



Main Action and Specific Themes

The programme aims to adopt and implement **business-friendly**, **inclusive** and **responsible national policies** and legal frameworks. Additionally, its goal is to strengthen productive processing, promoting and marketing **capabilities** and **value chains**.

- Inclusive and Sustainable Growth
- Trade, Investment and Competitiveness
- Green Economy
- Gender issue
- Long-term Green Industrialization

ACP Business-Friendly Programme (2018-2023)

The programme is co-financed by the European Union ([EU](#)) and the Organisation of African, Caribbean, and Pacific States ([OACPS](#)), implemented by the World Bank ([WB](#)), the United Nations Industrial Development Organization ([UNIDO](#)) and the International Trade Center ([ITC](#)).

Core Businesses:

- Promote inclusive and sustainable economic growth
- Supporting Sustainable Development Goals (SDGs)



Discover more about [ACP Business-Friendly](#):

- To explore OACPS Private Sector Development Platform [click here](#).
- To see Programme Factsheet [click here](#).

- The **ACP Business-Friendly programme addresses** OACPS regional economic communities, regional Private Sector Development (PSD) organizations, OACPS national investment climate reform bodies, national investment promotion agencies (IPA), ACP agriculture value chain actors and MSMEs.

How does it work?

Macro-Level
(regional-, policy-level)

The **WB** facilitates improvements to policy, regulatory, and administrative environments for private sector initiative as well as amendments to policy environments.

Meso-Level
(country-, institutional-level)

UNIDO leverages intermediary organizations and business membership networks to strengthen investment promotion, marketing, and monitoring capabilities as well as business support programmes and partnerships.

Micro-Level
(local-, firms- level)

ITC uses its Alliances for Action approach, which promotes inclusive and sustainable value chains through improved producer and small firm competitiveness, diversified market channels and strengthened productive and value addition capabilities.

Examples of Activities Developed by ACP Business-Friendly Programme

Macro-Level

Geographical coverage

Regional level - Southern Africa Region

Actors involved

- SADC Investment Sub-Committee
- EU Delegation to the Republic of Botswana
- Southern Africa Governments

Context

Measure countries' key legal and regulatory provisions affecting Foreign Direct Investments (FDI).

The Macro-Level component supports SADC to build Investment Climate Scorecard:

Activities and Impact / Outputs

- The Scorecard is for initiating and monitoring national Investment Climate reform process by firstly, requiring the evaluation of the respective national investment frameworks of individual countries, and secondly, recommending the reforms that a particular Member State must carry out to achieve greater national FDI openness in the SADC common market.
- SADC Scorecard is based around the well-established global methodology of the FDI Regulatory Restrictiveness Index developed by the OECD. SADC Governments will provide data and information on measure countries' key legal and regulatory provisions affecting FDI. It is unique opportunity to add the SADC economies to this growing global dataset.
- Information collected for the index would also be helpful for the ongoing Africa Continental Free Trade Area (AfCFTA) process (to read more [click here](#)), especially the associated upcoming negotiations on the investment protocol, which would require identification of regulatory FDI barriers by each member state.

Coordination

The Macro-Level component will look for possible collaboration with the EU-funded program Support to Improving the Investment and Business Environment (SIBE) in the SADC region.



Meso-Level

Geographical coverage	Country level - Cameroon, Dominican Republic, Ethiopia, Ghana, Kenya, Papua New Guinea, Senegal, Zambia.
Actors Involved	<ul style="list-style-type: none">• Caribbean: Caribbean Export Development Agency (CEDA) and Caribbean Association of Investment Promotion Agencies (CAIPA)• Francophone Western/Central Africa: Agences Francophones de Promotion des Investissements (RIAFPI)• East Africa: East African Business Council (EABC)• Sub-Saharan Africa: Africa Economic Zones Organization (AEZO)• Pacific: PNG looks for synergies with the EU-PNG Business Conference
Context	<p>The ACP investment climate has to generate new investments, expands existing investments and enhances the ability to compete, grow and prosper in domestic, regional and international markets.</p> <p>The activities developed by the Meso-Level component are based on multi-stakeholder dialogue, practices exchange, analysis and peer-to-peer learning:</p> <ul style="list-style-type: none">• Capacity building initiatives to Investment Promotion Institutions (IPIs) to enhance efficacy of investor services at different levels.• Support intermediary organizations and business membership networks to strengthen investment promotion capabilities, business support programs, marketing, monitoring and partnerships.• Support to more effective investment targeting and promotion effort driven by evidence-based policy advocacy.• Monitor FDI activity and impact and inform FDI monitoring by Investment Promotion Agencies (IPAs) and other institutional stakeholders.• Invest-in-ACP portal: provides country and regional specific investment information and investment opportunities.• Guide to Laboratory Policy formulation 2021, webinar session "Best Practice in Laboratory Policy Development - Guidance on sustainable laboratory infrastructure development": To read the guide click here, and to watch the session recording click here. <p>To read more about programme activities in the Meso-Level UNIDO Brochure click here.</p>
Activities and Impact / Outputs	
Coordination	<ul style="list-style-type: none">• UNIDO is working with Micro-level component, as part of the ITC's "Alliance 4 Action (A4A)" network, on the identification and promotion of investment opportunities in the identified value chains.• The component will also look for collaborations and synergies with other Intra-ACP programmes such as the ICR Facility, and other agencies for development cooperation, GIZ and Expertise France.

Micro-Level

Geographical coverage	Local and Firm-level - ACP Regions
Actors involved	<ul style="list-style-type: none">• Caribbean Export (CEDA)• Africa and Madagascar Robusta Coffee Agency (ACRAM)• Zurich University of Applied Sciences (ZHAW)
Context	<p>ACP Agricultural producers and MSMEs affected by no income or food security safety nets, no access to finance, lack of business and negotiation skills, knowledge of climate-smart agricultural practices often scarce.</p> <ul style="list-style-type: none">• Micro-level component supports farmers and cooperative enterprises with the development of value-added products and market innovations to identify local, regional and international market opportunities and attract investment. This integrated support addresses incomes, producer association competitiveness and empowerment, agricultural product quality and productivity, climate-smart production, crop and income diversification skills, and value addition.• The interventions of the Micro-Level component aim to enhance value chain operators' individual and collective competitiveness with specific attention to family cotton farmers, rural/urban MSMEs.<ul style="list-style-type: none">◦ To read more about Building Alliances for Resilience click here.
Activities and Impact / Outputs	<ul style="list-style-type: none">• Promotion of inclusive productive and commercial value chains Alliances and investment to strengthen value chain governance, MSME competitiveness.<ul style="list-style-type: none">◦ To read about Alliance for Action (A4A) click here.• Capacity building and training to support formal and informal businesses, strengthen and diversify productive and value addition capabilities.



Activities and Impact / Outputs

- **Africa – coffee and Cotton regional activities:**
 - ITC's A4A programme in partnership with the Africa and Madagascar Robusta Coffee Agency ([ACRAM](#)) and the Zurich University of Applied Sciences (ZHAW) launched the "Robusta Coffee Academy of Excellence". To read the story [click here](#).
 - Series of Coffee Technical Webinars. To watch the videos [click here](#).
 - EU-OACPS, ITC, ACRAM Robusta Coffee Regional Conference.
 - ITC A4A Coffee Export Guide 4th Edition. To read the document [click here](#).
 - On cotton, ITC will adapt the A4A methodology to cotton sector requirements even if the cotton products are not addressed within the framework of the programme.
- **Caribbean - cocoa;**
 - ACP Business Friendly is targeting the cocoa value chain in partnership with Caribbean Export.
- **Pacific - Kava and coconuts.**
 - Explore synergies with projects: "Alliances for Coconut Industry Development" and "Safe Agricultural Trade Facilitation through Economic Integration in the Pacific (SAFE Pacific)".

Coordination

The Micro-Level component collaborates with the other two components on the identification and promotion of investment opportunities in the identified value chains.
