

SITA SECTORS



Spices - Ethiopia & Rwanda

Supporting knowledge and technology transfer, facilitating business linkages, public and private dialogue, and promoting diversification of agricultural exports and value addition. Investment in processing is on the anvil. Focus spices are ginger, turmeric, chili and rosemary.



Pulses - Ethiopia, Kenya & United Republic of Tanzania

Building strong trade linkages and training companies on enhancing quality standards. Focus crops are common beans, mung beans, chickpeas and pigeon peas.



Sunflower Oil - Uganda & United Republic of Tanzania

Promoting exports, providing training on quality standards, institutional strengthening, and promoting partnerships with institutions and business from India. Focus on virgin and refined oil and by-products such as oilcake.



Textile and Apparel - Ethiopia, Kenya, Rwanda, Uganda & United Republic of Tanzania

Promoting trade and investment, knowledge and technology transfer. Focus also on women and handloom.



Leather - Kenya, Uganda & United Republic of Tanzania

Promoting business linkages, providing trade and investment intelligence, investment support spans strategy, planning, operations and post-investment support. Focus across the leather value chain from wet blue to finished leather, including leather goods and footwear.



The Mitreeki East Africa-India Partnership builds a platform for African women to share ideas, knowledge, experience and best practice with Indian and international experts. The initiative is facilitated and sustained through a community of practice, training workshops and networking/exhibiting opportunities.

ITC AND FCDO

About ITC

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations and works towards creating 'trade impact for good'. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development and achieving the United Nations Sustainable Development Goals.

About FCDO

The Foreign, Commonwealth & Development Office (FCDO) pursues its national interests and projects the UK as a force for good in the world. FCDO promotes the interests of British citizens, safeguards the UK's security, defends its values, reduces poverty and tackles global challenges with its international partners.

FCDO is a ministerial department, supported by 12 agencies and public bodies.



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SITA

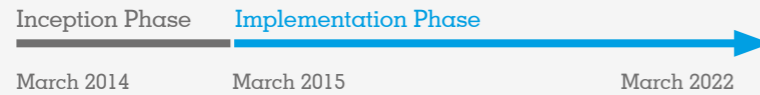
SUPPORTING INDIAN TRADE AND INVESTMENT FOR AFRICA



SITA AT A GLANCE

Funder: Government of the United Kingdom of Great Britain and Northern Ireland through the Foreign, Commonwealth & Development Office (FCDO)

TIME-Frame: 2014-2022



Country Coverage: Ethiopia, India, Kenya, Rwanda, Uganda and the United Republic of Tanzania

Beneficiaries:

- East African businesses
- Indian companies importing from or investing in Africa
- National, regional and sector-specific trade and investment support institutions (TISIs)

Objective: Increased value of business transactions between India and select East African countries by creating productive capacities, enhancing incomes, and promoting investment.

Strategy: The objective will be achieved by enabling access to markets in India and other countries, and by facilitating partnerships including investment and transfer of knowledge, expertise and technology from India to East Africa by:

- Creating trade and investment linkages
- Promoting public-private dialogue and partnerships
- Improving capacities of East African companies and TISIs

Expected results:

- Enhanced competitiveness of East African businesses
- Greater export flows from East Africa to international markets
- Increased investments, knowledge and technology transfer from India to East Africa
- Improved business-development services provided by regional and national TISIs
- Improved business environment fostered through public-private dialogue and partnerships



WHY SITA?

India is a repository of innovative solutions, through its globally competitive industries in agriculture, manufacturing and services. Africa is an important trade and investment partner for India with potential for further growth. However, to date, India's trade with Africa has been concentrated in a limited number of sectors and countries. SITA seeks to increase and diversify exports and attract investment as a vehicle for promoting value addition; setting the ground for sustainable socio-economic development.

SITA IN NUMBERS:

\$111m	Investment flows from India facilitated (at different stages of maturity)
\$54m	Additional trade flows facilitated
858	Farmers trained directly – and 16,000 indirectly
300	Women entrepreneurs supported
17	Trade and investment support institutions strengthened
21	Policy recommendations recognised by governments



A SOUTH-SOUTH AID FOR TRADE INITIATIVE

'An Indian-African partnership underpinned by "jugaad"* will result in opportunities arising from adversity: the ability to do more with less; to think and act flexibly to find simple solutions for increasingly complex problems; and most of all, practicality that helps eliminate complexity.'

Arancha Gonzalez,

Executive Director, International Trade Centre
Address delivered on 9 March 2014 at the 10th CII-EXIM Bank Conclave on India-Africa Project Partnership, New Delhi, India

* Jugaad is a colloquial Hindi word that roughly translates as 'an innovative fix; an improvised solution born from ingenuity and cleverness', according to the book Jugaad Innovation by Navi Radjou, Jaideep Prabhu and Simone Ahuja.

SUSTAINABLE DEVELOPMENT GOALS :

