



24th BioTrade Stakeholders' Forum Meeting

25 February 2025

At a glance

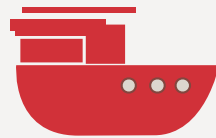
12 Countries

Albania, Bosnia and Herzegovina, Colombia, Indonesia, North Macedonia, Morocco, Peru, Serbia, South Africa, Tunisia, Vietnam & Ukraine; extended network through the collaboration with other European trade promotion programs (TRIC - IPD, CBI, ITC and others).



6 Sectors

Fish & Seafood, Natural Ingredients, Processed Foods, Sustainable Tourism, Technical Wood and Value-Added Textiles.



50+ BSOs

In the SIPPO context, a **Business Support Organization** is an organization (private or public) which supports companies in bridging “the last mile” of the export business.



Funded by:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

Implemented by:



Partners:



SIPPO programme components in the partner countries



Vision of SIPPO

Sustainable and inclusive economic **growth** and **integration** of SIPPO partner countries into world trade.



Component 1 and 2: Intervention areas

Component 1: SIPPO **supports BSOs to increase** their export promotion capacity and service provision to export-ready companies, thereby promoting market access for exporters

Component 2: SIPPO collaborates with **Swiss cooperation projects** (i.e. ABioSA, GQSP-SA, SSAIP)



Focus areas

- Support to BSOs for enhancement of export promotion services, incl. trade fairs, selling- and buying missions, market intelligence, etc
- BSO institutional strengthening
- BSO Network & Cooperation Development (both locally and internationally)
- Cross-cutting topics: Sustainability, Digitalisation



SIPPO support services for Business Support Organisations (BSOs) with IPD

- Longstanding partnership between **SIPPO and IPD** at global programme level
- SIPPO collaborates with IPD in support of BSOs, currently working on a Market Intelligence project with SIPPO partner BSOs, in the Natural Ingredients and Processed Food sectors.
- Collaboration within the European TRIC network (Trade Related Instruments Connected). The TRIC network is a network of governmentally mandated organisations in EU and EFTA countries. Its members operate in the field of trade promotion and capacity building of local organisations to improve international market access of developing and emerging countries.

Thank you!

