

INFORMATION NOTE ON APITRADE – A project for the Strengthening of SME's profile in the export market

- 1. The Project:** APITRADE
- 2. Implementing Entity:** APITRADE, it's a regional initiative/organisation promoting the exploitation of bee products for trade and poverty reduction/alleviation. The organisation has drawn up a proposal for funding primarily from CDE which is a programme of the EU
- 3. Duration:** 4 Months.
- 4. Total Cost:** €79,600
- 5. Other contributions:** €24,400 APITRADE
- 6. EIF Funding Sought: Total:** NILL
- 7. Other Sources of Funding:** €6,200 SME'S Contribution
- 8. Objective of the Project:** The project aims at strengthening SME's in East Africa involved in the export of honey and its products to the European Union market

9. Specific Objectives:

- I. To profile the SME's production and supply chain with emphasis on the unique selling propositions and quality of their products
- II. Development and use of the print and electronic materials to increase the visibility of the SME's and their products in the target EU market
- III. Dialoguing with the Federation of European Honey Buyers in the development of joint bids towards the promotion of African Honey and Beeswax in the EU market
- IV. Undertaking targeted promotions, especially through the October 2011 honey show in United Kingdom

The project aims at creating a general business and service infrastructure that will support micro entrepreneurs to access the domestic tourism market as a way of developing export capacities and to indirectly start exporting their products through tourists. The project targets supporting selected SME'S in East Africa exporting honey to the European Union by effectively and efficiently marketing their products in order to get more value from the target markets and spread it through the value chain

TRACE COMMENTS

- I. There is no doubt that this is a worthy cause on behalf of the SME's and it would enhance their visibility in the European Union markets and eventually deliver a better price for the SME's products
- II. There is a possibility that two (2) Ugandan SMEs may not make the final selection. In addition, there is a possibility that the Kenyan SME's might make the final list and yet they do not qualify for EIF funding. Even when the Ugandan SME's make the short list, the intervention should be based on the proportion of the participating SMEs (if there is any shortfall)
- III. From the budget perspective there is no shortfall that EIF can cover. However it is not clear why all the funds were not requested for from the CDE
- IV. The precise project timelines (October 2011 Honey Show in the UK). Given the submission of the project is late, it would imply express tracking through the process

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