



(B)

ISSUES AND STRATEGIES FOR ENHANCING THE COMPETITIVENESS OF SMEs IN PROCESING OF HORTICULTURAL PRODUCE IN DEVELOPING COUNTRIES OF ASIA

UNIQUE FEATURES OF HORTICULTURE IN ASIA

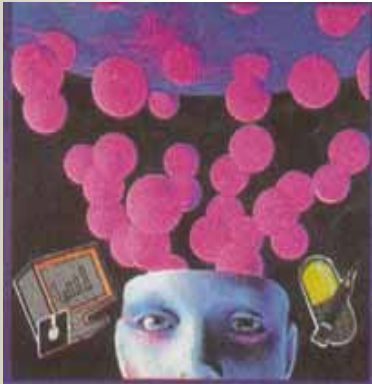


- Vegetable and fruit production is highly intensive
- Rich heritage of traditional systems of medicine using plant based drugs
- Production system for self supply is well stabilized
- With the exception of fruits and ornamental plants mostly traded among nearby countries



VISION AND STRATEGY

(Horticulture Industry)



- Develop internationally competitive products
- Promote sustainable production methods and management practices
- Increase the value of products in local and export market



DYNAMICS OF COMPETITIVENESS (New Market Opportunities)



- Trend towards spicy food
- Growing interest in tropical fruits
- Cultivate enriched vegetables
- Grow late or early varieties in fresh fruits
- Identify products for specific markets





"ENHANCING THE QUALITY AND EXPORT COMPETITIVENESS OF TROPICAL FRUITS"

Participating Countries

Bangladesh, China, Cambodia, India, Indonesia, Malaysia, Myanmar, Pakistan, Sri Lanka, Thailand and Viet Nam

Demonstration Centres to be set up in India, Sri Lanka and Thailand

Joint initiative of ESCAP/APCTT/CFC/FAO
Donor support US\$ 1.766 million



PROJECT GOAL

- Reduction of losses in quality and quantity of tropical fruit during post-harvest, storage and processing
- Strengthening the competitive position by setting up demonstration cum agro business incubation centres



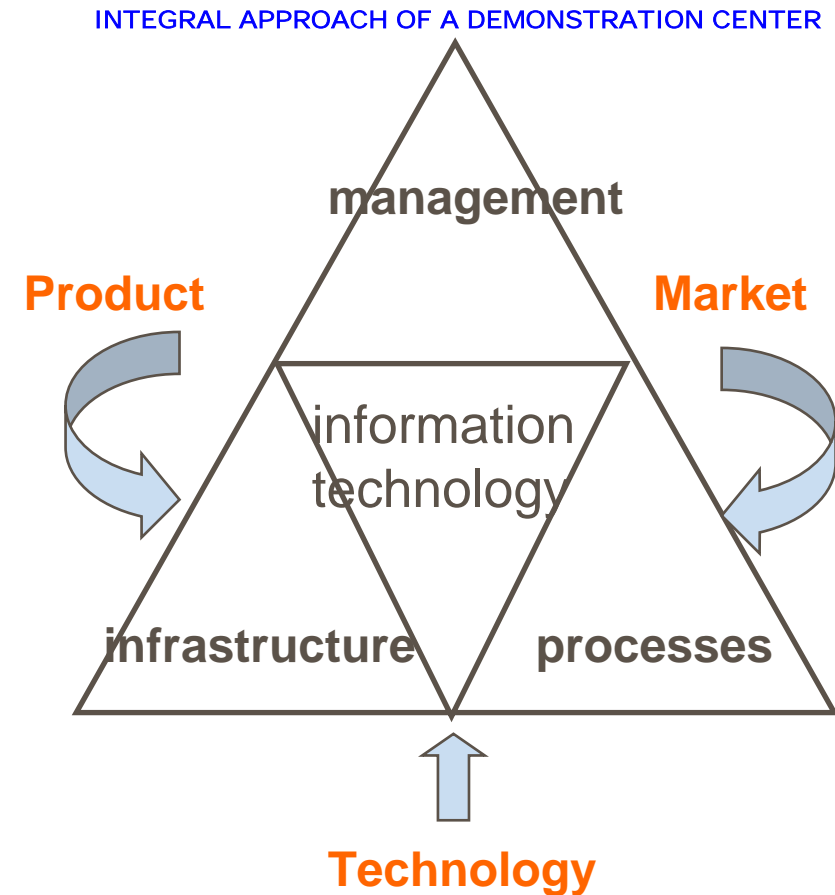
OBJECTIVES

- Improve information system on tropical fruits
- Enhance quality and productivity in preservation processing and packaging
- Market development and trade promotion
- Strengthen financing and investment flows



PROJECT COMPONENTS

- Development of quality control system and certification capacity for the fresh tropical fruits.
- Development of value addition through technology upgradation for post-harvest handling and processing.
- Enhancing marketing capability and building retail relationship with importers.





FEATURES OF DEMONSTRATION CENTRES

- Pilot demonstration (new and emerging technologies)
- Technology business incubation
- Quality control and certification
- Consultancy, training and testing
- Setting up a web portal to promote networking among stakeholders



SPECIAL FOCUS OF DEMONSTRATION CENTRES

INDIA : Small and Medium Enterprises and Farmers

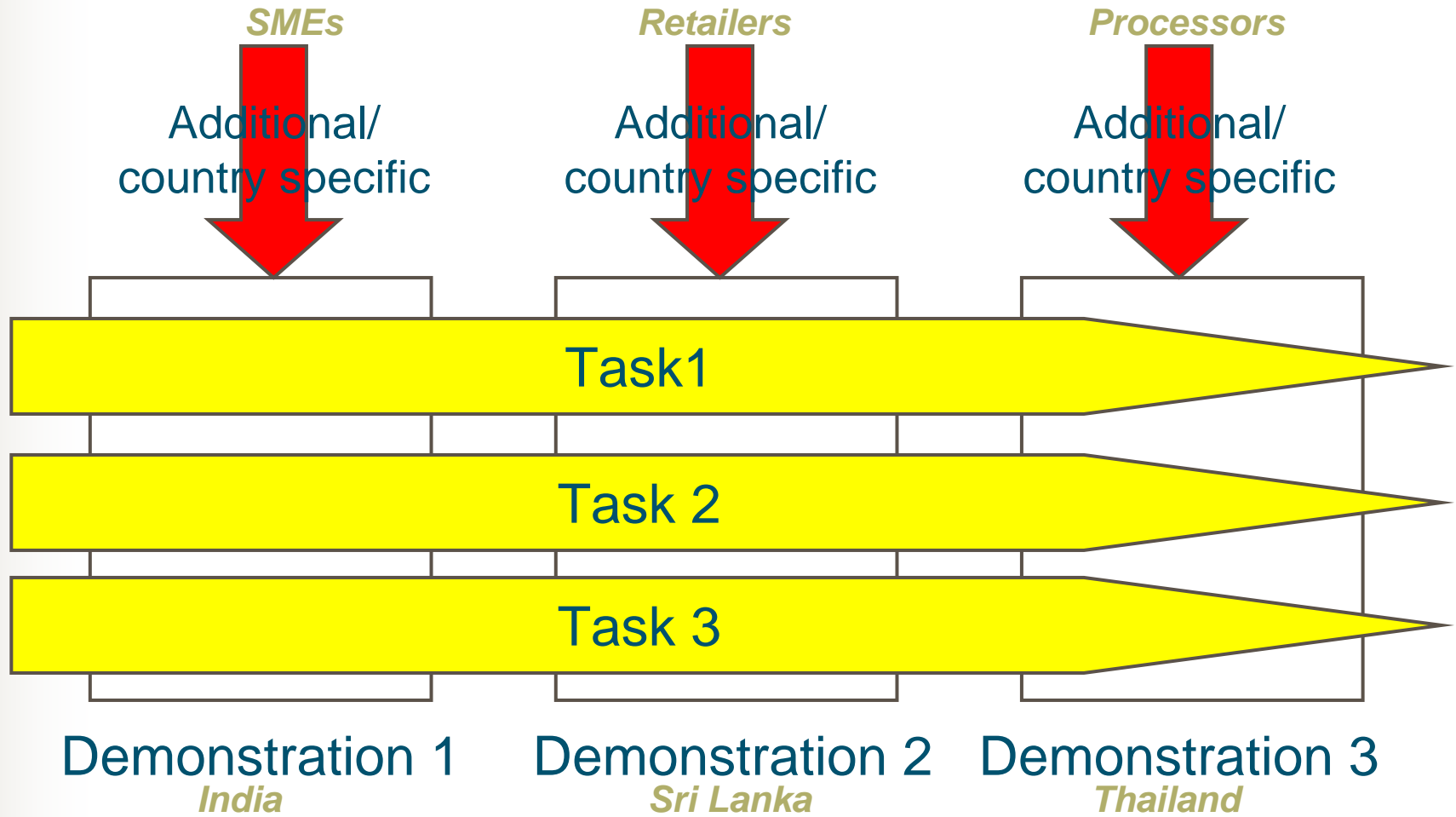
SRI LANKA: Retailers

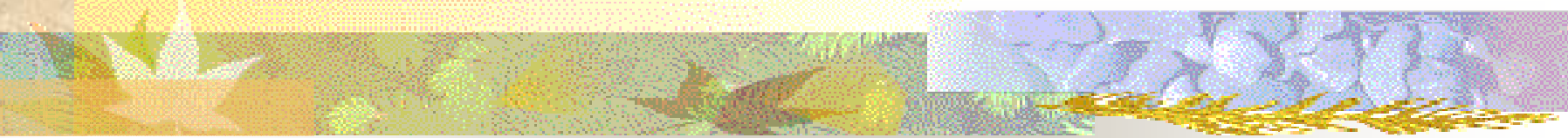
THAILAND: Processors

- The spin off of the project would benefit the entire region
- The activities carried out through the demonstration centres would be disseminated through workshops, training programmes, publications and web-based services



PROJECT DESIGN





Thank you!