



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

United Nations Inter-Agency
Cluster on Trade and
Productive Capacity



Schweizerische Eidgenossenschaft
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Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

MYANMAR UN TRADE CLUSTER



Enhancing horticulture supply and sustainable tourism to develop business linkages



Strengthening standards compliance for better market linkages and more income generation



Within the context of Myanmar's national economic challenges, which encompass the impacts of COVID-19 pandemic and the military coup during past years, the noteworthy achievement emerges that all project activities of the SECO-Myanmar UN Trade Cluster project were successfully completed. This accomplishment stands as a testament to resilience and commitment, showcasing that even amid adversity, progress can be realized with close collaboration with private sector stakeholders. Despite the prevailing difficulties, the project's completion marks a positive stride towards fostering economic growth and trade and supporting efforts of the people in improving livelihood.



The SECO-UN Trade Cluster project, **“Enhancing horticulture capacity and sustainable tourism to develop business linkages,”** was implemented with three main objectives;

- i) to support horticulture farmers in the Inle Lake region of the Shan State to increase production capacity and quality of products;
- ii) to improve sustainable tourism development, management and promotion within the context of establishing value chains for the Inle Lake region; and

iii) to enhance the livelihoods of the local beneficiary communities through income generation and employment creation, thus contributing to poverty reduction.

UNIDO is the lead agency for horticulture component which is supporting the tea, ginger, and avocado value chains, as well as strengthening the national quality infrastructure eco-system. UNIDO worked closely with local clusters and national private associations (MTA, MFVP and MAVO) and value chain operators to improve the quality and safety of products.





Key Achievements



CAPACITY BUILDING:

Tea value chain: 550 producers (Male 330, Female 220) and 14 processors (Male 8, Female 6) improved for better skills and operations. 4 tea clusters strengthened to provide extension services to local community; 4 tea processing factories upgraded and certified for quality standards. About 1,000 acres of tea farms certified for good agricultural practice.

Ginger value chain: 700 farmers (410 M and 290 F) capacitated for better cultivation practices and value-added ginger products production. Southern Shan Ginger Cluster established under the umbrella of MFVP for providing extension services.

Avocado value chain: 50 farmers trained and 36 avocado farms certified for exporting quality avocado production in compliance with GLOBALG.A.P requirements. 20 avocado farmers trained on Integrated Farm Assurer and 9 of them registered as recognized trainers by Global GAP.



KNOWLEDGE DISSEMINATION:

7 technical guides developed and published in collaboration with MTA, MFVP and MAVO to guide quality assurance by various VC actors and promote best practices for sustainable production in Myanmar.



INSTITUTIONAL STRENGTHENING AND PARTNERING FOR SUSTAINABILITY IN LONG TERM:

- » Partnership with MTA to train 300 additional tea farmers in 4 townships in southern Shan and extension to other parts of Myanmar nationwide.
- » Formulation of the first-ever Ginger Producer and Exporter Cluster and incorporation under the MFVP umbrella for knowledge sharing, market intelligence and business development driving collective advancement.
- » Fortification of MAVO's capacity to sustain service to the avocado supply chain for quality assurance and compliant trade.



SUCCESSFUL LINKAGE WITH LOCAL AND INTERNATIONAL MARKETS

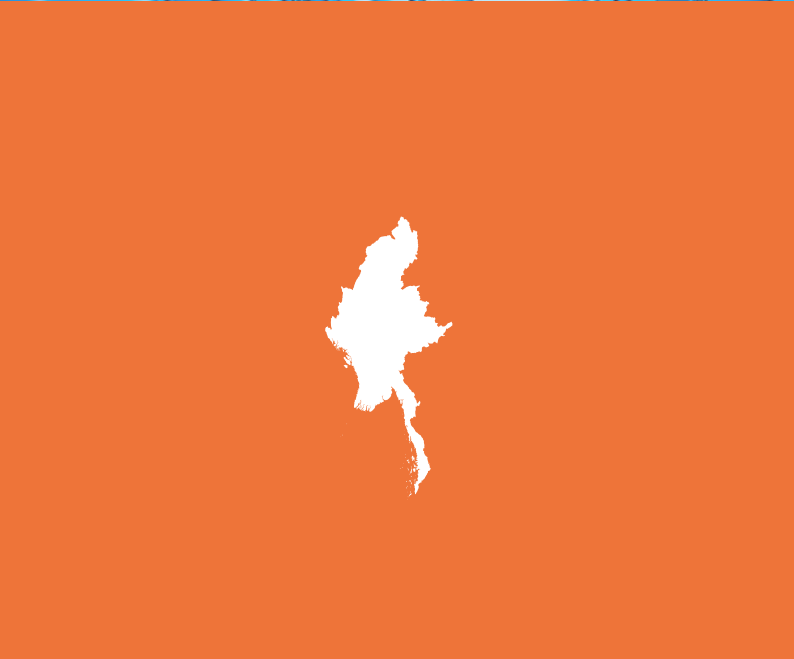
- » Enabled avocado exportation of USD 2 million to Malaysia and Thailand
- » USD 28,000 worth certified green tea exported to China, France, and Japan
- » USD 47,500 worth ginger exported to USA, India, and China
- » 15 (Tea-4, Ginger-5, 6-avocado) business agreements concluded for sustainable supply to the local market.



Strengthening National Quality Infrastructure

Modern testing equipment supplied and commissioned in three laboratories and their staff trained to test horticultural products for quality assurance.

Laboratory costing model developed and piloted in cooperation with three private laboratories, to support efforts in improving business sustainability.



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