

# TRIC collaborations in 2023

## THE TRIC NETWORK

TRIC stands for Trade Related Instruments Connected and is a cooperation initiative between European trade promotion organisations and programmes to create a network of exchange, mutual learning, and project synergies. The purpose of the TRIC Network is to collectively better export promotion practices and accessibility in respective partner countries and enhance trade into Switzerland and Europe.

## TUNISIA: IPD AND SIPPO

Activity: Trade fair collaboration at Food ingredients Europe (FiE) and Biofach (Biofach 2022, FIE 2022, Biofach 2023 and FIE 2023)

Country: Tunisia

TRIC members involved: The German Import Promotion Desk (IPD) and the Swiss Import Promotion Programme (SIPPO)

The cooperation between IPD and SIPPO, that has been intensified since 2021 and was continued with a joint effort to support the BSO APIA (Agence de Promotion des Investissements Agricoles) at Biofach 2023, where APIA promotes premium products from the Tunisian Organic Food Market.



Since 2022, SIPPO and IPD have joined forces to help enable APIA staff involved with organising the Tunisian pavilions at Biofach and FIE. In Tunisia, SIPPO and IPD work with two complementary mandates, enabling them to meet the expectations of both BSOs and exporters. Together, SIPPO and IPD are working to improve the position of organically produced natural ingredients in Tunisia. By promoting their joint partner APIA within the local ecosystem in Tunisia, IPD and SIPPO aim to improve APIA's service offer in the area of export promotion of (organic) ingredients from Tunisia.

SIPPO and IPD harmonised their activities to gain synergy when coaching APIA staff. Especially, with regard to organic products from Tunisia there is a national focus lead by the Ministry of Agriculture on developing an export promotion strategy for the organic sector together. To help position Tunisia as an origin, IPD aims to support APIA in expanding their network to European importers, while SIPPO contributes to greater networking with international partners through SIPPO's global contacts with BSOs in its partner countries. The importance of these activities was underlined by the visits of several representatives of important Swiss organisations such as SECO, the Swiss Secretariat of Economic Affairs, the sponsor of the SIPPO program during Biofach 2023.

Moreover, the partnership between SIPPO and IPD has been strengthened and enriched once again in their complementary support to APIA and CEPEX during the Food and Health Ingredients trade fair 2023. Both programmes were able to support their partner BSOs to succeed their very recent integration into the show as national pavilion organisers and benchmark Tunisia as natural ingredient origin.

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## CSR ONLINE TRAINING: ITC, CBI, AND IPD

Activity: CSR online training

Numbers so far: online for 7 years, 26 trainings, 3'000+ participants from 40 countries

TRIC members involved: ITC, CBI, and IPD



## RECORD YEAR FOR THE CSR E-LEARNING COURSE!

The e-learning course "Introduction to Corporate Social Responsibility." had a record number of participants in 2023. The course, which was developed in 2016 in collaboration between CBI, ITC and IPD, has been offered since 2017, and despite earlier peaks seen during Covid-19, participants numbers in 2023 skyrocketed. With a new content update scheduled for 2024, the future for the e-learning course looks positive!

Lecture 2 in the CSR course offers a timeline of how CSR has developed over time. We've compiled a timeline of the CSR course itself.



2016

The course was developed in Geneva by a team from CBI, IPD and ITC

Three sessions were held, which became the norm in the years to come

2017

The first content update covered the SDGs more in-depth

2018

Second content update, adding the European Green Deal and case studies from CBI/IPD companies and course alumni. Four sessions per year became the norm

2020

Covid-19 pushed everyone online: a fourth session was added in May  
First peak in number of participants in the extra session with 327 people taking part

2021

2022

The course was offered in French for the first time, with two sessions per year scheduled

A record year in terms of participants! 448 entered the course in March, and the trend continued all year

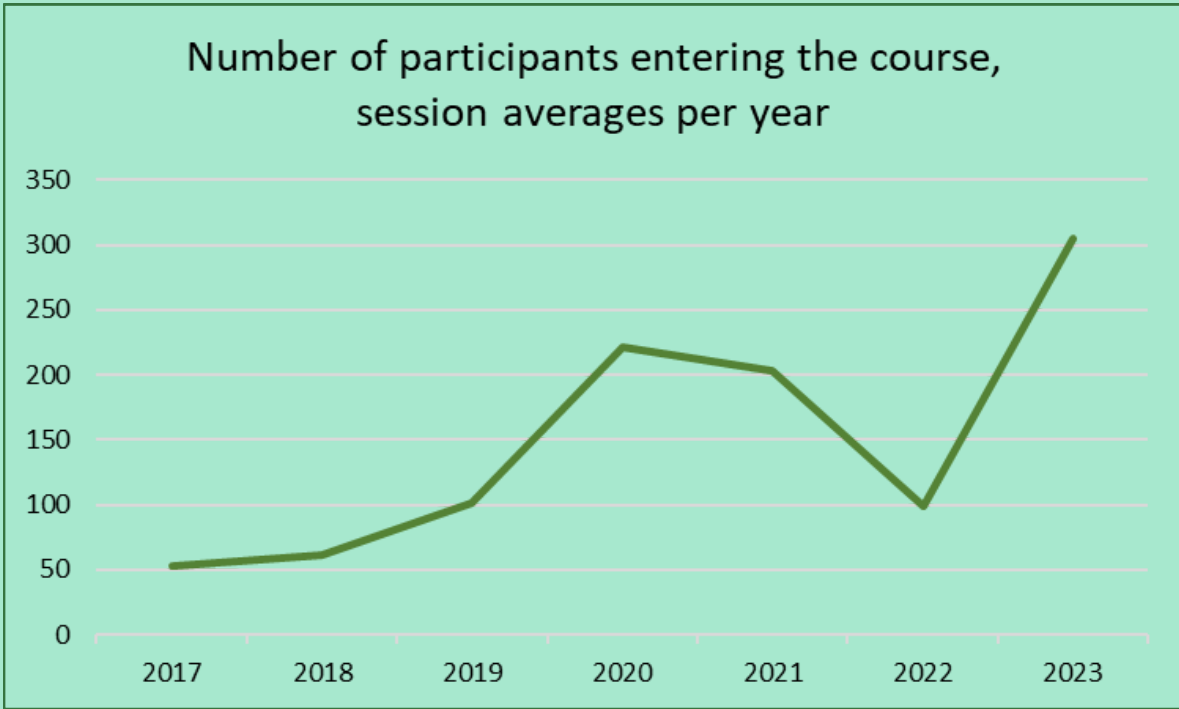
2023

2024

New update foreseen with more input on legislation and the changing sustainability landscape



# 2023 - A RECORD YEAR



“This has been one of the most insightful and relatable course that I have taken so far. The case studies were great.”

Mina Pokuaa Agyemang

”I leave here with excellent tools and knowledge to continue a journey of greater impact.”

Emanuel Gouveia

## TRADE RELATED INSTRUMENTS CONNECTED

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