



SIPPO 2017-21 – Outcome 2

Most relevant SECO value chain projects

Status December 2020

1 SIPPO Sector Portfolio – Overview

Sector	Value-added Fish & Seafood	Processed Food	Natural ingredients (for the food & non-food sectors)	Sustainable Tourism	Value-added textiles	Wood based technical products (incl. sustainable tropical wood)
Peru		X		X		X
Colombia		X	X	X		
South Africa		X	X			
Indonesia	X		X			X
Vietnam					X	X
Balkan Region			X	X	X	X
Albania			X	X	X	
Macedonia			X	X	X	
BiH			X		X	X
Serbia			X		X	X
Tunisia	X	X	X			
Morocco	X	X			X	

2 SIPPO synergies with Value Chain Projects

According to the latest SIPPO Report (semi-annual report 2020), SIPPO is currently linking with the below SECO value chain Projects (13):

- Albanian-Swiss Intellectual Property Project ALSIP (ALB)
- Swiss Entrepreneurship Program EP (BIH, MKD, PER, SRB)
- Indonesian Swiss Intellectual Property Project ISIP (IDN)
- Regional Biotrade Project (VN)
- Sustaining Competitive Responsible Enterprises SCORE (VN)
- ITC GTEX (MOR)
- COLIPRI (COL)
- Colombia más Competitiva C+C (COL)
- Global Quality and Standards Programme (GQSP, Peru, Colombia, South Africa, Indonesia, Vietnam)
- IFC (PER, tourism)
- Secompetitivo (PER)
- ITC PAMPAT (TUN)
- Organic Trade for Development OT4D (ALB, SRB)

3 Active WEHU Projects – synergies to be elaborated

<p>Access and Benefit Sharing (ABS) Initiative South Africa (Biotrade) CHF 3.0 Mio. Partner: GIZ Project Manager SECO: isp</p> <p>This project aims at establishing ABS (Access and Benefit Sharing) compliant value chains for biotrade products from South Africa through technical and financial assistance to SMEs and business support organizations as well as through a policy dialogue, in order to promote a sustainable use of natural resources and a valorisation of biodiversity.</p>
<p>Swiss Sustainable Tourism Project SSTP Vietnam CHF 3.7 Mio. Partner: GFA Group, Hamburg Project Manager SECO: Ipt</p> <p>The project aims at improving competitiveness of the tourism sector through promoting and implementing Sustainable Tourism (ST) as well as introducing a quality hospitality management training program and leads to more tourist arrivals and thus more jobs in the private sector (SMEs / Destination Management Companies (Tourism companies), Business Support Organizations (BSOs) and to higher household income.</p>
<p>Colombian-Swiss Intellectual Property Project (COLIPRI II) CHF 1.489 Mio. Partner: Swiss Intellectual Property Institute (IPI) Project Manager SECO: krc</p> <p>The project's overall objective is to contribute that entrepreneurs, creators, researchers and producers in Colombia benefit from an improved intellectual property system. Three outcomes contribute towards this overall objective: A) the national IP Policy is updated, being implemented and enforced according to its action plan; B) IPR registration and administration entities provide efficient and user-friendly services; C) IPR entities, academia and private sector representatives promote acquisition, use and transfer of IPRs to potential users.</p>
<p>Peruvian-Swiss Intellectual Property Project (PESIPRO) CHF 578'000 Partner: Swiss Intellectual Property Institute (IPI) Project Manager SECO: krc</p> <p>The overall objective of PESIPRO is to "strengthen the use of selected IPRs in Peru in order to contribute to higher competitiveness, more value added to Peruvian products and to a positive impact on Peruvian economic development". PESIPRO will provide support to enhance technical capacities in selected areas of high priority to the Peruvian Government.</p>
<p>Sustainable Cocoa Sourcing Landscapes in Peru CHF 2.62 Mio. Partner: Helvetas, Choba Choba, Earthworm Foundation, ECOM FiBL, Max Havelaar (and its local partners), South Pole, GORESAM Project Manager SECO: krc</p> <p>This project proposal aims to support local government in its efforts to achieve sustainable development. It recognises the need to bring together actors from different sectors representing the civil society, the private sector and national and local authorities to develop a common strategy for the sustainable management of the landscape in which they operate, to ensure sustainable cocoa production in combination with biodiversity conservation.</p>
<p>Cacao+Sostenible CHF 1.48 Mio. Partner: Swisscontact, Colcocoa, Pakka, Solidaridad Project Manager SECO: krc</p> <p>The project aims at implementing a new business model for the consolidation of the supply of special and sustainable Colombian cacao to the Swiss market, based on the supply chains of two partner export companies. An inclusive and solid cacao supply channel will be developed which meets international quality requirements and establishes appropriate services that foster long-term commercial relationships between producers, processors and consumers, and generates environmental, economic and social impacts in producer families and throughout the entire value chain.</p>
<p>Sustainable Tourism Program in Morocco CHF 3.5 Mio Partner: Swisscontact Program manager: prm</p>

This project aims at realising the tourism potential of the provinces of Azilal and Béni Mellal to create long term-employment opportunities in particular for women and young people while minimising social and environmental negative effects, thus contributing to reduce migration pressure. This phase will focus on addressing the major obstacles to the development of a sustainable tourism: obsolete and inadequate accommodations, neglected tourist sites, lack of qualified people in tourism and absence of a coordinated approach among public and private actors for the development of a sustainable tourism. An integrated approach will ensure that all actors of the tourism value chain benefit from the project, including handicraft or local products cooperatives whose products can be placed on tourist routes.

4 Project Pipeline WEHU – synergies to be discussed SIPPO/WEHU

Morocco: country project under the Global Program on Intellectual Property Rights

CHF 1.5 Mio

Partner: Swiss Intellectual Property Institute (IPI)

Program Manager: prm

The project will support Morocco in building up an efficient and effective protection of intellectual property rights to support economic development and facilitate the implementation of the WTO Agreement on Trade-Related Aspects of Intellectual Property Rights. The exact scope of intervention is currently designed. A project document will be available in the first semester of 2021.

Swiss Program on Capacities for Trade Policies

CHF 4 Mio

Partner: Foundation hosting GTA + implementing agency recruited by tender

Program manager : prm

The program aims at equipping trade-policy makers of the beneficiary countries of the program with the necessary knowledge, negotiating skills, analytical methods and networking capabilities to devise, negotiate and implement an effective and conducive trade policy to their country's economy (including economic recovery). The program provides support to formulate evidence-based trade policies in key areas covered in trade agreements, such as trade in industrial goods, agriculture, services, rules of origin, SPS/TBT, trade remedies, trade facilitation, intellectual property, public procurement or dispute settlement. The list of beneficiary countries will be defined at the beginning of 2021.