

ValueLinks Introductory Training Seminar

September 6-10, 2010



Oestrich-Winkel, Germany

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*¹. 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.

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 20-25.

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. 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.

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

In particular, the training covers the following subjects:

- Designing value chain promotion projects at the interface of regional and sectoral 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 (September 6) and will last until Friday afternoon (September 10). Participants are recommended to arrive on Sunday evening (September 5).

Language

The seminar language will be English.

Venue

The venue of the workshop will be the Advena Hotel Jesuitengarten Rheingau. Located in the middle of a vineyard in the small town of Oestrich-Winkel, 60 km west of Frankfurt/Main, the charm and tranquillity of one of Germany's most beautiful landscapes on the river Rhine will provide a perfect setting for a relaxed and concentrated workshop atmosphere.

Facilitators

The seminar will be facilitated by:

- Dr. Andreas Springer-Heinze, main author of the ValueLinks methodology and editor of the ValueLinks Manual. He works as short-term advisor, trainer and facilitator in the fields of rural economic development and value chain promotion. Since 2004, he has conducted more than 25 international training seminars on value chain promotion in agribusiness, handicrafts, and small-scale manufacturing, mainly in Asia and Latin America.
- Alfons Eiligmann, General Manager of the IDC Unternehmensberatung GmbH. He has 20 years experience in SME development and has facilitated more than 20 VC programme design training courses in Africa, Asia, Germany, UK and the USA.