



ACP Business-friendly:
Supporting value chains
through inclusive
policies, investment
promotion and alliances

Funded by



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The Programme

The “ACP Business-Friendly: Supporting value chains through inclusive policies, investment promotion and alliances” is an Intra-ACP action funded by the European Union and the Organisation of African, Caribbean and Pacific States (OACPS) through a EUR 41.7 million contribution.

The Programme follows a tiered approach with engagements focusing on macro-, meso- and micro-level interventions implemented by the World Bank (WB), the United Nations Industrial Development Organization (UNIDO) and the International Trade Centre (ITC), respectively.

The specific objective of the Programme is to support business-friendly and inclusive national and regional policies and strengthen productive capacities and value chains.

This Programme is designed to achieve two key outcomes of:

1 Adopting and implementing business-friendly, inclusive, and responsible national policies and legal frameworks.

2 Strengthening capabilities related to production, processing, promotion, marketing and value chains.

At the macro-level, the WB addresses the policy and investment climate reform dimensions of the Programme. The meso-level is being implemented by UNIDO and is geared towards capacity building of Investment Promotion Institutions (IPIs) for a better investment promotion and facilitation support to domestic and foreign investors. Finally, the ITC works at the micro-level to increase the competi-

tiveness of agricultural value chain actors while ensuring compliance with environmental, economic and social requirements.

The action will be carried out in member states of the Organisation of African, Caribbean and Pacific States (OACPS) through policy-level (macro dimension), institutional-level (meso dimension) and firm-level (micro dimension) country engagements. The Programme will also make regional level interventions working closely with Regional Economic Communities (RECs) as well as regional public and private sector organizations. A rapid response window provides the framework for ad-hoc interventions based on specific requests.

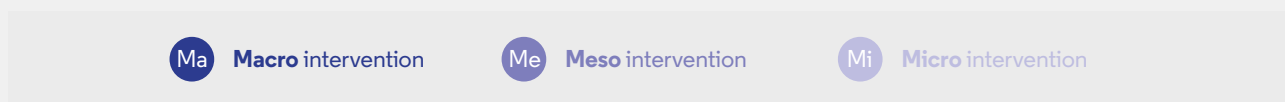
The Programme follows a 3+1 tiered approach (regional, macro, meso and micro-level interventions) to leverage value chains in order to improve the ability of firms to compete, grow and prosper in domestic, regional and international markets, thus generating inclusive and sustainable jobs and economic growth:

Macro level	 WORLD BANK GROUP	The ACP investment climate is enhanced through improved policies, strategies, regulations, and administrative environments are informed by strengthened diagnostics on growth, investment and competitive markets.
Meso level	 UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION	Intermediary organizations and business membership networks are leveraged to strengthen investment promotion capabilities, business support programs, marketing, monitoring, and partnerships.
Micro level	 International Trade Centre	Productive and commercial value chains alliances are facilitated and firm-level support to formal and informal businesses is provided through capacity building and training in order to strengthen and diversify productive and value addition capabilities in a sustainable way.

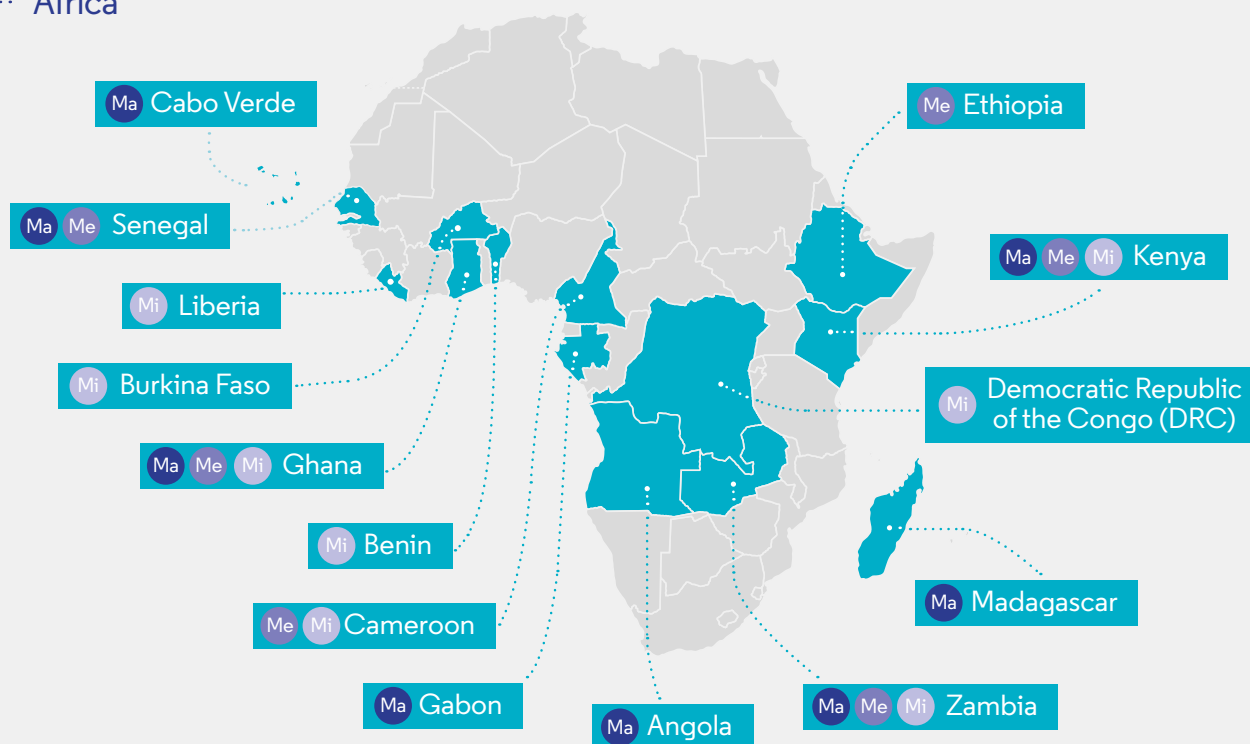
For more information on the Programme, go to: <https://businessacp.com/en/news-acp-business-friendly>

Interventions at the national level

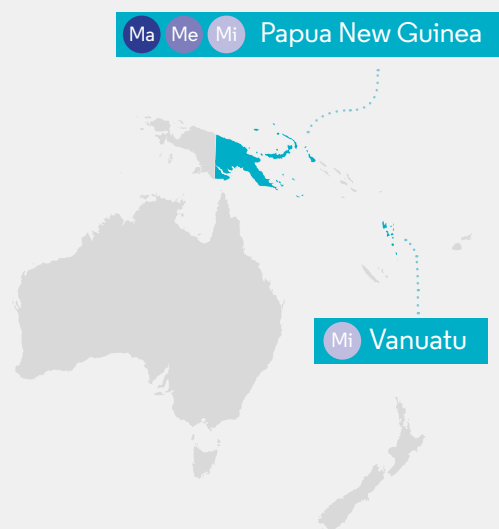
While Programme actions are primarily undertaken at the intervention country level, the regional character of the Programme creates opportunities to activate powerful drivers for best-practice, and knowledge-exchange actions that serves to increase and amplify the value capture and impact within the wider ACP region.



Africa



Pacific













Caribbean



Interventions at the value chains and regional level

The Programme will also make regional level interventions working closely with Regional Economic Communities (RECs) as well as regional public and private sector organizations.

Value-chains have been selected based on their potential to improve OACP member states' agribusiness sector, contribute to regional and global trade and drive employment creation and poverty reduction. The priority value chains, especially for the micro level intervention, would be:

	<p>Coffee and associated products value chain for West and Central Africa</p> <p>with ACRAM (Agency for Robusta Coffee of Africa and Madagascar)</p>	
	<p>Cocoa, coconuts and associated products value chains for the Caribbean region</p> <p>with CEDA (Caribbean Export Development Agency), CARDI (Caribbean Agricultural Research and Development Institute) and CARIFORUM Secretariat (Caribbean Forum of African Caribbean and Pacific States)</p>	
 PACIFIC ISLANDS FORUM  Pacific Community Communauté du Pacifique	<p>Coconuts, Kava and associated products for the Pacific region</p> <p>with the SPC (Secretariat of the Pacific Community) and PIFS (Pacific Island Forum Secretariat)</p>	
 	<p>Cotton and Fashion for West Africa and COMESA regions</p> <p>with COMESA (Common Market for Eastern and Southern Africa) and ECOWAS (Economic Community of West African States)</p>	

South-South linkages are fostered between ACP producer associations, businesses and member states.

WB's macro-level approach

The World Bank (WB) is implementing the macro-level component of the Programme, which contributes to enhancing investment climates through improved policies, strategies, regulations, and administrative environments informed by strengthened diagnostics on growth, investment and competitive markets.

The interventions are being implemented to support increased investment, which is associated with positive impacts on jobs and economic transformation. Expected results include greater regional/intra ACP and global investments and improved firm-level outcomes that will enhance countries' competitiveness and access to value chains.

WB assistance is provided through three project delivery windows: the country engagement window, which provides for deep technical support on the Programme's themes for governments; the rapid response window which provides expedited support to client countries in addition to the main program themes, largely focused on mitigating the economic risks stemming from COVID-19; and the regional engagement window,

which facilitates peer-to-peer learning and provides a channel for knowledge dissemination and inter- and intra-regional learning opportunities. Each window seeks to build on existing WB operations and leverage the substantial WB development footprint in the OACPS member states.

WB assistance focuses on two complementary themes which are aligned with the ACP PSD Strategy, namely:

(1) Improving policy, regulatory and administrative environments informed by strengthened diagnostics on growth, investments and markets.



This assistance focuses on improving conditions required for the growth of private investment in ACP countries. It addresses barriers to businesses' ability to enter, establish, grow and compete in ACP economies and regions. It also addresses gaps in countries' investment attraction and retention strategies, which should align with agreed national policy approaches, by working with national institutions, including investment promotion agencies and Ministries of Commerce/Investment/Industry. It aims to enhance overall regulatory transparency, effectiveness and predictability for local and cross border businesses and investors, while reducing compliance costs and regulatory room for excessive discretion.

(2) Improving the FDI policy environment and developing or enhancing strategies for linking foreign investors with domestic firms.



This support focuses on enabling key drivers required for companies to compete regionally and internationally, addressing gaps in the design and effectiveness of investment incentives and supplier programs, and boosting quality infrastructure standards and facilities to support adherence by the private sector.

For more information



http://www.worldbank.org/ACP_businessfriendly

Discover the project, macro-level

UNIDO's meso level approach

The United Nations Industrial Development Organization (UNIDO) is implementing the meso-level component of the Programme. UNIDO's investment promotion interventions are aimed to facilitate the process of identifying, mobilizing capital, knowledge, and technological resources for a more targeted investment development impact.

Technical assistance interventions include:



Capacity building initiatives to Investment Promotion Institutions (IPIs) aimed to enhance the provision and efficacy of investor services at different levels



Undertaking of a more effective investment targeting and promotion effort driven by evidence-based policy advocacy



Improve monitoring of Foreign Direct Investment (FDI) activity and impact

Digital solutions



INVEST IN ACP

www.invest-in-acp.org



UNIDO is developing the Invest-in-ACP Investment Promotion Portal which provides investment location information including investment project opportunities, ACP country and regional level institutional partners, value chain and sectoral details and information on industrial park and sites.

The Digital Investment Profiling System (DIPS) constitutes the back-end of the Invest-in-ACP Portal. It serves as a web application for IPAs and IPIs for the management of investment profiling data including Investment Opportunity Profiles (IOPs) as well as business intelligence on existing investors in the country.

For more information

Discover the project, meso-level

Brochure

Flyer



@InvestInACP



<https://bit.ly/3LgA2Ep>



<https://bit.ly/3sAM3vB>

ITC's micro-level approach

The International Trade Centre (ITC) is implementing the micro-level component of the Programme.

Micro-level interventions are led by ITC through its Alliances for Action approach that promotes inclusive and sustainable agricultural value chains. Interventions aim to enhance value chain operators' individual and collective competitiveness with specific attention to family farmers, agri-entrepreneurs and processors. The actions draw on

a holistic implementation approach and a coordinated framework that creates market opportunities through value addition and product diversification. At the heart of this intervention level is the promotion of sustainable production practices to build resilience and development of bankable business models to attract investments.

Technical interventions include:

The micro level of the Programme will focus on two core themes and specific workstreams:

1 Promoting inclusive productive and commercial Alliances and investment to strengthen value chain governance and MSME competitiveness through dedicated Work Streams:



Establish public-private value chain alliances for action



Promote inclusive market and buyer linkages



Facilitate inclusive finance and investment for the alliances

2 Increasing small farmers and processors value addition, productivity and competitiveness through dedicated Work Streams:



Build productive capabilities for smallholder farmers, including family farms, women and youth



Improve value addition through product development and processing



Strengthen farmer organization support service systems and capabilities

For more information

Discover the project, micro-level

Brochure

<https://bit.ly/3Rj3rzQ>

Website

<https://bit.ly/3qh0Zi5>

Programme beneficiaries and partners

Beneficiaries

ACP countries	ACP regional economic communities	National investment promotion agencies (IPAs) and institutions (IPIs)
ACP national investment climate reform bodies	Regional private sector development organizations and associations	ACP agriculture value chain actors and SMEs

Our partners

Africa



Caribbean



Pacific



Testimonials

Macro



Ghislain Moandza Mboma

CEO

ANPI-Gabon and Permanent Secretary of High Council for Investment (HCI)



The ACP Business-Friendly Programme is a great initiative. This Programme is implemented with the support of the World Bank, the EU and OACPS, and has allowed us to work on enhancing the investment climate, which is one of the priorities set by the Government of Gabon. We rely enormously on this partnership and continuous support to finalize the new Investment Code - focused on the harmonious development of the country and granting advantages to investors - as well as to be able to support increasing returns and profitability of SMEs/SMLs. We look forward to continuing the work together with the World Bank towards an improved business environment in Gabon.

Meso



Olivia Rachier

*Acting Managing Director
Kenya Investment Authority*



KenInvest is confident that the project will improve its ability to monitor FDI and its various impact channels necessary to achieve national and regional level SDGs.

Besides the monitoring aspects to better understand FDI impact on Kenya's development objectives, KenInvest stands ready to continue our close partnership with UNIDO to also identify concrete investment project opportunities and to promote them to potential foreign investors through UNIDO's online software solutions.

Micro



Sangai Brisbane

*Brisco Natural Coffee
Liberia*



I am elated to build on our knowledge and skills in coffee through this cupping and roasting training, especially in our beautiful and resourceful continent. I look forward to taking Liberia coffee forward with the support of ITC-Alliances for Action and this great regional project.



Joint interventions and synergies

In view of the aligned activities in the intervention countries, WB, UNIDO and ITC undertake constant coordination efforts aimed to complement the respective macro, meso, micro level interventions in the ACP countries and regions. Coordination meetings serve to share information about respective work plans but also to identify concrete areas where there will be complementary implementation, as in for example, working with common national stakeholders.

The WB's strengthening of investment and competition policy frameworks, promotion of transparency in incentives' frameworks, and support to business regulatory environment reform interventions provide important macro-level foundations for enhancing investment attraction and retention efforts. UNIDO and the WB are working in complementary ways to help countries strengthen their investment attraction strategies, develop targeted sector value propositions, and develop bankable investment opportunities. Leveraging empirical evidence from investor perception survey interventions, including those developed and spearheaded by UNIDO, will provide critical inputs to both macro and meso level interventions aimed at supporting IPAs and enhancing investment climates and improving business environments.

UNIDO and ITC are working together to sensitize the investment promotion actors in the intervention countries about the need as well as opportunities for promoting domestic and foreign investment mobilization in the selected value chains. The Meso level work in the identification and promotion of investment project opportunities will complement plans by Micro level interventions with small business and cooperatives for business, product, and market development in the targeted value chains. UNIDO is working with Micro-level stakeholders, part of the ITC's A4A, in the identification and promotion of investment opportunities in the targeted agricultural value chains.

Coordination efforts between the three implementing agencies help to identify areas for knowledge sharing, joint events, and communications to ensure that the three interventions are complementary and to avoid an overlap of efforts.

Watch here

The jointly produced Programme level video



<https://bit.ly/3LstuCD>

For more information

Discover the Programme and others under the European Development Fund (EDF) allocated to ACP private sector development



<https://bit.ly/3ulKj6d>



At a glance

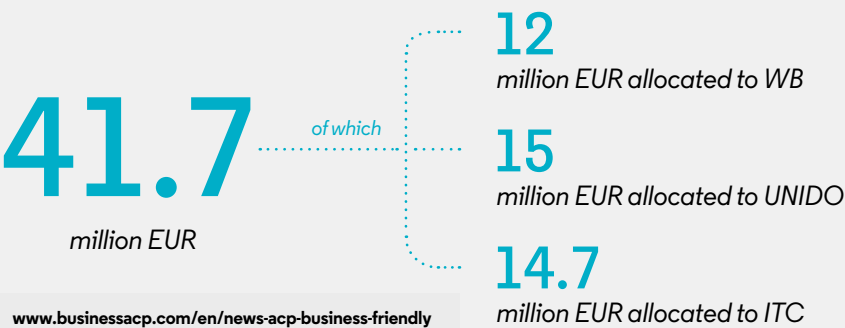
Co-implementing Agencies



Funded by



Budget



Duration

from
2019
to
2024

Contact details

WB

For any query, please contact
acp_businessfriendly@worldbank.org

Investment Climate Unit
World Bank
1818 H Street, NW
Washington, DC 20433 USA

www.worldbank.org/en/topic/investment-climate

UNIDO

For any query, please contact
investmentportal@unido.org

Department of Digitalization,
Technology and Innovation (DTI)
Vienna International Centre,
P.O. Box 300, 1400 Vienna, Austria
Email : dti@unido.org

www.hub.unido.org

ITC

For any query, please contact
alliances@intracen.org

International Trade Centre
Palais des Nations,
1211 Geneva 10, Switzerland

www.intracen.org

