

**PAGE 4: (B.1) YOUR CASE STORY: TITLE AND DESCRIPTION****Q1: TITLE OF CASE STORY**

Trade Capacity Building Programme, TCBP (*Programme de renforcement des capacités commerciales, PRCC*)

**Q2: CASE STORY ABSTRACT**

The Trade Capacity Building Programme (TCBP) forms part of the support provided by France within the framework of aid for trade.

Technical cooperation for trade capacity building has become key to the development of the world trading system. A French trade capacity building assistance plan has been operational since 2002, and runs alongside multilateral contributions. A special bilateral programme - the TCBP - was established to fund specific technical assistance, knowledge-transfer and capacity building projects. It is co-financed by the French Ministry of the Economy and Ministry of Foreign Affairs and International Development, and implemented by the French Development Agency (AFD).

The TCBP, launched in 2003 as a three-year programme, was renewed in 2006, 2009, and again in 2013, for the 2013-2015 period, at a cost of €30 million.

**Q3: LONG DESCRIPTION OF THE CASE STORY**

The AFD channels most aid for trade through sectoral development projects relating to agriculture, tourism, banking and infrastructure; the TCBP is the only tool devoted specifically to trade-related technical assistance. The aid is supplemented by contributions to dedicated multilateral funds.

The support provided under the TCBP has a positive impact on both the ability of beneficiary countries to better assimilate the rules governing international trade, and their export performance. It forms part of the framework of national trade development support policies, and meets a specific need, identified by economic missions and AFD offices, in close collaboration with partner States and their private sector representatives.

The activities carried out take the form of technical assistance, training and awareness-raising projects, sectoral studies, expert assessments, and funding for equipment and smaller everyday items. The TCBP can be linked to other structural financing from the AFD or other funding bodies.

The TCBP's approach is both structuring and innovative. The programme's aim is to increase, both qualitatively and quantitatively, the value added contained in partner country exports.

To this end, the projects support different types of actors (State services, regional institutions, and intermediary and consular organizations, representatives of the private sector and companies) through actions tailored to their specific needs (technical assistance, training, equipment, etc.). Innovative projects are selected according to the example they set and their potential to create a knock-on effect on the dynamism of the private sector.

The projects mainly target Africa, the Mediterranean region (in particular the Deauville Partnership countries), and other ACP countries (South-East Asia, Caribbean).

Projects under the TCBP 4 cover four main areas of intervention:

- Structuring the business fabric is a prerequisite for trade development. In this context, the TCBP supports capacity building for professional and intermediary organizations that represent the production sector, the structuring and development of growth sectors, and export promotion schemes.
- The quality approach increases the value added of exports. The TCBP particularly supports the development of protected geographical indications, which are an effective trade tool for positioning exports in high value-added niche (or larger) markets by leveraging heritage and diverse agro-industrial traditions.
- The lifting of non-tariff barriers to trade (technical and SPS standards, certification, etc.) that could seriously hinder the development of trade in developing countries.
- Fair trade creates economic opportunities for the most vulnerable producers. The TCBP supports the collective organization of new production and distribution circuits for the international market, based on social, economic and environmental norms. Corporate social responsibility (CSR) and, more generally, the respect of social and environmental norms, regardless of the project's beneficiary, is a constant and cross-cutting concern taken into consideration in all TCBP-financed projects (as it is in all other projects financed by the AFD in general, irrespective of the financing resource used).

**Q4: Please add here web links to project/programme materials:**

General presentation on the TCBP : <https://www.afd.fr/fr/programme-pour-le-renforcement-des-capacites-commerciales>

The TCBP in Madagascar: <http://www.afd.fr/base-projets/consulterProjet.action?idProjet=CMG1290>

Information concerning an agricultural support project in Tunisia: <http://www.afd.fr/base-projets/consulterProjet.action?idProjet=CTN1139>

**PAGE 5: (C.1) ABOUT THE CASE STORY****Q5: YOUR CONTACT DETAILS**

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**Q6: FUNCTION**

Public sector

**PAGE 6: (C.2) ABOUT THE CASE STORY****Q7: FUNDING PARTNER**

Bilateral donor

Tick the appropriate box(es)

**Q8: Additional information:***Respondent skipped this question***Q9: START DATE OF PROJECT/PROGRAMME**

2013 for TCBP 4 (2013-2015)

**Q10: STATUS OF PROJECT/PROGRAMME**

On-going

**Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME**

3-5 years

**Q12: COST OF PROJECT/PROGRAMME**

More than US\$20 million

**Q13: Additional information:***Respondent skipped this question***Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME**

Grant

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**Q15: PROJECT/PROGRAMME TYPE**

Multi-country (i.e. 2 or more countries)

**PAGE 8: (C.3) ABOUT THE CASE STORY**

**Q16: SINGLE COUNTRY/CUSTOMS TERRITORY**

*Respondent skipped this question*

**PAGE 9: (C.3) ABOUT THE CASE STORY**

**Q17: REGION (If the region does not appear in the drop down menu, please enter manually)**

*Respondent skipped this question*

**PAGE 10: (C.3) ABOUT THE CASE STORY**

**Q18: MULTI-COUNTRY (Enter all countries or customs territories)**

Sub-Saharan Africa, Mediterranean countries, South-East Asia, Caribbean, Benin, Cambodia, multi-country black Africa, Tunisia, etc.

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**Q19: CASE STORY FOCUS Tick the appropriate box(es)**

Support for compliance with non-tariff measures (including standards)

Improving access to trade finance

Improving the regulatory environment for services

Improving skills levels in service sectors

Other (please specify):

Support for professional and consular organizations. Export support for enterprises.

Support for/structuring of export subsectors.

Certification support.

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**Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box(es)**

On-going project

**PAGE 13: (C.6) ABOUT THE CASE STORY**

**Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME? Tick the appropriate box(es)**

Officials trained

New other border agency procedure

New or updated one-stop border post

New plant health measures or processes

New food safety measures or processes

New quality assurance procedures or processes

New laws, rules or regulations on services

Services sector skills

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**Q22: Additional information: (maximum 300 words)**

*Respondent skipped this question*

**PAGE 14: (C.7) ABOUT THE CASE STORY**

<p><b>Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME? Tick the appropriate box(es)</b></p>	<p>Reduction in road haulier waiting times</p> <p>Reduction in storage costs</p> <p>Reduction in informal payments</p> <p>Increase in merchandise exports</p> <p>Increase in trade finance available</p> <p>New company registrations</p> <p>Increase in service exports</p> <p>Other (please specify): Increase in the quality of exported products</p>
<p><b>Q24: Additional information: (maximum 300 words)</b></p>	<p><i>Respondent skipped this question</i></p>

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<p><b>Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME? Tick the appropriate box(es)</b></p>	<p>Increase in employment</p> <p>Increase in women's employment</p> <p>Export market diversification</p> <p>Increase in consumer welfare</p> <p>Increase in per capita income</p> <p>Reduction in incidence of absolute poverty</p>
<p><b>Q26: Additional information: (maximum 300 words)</b></p>	<p><i>Respondent skipped this question</i></p>

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<p><b>Q27: LESSONS LEARNT</b> Tick the appropriate box(es)</p>	<p>Importance of good project design</p> <p>Importance of alignment with national priorities</p> <p>Importance of alignment between different development partners in programming</p> <p>Importance of engagement by private sector</p> <p>Importance of agreeing clear project implementation responsibilities</p> <p>Importance of agreeing clear project monitoring and evaluation process and procedures</p> <p>Importance of agreed accountability frameworks</p> <p>Importance of attention to long-term sustainability</p> <p>Importance of political will and commitment by project partner</p>
<p><b>Q28: Additional information: (maximum 300 words)</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK</b> Tick the appropriate box(es)</p>	<p>M&amp;E framework used</p> <p><i>Ex post</i> evaluation</p> <p>Joint <i>ex post</i> evaluation conducted with partner</p>