

ValueLinks Introductory Training Seminar

May 9-13, 2011

Siem Reap, Cambodia



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.

Organisers

The seminar is organised by IDC Unternehmensberatung GmbH, Germany, in cooperation with COMO Consulting GmbH, Germany. IDC regularly runs ValueLinks training seminars in different countries (s. www.idc-aachen.de) and carried out a number of project activities in Cambodia for GTZ, ITC, SEQUA and other donors since 2006. COMO has a strong focus on advising and implementing private sector development and rural development projects, of which the promotion of value chains is one key element in a systemic approach to foster the competitiveness of companies, including farmers (s. www.como-consult.de).

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

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

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.

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 (May 9) and will last until Friday afternoon (May 13). Participants are recommended to arrive on Sunday evening (May 8).

Language

The seminar language will be English.

Venue

The venue of the workshop will be the hotel Prince d'Angkor in Siem Reap, (s. www.princededangkor.com). Located just a few km from the international airport in the centre of Siem Reap, it will provide a perfect setting for a relaxed and concentrated workshop atmosphere.

Facilitators

The seminar will be facilitated by:

- Alfons Eiligmann, General Manager of the IDC Unternehmensberatung GmbH and founding member of the International *ValueLinks* Association e.V. (s. www.valuelinks.org). He has 20 years experience in SME development and has facilitated more than 30 VC programme design training courses in Africa, Asia, Europe and America. He is regularly on short-term assignments in Cambodia/Vietnam/Laos/Thailand on behalf of ITC, UNIDO, GTZ, SEQUA and AFE since 2006.
- Thomas Finkel, partner and managing director of COMO Consulting GmbH and a founding member of the International *ValueLinks* Association e.V. (s. www.valuelinks.org). He has 15 years of experience in private sector development, has implemented value chain upgrading initiatives in Vietnam for 4 years, has advised many value chain projects in Southeast Asia, Africa and Latinamerica, including Cambodia, and trained project and counterpart staff on the *ValueLinks* methodology in several countries.