



JOBS

CREATING OPPORTUNITIES FOR BANGLADESH

An Innovative USAID Initiative Implemented by the IRIS Center at University of Maryland



JOBS & ITC

Using Market Information to Promote Exports

April 27'04

ITC, Geneva



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JOBS Project at a glance

- In our 7th year of implementation
- Extended until September 2005
- \$12.1 million USAID investment
- \$4+ million, partners/clients investment
- Sponsor's stake down from 90% to 30% for 2004 – cost sharing by partners



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Components of the project

**Enabling
Environment**

**Sector
Development
Program**

**Information &
Communication
Technology**

Enabling Environment

- Secured Transaction Act
- IT Law
- Access to credit
- Prioritization of Sectors for development





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Sector Development Program

- Access to market and market information
- Access to technology
- Access to finance



Focus markets: Europe, USA, Japan



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Information & Communication Technology

- E- Policy
- E-HRD
- E-Private Sector Development



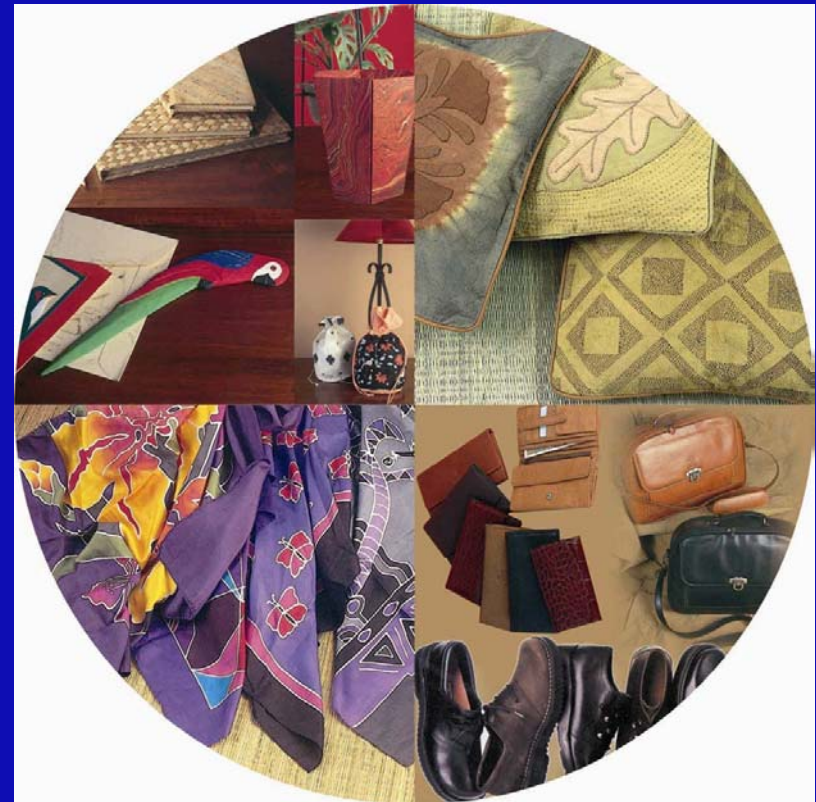
Partners

- Local organizations – BRAC, KATALYST, SEDF, IRG, GTZ, etc.
- CBI
- ILO
- ITC
- UNCTAD, UNCITRAL
- WITSA
- Chambers, Trade bodies, and private sector



Working Sectors

- Footwear
- Leather Goods
- Gift and Craft
- Home Textile
- Handmade Paper
- PPE
- Floor Coverings
- Light Electrical
- Diversified Jute Products
- Agribusiness and livestock
- Coconut coir
- ICT





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Sector Selection Criteria

Criteria	Description
Market Demand and Growth Potential	<ul style="list-style-type: none">•Evidence of strong effective demand for products being produced•Buyers have ready market for products but are unable to meet demand•Unmet demand from municipal authorities or large public works projects
Potential Increase in Income and Wealth	<ul style="list-style-type: none">•Potential for increased revenues at all levels of sub sector•Projected increases in sales, profits, or returns to labor
Opportunities For Linkages	<ul style="list-style-type: none">•Potential forward/backward linkages between large and small enterprise•Large buyers are overlooking SEs as a source of supply or unable to organize them to meet their demands.
Potential For Employment Generation	<ul style="list-style-type: none">•Potential for enterprises (large and small) to create new employment opportunities as the sub sector develops or expands.
Value Added Potential	<ul style="list-style-type: none">•Potential for SEs to add value to raw materials and gain higher earnings.



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Major Accomplishments 2003

- Sales Growth: \$17.39 million
 - \$12.88 million in exports
- Assisted 1,535 enterprises
- 150+ SME clients
- 44 Clusters established and linked
- Clients 80% women
- Income ranging from Tk 2000 – 4500



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Results at a Glance

	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Projected	FY 2003 Actual	FY 2004 Projected	FY 2005 Projected	Total (00 - 05)	
S O Indicator									
A									
	Total Annual Sales (million \$)	8.697	12.042	14.317	13.380	17.387	12.069	10.862	75.374
	Domestic Sales (million \$)	2.659	3.681	4.376	4.090	4.512	3.375	3.037	21.640
	Exports Sales (million \$)	6.039	8.361	9.940	9.290	12.875	8.694	7.825	53.734



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Collaboration between ITC & JOBS



Addressing the need of market information
for the Bangladesh business community

Collaboration between ITC & JOBS

- Internal capacity development – trained JOBS staff
- Technical assistance in market information cell development
- Trade map launching workshop





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Trademap launching workshop

- March 7-9'04 , Dhaka
- 24 Participants
- Government bodies, BSOs, Business Associations, Donor Projects
- Media coverage and significant interest among stake holders



A true alliance: USAID/DC, USAID/BD, ITC, JOBS, 15 partners as TOT participants



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Media clip

USAID, ITC launch two on-line tools today

FE Report

The USAID Bangladesh and the International Trade Centre (ITC), in association with JOBS project, jointly launch the TradeMap USAID and Product Map, two online tools, in Bangladesh today (Monday), said a press release.

The launching ceremony will be held at the American International University Bangladesh (AIUB) in city.

Reportedly, Bangladesh has to face the challenges of post-Multi-Fibre Arrangements (MFA) regime beginning in 2005.

In this condition questions like how can the country diversify its exports, who are its main competitors in the world markets, how does it perform against competing countries, and is it losing or gaining market share are now talks of the business community and stakeholders involved in the economic development of the country.

These and other questions relating to trade in 5,300 products can be easily answered by using the two on-line tools for trade analysis - TradeMap and Product

Map - developed by the International Trade Centre (ITC), a United Nations agency for trade development based in Geneva, Switzerland.

These services will represent years of development works within ITC, supported by expertise from around the world.

The US Agency for International Development (USAID), a US government statutory agency, has been created to manage international assistance for both development and humanitarian programmes, implemented outside the US to fulfil this mandate.

The USAID has created overseas missions in over 50 countries around the world, among which, the Mission to Bangladesh is one of the larger missions.

Their programmes assist the Bangladeshi organisations and communities to address their needs in areas like health and family planning, disaster management, income generation, food security, small business and agribusiness development, natural resources management, rural electrification and energy sector reform, democracy and human rights, and education.



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Media clip

TradeMap USAID and Product Map launched

Business Report

The United States Agency for International Development (USAID) Bangladesh and the International Trade Centre (ITC) will be launching the Trade Map USAID and Product Map in Bangladesh on March 7, 2004, at the American International University (AIUB) in association with JOBS Project, a programme funded by USAID and implemented by the IRIS Centre at the University of Maryland.

With 2005 approaching and Bangladesh facing the challenges of Post MFA regime, questions like how can we diversify our exports, who are our main competitors in the world markets, how do we perform against competing countries, and are we losing or gaining market share, are constantly being asked by the business community, government and other stakeholders involved in the economic development of the country.

These and other questions relating to trade in 5,300 products can be easily answered by using two online tools for trade analysis - TradeMap and Product Map - developed by the International Trade Centre (ITC), a United Nations agency for trade development based in Geneva, Switzerland. These services represent years of development work within ITC, supported by expertise from around the world.

The U.S. Agency for International Development, or USAID, is an U.S. Government statutory agency created to manage international assistance both development and humanitarian programmes, implemented outside the U.S. To fulfil this mandate, USAID has created overseas missions in over 50 countries around the world among which the Mission to Bangladesh is one of the larger missions. USAID (www.usaid.gov/bd) operates. Their programmes assist Bangladeshi organizations and communities to address their needs in areas such as, health and family planning, disaster management, income generation, food security, small business and agribusiness development, natural resources management, rural electrification and energy sector reform, democracy and human rights, and education.

With the help of a grant from USAID, access to both Trade Map USAID and Product Map are now freely available to enterprises and trade support institutions in Bangladesh. Lack of market information is seriously hindering the growth of small and medium enterprises in Bangladesh, as well as the country's ability to achieve its potential in international markets.

Users in Bangladesh will now join a number of countries including Oman, Chile, Kenya, Kazakhstan, Brazil, Mongolia,

the United Arab Emirates, Guatemala, South Africa in using these tools to help design trade strategies, develop export marketing plans, promote regional trade, diversify exports, target investments, and assess trade performance.

Mr. Allen Fleming, Director, USAID/Bangladesh Office of Economic Growth, Food & Environment; Imran Shauket, Project Director, JOBS Project, will be inaugurating the launch event, during which Stephan Blanc, ITC Senior Market Analyst, will be introducing TradeMap USAID, Product Map, and other tools for market analysis, and raise the importance of market analysis in developing a successful export strategy. Participants will gain familiarity with these tools and will become aware of their availability through the TradeMap USAID website. Persons other than the participants, who are interested to know more, are requested to contact JOBS Project.

From March 8 to 9 2004, Mr. Blanc will also conduct an intensive two-day training course entitled "Using Web-Based Tools to Support Strategic Market Analysis for Business Development". Apart from an in-depth introduction to ITC's market analysis tools, he will familiarise participants with the application of the tools through practical exercises, says a press release.



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Collaboration among practitioners

- **Has not been the case!**
- **It is well underway – and the best example has been the recent training by ITC**
- **Market Facilitation, BDS, ICT Working Group formed – Chaired by JOBS**





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Value of Trademap/Productmap

- About \$200mil in Enterprise/trade capacity building donor investment
- Numerous large projects
- Market knowledge centers exist
- Severe lack (None) qualified trainers in market analysis and research
- Training on Trademap/Productmap is not a luxury!!!





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Future Plan with ITC

- Do three to four workshops in year 2004/2005 in Dhaka and Chittagong
- Setup Market Information Centers



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Future Plan with ITC

- More Training of the Trainers (EPB, Commerce, donor project staff, associations, chambers)
- Develop and strengthen market information service providing capacity of associations, chambers and BDS providers