



## A boost to Morocco's MAP sector

This year was marked by a steady and gradual build-up of activities in the UNDP/GEF PAM Project 'Mainstreaming Biodiversity into Value chains for Mediterranean Medicinal and Aromatic Plants in Morocco'. Together with FairWild colleagues, ProFound interacted with the Moroccan project team on two main fronts: engaging with the private sector and elaborating resource management strategies for the project species: *Rosmarinus officinalis*, *Thymus saturejoides*, *Origanum compactum* and *Anacyclus pyrethrum*.



Rosemary collection in East Morocco

For 2014, a main follow-up activity will be the visit of a number of Moroccan cooperatives and companies to BioFach, where they will get first-hand contacts to develop further linkages with the international market.

On the resource side, ProFound will contribute to the capacity-building of resource managers, collectors, cooperatives and companies, for the purpose of Good Collection Practices and sustainability & value addition in the MAP supply chains.

-- Gustavo Ferro

## See you @



## Sector Orgs for sustainable development

Sector Organisations can play a key role to sustain donor-funded development programmes. In the Ethiopian Apiculture Scaling-up Programme for Income and Rural Employment (ASPIRE), ProFound is working with several Sector Associations in the honey sector.

Together with project partners SNV and Enclude (formerly Triodos Facet), we identify business development needs related to sourcing, market development and financing. While building capacities of the sector organisations, we jointly design appropriate solutions and interventions, both through practical technical

assistance and the formalisation of professional service delivery in the sector, including the access to finance.

In 2014, the focus will be on the development of Marketing Strategies by companies, as well as on the capacities of the sector organisations. This will generate income for these associations, thus adding to the sustainability of the sector. Such joint efforts will have a much greater impact than individual efforts would have, also when considering that the programme aims to reach 30-60,000 beekeepers in Ethiopia.

-- Kasper Kerver

## Economics over politics in MENA region

Political turbulence in North Africa and Middle East (the MENA region) has taken the news by storm in the last years. As such, instability, civil unrest and conflicts have shifted attention away from the region's true economic potential. Opportunities are especially interesting for the natural ingredient sector, which can benefit from centuries of trade between the MENA region and Europe.

In Egypt, ProFound developed a business case for CBI encompassing natural ingredients and 2 other sectors (crafts and engineering products). This business case will be the basis for CBI's Export Coaching Programme (ECP) in the next 5 years. A first

fact-finding and acquisition mission took place in December 2013, to promote the programme among producers/exporters.

In the Palestinian Territories, ProFound is involved at an earlier stage of CBI's programme cycle. After having concluded a pre-research addressing key opportunities and bottlenecks for natural ingredient exporters, we will conduct a VCA in January 2014 with expert Klaus Dürbeck and the Netherlands Representative Office (NRO). This mission will identify possible CBI interventions for strengthening the export potential of the Palestinian natural ingredient sector.

-- Robbie Hogervorst

## UNITAR training

From 1 to 5 December 2013, ProFound and Mr. Christer Guldemond of the VU University Amsterdam conducted a workshop in Abu Dhabi on SME Development in Afghanistan, as requested by the UN Institute for Training & Research (UNITAR). Some 20 participants took part, from various Government departments working on SME development (including 2 Deputy Ministers and Directors of Provincial Offices). Besides several lectures, the participants worked in groups on SME cases, among which practical cases related to Natural Ingredients in Afghanistan.

-- Bert-Jan Ottens



Egyptian producer sorting chamomile flowers

**CDE:** In the course of 2013, ProFound's director Bert-Jan Ottens has actively participated in various activities of the European Institutional Network's Steering Committee of the Centre for the Development of Enterprise (CDE). CDE is an ACP/EU joint institution which acts in facilitating business partnerships and SME development in ACP countries. Learn more about CDE: [www.cde.int](http://www.cde.int).