

TRIC collaborations in 2024

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 improve export promotion practices and accessibility in respective partner countries and enhance trade into Switzerland and Europe.

SIAL: IPD AND OTGS

Activity: Trade fair collaboration at SIAL 2024

Country: Across 16 countries with over 250 products

TRIC members involved: The German Import Promotion Desk (IPD) and Open Trade Gate Sweden



At SIAL 2024, the German Import Promotion Desk (IPD) and Open Trade Gate Sweden (OTGS) showcased their strengthened partnership by hosting a successful joint pavilion, covering an impressive 180 sqm. This collaborative initiative provided a platform for over 54 companies from 16 different countries, collectively showcasing more than 250 unique products. By facilitating over 1,700 meaningful business connections, the collaboration between IPD and OTGS proved invaluable in enhancing trade opportunities and fostering international connections.

The partnership between IPD and OTGS, which intensified in 2023, extended beyond simply sharing the pavilion space. Both organizations collaborated closely throughout the preparation and planning to do so for the follow-up phase, ensuring a smooth and impactful experience for all participating companies. This united effort enabled a productive experience at the trade fair, where innovative products and international business potential converged.

Looking ahead, IPD and OTGS plan to continue their successful collaboration at Anuga 2025, bringing the same dedication to fostering global trade connections and supporting companies in reaching broader markets.

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CBI AND ITC

Activity: Collaborative Development of EUDR Compliance Resources

Country: Global, with a focus on Uganda

TRIC members involved: Centre for the Promotion of Imports from Developing Countries (CBI) and International Trade Centre (ITC)



EUDR COMPLIANCE HANDBOOKS AND DIGITAL SOLUTIONS

CBI and ITC have successfully joined forces to address the challenges posed by the European Union Deforestation Regulation (EUDR). Leveraging their respective strengths, the partnership focused on disseminating essential knowledge and practical tools to assist stakeholders, including SMEs and farmers, in aligning with EUDR requirements.

In this collaboration, ITC invited CBI to contribute to the creation of practical handbooks on EUDR compliance. These handbooks, created by ITC with valuable contributions from CBI's projects such as the Uganda Coffee Project, offer actionable guidance and business case examples across diverse value chains. ITC presented these handbooks during a CBI-organized webinar, fostering greater awareness and understanding among key stakeholders.

To complement these handbooks, CBI is developing a new digital solutions factsheet on EUDR compliance, providing a practical overview of tools for farmers and SME exporters. ITC is a valuable partner in refining this resource to ensure it integrates well with existing materials.

This partnership extends beyond publications, with both organizations actively supporting stakeholders in Uganda. Together, they exchange and align their efforts on the ground to inform and train SMEs on EUDR compliance, demonstrating the benefits of collaboration.

Looking ahead, CBI and ITC are committed to continuing this collaboration. These developments are also actively discussed within the TRIC TPC group on CS3D, where TRIC members exchange knowledge and reinforce each other's work on upcoming due diligence legislation. With the influx of emerging legislation, partnerships like these are just the beginning!

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SIPPO AND IPD

Activity: Collaboration between SIPPO and IPD in South and North Africa

Country: Morocco and South Africa

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



SOUTH AFRICA

IPD began its work in South Africa following a fact-finding mission in 2023. SIPPO South Africa supported IPD from the beginning with contacts and introductions to BSOs. Further introductions were made by the BSOs to exporting SMEs. As SIPPO and IPD are long-standing partners, it was agreed to continue working together for a strengthened partnership network in South Africa.

IPD realised that SIPPO's long-standing partnerships with relevant BSOs in South Africa, such as dtic, Wesgro, TIKZN and others - which would also be IPD's partners - meant that there was great potential for synergy effects in a cooperation between IPD and SIPPO. Since IPD works at the micro (SMEs) and meso (BSOs) levels, while SIPPO focuses on the meso level with BSOs, it was clear to IPD that any intervention at the meso level should always be carried out in close partnership with SIPPO and under its leadership.

IPD undertook its first sourcing missions to South Africa in the Natural Ingredients and Cut Flowers sectors in March 2024. In addition to sourcing SMEs for the IPD programme at micro level, potential partner BSOs were visited together with SIPPO. Together with SIPPO, IPD presented itself and potential areas of cooperation between dtic, Wesgro and TIKZN were discussed. The focus was on areas where IPD could add value to SIPPO's existing curriculum.

Following the sourcing mission, SIPPO and IPD agreed to jointly add a module on "Market Intelligence on Trade Fairs" to SIPPO's capacity development interventions with its partner BSOs. Market intelligence was chosen because it is an important element for SIPPO and was identified as an area for further support and improvement. In particular, the collaboration would add value because two of the IBD experts were working in South Africa and had run large market intelligence programmes in other IPD countries in previous years. The intervention started in November 2024 and was carried out within the framework of the SIPPO programme, with the content being organised and financed by IPD.

The collaboration is very valuable for IPD, as it can conduct projects with three "new" BSOs ("new" as in first cooperation for IPD) without first having to establish communication channels, work plans and routines. The cooperation has been very smooth from the start. IPD and SIPPO have been extremely transparent about their work in South Africa, sharing and discussing objectives and work plans and always communicating as a team with their South African counterparts.

MOROCCO

Cooperation between IPD and SIPPO is also continuing to develop in Morocco: The journey began in 2020 at the Biofach trade fair, where a strategic meeting brought together Morocco Foodex and Wesgro, the economic promotion agency of the Western Cape in South Africa. After setbacks due to Corona, Morocco Foodex successfully reignited momentum by organizing visits to South Africa as soon as activities resumed, allowing for direct meetings with its counterparts.

At the same time, SIPPO has strengthened its partnership with the Import Promotion Desk (IPD) since 2020. SIPPO teamed up with IPD in creating strategic connections within Morocco's export promotion ecosystem in the agro-food sector. Both organizations are striving to streamline their approach and to jointly conceive & implement activities. This collaboration peaked during the SIAL 2024.



TRADE RELATED INSTRUMENTS CONNECTED

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