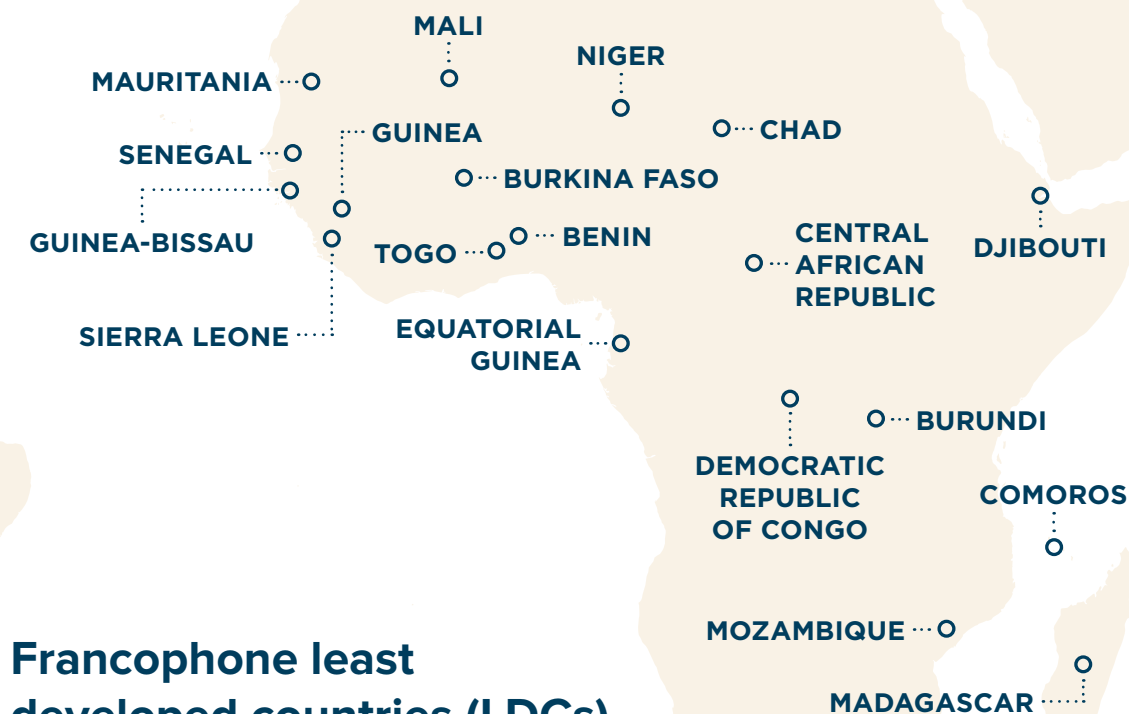


WHAT'S TRADING IN French-speaking Africa?

From EIF and partners, where trade support to least developed countries is going — and where it's needed



Francophone least developed countries (LDCs)

#AfriCommerce

HIGH-VALUE AGRICULTURE

Local communities throughout the African continent are cultivating diverse agricultural items with a lot of trade potential — beyond the usual major commodities. Ylang-ylang, shea, pineapple, honey and sesame, for example, when processed, packaged and exported, help small farmers earn more income and cater to increasing global demand. But, more support is needed.

TOURISM

COVID-19 is exposing the vulnerabilities inherent in reliance on tourism dollars, and LDCs saw their tourist arrivals plunge by 67% in 2020. Yet, the crisis is opening up possibilities for a new and improved tourism trade that better nurtures local livelihoods and the environment. Many LDCs have a competitive advantage with community and nature-based tourism, but struggle with the infrastructure, marketing and other needs that are required to make the sector shine.

TEXTILES AND LEATHER

Woven materials, barkcloth, printed fabrics, hand-dyed designs, embroidery — experts in French-speaking African countries are creating a wealth of artisanal textiles and leather goods. These items generate good prices internationally, if small-scale crafters are able to get their goods to global markets, which can be difficult.

OCEANS

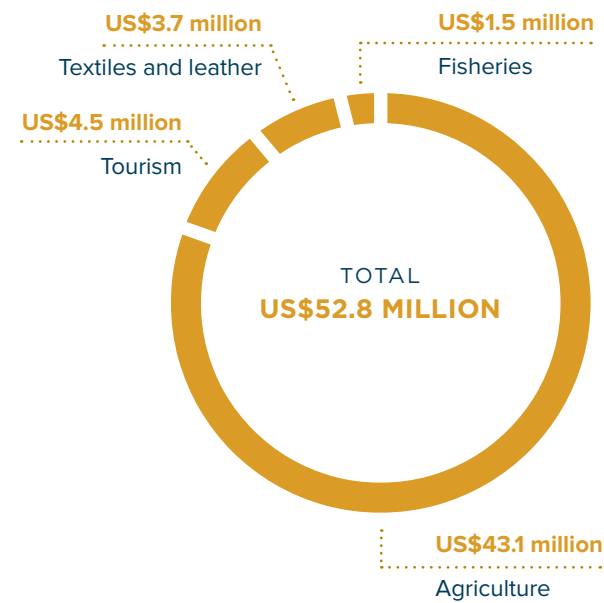
The sea has always been an essential part of trade, and the continent's swath of coastline supports many as a source of food and of livelihoods. Fisheries are a crucial source of export earnings for several LDCs, but current global fishing practices are unsustainable. And, the question of subsidies continues to be debated at the World Trade Organization.

BURUNDI

Aiming to address the trade imbalance and reduce poverty, the country is working with development partners to boost certain sectors with export potential. One of these is honey, and EIF has played a big role, through the financing provided, in getting Burundi beekeeping from a peripheral practice to a profit-making enterprise. This includes helping to train beekeepers with the Federation of Beekeepers of Bubanza, who were given 200 modern beehives alongside other needed equipment, and they are now producing 7,000 more kilograms of honey per year. With 1 kg of honey worth 5,000 BIF (approximately US\$2.50), the new hives are generating about US\$100 in additional income per beekeeper per year. Burundi honey is also reaching new export markets in the Democratic Republic of Congo, Japan, Kenya and Tanzania following EIF-supported trainings for small honey businesses in processing, packaging and marketing. And, assistance was provided to obtain export permits – setting the stage for even more buyers and markets.

CHAD

The country has one of the largest cattle populations in Africa, and therefore could sell a lot of leather. But leather production, and the creation of sandals and other value-added products, is largely informal and limited, and it is therefore difficult to establish export markets. Support from EIF and the International Trade Centre (ITC) is helping Chad to leverage leather as a resource, having trained local craftspeople in shoe design and production, created links with an Italian leather association and worked with butcheries and tanneries so raw materials are of better quality. Recently, a tannery for artisans producing handmade items was established in Dourbali, individuals involved in the hides and skins sector formed their own association, and a guide to working with leather was developed and used to train 61 tannery workers in best practices and standards, and 30 how to optimally treat hides and skins.



● DJIBOUTI

Tourism is a priority sector in Djibouti's strategy for economic development, "Djibouti Vision 2035". The country has been working with EIF since 2017 to improve their tourism offerings and create more visibility for Djibouti as a destination. This includes teaching English to taxi drivers, tour guides and other front-facing tourism workers, and identifying locations with potential as UNESCO heritage sites. The country pivoted when the pandemic struck, marketing domestic tourism and continuing to work to develop the sector while waiting for international tourists to return.



● GUINEA-BISSAU

Guinea-Bissau's waters are believed to be one of the wealthiest biodiversity zones in West Africa, home to an estimated one million tons of fisheries resources. The fisheries sector, consisting of both industrial and artisanal fishing, is a big contributor to the economy and food security. But the declining availability of fish is impacting those working at smaller scales especially hard. Most fisheries actors in Guinea-Bissau work via sailboats without motors, and live with much income uncertainty. A new EIF project is looking to help formalize the sector, by organizing the scattered fishermen so they are better able to access support and improve their practices, including reducing post-harvest fish losses.

● SENEGAL

Exporters of tropical fruits need to meet international standards, including maximum residue limits for pesticides, to effectively trade. The Standards and Trade Development Facility worked with the Government of Senegal to conduct pesticide residue studies that helped to identify new, lower-risk options to control pests affecting mango production, and to improve compliance with standards and open up new markets. In 2015, EIF started working to support standards compliance, providing trainings to farmers in harvesting methods and techniques to combat mango pests, so the fruit can access outside markets. In recently years, the country has become the second most important West African source of mangoes after Côte d'Ivoire, but more support to roll out improved crop protection tools and build laboratory capacity will improve human health and facilitate trade, as well as helping to protect the environment.

● TOGO

The Togolese shea sector produces 20,000-25,000 tons of kernels per year, but this could be scaled up considerably, as could the profits of rural women who collect shea nuts, extract the kernels and produce shea butter. Groups such as the Global Shea Alliance (GSA) are leading initiatives to improve the sector by harnessing the power of cooperatives and improving the infrastructure for the shea trade. Alongside partners like EIF, recent efforts have resulted in the building of 13 warehouses with a combined capacity of 1,300 tons. Having storage facilities helps cooperatives aggregate their harvests, and women can earn 30-50% more as a result. Enhancements like this along the value chain, including from trainings, making links to markets and providing pre-financing, helps to bring more income to the rural people who need it most.

WEST AFRICA

Trade in the region has not achieved its full potential. Most activity is highly local, with countries exporting mining commodities like oil and minerals, agricultural items, textiles and fisheries products. But this has so far been insufficient in reducing poverty levels and generating needed development. Striving to spur more trade competitiveness in West Africa, ITC's SheTrades initiative, EIF and institutions like the GSA, and the West Africa Trade & Investment Hub are working to develop important value chains. The SheTrades West Africa project in Côte d'Ivoire, Guinea, Liberia and Sierra Leone, funded by the Korea International Cooperation Agency, is aiming to improve the livelihoods of 10,000 women working in the cashew, cassava and shea sectors. The project is working directly with SMEs and women farmers in the four countries to improve product quality, create new links to markets and generate more profits. With a strong gender transformative approach, SheTrades West Africa works closely with business support organizations and the private sector to increase access to trainings, needed materials like seeds and fertilizers, and market information for women farmers and SMEs, and to address gender imbalances across the value chain. EIF and the GSA's work in the region with shea has a strong focus on women, as they are the primary collectors of shea kernels and processors of shea butter.



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The Enhanced Integrated Framework brings together partners and resources to support the Least Developed Countries in using trade for poverty reduction, inclusive growth and sustainable development.