



Swiss Import Promotion Programme (SIPPO) 2021- 2025

Improving export promotion services in our partner countries.

The Swiss Import Promotion Programme (SIPPO) works with Business Support Organisations (BSO), such as trade-related ministries and agencies, private trade promotion service providers and industry organisations to improve their services to export-ready companies.

Rationale

One of the main challenges for export-ready producers, suppliers and manufacturers in developing countries is to approach potential importers and/or customers abroad. This is where SIPPO comes in: The programme enables BSO to offer export-ready companies good quality services that increase the likelihood of access to the Swiss and international markets. In this way, the programme contributes to better integration of these countries into world trade, job creation and ultimately sustainable and inclusive economic growth.

SIPPO is active in 11 partner countries (see list on the right), supports more than 40 BSO and works in 6 sectors - fish & seafood, processed foods, natural ingredients, technical wood, value added textiles and sustainable tourism. SIPPO supports BSO through technical assistance in i.) institutional strengthening and ii.) improving export promotion services. These services include market intelligence, market orientation missions, trade fair participation, and commercial missions.

Objectives and activities

As an overarching vision for change, the programme aims to promote sustainable and inclusive economic growth for selected Swiss partner countries through better integration into global trade. The impact objective of SIPPO 2021-2025 is defined as follows: Export-ready companies maintain / increase their export volumes of sustainable goods and services thereby retaining / creating jobs and contributing to sustainable and inclusive economic growth of SIPPO partner countries. SIPPO aims to achieve the following outcomes:

- Outcome 1: BSO in partner countries offer better services to export-ready companies, improving market access for sustainable products and services.
- Outcome 2: Swiss cooperation projects apply "last mile" knowledge to implement market access activities.
- Outcome 3: Stakeholders in non-priority countries access and use SIPPO "last mile" advisory services.

Country/region

Albania, Bosnia and Herzegovina, Colombia, Indonesia, Morocco, North Macedonia, Peru, Serbia, South Africa, Tunisia, Vietnam

Executing agency

Swisscontact in cooperation with BHP Bruggler & Partner and Helvetas

Duration

2021-2025

Total budget

CHF 24.6 million

SECO contribution

CHF 22.4 million

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The thematic cornerstones for the current phase are sustainability and digitalisation. Sustainability considerations are of great and increasing importance for sourcing decisions and can be the determining factor in whether or not a business deal is concluded. That is why SIPPO, in cooperation with BSO, promotes sustainable business practices and voluntary sustainability standards. In trade, digitalisation offers new opportunities to simplify cross-border processes, reduce transaction costs and increase transparency within global value chains. SIPPO uses these opportunities and improves market access in a virtual trading environment.

To support the programme, SIPPO can count on an advisory board made up of representatives from the Swiss private sector and industry associations to provide relevant expertise, including the valuable perspective of Swiss importers. With a view of sharing knowledge and international best practices, the programme also cooperates with other European import promotion programmes, such as IPD (Germany), CBI (Netherlands) and the Import Information Hub (Austria).

Results so far

Since its launch in 1985, SIPPO's approach to trade integration from developing and transition countries has traditionally been to facilitate market access for export-ready companies by connecting them directly with importers. Initially, the support included mainly market information, trainings, and matchmaking services. In 2017, in order to reach more companies and increase the sustainability of its interventions, SIPPO began to support companies only indirectly, working exclusively through BSO.

In its previous phase from 2017 to 2021, SIPPO contributed to the creation/retention of around 125,000 jobs and indirectly contributed to an increase in export turnover of around CHF 2 billion. The programme's activities reached more than 2,000 companies through BSO trainings, contributed to the creation of 211 new training modules on export promotion, and to nearly 4,000 additional members and/or clients of BSO. The programme co-organised over 200 matchmaking activities with 2'300 participating companies, resulting in the conclusion of almost 8,000 binding offers.

How to get involved

SIPPO's Global Services team is based in Berne. The programme is implemented on the ground by local teams in the 11 partner countries. To contact SIPPO, visit the website below.

Further information and contact details

Website: <https://www.sippo.ch/>

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