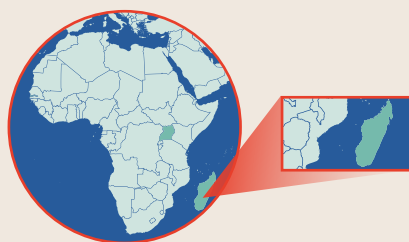


IN THE SPOTLIGHT

# World trade success stories

The following success stories show how trade and trade-related assistance can bring benefits to people across the globe, helping entrepreneurs improve their standard of living and creating new opportunities for local communities.



## MADAGASCAR

New technology makes trade in plant products quicker and more efficient

Since July 2022, Nomenjanahary Saholy Ramilarijaona, Head of Plant Protection at Madagascar's Ministry of Agriculture and Livestock, has been overseeing the country's use of ePhytos, electronic phytosanitary certificates that allow plant



products to be traded more easily and efficiently across borders.

Initially, traders were a little worried because it was a new system and they had security concerns, she said. Through awareness raising and training, however, they gained confidence in the system, with more and more asking to be trained.

The state-of-the-art system, initiated by the Standards and Trade Development Facility (STDF) and used in more than 100 economies, leads to a lower likelihood of loss, damage and fraud compared with traditional paper certificates. It also saves time. "The most obvious change is the speed with which certificates are issued. Using ePhytos reduces processing time," Ms Nomenjanahary said.

"At the international level, compliance with international standards gives importing countries much more confidence in what we do. Using computers and other equipment enables our inspectors to work more efficiently. All in all, we've seen a real revolution in how we work."

The World Economic Forum, through the Global Alliance for Trade Facilitation, is financing the project, with the active participation of Madagascar's National Trade Facilitation Committee.

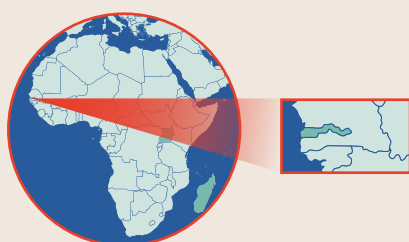
### Source

Standards and Trade Development Facility (STDF).





Isatou Foon (left), tour guide, and Fatou Juka Darboe, co-founder of Make3D Company in The Gambia.



## THE GAMBIA

Young women use technology and tourism to transform their communities

Fatou Juka Darboe is the co-founder and director of Make3D Company Limited, the first and only 3D printing company in The Gambia. Isatou Foon is a young tour guide from Janjanbureh, renowned for its historical and cultural heritage. What unites them is their passion to use trade to transform their communities.

Both young women have benefited from the "Youth Empowerment Project", an initiative of the International Trade Centre (ITC) funded by the European Union, which aims to unlock the potential of young people in The Gambia to support economic growth.

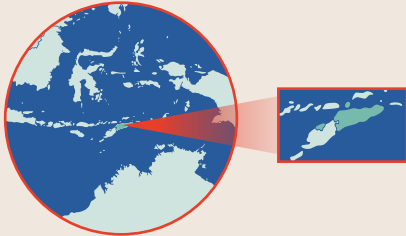
Make3D helps companies obtain customized items unavailable in The Gambia, ranging

from branded antibacterial combs to bespoke lip balm containers. Juka's work also provides health solutions. At the onset of the COVID-19 pandemic, Make3D partnered with ITC and the UK's Medical Research Council to print face shields. It also produces medical and safety equipment, such as customized prosthetics.

Isatou describes her job as "helping visitors make awesome memories" while visiting her community. She aims to provide her guests with insights into the local culture through a range of sight-seeing activities. She also shares her knowledge with other communities to help create tourism products that improve the region's standard of living while preserving the local culture and environment.

### Source

International Trade Centre (ITC).



## TIMOR LESTE

Coffee farmer fulfils dream of creating her own export business

Madalena Da Costa farms coffee, Timor-Leste's largest non-oil export, in Leolima, a remote village in the country's south west. With ambition and a dream of starting her own business, Madalena enrolled in the Women's School of Leadership, set up by Fairtrade Australia New Zealand, where she built key skills around business and leadership. Since graduating in September 2022, she has opened a small retail shop in her community and become a leader in a new community diversification project.

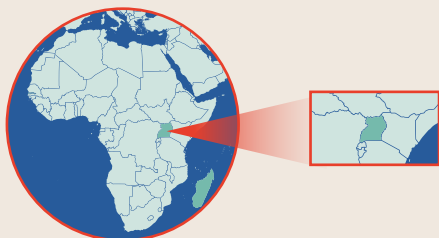
Due to her success at the school, she was sponsored to travel to the Melbourne International Coffee Expo, where she spoke about her experiences as a Fairtrade coffee farmer and the role of the Women's School of Leadership in empowering women. "The Women's School of Leadership has helped me understand how to run my business," she said.

Investments through Fairtrade have contributed towards the export of 16 containers of coffee and helped improve the supply of clean water, enabling more effective coffee production techniques in addition to clear health benefits. The project is part of the Enhanced Integrated Framework's (EIF) Empower-Women Power-Trade initiative.

### Source

Enhanced Integrated Framework (EIF).





## UGANDA

### Helping fruit and vegetable traders reach global markets

In Uganda, the fresh fruit and vegetable sector is an important source of export earnings. Some 60 per cent of all fresh fruit and vegetable exports go to the European Union. However, in 2014 and 2015, over 80 per cent of consignments were intercepted on phytosanitary grounds.

At the request of the Uganda Government, the STDF introduced a project to tackle the problem. Led by the Centre for Agriculture and Bioscience International, a non-profit organization, and with support from the Government and the Uganda Agribusiness Alliance, the project improved inspection and certification procedures, using a public-private partnership approach, to achieve better controls and traceability.

As a result, interceptions of products due to SPS concerns have declined. Interceptions relating to false codling moth on chillies, for example, have dropped by over 90 per cent since 2018, improving agricultural traders' access to foreign markets. Over 1,400 public and private sector stakeholders have improved their awareness of phytosanitary measures.

The project has also encouraged private sector development, contributing to a rise in the number of horticultural exporting companies. It has also catalysed additional EU assistance of US\$ 8 million to help regulators and farmers tackle other challenges related to pesticide residues.

#### Source

Standards and Trade Development Facility (STDF).

