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Proposed market study for organic products
from East Africa

UNCTAD-ITC-UNEP
in partnership with national organic
associations (Kenya, Tanzania, Uganda) and
IFOAM

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Environment



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Who is ITC?

UNCTAD UN Conference on Trade and Development
Trade policy forum for developing countries

WTO World Trade Organization
Rules of the trading system

ITC International Trade Centre
Helps business in developing countries compete in the
global economy

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What does ITC do in organics?

- Information on standards and regulations, and certification
- Information on markets and business opportunities
- Capacity building: TA to exporters; trade support organisations
- Trade promotion activities; establishment of trade relationships

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Objectives - Phase 1

- What are market trends for E.African products in *US and EU and regionally?*
- Supply channels to this markets (who, what)
- Product briefs
- Where do future opportunities lie?
- Annex of useful information (buyers, regulations etc.)

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Objectives - Phase 2

- In-depth market study for selected products - which products do you want more information on ?

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Timetable

- *Phase 1* Nov-Dec
- *Phase 2* Jan-March (interim reporting early February)

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Who will do the research?

- National partners
- National and international consultants
- International agencies

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Thankyou

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