staubli

Coordinator:
Ghana, India, Mozambique

Sectors:
Ecotourism
Food specialities
Organic products
Medicinal herbs



Adrian Bretscher

Coordinator:
Bolivia, Bangladesh

Sectors:
Leather accessories
Jute
Timber for industrial use



Boyko Doytchinov

Coordinator:
Bulgaria, Russia, Serbia and
Montenegro, Ukraine

Sectors:
Automotive components
Electronics
Forgings and castings
Machinery, Plastics
Software, TRADO platform
Technical Components



Thomas Sporrer

Coordinator:
Ecuador, Vietnam

Sectors:
Fish and seafood
Food specialities



Oliver Stern

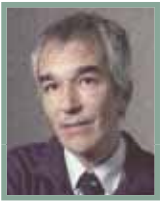
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Wine



SIPPO team

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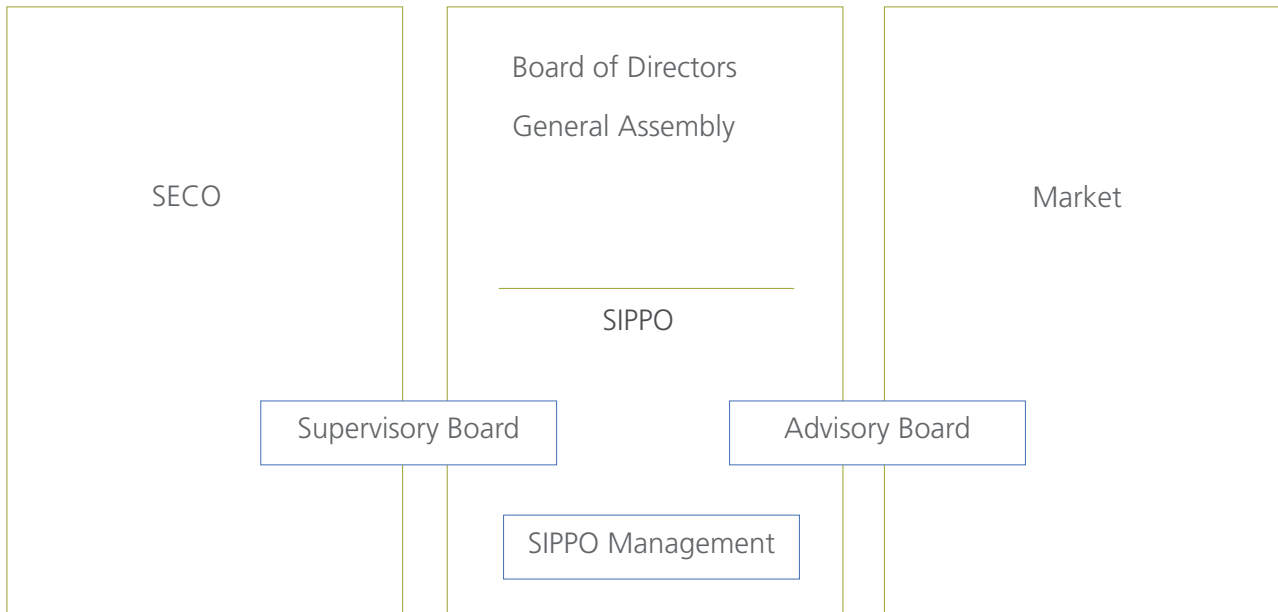


Bernadette Schwizer





Corporate Governance



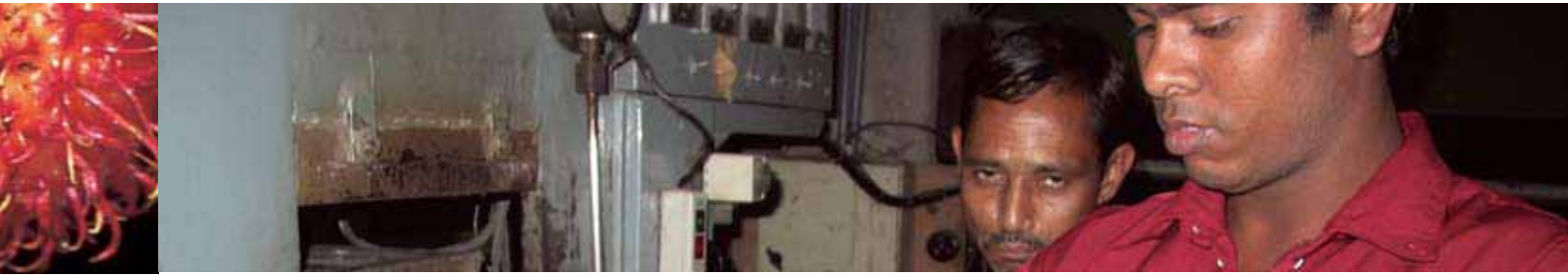
Supervisory Board

Advisory Board



Left to right:
 Markus Stern, Hans Jöhr, Franziska Zimmermann,
 Hans-Peter Egler, Christoph Stückelberger, Martin Roth

Left to right:
 Peter Boesch, Kurt van Schellenbeck, Markus Stern, Beat W. Kündig,
 Nicole Loeb, Hans Jöhr, Johannes Heinzelmänn, Hans-Peter Egler,
 Peter Geiser, Franziska Zimmermann, Rolf Jaus,
 George Malcotsis, Jürg Zeller



Thank you

A special thanks to our network and cooperation partners and the SIPPO team for their commitment and efforts in implementing the programmes and projects.

Markus Stern
CEO

Masthead

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