



# AID-FOR-TRADE: CASE STORY

## BANGLADESH



### Quality Support Export Diversification Programme



## Case Story

**Title : Quality Support Export Diversification Programme  
(Bangladesh Quality Support Programme Component -2)**

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**Region: Bangladesh**

**Type : Approach / Process /Project of Programme  
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#### **Executive Summary:**

##### **1. Issues Addressed :**

**Background:** Bangladesh Quality Support Programme Component – 2 is related to Export Diversification of Bangladeshi exportable. Its aim was to give quality support to export Diversification. It was implemented by ITC, Geneva and Export Promotion Bureau was its co-implementing partner. It is a WTO related project. The project also given emphasis on SPS and TBT. Necessary work has been done on sector strategy papers. Trainers have been developed on SPS and TBT, Supply chain management, packaging and food safety management system.

**Justification /Adequacy:** Bangladesh is having steady growth in export earnings. But its earning is mainly dependant on Readymade Garments (RMG) so diversification is badly needed. European Union had given the grant amount of money to the project. It is implemented by UN body ITC, Geneva. ITC is the technical supporting wing of UNCTAD/ WTO. Its work is to give technical support to the developing countries. It has its own Trade map, Product map and market access map. It has also tools for developing sector strategy papers.

##### **2. Objective Pursued:**

1. To Increase awareness about Standards, Conformity assessment for export markets;
2. To increase the packaging requirements of the Bangladesh Exportable especially for the diversification of export.
3. To give especial emphasis on WTO agreements on Sanitary and Phyto-Sanitary measures (SPS) and also on Technical Barriers to Trade (TBT) measures.
4. To use the Value Chain Approach to find out the sector strategies of export diversification of Bangladeshi commodities.
5. To aware the Bangladeshi Business Community about the Market opportunities exports strategy and upgrading activities defined by the horticultural sector.
6. Overall, to give support to export diversification of Bangladeshi products.

##### **3. For Project and Programmes : Design and implementation :**

Increased awareness about Standards, Conformity assessment for export market; To increase the packaging requirements of the Bangladeshi Exportable especially for the diversification of export. To give especial emphasis on

WTO agreements on Sanitary and Phyto – Sanitary measures (SPS) and also on Technical Barriers to Trade (TBT) measures. To use the Value Chain Approach to find out the sector strategies of export diversification of Bangladeshi commodities. To aware the Bangladeshi Business Community about the Market opportunities export strategy and upgrading activities defined by the horticultural sector. Overall, to give quality support to export diversification of Bangladeshi products.

1. Rationale of the project in respect of Concept, Design, Location and Timing: As export earning of Bangladesh is increasing and as Bangladesh is looking new market access in the international export market and as Bangladesh needed international quality standard for its products, so the project was timely taken by the Government. The location of the project activities was in Dhaka, Chittagong, Khulna and Bogra where most of the exporters are present. The design and concept of the project was done by ITC, Geneva: A UN body.

#### **4. Problem:**

No significant problems were faced by the project. As there were unfinished works during the original time period of the project, so time extension was given by European Commission, Dhaka office to ITC, Geneva. Later time extension and approval of revised T P P was also given by Planning Commission, Government of Bangladesh to do the unfinished works.

#### **5. Factors for Success/ Failure:**

1. Workshop/seminars about standards. Conformity assessment for export markets has taken place. A hand book on export market comparativeness was published jointly by ITC, Geneva and DCCI, Dhaka.
2. Packaging working group was formed. MOU between ITC, Geneva and packaging Association BCCAMEA was signed. Packaging Audit report was done by ITC, Geneva. 17 persons were given training in India. Packaging Trainers have been developed.
3. Training / workshops have been done on WTO agreements on Sanitary and Phyto-Sanitary measures (SPS) and also on Technical Barriers to Trade (TBT) measures. Trainers have been developed both for SPS and TBT.
4. ITC, Geneva in Cooperation with Export Promotion Bureau has identified five sectors. They are Agro-processed foods, Horticulture, Herbal Medicine, ITES. Five Sector Strategy papers have been launched. Six Sector Strategy implementation committee were formed. There recommendations were implemented.
5. All workshops were done through Public-Private Partnership focusing on Small and Medium type entrepreneurs. The target group was the exporters.

6. **Lessons Learned:** Bangladeshi export items are very limited. Through this project, 5 strategy papers was prepared to develop products of 5 sectors and that will create awareness among the producers and exporters which will lead to enhance export of the country.

7. **Conclusion (applicability to other Programme):** The Project was designed to increase awareness of business people, exporters; especially small medium type entrepreneurs. It was a quality based project. There was no quantitative work.