



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



## SSTIC Impact Stories

### ACP Business-friendly: Supporting value chains through inclusive policies, investment promotion and alliances

#### SUMMARY

UNIDO oversees the meso-level component of ACP Business Friendly Programme funded by the EU and the Organisation of African, Caribbean and Pacific States (OACPS). The Programme follows a tiered approach with engagements focusing on macro-, meso- and micro-level interventions implemented by the World Bank (WB), UNIDO, and the International Trade Centre (ITC), respectively.

The specific objective of the Programme is to support business-friendly and inclusive national and regional policies and strengthen productive capacities and value chains.

The meso-level action covers eight countries: Cameroon, Dominican Republic, Ethiopia, Ghana, Kenya, Papua New Guinea, Senegal and Zambia. The Programme also makes regional level interventions working closely with Regional Economic Communities (RECs) as well as regional public and private sector organizations.

At the micro level, South-South linkages are fostered between ACP producer associations, businesses and member states.



SME Corporation Papua New Guinea becomes part of the Programme

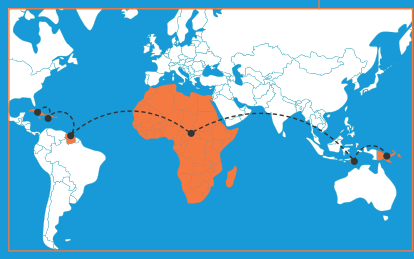
#### WORKING TOWARDS THE SDGs

- 8** DECENT WORK AND ECONOMIC GROWTH
- 9** INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 17** PARTNERSHIPS FOR THE GOALS

#### SOUTH SOUTH COUNTRIES:

Africa, Caribbean and Pacific regions

#### IDENTIFIED COUNTRIES:



#### SOUTH SOUTH PARTNERS:

- Cameroon
- Dominican Republic
- Ethiopia
- Ghana
- Kenya
- Papua New Guinea
- Senegal
- Zambia

#### DONORS & SUPPORTED BY:

- European Union, Regular Programme Of Technical Cooperation
- Regular Programme Of Technical Cooperation

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# SSTIC Highlights

The United Nations Industrial Development Organization (UNIDO), the Caribbean Association of Investment Promotion Agencies (CAIPA) and the Caribbean Export Development Agency (Caribbean Export) organized a five-day workshop to improve the quality of investment projects presented by investment promotion agencies (IPAs) in the Caribbean to potential investors.

The workshop focused on UNIDO's methodology for the identification of investment opportunities and the formulation and appraisal of investment projects based on UNIDO's Computer Model for Feasibility Analysis and Reporting (COMFAR). This workshop was funded by the European Union, its 11th European Development Fund, under the UNIDO project 'Support to Business Friendly and inclusive national and regional policies, strengthening productive capabilities and value chains'.



## WHAT IS SSTIC?

### South-South and Triangular Industrial Cooperation (SSTIC)

Is a process whereby two or more developing countries pursue their individual and/or shared national capacity development objectives through exchanges of knowledge, skills, resources and technical know-how, and through regional and interregional collective actions. UNIDO's SSTIC services are following the guiding principles for South-South cooperation set out in the Buenos Aires outcome document:

- 1 respect for national sovereignty
- 2 mutual benefit
- 3 national ownership and independence
- 4 equality
- 5 non-conditionality
- 6 non-interference in domestic affairs

# SSTIC Project Narrative

A sound development of the private sector in African, Caribbean and Pacific (ACP) Countries is constrained by considerable challenges in terms of regulation, competition, policy environment and difficult access to finance for small and medium-sized enterprises (SMEs). Private sector policies and regulatory frameworks still need to be developed and enhanced to achieve inclusive and sustainable economic development. SMEs likely to contribute to export development are few in number and sometimes lack competitiveness.

In addition to a high level of informality, there is a missing link in the size of companies and very little possibility of upward mobility. Micro and small enterprises have difficulties growing sustainably and making the transition to medium-sized or even large enterprises. They lack a persuasive narrative about the growth potential of their businesses and this hampers their ability to find international investors ready to engage further in a bid to set up strategic alliances or joint ventures.





**Invest-in-ACP Portal is launched at WAIPA WIC 2022**



**Capacity building on FDI investment monitoring and support services to the Ethiopia Investment Commission**

**THROUGH THE MESO-LEVEL INTERVENTION OF THE PROGRAMME, KEY OUTPUTS AND OUTCOMES ACROSS ALL COUNTRIES REFER TO:**

**10+**  
 Million USD of new investments generated.

**300**  
 B2Bs between investors and investees facilitated.

**550**  
 Investment projects identified and promoted (of which 150 linked to female owned businesses or entrepreneurs)

**200**  
 Staff from IPIs trained (of which a minimum of 60 will be women)

**8**  
 FDI databases updated and digitized in each of the 8 priority countries.

**20**  
 International investment forums or international twinning activities organized (virtual/physical)

1

## THE CHALLENGE

What the project aims to achieve.

The ACP Business-Friendly programme is an initiative aimed at supporting value chains and promoting inclusive policies within the African, Caribbean, and Pacific states. Funded by the European Union and the Organization of African, Caribbean, and Pacific States, the program has a budget of 41.7 million euros of which a 15 million euro share will be implemented by the UNIDO until the end of 2025.

The programme has two main objectives: to adopt and implement business-friendly, inclusive, and responsible national policies and legal frameworks, and to strengthen productive, processing, promoting, and marketing capabilities and value chains. By focusing on these goals, the program aims to create a more conducive environment for businesses to thrive and support the sustainable growth of the ACP states.

2

## THE SOLUTION

The methodology used that led to successful outcomes, outcomes achieved.

UNIDO is implementing the meso-level component of the ACP Business-Friendly program aimed at building the capacity of Investment Promotion Institutions (IPIs) to better support domestic and foreign investors. The implementation of this component is undertaken in close coordination with two other partners, the World Bank Group (WBG) and the International Trade Centre (ITC).

The Meso-level component is designed to work in conjunction with the macro and micro-level interventions to enhance the overall impact of the programme. The programme is undertaken in the 79 member states of the Organization of African, Caribbean and Pacific States through policy, institutional, and firm-level engagements. Additionally, the program will make regional-level interventions by working closely with Regional Economic Communities and regional public and private sector organizations. A rapid response window has been set up to accommodate ad-hoc interventions based on specific requests



3

### SOUTH-SOUTH IMPACT

How were South-South and Triangular cooperation utilized to achieve results?

UNIDO is implementing the meso-level component of the Programme. UNIDO’s investment promotion interventions are aimed to facilitate the process of identifying, and mobilizing capital, knowledge and technological resources for a more targeted investment development impact. While Programme actions are primarily undertaken at the intervention country level, the regional character of the Programme creates opportunities to activate powerful drivers for best-practice, knowledge-exchange actions, serving to increase and amplify the value capture and impact at the wider ACP region. On the micro level, South-South linkages are fostered between ACP producer associations, businesses and member states.

A cloud-based, digital Invest-in-ACP Platform, [www.invest-in-ACP.org](http://www.invest-in-ACP.org), has recently been launched to guide and strengthen digital investment promotion functions. You also find beneficiary testimonials and concomitant social media activities.

4

### SUSTAINABILITY AND REPLICABILITY

How is it sustainable and replicable?

The Programme will follow the recommendations of the OACPS Secretariat on sustainability, which call for long-term engagement with local business partners (institutions and operators) and a focus on the most vulnerable groups of entrepreneurs including micro-enterprises. The selection of institutions for capacity building is based on their relevance to the private sector, including women and young entrepreneurs, and is aligned with the EU's gender equality and women's empowerment framework.

The programme's sustainability will also be supported by its focus on long-term process improvement in investment promotion and profiling interventions and their ensuing impact with the alignment of political, institutional, financial, and technical factors that determine the sustainability of interventions at the macro, meso, and micro-level. To this extent, the programme's governance structure will serve as a mechanism to ensure coordination and synergies aimed at maximizing sustainable outcomes. Additionally, the programme will work closely with regional economic communities, EU delegations, and private sector partners at the country level to ensure sustainable outcomes.

## UNIDO’S MESO LEVEL APPROACH

The United Nations Industrial Development Organization (UNIDO) is implementing the meso-level component of the Programme. UNIDO’s investment promotion interventions are aimed to facilitate the process of identifying, mobilizing capital, knowledge, and technological resources for a more targeted investment development impact.



Capacity building initiatives to Investment Promotion Institutions (IPIs) aimed to enhance the provision and efficacy of investor services at different levels.



Undertaking of a more effective investment targeting and promotion effort driven by evidence based policy advocacy.



Improve monitoring of Foreign Direct Investment (FDI) activity and impact.



# SSTIC Executive Summary

The ACP Business-Friendly programme is an initiative aimed at supporting value chains and promoting inclusive policies within the African, Caribbean, and Pacific states. Funded by the European Union and the Organization of African, Caribbean, and Pacific States, the program has a budget of 41.7 million euros of which a 15 million euro share will be implemented by the UNIDO until the end of 2025.

The programme has two main objectives: to adopt and implement business-friendly, inclusive, and responsible national policies and legal frameworks, and to strengthen productive, processing, promoting, and marketing capabilities and value chains. By focusing on these goals, the program aims to create a more conducive environment for businesses to thrive and support the sustainable growth of the ACP states. UNIDO is implementing the

meso-level component of the Programme. UNIDO's investment promotion interventions are aimed to facilitate the process of identifying, and mobilizing capital, knowledge and technological resources for a more targeted investment development impact.

The project contributes to the achievement of Sustainable Development Goals (SDGs) 8, 9, 17. Its sustainability will also be supported by its focus on long-term process improvement in investment promotion and profiling interventions and their ensuing impact with the alignment of political, institutional, financial, and technical factors. To this extent, the programme's governance structure will serve as a mechanism to ensure coordination and synergies. Additionally, the programme will work closely with regional economic communities, EU delegations, and private sector partners at the country level to ensure sustainable outcomes.

## CLICK THE LINKS BELOW FOR MORE INFORMATION



View project in UNIDO OpenData Platform



View UNIDO-WAIPA Survey summary:



View project flyer:



View project brochure:



## WANT TO LEARN MORE ABOUT SSTIC?

Scan the QR code to access more information about SSTIC. You will be directed to a website or a resource that provides detailed information about the concept, principles, benefits, and examples of SSTIC in action.



[www.unido.org/south-south-cooperation](http://www.unido.org/south-south-cooperation)



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