

# *ValueLinks Introductory Training Seminar*

## *March 5-9, 2012*



*Mombasa, Kenya*

There is widespread agreement that economic growth is a precondition for reducing poverty. Developing policy aims at generating “pro-poor growth” creating jobs for the dispossessed and providing small-scale suppliers with new opportunities. It is in this context that “value chain promotion” has emerged as a key concept of economic development. The value chain approach helps development programmes addressing issues of economic change that are critical for the poor. In the era of globalisation, these are mainly related to the competitiveness of food production, rural industries and light manufacturing that provide livelihoods for large numbers of people. In most weak economies, business communities need to get much better organised and become more market-oriented. The investment of government and private enterprises has to be coordinated.

Building on these ideas, GTZ has developed an action-oriented methodology that compiles the most important tools for value chain promotion called *ValueLinks*<sup>1</sup>. It provides the framework for a systematic approach to strengthening national and regional competitiveness and includes know-how for development organisations and public agencies active in the field of economic promotion. *ValueLinks* is organised along the steps in a project cycle and is being used in many countries to guide economic development programmes and enhance the capacity of local institutions.

### **Objectives of the seminar**

The objective is to enhance the skills of participants in designing, implementing and monitoring value chain upgrading projects. The know-how covers both technical subjects and facilitation skills working with groups of entrepreneurs, business associations and public institutions.

### **Organisers**

Since 2008, ATC and IDC have conducted a series of ValueLinks seminars together in Nakuru and Mombasa in Kenya and Windhoek in Namibia. Participants have been drawn from various countries all over the world, including Kenya, Ethiopia, Ghana, Namibia, Uganda, Netherlands and Germany.

### **Participants**

The training seminar is intended to serve consultants, planners and practitioners working in development agencies, consulting firms, business associations or Government agencies active in economic development - in developing or transition countries. The number of participants is limited to 20-30.

### **Main contents of the training seminar**

The seminar gives participants a profound introduction into the concept and methodology of *ValueLinks*, the value chain promotion approach developed by GTZ. *ValueLinks* is one of the most recognised VC development approaches and currently implemented by a large number of programmes worldwide. The training follows an interactive method, in which the presentation of concepts, facts and methodology alternates with exercises to apply hands-on tools and know-how to concrete cases. The seminar develops the methodology inductively.

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<sup>1</sup> GTZ (Deutsche Gesellschaft für Technische Zusammenarbeit GmbH): "ValueLinks Manual. The Methodology of Value Chain Promotion". First edition 2007. Published on CD-Rom, Eschborn/ Germany

Participants apply the concepts in working group sessions and get insight into real-world practice during a field trip to a wine industry cluster in Germany.

In particular, the training covers the following subjects:

- Designing value chain promotion projects at the interface of regional and sector-specific economic development,
- Selecting value chains based on promising pro-poor growth opportunities,
- Mapping and analysing subsectors and value chains,
- Developing a vision and strategy for chain upgrading,
- Process design and facilitation skills for working with chain actors and engaging in public-private partnership,
- Facilitating market linkages and the business organisation of small-scale enterprises and rural producers,
- Embedding financial and service arrangements in private business transactions,
- Introducing standards on product quality and safety
- Making public agencies more responsive to business needs, and
- Conducting impact monitoring in value chain projects.

### **Training Material**

Participants will receive a complete set of ValueLinks presentations and additional information on value chain promotion in form of a seminar binder and on CD.

### **Duration**

The seminar will start early on Monday morning (March 5) and will last until Friday afternoon (March 9). Participants are recommended to arrive on Sunday evening (March 4).

### **Language**

The seminar language will be English.

### **Venue**

The venue of the workshop will be the Sentido Paradise Beach Resort. ([www.sentidohotels.com](http://www.sentidohotels.com)). With a breathtaking view of the Indian Ocean this is one venue where participants will wish that the training never ends. The Indian Ocean 'swimming pool' and other recreational facilities will help participants relax after a long training day. The Mombasa weather is normally hot and humid. It is cooler in July and August, reaching just 27°C as a high.

### **Facilitators**

The seminar will be facilitated by highly qualified and experienced ValueLinks experts from ATC, GIZ and IDC. The lead facilitator will be **Mr. Alfons Eiligmann**, Vice-President of the International ValueLinks Association e.V.