



CBI
Ministry of Foreign Affairs

CBI Results 2016

Access to Export

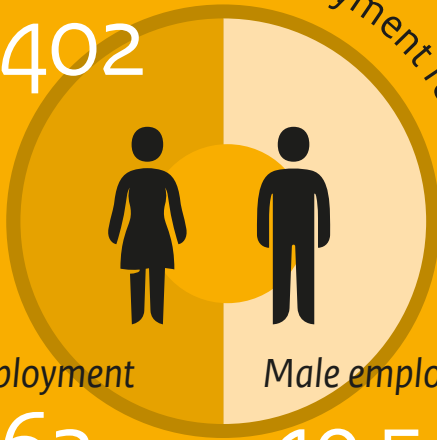
Total employment

100.402

Jobs for youth
with age 15-25
19%

Female employment
50.862

Employment realised



Male employment
49.540

8 DECENT WORK AND
ECONOMIC GROWTH



Total Export in 2016

Realised by directly supported SME's

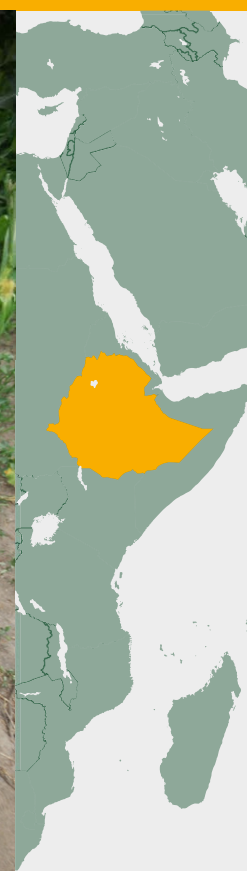
To EU
€485
million

To non-EU
€686
million



"Of the 12 companies four had women running them or in significant management positions"

– Jim Fitzpatrick CBI project expert



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high-end Ethiopian oil seeds**

The sustainable legacy of this project is embedding an export-earning culture by 12 SME's in the oil seeds sector in Ethiopia. In part it is about the restoration of a lapsed standards-setting trade with Europe, but it mainly ensures a more confident and credible sector. Export coaching includes sector building. Two-thirds of the participating SME's were, after three years, exporting oilseeds to the EU market, and the others were in advanced negotiations. The value of those exports totalled some €13m over the three years, compared to a total of just €710,000 between them in 2013 alone. The project scores pretty good on the gender goal. Four of the twelve companies have women in management positions or even running the company. A lot of women are working in the factories or processing warehouses. On the trainer side still a lot of men are working, but the gender goal has good attention.



Total supported SME's

846

Of which export to Europe

533

Completed
CBI programme

190



SME's committed to CSR:
430

263
SME's
LDC

Least Developed Countries

583
SME's
non-LDC

non-LDC

Published Market
Research Reports

447

Readers
+53%

Webtraffic
311.200

74%

...of which visited
Market Information

Active sectors

- Fresh fruits & vegetables
- Wine
- Garments
- Home decoration & textiles
- Natural ingredients
- Tourism
- Fishery
- Coffee, tea, cacao
- Automotive
- Metal
- Food ingredients
- Subcontracting
- IT/BPO
- Industrial
- Processed fruits & vegetables
- Flowers

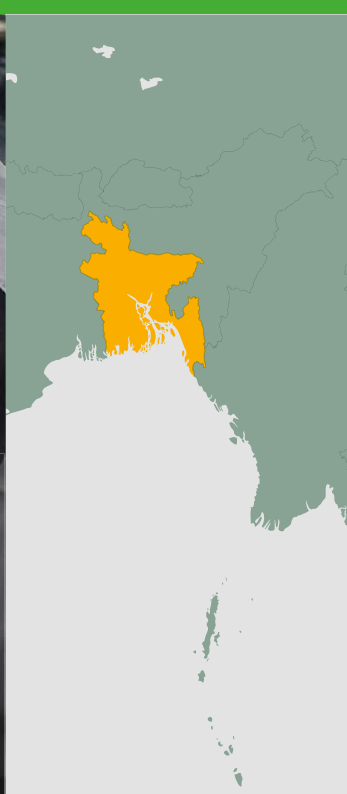
The Bangladeshi garment industry elevates itself

Differentiation is the new goal of the Bangladesh garment sector, so it can stand out above other producers. With support of CBI Export Promotion Programme the participating companies are making the necessary improvements and prepare for connecting to buyers in higher market segments than they are used to now. Special attention is paid to issues of corporate social responsibility (CSR): "I made plans with them on improving quality, efficiency, and CSR: health and safety, but also working conditions, and buyer requirements. We include working with chemicals and HR issues of overtime and wages. Yes, CSR tends to put up the prices, but can improve also productivity – a last step to get a little bit extra efficiency in your group. All factories try to work on this. This happens everywhere, but it's important to show your customers what you are doing."



"Buyers are increasingly aware about CSR issues"

– Serge Léon, CBI textile specialist



Realised business contacts
between importers and exporters

Inside Europe
21.160

Outside Europe
11.240

Export enabling environment
with 215 partners



Institutional
strengthening



Laws and regulations



Export increase



Value chains



Sector marketing
and branding



Bolivian Wines in Marks & Spencer Shelves

Entering a new market is exciting and comes with many aspects like export pricing, suitable packaging, efficient logistics and required certifications. But above all with quality standards. These have been crucial parts of the cbi export coaching the Bolivian Winery Campos de Solana received. Thanks to professional eu market entry, facilitated by cbi, Campos recently shipped their third order to the famous uk retailer Marks & Spencer. The deal with Marks & Spencer has not only great impact on the wine producer in terms of sales and diversification, it also boosted the confidence of the entire Bolivian wine sector that it is capitalizing on market potential. Campos de Solana ships a full container every nine months: some 14,400 bottles with a retail value of some €190,000. More wineries are now following.



"This is huge for us and for Bolivian wine as a whole"

– Francisco Roig, Winemaker and co-owner of Uvairenda