



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

“The project aims to enhance horticultural productive capacity and tourism development for the Inle Lake region through income generation activities and employment creation, thus contributing to poverty reduction.”

Dominika Dor, Industrial Development Officer,  
UNIDO

## Myanmar UN Cluster: Enhancing horticulture supply and sustainable tourism to develop business linkages

The project aims to improve the economic situation in the Inle Lake area of the Shan State through upgrading horticulture supply capacity and sustainable tourism in view of establishing value chains leading to income generation (for male and female farmers, workers and small and medium enterprises), and employment (jobs created / retained), as a contribution to poverty reduction.

### UNIDO'S APPROACH

The UN Cluster agencies (UNCTAD, ITC, ILO, UNOPS and UNIDO) will jointly collaborate to achieve the following:

- Strengthening horticulture products' compliance with international quality and safety standards for market requirements and improve provision of local quality services (UNIDO);
- Promoting sustainable tourism in the Inle Lake area along the value chain, by strengthening destination marketing and branding, improving food quality and hygiene, and developing new tourism products and services (ITC);
- Support gender-sensitive value chain assessments and policy-making in the context of strengthening backward linkage between the horticulture and tourism sectors (UNCTAD);
- Conducting inter-agency needs assessment and building of linkages with its Entrepreneurship Development and SME support (ILO).

UNIDO's assistance will be focused on building QIS capacity to provide demand-driven quality related services along the selected VCs (tea, ginger and avocado) in line with the countries' priorities. This will be preceded by a detailed gap analysis,

which would identify specific QIS needs of the private sector to make linkages with the tourism industry. It will also address the need to strengthen the capacity of the business support organizations, institutions, farmers associations and others to offer demand-driven quality related services for the horticulture sector through advisory, training and other quality related services (e.g. certification) available locally, training of trainers on relevant food safety standards (ISO 22000, GMP/HACCP, etc.), farm assurance standards (e.g. GlobalGAP), private and sustainability standards, and understanding SPS and food safety regulations and compliance with technical regulations, international standards and private standards of selected MSMEs active in the horticulture sector (on a pilot basis).

### IMPACT

By 2022 Myanmar's compliance with regional and international regulations and

horticulture market requirements would be increased; QI in testing, storage would be strengthened; capacity for and cooperation between national partners in Shan State for enterprise development and sustainable business operations and linkages related to horticulture and tourism would be improved, including women's empowerment and participation; thus tea, ginger and avocado farmers and producers in the Inle Lake area would have enhanced capacity and opportunity to produce quality products and increased access to regional and international markets.

### WAY FORWARD

The project will provide capacity development support in the selected value chains in horticulture. It will seek to promote tourism growth and development through strengthening the marketing and branding of existing of tourism products and services, product diversification, and strengthening tourism management institutions; it will also promote business linkages between the two sectors.

### AT A GLANCE

<b>Project title</b>	<b>UN Cluster on Trade and Productive Capacity – Trade Sector Development Programme: Upgrading Horticulture Supply and Sustainable Tourism to Develop Business Linkages</b>
<b>Thematic area</b>	Trade Capacity Building (TCB)
<b>Donor</b>	Swiss State Secretariat for Economic Affairs (SECO)
<b>Project counterpart</b>	Ministry of Commerce, Myanmar Trade Promotion Organization, Ministries of Agriculture, Hotels and Tourism, Industry, and Education,
<b>Budget</b>	CHF 4,896,511 (of which CHF 1,289,900 to UNIDO)
<b>Duration</b>	48 months (2018 – 2022)