

Capacity Building for Bio Trade (CBBT) Project in Nepal

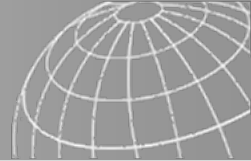
Activities and Lessons Learnt

01 June 2011



Contents

1. Biotrade, relevance for Nepal
2. The Project
3. Working modality
4. Project Activities
5. Lessons Learnt
6. Potential way forward



1. Biotrade, relevance for Nepal

- *“BioTrade refers to those activities of collection, production, transformation, and commercialization of goods and services derived from native biodiversity under the criteria of environmental, social and economic sustainability.”* - Biotrade Initiative / UNCTAD
- Although comprising only 0.09% of global land area, plant diversity of Nepal is impressively high on a global scale. eg: The Biodiversity Profiles Project (1995) ranked Nepal as having the tenth richest flowering plant diversity in Asia.
- Products under biotrade (like essential oils) are usually high value and low volume commodities. This makes them attractive crops to grow and process for small holder farmers and remote communities where transport facilities prevent them from marketing high volume cash crops.

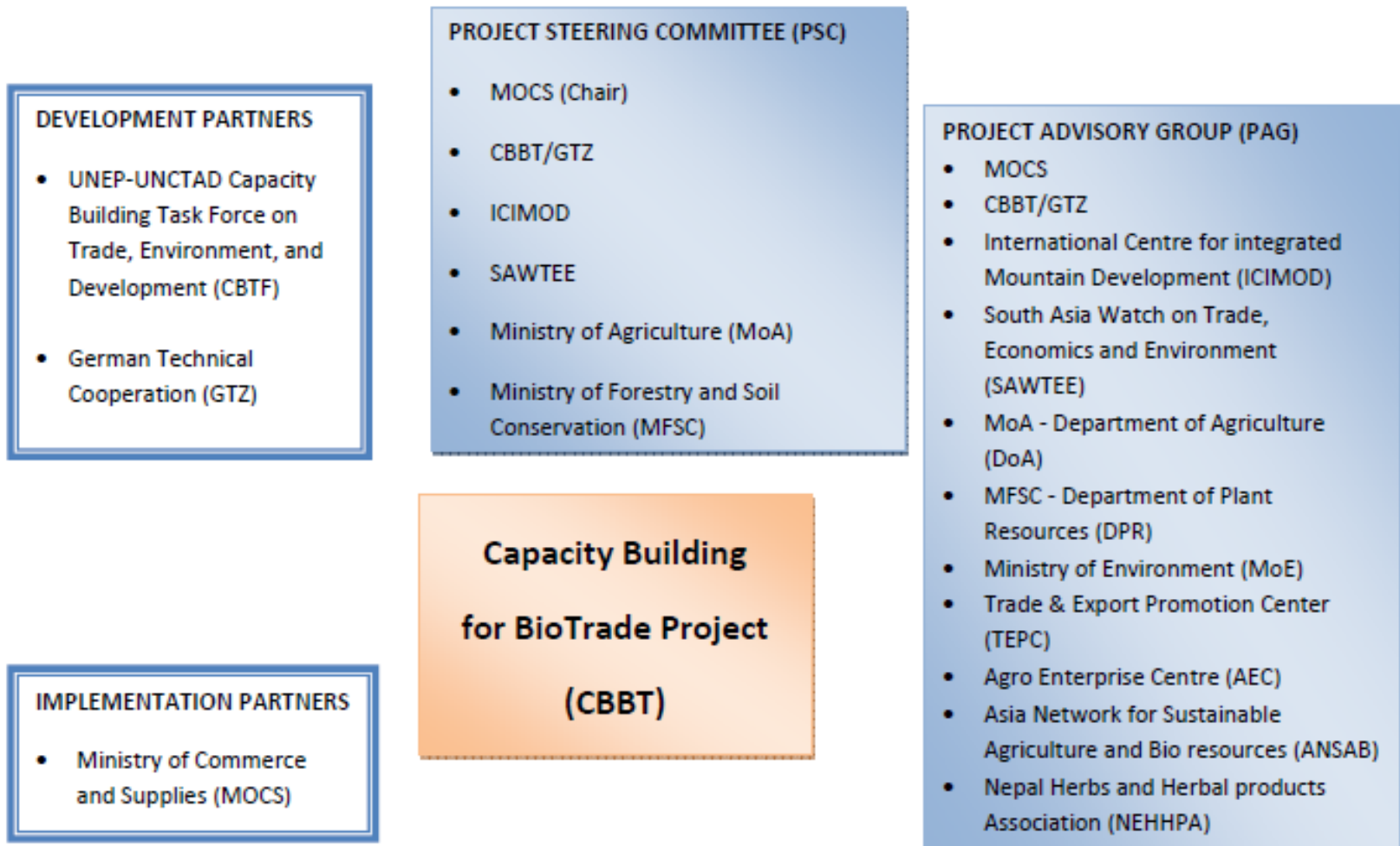


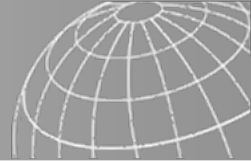
2. The project

- Objective – Policy makers and economic actors exploit the economic potential of biotrade in a sustainable way
- Pilot countries – Namibia, Nepal and Peru
- Duration – April 09 - Dec 11
- Fund – € 80 T (total € 700 T)

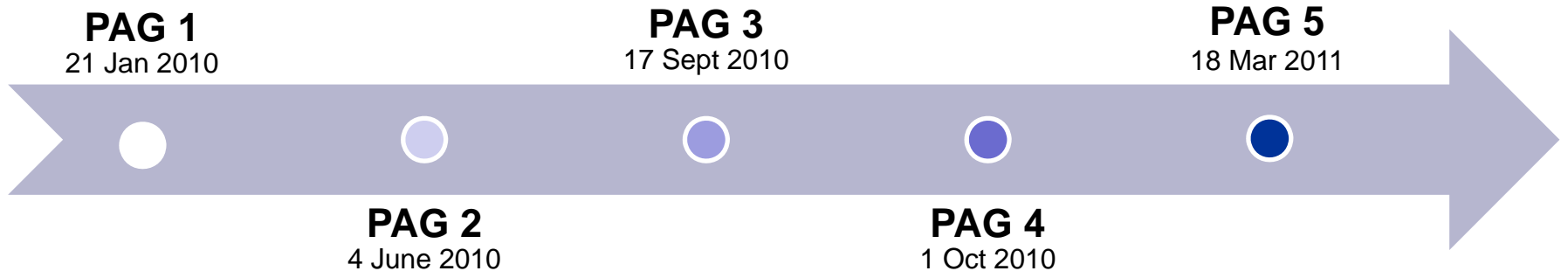


3. Working modality

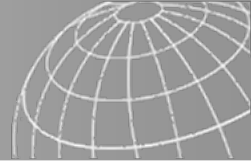




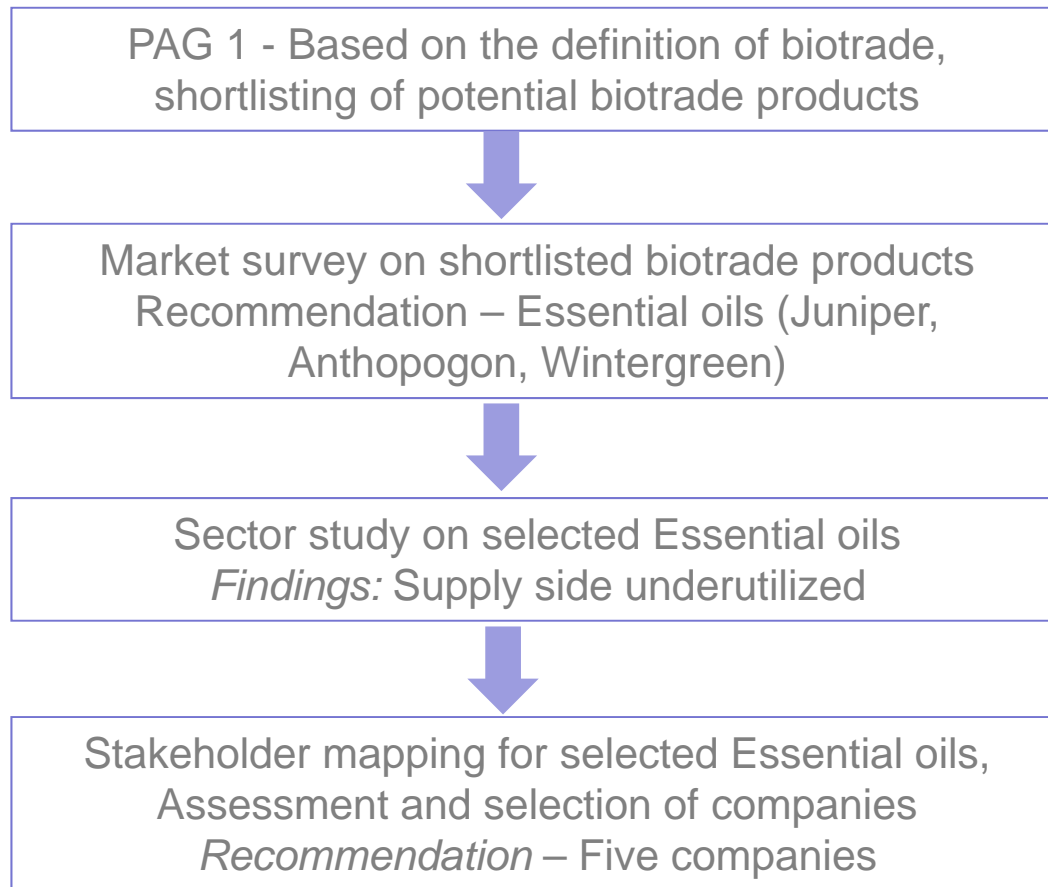
3. Working modality ...

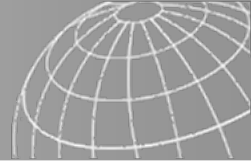


PAG – Project Advisory Group meeting

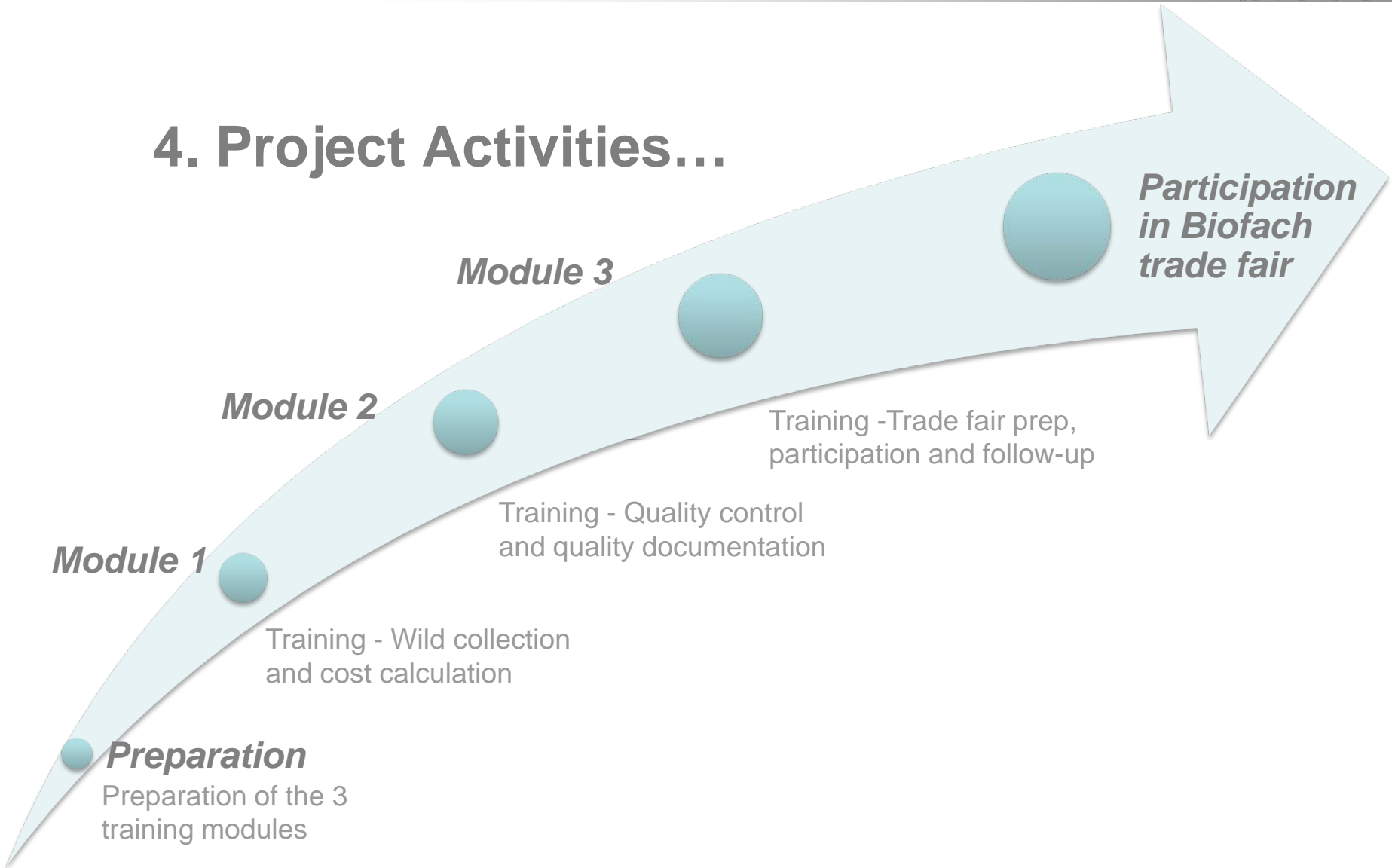


4. Project Activities - Selection of a Biotrade product





4. Project Activities...



Module 1

Training - Wild collection and cost calculation

Preparation

Preparation of the 3 training modules

Module 2

Training - Quality control and quality documentation

Module 3

Training - Trade fair prep, participation and follow-up

Participation in Biofach trade fair



4. Project Activities ...

- Development of individual marketing strategies for companies.
- Development of Group Marketing Strategy
 - Joint Brochure
 - Video documentary
 - Joint Label



Joint Brochure



Documentary



Joint Label





Participation in Biofach

Nürnberg, Germany
16.-19. 2. 2011



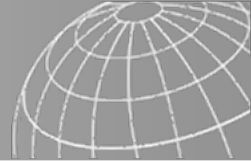
BioFach 2011
Weltleitmesse für Bio-Produkte
World Organic Trade Fair
www.biofach.de · www.biofach.com





Achievements

Contacts made at BioFach - Nepal					
	Wednesday, 16.02.2011	Thursday, 17.02.2011	Friday, 18.02.2011	Saturday, 19.02.2011	Total
Company A	18	21	16	6	61
Company B	8	9	11	1	29
Company C	19	13	12	7	51
Company D	12	6	10	3	31
Total	57	49	49	17	172



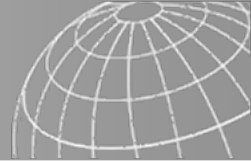
Achievements (Companies' perspective)

“The project helped us understand the requirement of Organic Markets and gave innovative Ideas to improve the presentation of our products”

- Natural Resources Industries

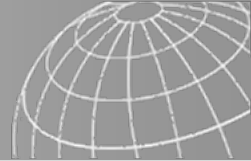
Numbers of new contacts	Total 61 contacts made at Biofach. 53 new contacts and 8 existing buyers.
Additional volume of business	Received order worth US \$15000.00 so far
Other achievements/ Benefits	<ul style="list-style-type: none"> -Meeting with existing buyers for further long term business -Sent samples to 12 new buyers for their evaluations -2 buyers visited our warehouse and distillation unit facilities

- Himalayan Biotrade Pvt. Ltd.



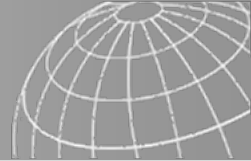
5. Lessons Learnt

- Formation of an active group with all levels of stakeholders
- Work closely with stakeholders, agreeing on common goal and methodology to achieve it
- Utilize the core competence of each member institution to achieve the common goal
- Resource sharing with private and government partners for ownership
- Donors/ TAs should still continue to capacitate national institutions
- Coordinated approach works. Harmony between public actors, private actors and donor communitys



For more information,

<http://www.includenepal.org/biotrade.php>



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Thank you