



# Swiss Import Promotion Programme SIPPO

## Targeted export promotion services delivered through Business Support Organizations.

The Swiss Import Promotion Programme SIPPO promotes sustainable and inclusive trade and strengthens the competitive position of companies in 11 partner countries through Business Support Organizations for facilitating market access to Switzerland, the EU and regional markets.

### Rationale

SECO has been financing the Swiss Import Promotion Programme SIPPO since 1999. The Programme is a well-established mandate of SECO within the framework of economic development cooperation, and operates currently in 11 countries: Colombia, Peru; South Africa; Indonesia, Vietnam; Tunisia, Morocco; Albania, Bosnia & Herzegovina, Macedonia, and Serbia. SIPPO covers 6 sectors: Fish & Seafood, Processed Fruits & Vegetables, Natural Ingredients, Technical Wood, Value-added Textiles, and Sustainable Tourism.

The program helps selected Business Support Organizations (BSO) from developing and transition countries to deliver targeted export promotion services to their members (companies). Such services include market intelligence, the organization of sourcing/buyer missions, and trade fair presence, facilitating matchmaking and accessing Swiss, European and regional markets.

Swisscontact carries out the SIPPO Programme in cooperation with BHP Brugg & Partner and Helvetas. SIPPO also collaborates with other European import promotion programs, such as IPD (Germany), CBI (Netherlands) and IHA (Austria) to strengthen its worldwide service delivery and capacity building competencies.

### Objectives and activities

The overall objective is to integrate developing and transition countries into world trade. Targeted export promotion services delivered through BSOs strengthen the competitive position and facilitate market access and exports of companies in partner countries to Switzerland, the EU and regional markets.

SIPPO applies a more systemic market approach by putting BSOs (instead of individual companies) in partner countries into the centre of the programme to provide professional 'last mile services' for

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#### SECO country/region

Colombia, Peru; South Africa; Indonesia, Vietnam; Tunisia, Morocco; Albania, Bosnia & Herzegovina, Macedonia, Serbia.

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#### Main funding partners

Switzerland (SECO)

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#### Implementing partner

Swisscontact Foundation

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#### Duration

2017-2021

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#### Total budget

CHF 20,000,000

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#### SECO contribution

CHF 20,000,000



exporting companies. Accordingly, SIPPO enhances the performance of selected BSOs in order to enable them to provide targeted export promotion services to improve exports in specific economic sectors and contribute to increased income and more and better jobs.

Increasing imports, especially to the DACH region (Germany, Austria, Switzerland), are the mirror-effect of the exports of the SIPPO partner countries. For the importers, the annual SIPPO Forum offers a platform for representatives of the private sector, administration and international organizations to discuss the importance and opportunities of imports.

### **Governance Structure**

The implementation of the approach is decentralized, utilizing local knowledge. SIPPO shall create synergies by delivering export promotion services to other trade related Swiss development initiatives. Local SIPPO representatives manage planning, implementation and reporting in the countries (including yearly local Country Coordination Committee Meetings), with backstopping support from the SIPPO Head Office Project Management Team. A Global Steering Committee including Swisscontact and SECO governs the overall programme. The committee has access to expertise of an advisory board composed of private sector experts.

### **Results so far**

Expected Results are:

- Exporters and Importers establish trade contacts
- Exporters have the capacity to complete the last mile
- Potential exporters access services of BSOs

### **How to get involved**

SIPPO is decentralized and disposes in each of the countries on representatives that coordinate and implement the programme in normally 2-3 country specific sectors. Representatives or SIPPO head office in Berne can be best contacted through the SIPPO website.

### **Further information and contact details**

SIPPO website: <http://www.sippo.ch>

SIPPO at SECO: [info.wehu.cooperation@seco.admin.ch](mailto:info.wehu.cooperation@seco.admin.ch)